

■ **INTRODUCTION AND TRENDS IN HOSPITALITY** by Ray F. Iunius

UNIT DESCRIPTION

This course strives to identify key trends and drivers that will stimulate and inspire the leaders of the global hospitality sector in charge of taking the strategic decisions needed to meet the challenges of the future.

It addresses professionals providing expert advice and know-how to players in the hospitality industry worldwide. It aims to inspire professionals focusing on hospitality management, as they too must adapt to a dynamically changing business environment, and will have a role to play in its future success.

LEARNING OBJECTIVES

By the end of the Unit, participants will be able to:

Knowledge

- Explain the relationships between hospitality trends and drivers of change impacting the hospitality business.
- Provoke and stimulate a debate on future possibilities and then use these ideas to open up a discussion about future risks and opportunities.

Competencies

- Explore possible future landscapes lies in understanding dynamic complexity.
- Take the right decisions under uncertain environment.
- Implement and execute on strategic plans.

Mindset

- Synthesis: participants will synthesize disparate pieces of information to develop a more complete picture of the future environment.
- Evaluation: participants will be required to evaluate the effectiveness of contrasting constructing scenario and strategic decisions.
- Analysis: the unit requires participants to understand the triggers and drivers that can dramatically change the future of their company.

METHODOLOGY

- Interactive lectures with real-life examples and use of different multi-media tools
- Group work including a group presentation