

Alfred Nobel Open Business School Switzerland

Title	Hospitality and Tourism Strategic Planning	
Unit purpose	This unit covers critically evaluating strategic options, and developing a and aim(s) business strategy for a hospitality or tourism organisation	
URN.	J/505/	
Unit Code	HTS P	
Level	7	
Credit value	30	
GLH	90	
Learning outcomes	Assessment criteria	
When awarded credit for a student will:	Assessment of this learning outcome will require a student to this unit, demonstrate that they can:	
1 Critically evaluate options for a hospitality and tourism organisation.	<p>1.1 Compare and contrast the different approaches and theories used to identify and evaluate business strategy</p> <p>1.2 Use strategic business development theories to identify the strategic options available for a hospitality or tourism organisation</p> <p>1.3 Critically evaluate the range of strategic options available to a hospitality or tourism organisation</p> <p>1.4 Identify the risks to a hospitality or tourism organisation of adopting a strategic option</p> <p>1.5 Recommend and justify strategic options available to a hospitality or tourism organisation</p>	
2 Develop a Business for a Hospitality or Tourism Organisation	<p>2.1 Use strategic planning models to formulate a business strategy for a hospitality or tourism organisation</p> <p>2.2 Critically evaluate the role of ethics in the development of a business strategy</p> <p>2.3 Identify and analyse areas of potential conflict in the implementation of business strategy</p> <p>2.4 Recommend techniques to reduce potential conflict during the implementation of business strategy</p>	