

Join our professional courses and build your organisation and career

### Book your course today

For more information and to book, please visit:  
[www.bournemouth.ac.uk/tourism-hospitality-shortcourses](http://www.bournemouth.ac.uk/tourism-hospitality-shortcourses)

- Full-day masterclass: £145
- Half-day course: £70

Discounts apply for multiple course bookings:

- Two half-day courses: £145
- One week of half-day courses: £595
- All half-day courses: £995
- All masterclasses & half-day courses: £1295



## Professional Development courses for Tourism & Hospitality professionals

28 February-16 March 2018

Our half-day courses will focus on the following areas:

- Operational management
- Marketing strategies & branding
- Digital marketing
- Smart tourism & technology
- Finance & the economy
- Conferences & events
- Creativity, heritage & futures tourism
- Food & safety
- Asian markets & culture
- HR – managing & developing staff

Develop your skills through a series of masterclasses and half-day courses, designed by the Department of Tourism & Hospitality to support managers, supervisors and their teams in their operational and strategic thinking.

Delivered through interactive workshops and networking with leading academics, our courses will help you to develop contemporary knowledge of critical business aspects that influence profitability and performance.

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### Contact us

To discuss your business requirements please contact:

Claire Main on 01202 961481  
or email: [cmain@bournemouth.ac.uk](mailto:cmain@bournemouth.ac.uk)

For strategic links with the Department of Tourism & Hospitality please contact:

Professor Dimitrios Buhalis,  
Head of Department on  
01202 961517 or email:  
[dbuhalis@bournemouth.ac.uk](mailto:dbuhalis@bournemouth.ac.uk)



## Full-day masterclass

Wednesday 28 February - Friday 2 March

### Wednesday 28 February

09:30-16:30

**Economic impacts** – A masterclass with Professor Adam Blake

- Maximising the economic impact & benefits of tourism
- The impacts of Brexit for tourism & hospitality.

### Thursday 1 March

09:30-16:30

**Smart tourism** – A masterclass with Professor Dimitrios Buhalis

- Technology enabled tourism & hospitality marketing
- Smart tourism & the collective competitiveness of destinations.

## Half-day professional development courses

Monday 5 March - Friday 9 March

### Monday 5 March

09:30-12:30

**Heritage interpretation and tourism products**

Delivered by Dr Duncan Light

13:30-16:30

**Engaging millennials - the under 35s as consumers of travel & hospitality**

Delivered by Dr Tim Gale

### Tuesday 6 March

09:30-12:30

**Conference market and the MICE business**

Delivered by Dr Julie Whitfield

13:30-16:30

**Design of prestige tourism and event experiences**

Delivered by Dr Miguel Moital

### Wednesday 7 March

09:30-12:30

**Food and safety issues**

Delivered by Philippa Hudson

### Friday 2 March

09:30-16:30

**Crisis and disaster management: Enhancing entrepreneurial resilience and reducing reputational risks** (Led by the Bournemouth University Disaster Management Centre) – A masterclass with Professor Lee Miles

- Understanding the challenges of integrating emergency & disaster management for tourism & hospitality sectors
- Evaluating how to enhance entrepreneurial resilience & to reduce reputational risks.

13:30-16:30

**Successful negotiations in hospitality industries**

Delivered by Crispin Farbrother

### Thursday 8 March

09:30-12:30

**Marketing strategy and social media management**

Delivered by Dr Elvira Bolat

13:30-16:30

**Financial management: measuring your business**

Delivered by Jeff Sadd

### Friday 9 March

09:30-12:30

**Upcoming East Asian markets – serving Chinese, Korean and Japanese tourists**

Delivered by Dr Philipp Wassler

13:30-16:30

**Getting ready for the Chinese wave: Preferences, behaviours, and concerns**

Delivered by Dr Daisy Fan



## Half-day professional development courses

Monday 12 March - Friday 16 March

### Monday 12 March

09:30-12:30

**Looking after your workforce**

Delivered by Professor Adele Ladkin

13:30-16:30

**Facilitating personal development in organisations: Producing a learning organisation**

Delivered by Dr Sean Beer

### Tuesday 13 March

09:30-12:30

**Managing self and others**

Delivered by Dr Lia Marinakou

13:30-16:30

**Managing a multicultural workforce in the UK hospitality industry**

Delivered by Dr Charalampos (Babis) Giousmpasoglou

### Wednesday 14 March

09:30-12:30

**The critical need to be creative in tourism & hospitality practice and policy**

Delivered by Dr Philip Long

13:30-16:30

**Finance without the numbers – build successful business**

Delivered by Christian Lemmer

### Thursday 15 March

09:30-12:30

**How to set up and measure your digital marketing campaigns – get the basics right**

Delivered by Dr Philip Alford

13:30-16:30

**Digital marketing and branding – the power of storytelling**

Delivered by Dr Elvira Bolat

### Friday 16 March

09:30-12:30

**Future proofing your event or festival**

Delivered by Dr Martin Robertson

13:30-16:30

**Managing food waste**

Delivered by Dr Viachaslau (Slava) Filimonau