

Bachelor of Science (Honours) International Tourism, Hospitality and Events

Module Descriptions

Academic Skills and Employability

This module has twin aims. First, it supports your transition into higher education by developing your specific skills and attributes to both manage your studies and communicate your ideas effectively within the academic community, and give you an insight on how these skills contribute to your professional development.

The second aim is to equip you with the necessary knowledge and transferable skills to maximise your chances of finding a placement or entering a graduate level role on completion of your Degree programme.

This module will provide you with the skills to manage your studies effectively at Level 5. It develops your skills in effective communication, independent and critical thinking, and explores how these can be applied to independent research projects. You will consider how to effectively manage yourself and your studies, how to find appropriate information and use them in your academic writing, develop your academic voice across different communication styles, as well as hone your critical and ethical skills in your studies.

The module evolves through group work and independent study, exploring the concept of employability and career development. You will examine the process of recruitment and selection, and be supported in the production of curriculum vitae (CV), cover letters and the use of psychometric tests to ensure that you make an impactful application to any employer.

Events Design, Planning and Production

This module provides an overview of the principles and practices of planning, managing and staging events, equipping you with the necessary skills and abilities to organise professional events. You will develop familiarity with the theory and practice needed to activate each stage of the event cycle from design and planning to production and evaluation. You will also learn how events contribute to enriching the lives of communities and improve communications in business, politics and professional life.

This module has two distinctive parts. The first part explores the role of design in events, you will gain an understanding of design principles and concepts, as well as creativity as a managing tool. You will also gain a good grounding in the holistic process of designing effective and engaging events that meet both business and leisure demands, as well as

the requirements of suppliers. The focus here is on developing creative thought, procedures and practices.

The second part explores the activities undertaken by an event manager as an event is prepared for staging. You will gain an understanding of key aspects of planning and management, and operations in events management including budgeting, crisis management, evaluation, event production logistics, health and safety issues, venue inspection and volunteer management. The focus here is on understanding the practical considerations of running an event.

In this module, you will learn from experience by designing, planning and staging your own events. Working in groups, you will apply the skills and knowledge acquired to real-life situations.

Global Challenges and Tourism Futures

This module explores the uncertain futures of tourism by encouraging in-depth discussion and critique of key tourist questions and challenges facing communities, industry and governments. Tourism can only exist in the long term if it is managed responsibly. And yet the industry faces short demand for profits in a dynamic and challenging environment, which creates negative impacts that compromise its very own future. The module seeks to develop both theoretical and practical knowledge on how best to develop tourism potential without endangering the surrounding infrastructure and environment.

The module will cover four distinctive areas of study.

Firstly, sustainable tourism as the objective of both the tourism industry and destinations. You will gain a critical appreciation of theoretical approaches to sustainability and will critically discuss the implementation of sustainable tourism policies and practices.

Secondly, the impacts of climate change and other risk factors in tourism. Climate change is the single most important global environmental issue facing the Tourism sector. Tourism both contributes to, and will be notably affected by, climate change.

Thirdly, globalisation, human mobility and transport. These issues are considered in terms of cultural, historical, physical, social and virtual aspects of the movement of artefacts, goods, ideas and people. Increased restrictions on global mobility will be also considered.

Finally, the challenges of an ageing population for tourism. Some of the many emerging consequences of economically successful societies and their changing demographics will be unpacked as new strategies are needed for dealing with the modern propensity to travel.

Innovation and Creativity in Tourism, Hospitality and Events

Innovation is a key concept in business and entrepreneurial studies, and for managers within the Tourism, Hospitality and Events (THE) industry, it is important to understand the relationship between tourism and innovation within the context of consumer, environmental, global economic and social challenges.

In this module, you will gain a comprehensive understanding of the nature and practice of creativity, entrepreneurship and innovation within THE. You will understand the relationship between tourism and innovation, and be provided with an overview of relevant innovation theories and related literature so you can understand the significance of innovation to the contemporary global THE industry.

You will learn about consumer behaviour in THE consumption, the importance of experience economy and the co-creation of the tourist experience, and explore changing contexts in relation to the contemporary consumer, leading to more specialised, sophisticated and technologically enabled products.

You will explore the means by which categories of THE innovation are being developed – institutional innovation, managerial/management, marketing, process innovation, product, service and technical. You will examine the benefits of innovation and creative product development for organisations within the THE industry and evaluate the role of the entrepreneur within this process.

The module will also reflect on practice and developments in Small and Medium-sized Enterprises (SMEs), making comparisons with operations and practice in larger organisations from an innovative and creative perspective, exploring the entrepreneurial aspects of both. Key themes which you will explore:

- The creative use of entrepreneurship, social innovation and sustainable practice
- The role and nature of competition, creativity and knowledge exchange
- The role of tourism in responding to developmental opportunities created by economic necessity, societal change and technology
- The theories and models that guide the development of business, product and service innovation for the THE sector

You will explore the development and operation of the following THE products:

- Event and festival sustainability
- Creative and heritage attractions
- Place/regional development and destination marketing
- New and enhanced product offerings within accommodation sector such as cruise ship operations, eco accommodation, integrated resorts and casino operations, and luxury hotels
- Rural/green and food tourism
- Services cape/events cape and theming

- Technology innovation in restaurants and hospitality

You will evaluate these from a management, marketing, strategic and sustainable practice perspective, and you will draw on the concepts of entrepreneurial activity. This will give you skills and knowledge necessary to develop a career in the THE sector and skills which are transferable to other industries.

Your learning will be supported by a wide range of learning materials drawn from academic literature, and regional, national and international case studies.

International Hospitality Operations Management

The module aims to provide you with an overview of the international Hospitality industry and its management, and strategic and operational practices which accompany it.

The module provides knowledge of both historical and current factors which have shaped the industry and equips you with the skills to evaluate changes taking place in key markets and consider the implications of these for hospitality providers.

You will learn about the following topics:

- An evaluation of global hospitality demand and the industry's response to changes in consumer demand
- Hospitality customer service management, loyalty and quality
- Hospitality marketing and brand management
- Hospitality operations, theory and practice in departments, and functions
- International hospitality human resource management
- International hospitality growth strategies
- Sustainability
- The experience economy, services cape and co-construction of experience, experiences cape and events cape
- The Hotel sector – diversity, product appraisal

Management Enquiry

The Management Enquiry module is a student-led individual project that enables you to undertake a significant piece of assessed work commensurate with a capstone module. The module aims to provide you with an opportunity to demonstrate an authentic engagement with managers and/or professionals in your discipline, and to integrate the knowledge you have developed during your programme to explore the theory in practice.

The learning on this module is experiential and problem-based, where the focus is on you discovering, probing and questioning key practice-based issues. Through the module, you will be offered the opportunity to develop and enhance key transferable employability

skills including analysis, communication (written, aural and verbal), discovery, initiative, negotiation, persuasion and influence, problem-solving, project management and time management.

Management Research and Analysis

In this research-based module, you will experience a comprehensive coverage of research methods and analysis that will prepare you for both work placement and study abroad opportunities, alongside preparation for your final-year "capstone" research module of either Dissertation, Management Enquiry or Consultancy Project, for your future employment, enterprise or entrepreneurial activity.

You will learn how to develop a research question, and linked to this, be able to choose an appropriate method of research, dovetailing both learning experiences to the development of a critical assessment of the academic literature. You will gain a basic understanding of research philosophy, whilst the coverage and importance given to research ethics will play an important part of your learning within the module, and you will appreciate, as part of your learning, how this underpins research of quality and integrity. The role of ethics in research will cover study design, participant selection, data collection, data handling, and storage and presentation of research findings.

You will learn how to apply quantitative and qualitative methods. In the quantitative applications, you will learn about hypothesis testing, presenting and summarising data, questionnaire design, sampling and statistical inference. You will have the opportunity to use a range of appropriate software tools, including Excel and Statistical Package for the Social Sciences (SPSS). In the qualitative part of the module, techniques covered will include interviews and focus groups to collect data, supported by analysis methods including content analysis and thematic analysis. You will learn how to execute a critical and effective analysis of your research data for both approaches, as well as appreciate the importance of piloting.

Managing the Travel and Tourism Industry

This module will provide you with the knowledge and a critical understanding of the management of travel and tourism offerings, both packaged and unpackaged. The module analyses the pivotal role of principals (accommodation, airlines and attractions) and intermediaries, such as destination management companies and tour operators, in the creation and distribution of tourism commodities.

You will develop an appreciation of the complex management and operational challenges faced by managers when planning, marketing and operating responsibly in host destinations.

The module commences with a sector overview providing an understanding of the external environment, and researching strategic opportunities for new products and developments. It addresses the key operational, consumer and host destination supplier management challenges, within the political and legal constraints of tourism management in a global context.

The creation of products offerings is examined, with attention being paid to special interest tourism and the complex supply chain necessary to create such products. The intricacies and relationships between these actors are analysed, and you will develop a working insight into the business of suppliers and management organisations including contracting, crisis management and digital enterprises. Your studies will highlight the importance of cost-effective dissemination through e-mechanisms and traditional distribution agents. You will examine the key issues in management operations such as customer service, product innovation and the sharing economy within the associated legal and regulatory frameworks.

Responsible Strategy

In this module, you will learn about the context of responsible strategic thinking, how to identify and explore sustainable business opportunities as a source of competitive advantage. You will gain an appreciation of the overarching principles of setting up and executing a responsible and sustainable organisational strategy.

Within the setting of these strategic objectives, you will understand how the associated responsible decision-making will impact both internal and external stakeholders. Your learning will span across private and public sector organisations, Multinational Enterprise Groups (MNEs), and Small and Medium-sized Enterprises (SMEs), and how different organisations and industries interact with responsible and sustainable business opportunities and challenges.

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The Management of Tourism, Hospitality and Events

In this module, you will develop a general understanding of THE as both economic and cultural practices. The development of THE will be studied in relation to both the micro and macro environment in which they operate, regionally, nationally and internationally.

You will gain a basic familiarity with some of the main theories and concepts of management within the sector and identify management strategies.

With this module, you will develop critical, practical, academic study and information literacy skills to enable the full achievement of learning outcomes at the module and programme levels. You will learn to develop a sustained reasoned argument where you research and assess concepts, factual information, principles and theories, and apply such skills in explaining and solving questions.