

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

Module Descriptions

Career Development and Research Informed Learning

This module has twin aims. First, it supports your transition into higher education by developing your academic skills in the context of your business, management and finance studies. The second aim is to equip you with the necessary knowledge and transferable skills to maximise your future employability and career development.

As a student on Level 6, you may have limited experience of higher education, hence this module begins by supporting you as a final-year undergraduate student to understand, enhance and demonstrate advanced academic skills.

The first part of the module will therefore help you strengthen and enhance your academic writing skills, progress your critical thinking ability, and enable you to understand research and how to use academic journal articles. The second part of the module will focus on your employability and leadership attributes, exploring key aspects of your abilities, knowledge, personality, skills and values to enable you to make well-informed career choices.

The topics covered on this module will include:

- Cultivating academic writing skills
- Designing career personal development plan
- Developing a literature review
- Enhancing critical thinking and writing skills
- Evaluating the global graduate labour market
- Understanding employability and leadership attributes
- Understanding learning styles
- Understanding research and the effective use of journal articles
- Working in teams

This module aims to develop and empower you as a student to become a critical and reflective thinker with respect to both your academic development and your future career planning.

Contemporary Business Enquiry

This module aims to provide you with the opportunity to engage in depth with contemporary research. You will learn about critical thinking and reflection, and doing so,

you will develop the necessary critical skills to perform both effectively as a learner in higher education.

You will develop an enquiring mind and undertake a critical review of existing literature on a contemporary issue within business and management disciplines, applying appropriate methods to the collection and analysis of extant research, including reviewing literature and critical evaluation of business practice and academic theory.

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
- Servicescape/eventscape 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.

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.