Bournemouth University

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Welcome to the Tourism & Hospitality Webinar

Dr Anya Chapman

Senior Lecturer in Tourism Management

The Faculty of Management

Dr Giampaolo Viglia

Senior Lecturer in Hospitality Management

The Faculty of Management

Bournemouth University

Department of Tourism & Hospitality

- Tourism at BU was rated as **joint 1st in the UK,** based on its internationally recognised research.
- UN World Tourism Organisation (WTO) Centre for Excellence
- High quality, industry-focused courses with international recognition
- Paid work placements are available

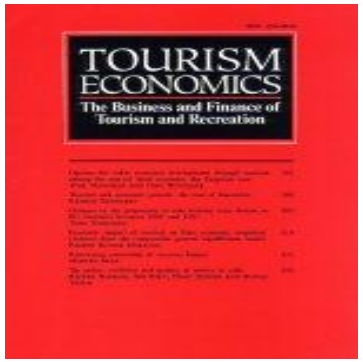
tmi Tourism Management Institute

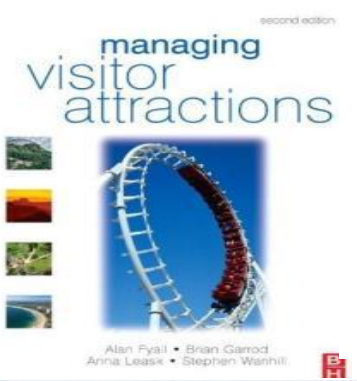
tedQual UNWTO.THEMIS

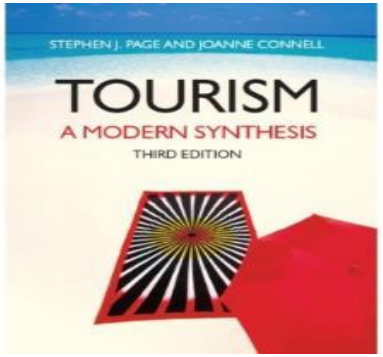
INSTITUTE OF Travel & Tourism CENTRE OF EXCELLENCE

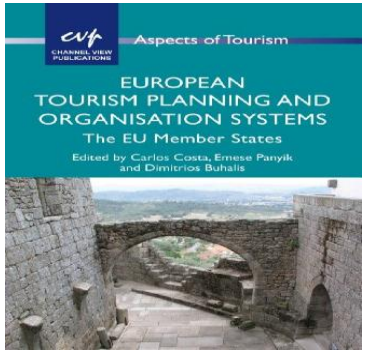
Journals and Publications

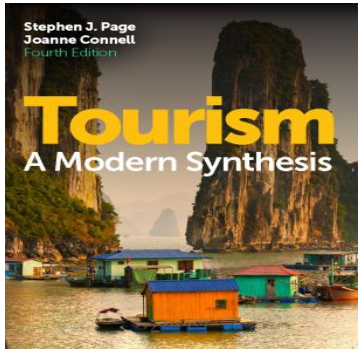
BU is home to three of the world's top 10 tourism journals, '**Tourism Management**', '**International Journal of Tourism Research**' and '**Tourism Economics**', and the leading international textbook, '**Tourism Principles and Practice**'.

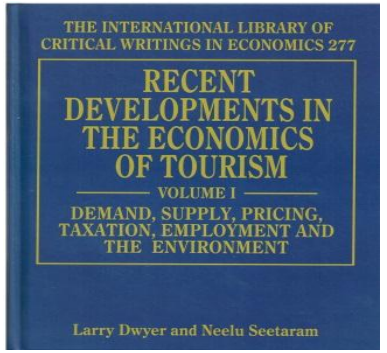


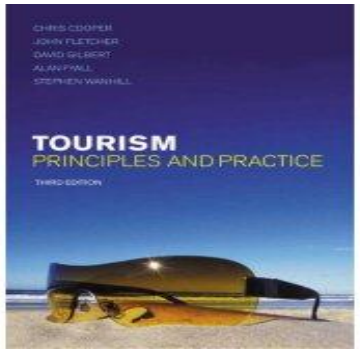


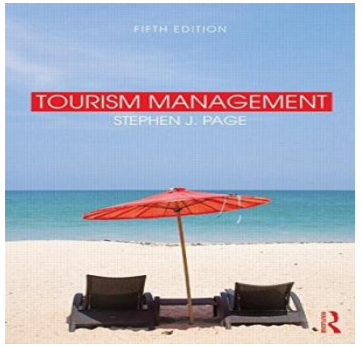


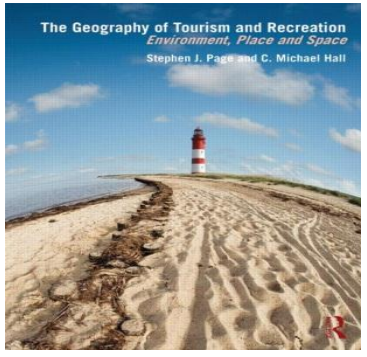












Our course portfolio

Our courses aim at providing:

- **academic content** geared to the **professions**
- a **student-centred** learning environment
- emphasis on **intellectual achievement** and **employability**
- **real business experience**
- an **international** perspective:
    - international **staff**
    - international **students**
    - international **study opportunities**
    - **units** with an international **focus**

Our UG Tourism & Hospitality course portfolio

Undergraduate courses
BA (Hons) Tourism Management
BA (Hons) International Hospitality Management
BA (Hons) International Hospitality & Tourism Management (Top-up)

Key facts

- 4 years full-time
- September start
- Compulsory placement

BA (Hons) Tourism Management

This course will give you an excellent understanding of how private and public organisations work together within the tourism sector. What's more you'll develop management and business skills that are essential to get ahead in this industry and in your final year, you'll have a choice of modules, allowing you to tailor your degree to suit your interests.

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Year 1

Course content

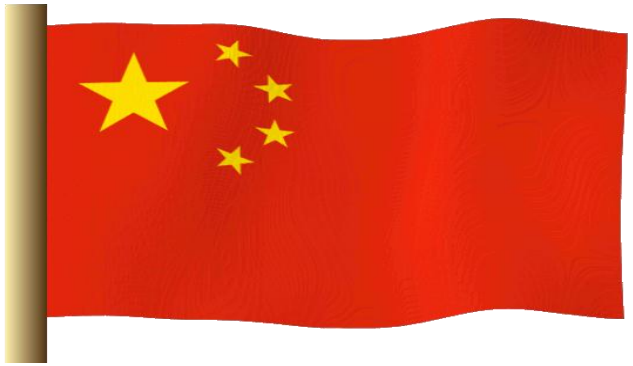
- Introduction to Tourism
- Economics of Tourism
- Marketing for Tourism
- Financial Reporting
- Environmental Studies

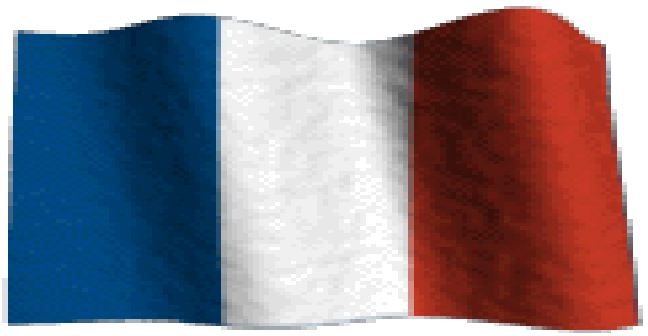
Plus one option from the following:

- Tourism, Culture & Society
- Languages

Languages

- Students are able to study a language as part of their degree
- Languages: Spanish, French, Mandarin (subject to demand)
- Other languages available extra-curricula
- Levels: Beginners, Post GCSE and A Level





Year 2

Residential field trip to Malta

- Managing People
- Research Methods
- Financial Appraisal

Choose 3 from:

- Tourism Development and Planning
- Tourism Operations Management
- Tourist Experience & Behaviour
- Languages

❖ Opportunity to spend one semester abroad

Opportunity to study abroad

We have links with universities in the following countries:

- Germany
- France
- The Netherlands
- Sweden
- Italy
- Spain
- Malta
- Portugal
- USA
- Australia
- Finland

Year 3: work placement

- Salary Range (£12-22k)
- Many students return to their placement company on Graduation
- Placements can be worldwide
- All students *WILL* find good placements
- Self Search
- Placement team support
- UK Placement visits

Where do students go on placement

Year 4

Compulsory units:

- Dissertation
- Strategic Management for Tourism
- Critical Issues in Tourism

Plus two options from the following:

- Customers, Marketing Communications & Social Media
- E-Business
- Languages
- Marketing & Corporate Communications
- Small Business Management
- Sport Tourism
- Visitor Attractions Management

- Conference & Events Management
- Economics of Tourism & Events
- Digital Marketing
- Financial Management
- Food, Culture & Travel
- Hospitality Management
- Leisure, Tourism, Events and Climate
- Media, Tourism & Leisure
- Consultancy Project (Tourism)
- Nature Tourism

Graduate Careers

Example Jobs

- Assistant Manager
- Cabin Crew
- Conference Co-ordinator
- Customer Service Agent
- E Marketing Assistant
- Events Co-ordinator
- Marketing Executive
- Online Marketing Executive
- Product Executive
- Quality Coordinator
- Sales Consultant
- Ticketing Executive
- Travel Consultant
- Villa and Yacht broker
- Yield & Inventory Assistant

Example Employers

- American Express
- BMW Financial Services
- Carte Blanche International
- Conference Vision
- De Vere Venues
- First Choice
- Flight Centre
- Golf Breaks.Com
- Holiday Inn
- National Health Service
- Ocean Village
- Ramada Jarvis Hotel
- Thompson Fly
- Titan Travel
- Tui Travel Plc

BA(Hons) International Hospitality Management

This course is designed to develop the wide range of skills and knowledge necessary for a successful career in this dynamic and varied hospitality industry. It is a course with a truly global reputation and recognised as one of the best in the UK.

Career opportunities

- Hotel Manager
- General Manager
- Restaurant Manager
- Accommodation Manager
- Sales manager
- Wedding Coordinator
- Director of Hotel Operations

Year 1

Course content

Food studies
Global hospitality
Hospitality principles
Financial reporting
Hospitality operations
Marketing for hospitality

❖Mixture of academic, vocational and professional skills development.
❖6 subjects of 20 credits each across 2 semesters.
❖Mixture of practical, lab work, coursework, presentations, posters and exams

Year 2

In your second year, you'll have more opportunities to shape your own learning.

Semester One
- Food & Beverage Management
- Management Decision-making
- Personal & Professional Development

Semester Two*
- Consumer Experience & Behaviour
- Investigating Hospitality
- Hospitality Resources & Revenue Management

* Opportunity to spend semester 2 abroad

Partner universities

MONTCLAIR STATE UNIVERSITY

UNIVERSITY OF CENTRAL FLORIDA

ROSEN COLLEGE

HOSPITALITY MANAGEMENT

VANCOUVER ISLAND UNIVERSITY

Bournemouth University

Year 3: work placement

Employer engagement

Dorset County Hospital Foundation Trust

Year 4

Hospitality conference in London

Core units:

- Dissertation
- Leadership in hospitality
- Global hospitality & tourism issues
- Consultancy project (or choose one additional unit)

Plus two options from the following:

- Customers, marketing communications & social media e-Business
- Fashion marketing
- Languages
- Marketing & corporate communications
- Professionalism & leadership
- Small business management
- Conference & events management
- Digital marketing
- Financial management
- Food, culture & travel Leisure, tourism, events & climate change

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Professional associations

Institute of Hospitality

INTERNATIONAL CHRIE
The Hospitality & Tourism Educators
COUNCIL ON HOTEL, RESTAURANT AND INSTITUTIONAL EDUCATION

Council for Hospitality Management Education

EURO CHRIE
The Hospitality & Tourism Educators

BII
RAISING STANDARDS IN LICENSED RETAIL

BRITISH HOSPITALITY Association

INSTITUTE OF Travel & Tourism

WINE & SPIRIT EDUCATION TRUST

The Restaurant Association

BA (Hons) International Hospitality & Tourism Management (Top-up)

This course is specifically designed for students with appropriate existing qualifications in Hospitality, Tourism or allied subjects to continue their studies to degree level. It develops graduates with the managerial skills and knowledge necessary to succeed in these dynamic and challenging international industries.

Entry requirements:
Successful completion of the FdA Tourism Management programme (Merit grades in final year work) or an equivalent qualification from similar programme. Plus a minimum of 4 GCSEs grade A* - C including English and Maths or appropriate Key Skills Level 2

Delivery & Assessments

- Range of delivery methods, including lectures, seminars & guest lectures
- Emphasis on **Self-Managed Learning**
- Wide **range** of assessment methods used including reports, presentations & examinations
- Combination of **individual** and **group** work

Bournemouth -
a great place to study and live...

Any questions?

Find out more information:

- **Meet BU in your country:** www.bournemouth.ac.uk/international
- **Local contacts in your country:** www.bournemouth.ac.uk/representatives
- **Scholarships:** www.bournemouth.ac.uk/scholarships
- **Open Days:** www.bournemouth.ac.uk/opendays
- **Fees and funding:** www.bournemouth.ac.uk/ug-funding
- **Course information:** www.bournemouth.ac.uk/courses

Contact askBU

Tel: 01202 961 916
Visit: www.bournemouth.ac.uk/askBU
E-Mail: **askBUenquiries@bournemouth.ac.uk**