

## Unit HTM702: Strategic Planning Facets in Hospitality and Tourism

Unit code: D/616/7110

RQF level: 7

### Aim

This unit provides the learners to gain knowledge about strategic business planning in the hospitality and tourism sector. The learners will be able to develop strategic business plans and apply them to organisations selected. Students will gain knowledge in identifying and critically evaluating theories of business strategy. The unit also assists students in developing skills to analyse strategic fit to develop business strategies. Learners will also gain understanding in the concept of business ethics.

### Learning Outcomes and Assessment Criteria

Learning Outcome		Assessment Criterion	
1.	Understand the use of theories and approaches in identifying and evaluating business strategy	1.1	Identify the different methods and theories used in identifying and evaluating business strategy
		1.2	Compare and differentiate the approaches and theories identified
2.	Identify and evaluate the strategic options toward hospitality and tourism organisations	2.1	Using strategic business development theories identify the strategic options available for a hospitality or tourism organisation
		2.2	Show critical evaluation of the strategic options available
3.	Identify the risk involved and be able to recommend and justify suitable options	3.1	Address the risks involved as a result of adopting the strategic option
		3.2	Recommend and justify further strategic options available for hospitality and tourism organisation
4.	Develop a business strategy and evaluation of the concept ethics	4.1	Using strategic planning models develop a business strategy for the organisation in the hospitality and tourism sector
		4.2	Critically assess the concept of ethics in the development of business strategy
5.	Identify potential conflicts and the techniques for mitigation in the implementation of a business strategy	5.1	Recognise and analyse the areas of conflict in the implementation of the business strategy
		5.2	Endorse measures or techniques in mitigating the conflicts during the implementation of a business strategy