

Module Synopsis – Bachelor of Arts (Honours) in International Tourism & Hospitality Management (Top-Up) (York St. John University)

Organisational Strategy and Decision Making (20 credits)

The requirement for effective strategic management is increasing due to the highly complex and turbulent environments in which most private and public sector organisations currently exist. The study of organisational strategy encompasses theory and practice from a broad range of business sectors. As such, this module draws on concepts introduced in earlier modules and furthers the critical understanding of these topics and their inter-relationships. The module examines theories and models used in strategic management and decision making and reviews existing practice.

Tourism Policy and Planning (20 credits)

This module is designed to allow students to review the tourism planning process, identifying the similarities and differences between the public and private sectors. Students will identify the importance of strategic management issues in relation to policy and planning decision making. Specific policies and plans are examined and links between planning and policy particularly in the public sector are analysed. The importance of policy formulation and strategic planning will be highlighted in relation to destination management.

Responsible Tourism (20 credits)

This module examines the various ways to develop tourism for local communities in a sustainable manner, especially those in developing countries. The module also investigates different kinds of tourism impact, especially focusing on economic, socio-cultural and environmental impacts, and explores the ways to enhance positive impacts of tourism and mitigate the negative impacts of tourism in order to conserve cultural and natural heritages in local communities for future generations.

Contemporary Issues in Hospitality (20 credits)

The module will enable the student to fully understand and appreciate the extensive range of contemporary issues facing hospitality organisations across the world. It thus provides a structured and detailed examination of issues pertaining to, for example, industry structure and supply, demographic trends and demand, business environments and sustainability, the emerging technologies and distribution, and social and cultural change in relation to the labour market.

Moreover, it enhances the student's ability to critically review and evaluate the impacts of such issues and trends upon the international hospitality business.

Applied Business Research (20 credits)

The aim of this module is to facilitate an independent enquiry in a small scale substantial piece of individual self-directed research work. This module provides students with the opportunity to conduct a piece of research through individual and independent activity and to present their findings in using visual aids and in written academic format that meets professional standards. Students will develop research objectives, formulate appropriate methodologies, and apply problem solving and analytical skills in a business context of their choice.

Introduction to Business Research (20 credits)

The aim of this module is to prepare students to undertake an independent enquiry through individual self-directed project work. This module provides students with the skills and knowledge to design and plan a research project. Students will develop research objectives, formulate appropriate methodologies, and critique literature. Students will develop a research plan in order to explore their research ideas. They will also show an ability to communicate their ideas and plans in both oral and written forms.