

## MODULE DESCRIPTOR

<b>TITLE</b>	Small Hospitality and Tourism Business Management
<b>SI MODULE CODE</b>	44-5969-00S
<b>CREDITS</b>	10
<b>LEVEL</b>	5
<b>JACS CODE</b>	N800
<b>SUBJECT GROUP</b>	Hospitality Management
<b>DEPARTMENT</b>	Service Sector Management
<b>MODULE LEADER</b>	Dr Philip Goulding

<b>MODULE STUDY HOURS (based on 10 hours per credit)*</b>			
<b>Scheduled Learning and Teaching Activities</b>	<b>Placement (if applicable)</b>	<b>Independent Guided Study</b>	<b>Total Number of Study Hours</b>
18		82	100

### **MODULE AIM**

The aims of this module are to:

- develop a critical understanding of the nature of the small business and its management within the hospitality and tourism industries;
- develop a critical awareness of the relationship between the small hospitality and tourism business and the role of family, lifestyle and career;
- facilitate evaluation of academic theory, research and practice in the field of small business ownership;
- to develop student's ability to appraise small business start up opportunity;
- encourage students to think about becoming small business owners.

### **MODULE LEARNING OUTCOMES**

By engaging successfully with this module a student will be able to

1. Evaluate case studies on the relationships between the small business, family, lifestyle and career;
2. Determine the nature and significance of the small business, and the role of family in the hospitality and tourism industries;
3. Reflect upon and develop personal attributes and competencies in relation to small business ownership;
4. Critically appraise and discuss a theoretical contribution to the area of study;
5. Evaluate reasons for and influences on small business success and failure

## **INDICATIVE CONTENT**

The following issues are addressed within the delivery and assessment of the module :

- definitions, legal status and characteristics of 'small business' and their applications to hospitality and tourism;
- dimensions of small business ownership and management;
- concepts of lifestyle business in tourism and hospitality;
- concepts and implications of 'family business' and analysis of 'family/business' constructs;
- analysis of small business cycle : start-up; growth; succession planning; failure/succession....;
- personal attributes and competencies for small business ownership;
- small business performance and planning.

## **LEARNING, TEACHING AND ASSESSMENT - STRATEGY AND METHODS**

Students will be supported in their learning, to achieve the above outcomes, in the following ways

The module utilises **lectures and activity-based seminars**. The lectures are designed to convey essential learning points and discussion for students to take forward in directed learning. Seminar activities include case studies, exercises, discussion and practical activities. The delivery pattern is a fortnightly lecture and a seminar session every week.

**Case studies** drawn from real and simulated small hospitality and tourism businesses are used to apply theory to practice and vice versa. **Other media** (for example audio material from television broadcasts) are similarly utilised. **Assessment** is by individual work and takes the form of a presentation.

The Blackboard site for this module is used for postings of any useful resources, information updates and discussion.

## **ASSESSMENT TASK INFORMATION**

<b>Task No.*</b>	<b>Short Description of Task</b>	<b>SI Code EX/CW/PR</b>	<b>Task Weighting %</b>	<b>Word Count or Exam Duration**</b>	<b>In-module retrieval available</b>
1	Poster Presentation	PR	100%	1 hour poster fair + 1,000 word written element	N

## **FEEDBACK**

Students will receive feedback on their performance in the following ways

A marking feedback sheet is used to provide feedback. As this is a summative assessment the feedback is sent electronically during late April / early May 2012, in line with SHU's policy on end-of-module assessment feedback.

## **LEARNING RESOURCES FOR THIS MODULE (INCLUDING READING LISTS)**

Given the assessment strategy for this module, students are expected to make use of a wide range of learning resources from a variety of sources.

Text books on small businesses in hospitality and tourism are found at various locations within the University's learning resource centre. For example many of the standard hospitality management books (Adsetts level 5, shelfmark area **647.94068**) and tourism management books (Adsetts level 6, shelfmark area **910.68**) include references to small business management and operations. Additionally, shelfmark area **658.022 on level 5** contains many generic books on small business management, some of which students will find useful in such topics as business planning, innovation etc...

From time to time, material is also placed on the Blackboard site, together with any important announcements. Students are encouraged to add material to the site which may be of interest to their peers.

### **Useful search terms:**

small business ; SME ; small firm ; small enterprise ; micro enterprise; family business; family firm ; lifestyle business ; lifestyle enterprise ; entrepreneurship; commercial home enterprise

#### **Recommended Texts**

Burns, P. (2007), *Entrepreneurship and Small Business*, (2nd ed.), Basingstoke: Palgrave Macmillan.

Getz, D., Carlsen, J. and Morrison, A. (2004) *The family business in tourism and hospitality*, Wallingford: CABI.

Lee-Ross, D and Lashley, C. (2009) *Entrepreneurship and Small Business Management in the Hospitality Industry*, London: Butterworth-Heinemann. (Chapters 1, 3 and 6-9 are particularly useful);

Stokes, D. and Wilson, N. (2006), *Small Business Entrepreneurship and Management*, (5th Ed.), London: Thomson Learning.

#### **Supplementary and Alternative Texts**

Jones, E. and Haven-Tang, C. (eds.) (2005), *Tourism SMEs, service quality and destination competitiveness*, Wallingford: CABI.

Selected chapters from this book:

Ch 5: *Quality Issues for the family business*, Getz, D., Carlsen, J. and Morrison, A.

Ch 7: *Producing hospitality, consuming lifestyles: lifestyle entrepreneurship in Urban Scotland*, Di Domenico, M.

Ch 9: *Business goals in the small-scale accommodation sector in New Zealand*, Hall, CM and Rusher, K.

Lynch, P., McIntosh, A and Tucker, H. (eds.) (2009) *Commercial Homes in Tourism: an International Perspective*, Abingdon : Routledge. (Chapters 1, 5, 7 and 8 may be of particular use).

Thomas, R (ed.) (2004), *Small firms in tourism: international perspectives*, London: Elsevier.

Williams, S. (2011), *The Financial Times Guide to Business Start Up, 2008* (24th ed.), Harlow: Prentice Hall/Financial Times.

**Periodicals** – The following journals are indicative only – you will find that the library subscribes to a wide range of journals, with many available online.

**Goulding, P., Baum, T. and Morrison, A.J. (2004), 'Seasonal Trading and Lifestyle Motivation: experiences of small tourism businesses in Scotland', *Journal of Quality Assurance in Hospitality and Tourism*, 5, (2/3/4), pp209-238.**

**Lynch, P. (2004), 'The commercial home enterprise and host: a United Kingdom perspective', *International Journal of Hospitality Management*, 24, pp533-553.**

Peters, M. (2005) 'Succession in Tourism Family Business: the Motivation of Succeeding Family Members', *Tourism Review*, 60, (4) pp12-18. (Read pp12-13 in particular).

Thomas, R. (2000), 'Small Firms in the Tourism Industry: Some Conceptual Issues', *International Journal of Tourism Research*, 2, pp345-353.

Walker, E and Brown A (2004), 'What Success Factors are Important to Small Business Owners?' *International Small Business Journal*, 22, pp577-591.

**Internet sources** – the resources included below provide you with an indication of the wealth of information available online relating to service, operations and quality management. As you discover additional useful resources, please email the teaching team and we will continue to develop a valuable resource together.

<http://www.visitengland.org/busdev/accreditation/qascheme/goldsilverawards/servicedaccommodation.aspx>  
Visit England : Quality assurance schemes for small hospitality/tourism businesses

[http://www.theaa.com/travel/accommodation\\_restaurants\\_grading.html](http://www.theaa.com/travel/accommodation_restaurants_grading.html) The Automobile Association (AA) :  
Quality assurance schemes for small hospitality/tourism businesses

<http://www.insights.org.uk/articleitem.aspx?title=The%20State%20of%20the%20British%20Pub>  
Insights.com : market analysis - the licensed house/pub sector

## SECTION 2 MODULE INFORMATION FOR STAFF ONLY

### MODULE DELIVERY AND ASSESSMENT MANAGEMENT INFORMATION

#### MODULE STATUS - INDICATE IF ANY CHANGES BEING MADE

NEW MODULE	N
EXISTING MODULE - NO CHANGE	N
Title Change	N
Level Change	N
Credit Change	N
Assessment Pattern Change	Y
Change to Delivery Pattern	N
Date the changes (or new module) will be implemented	<b>Jan 2014</b>

**MODULE DELIVERY PATTERN** - Give details of the start and end dates for each module. If the course has more than one intake, for example, September and January, please give details of the module start and end dates for each intake.

	Module Begins	Module Ends
Course Intake 1	January 2014	May 2014
Course Intake 2	DD/MM/YYYY	DD/MM/YYYY
Course Intake 3	DD/MM/YYYY	DD/MM/YYYY

Is timetabled contact time required for this module?	Y
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Are any staff teaching on this module non-SHU employees?	N
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If yes, please give details of the employer institution(s) below

What proportion of the module is taught by these non-SHU staff, expressed as a percentage?	
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#### MODULE ASSESSMENT INFORMATION

Indicate how the module will be marked	
*Overall PERCENTAGE Mark of 40%	Y
*Overall PASS / FAIL Grade	N

*\*Choose one only – module cannot include both percentage mark and pass/fail graded tasks*

#### SUB-TASKS

Will any sub-tasks (activities) be used as part of the assessment strategy for this module?	N
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*If sub-tasks / activities are to be used this must be approved within the Faculty prior to approval. Sub-task / activity marks will be recorded locally and extenuating circumstances, extensions, referrals and deferrals will not apply to sub-tasks / activities.*

#### FINAL TASK

According to the Assessment Information shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Information Grid in Section 1 of the Descriptor)	Task No. 1
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#### NON-STANDARD ASSESSMENT PATTERNS

MARK 'X' IN BOX IF MODULE ASSESSMENT PATTERN IS NON STANDARD, eg MODEL B, ALL TASKS MUST BE PASSED AT 40%.	
NB: Non-standard assessment patterns are subject to faculty agreement and approval by Registry Services - see guidance. notes.	