

Strategic Management for Tourism

The main focus of this course is to introduce students to the concept of strategy and strategic management, with emphasis on the tourism industry. More specifically, students will familiarize themselves with the concepts of strategic thinking, strategy formulation and management within an uncertain environment. Also, they will explore both business-level strategy and corporate strategy, to achieve objectives in today's competitive hospitality environment. Upon completion of the course, students will be able to: understand the concepts of strategy and strategic management, analyse a business environment & adapt the strategic plan accordingly, understand the advantages and disadvantages of the various growth strategies, and appreciate their importance in the tourism industry, provide an organization with a sustainable competitive advantage and to communicate management terms, principles and concepts in a professional manner and use their skills in interpreting and using data related to strategic management issues.