

<i>Case</i>	<i>Strategy focus</i>	<i>Geographic focus</i>	<i>Sector focus</i>
1 Strategic alliances in the airline industry	<ul style="list-style-type: none"> • History and development of international airlines • Alliances as a strategic method for growth • International regulation of airlines • External analysis 	<ul style="list-style-type: none"> • Global 	<ul style="list-style-type: none"> • International Airlines
2 Tourism Queensland: Strategic positioning and promotion	<ul style="list-style-type: none"> • Strategy for developing Queensland as an international tourism and events destination • Sustainability • Product and markets • Public/private partnerships 	<ul style="list-style-type: none"> • Asia/Pacific 	<ul style="list-style-type: none"> • Tourist destinations and events
3 Ryanair: Evolution of competitive strategy	<ul style="list-style-type: none"> • Cost leadership competitive strategy • Approaches to customer care • Leadership styles • Change 	<ul style="list-style-type: none"> • UK and Europe and 	<ul style="list-style-type: none"> • International Airlines
4 Hyatt Hotels: A family firm goes for growth	<ul style="list-style-type: none"> • International growth strategies in the hotel industry • Methods of growth e.g. franchising and management contracts • Market segmentation and brand development • Corporate governance 	<ul style="list-style-type: none"> • US and Global 	<ul style="list-style-type: none"> • Hotels
5 Days Inn: Franchising hospitality assets in China	<ul style="list-style-type: none"> • Analysing the competitive environment • Segmenting targeting and positioning hotels • Hotel penetration in the Asian market • Characteristics of <i>THE</i> products 	<ul style="list-style-type: none"> • US and China 	<ul style="list-style-type: none"> • Hotels
6 Thomas Cook: Turnaround for an historic travel brand	<ul style="list-style-type: none"> • Historic tourism development • Competitive strategy and strategic direction • Products and markets • Financial analysis and performance • Change and leadership • Turnaround strategy 	<ul style="list-style-type: none"> • Europe and Global 	<ul style="list-style-type: none"> • Tour operators and tourism
7 Reed Exhibitions: Strategic issues for a leading events management company	<ul style="list-style-type: none"> • Planning events • Understanding strategic risks • Product and market strategy • Product innovation • Competitive strategy and strategic methods • Internationalisation 	<ul style="list-style-type: none"> • Global 	<ul style="list-style-type: none"> • Events

