Syllabus

TSTD 6220 International Hotel Management – Fall 2015
Phillips Hall 416
Thursday 7:10-9:40 pm

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Office Hours:
Wednesday 3-6 pm
Thursday 4-6 pm
Or by appointment

Course Description

International Hotel Management is a study of international hospitality operations with emphasis on U.S. corporate involvement in and planning for strategic overseas development expansions as well as other international hotel firms’ strategic entry into the US market. This course presents concepts and management practices pertinent to international tourism and hotel management. Topics include political, economic, cultural, environmental, financial and legal aspects inherent in the international business environment and their impacts on international tourism and hotel management and operations. The emphasis of this course is to introduce students to the knowledge and skills needed for planning and managing global hotel development operations.

Course Objectives

1. Understand the increasing globalization of hotel industry.
2. Develop an acute awareness of different cultural, political, financial, legal and economic systems worldwide.
3. Understand the integration of tourism and the hospitality industry with national policies and plans.
4. Analyze the investment trends and hotel development patterns by international hotel firms.
5. Understand the financial constraints in planning and developing overseas hotels.
6. Understand the socio-economic impact of developing hotels in developing countries.
7. Understand the impact of hotel development on environment and the emerging trends of ecoresort development for sustainability.
8. Identify emerging overseas markets for hotel development.
10. Understand the complexity and difficulty of human resources management in foreign countries.
11. Market hospitality products and services in host countries.
12. Examine corporate social responsibility management by international hotel organizations.
13. Identify potential career development opportunities.
14. Develop an appreciation for overseas management assignment.

Required Readings


Harvard Business Publishing Case Packet

Recommended Readings


• Hotels - Official publication of International Hotel & Restaurant Association (http://www.hotelsmag.com/)
• International Journal of Hospitality Management - Academic research journal
• International Journal of Contemporary Hospitality Management - Academic research journal
• International Hospitality, Leisure & Tourism Management - Academic research journal
• Cornell Hotel and Restaurant Administration Quarterly - Academic research journal with a focus on management applications
• Journal of Hospitality & Tourism Research - Academic research journal
• Lodging Hospitality - A trade journal (http://lodgingmagazine.com/)
• Hotel Motel Management - A trade journal (http://www.hotelmanagement.net/)
• HotelNewsNow - A daily news service covering international hotel development nu Smith Travel Research (http://www.hotelnewsnNow.com/). You need to subscribe to it to receive the daily news.

Method of Instruction

This course is a blend of textbook reading, lectures, case studies, class discussion, guest speakers and video presentations. Students are expected to participate actively in and contribute to class discussions and exercises. Students are strongly encouraged to be involved in research on various topics related to international hotel
operations. Students will present a final project on an international hotel operation topic or a new international development project in class.

Method of Evaluation

The grading weights are as follows:

Class participation: 20 points  
Area & company research: 60 points (2 @ 30 points)  
Case analysis: 60 points (2 @ 30 points)  
Class presentation: 30 points  
Term paper: 40 points  
Final exam: 100 points

Total: 310 points

The guaranteed grading scale is:

A = 285 - 310 points (92%-100%)  
A- = 279 - 284 points (90%-91%)  
B+ = 273 - 278 points (88%-89%)  
B = 254 - 272 points (82%-87%)  
B- = 248 - 253 points (80%-81%)  
C+ = 242 - 247 points (78%-79%)  
C = 223 - 241 points (72%-77%)  
C- = 217 -222 points (70%-71%)  
F = below 217 points

Academic Integrity
GW is committed to the highest standards of academic integrity and students will be held responsible for the violation of these standards. Please refer to GW Code of Academic Integrity for detailed policies: http://www.gwu.edu/~ntegrity/code.html

Disability Services
Any student who feels s/he may need special accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Please also contact GW Disability Support Services office at 202 994-8250, Suite 242 in Marvin Center, to establish eligibility and to coordinate reasonable accommodation. For additional information, please see: http://gwared.gwu.edu/dss/

Outline
Session 1 - September 3 - 2015
Syllabus & Introduction
Discussion: Hospitality Industry as International Business
Session 2 - September 10 - 2015
International Tourism Development
International Hospitality Development - Regional & Industry Analysis

Session 3 - September 17 - 2015
Global Hospitality Development Strategy

Session 4 - September 24 - 2015
Cultural Environment
Cultural Values
Hospitality Service Influenced by Culture
Business Ethics
Case 1 out

Session 5 - October 1 - 2015
Market Entry Choices
Geographical Diversification
Global Organizational Development
Case 1 due

Session 6 - October 8 - 2015
Hospitality Project Development
Demand & Supply
Infrastructure Development
Design & Construction
Eco-resort Development
Entrepreneurship & SME Development
Country Report due

Session 7 - October 15 - 2015
Legal Control
Hotel Contracts & Agreements:
  Joint Ventures
  Franchising
  Management Contract
  Leasing
Case 2 out

Session 8 - October 22 - 2015
Tourism/hospitality Investment
Impact of Global Financial Uncertainty
Financing Overseas Projects
Sources of Fund

Session 9 - October 29 - 2015
Guest lecture - TBD
Case 2 due
Session 10 - November 5 - 2015
International Hospitality Marketing
Brand Development
Marketing and Culture
Marketing Strategies & Practices
Company Research due

Session 11 - November 12 - 2015
International Hotel Human Resource Management
Expatriate Selection
Local Manager Selection
Staff Training
Managing Cultural Diversity

Session 12 - November 19 - 2015
Managing Social Responsibility
From Shareholders to Stakeholders
Social Reporting
Sustainable Business Value

Session 13 - December 3 - 2015
Student presentations
Research paper due

Session 14 - December 17 - 2015
Final Exam
Date to be confirmed