

## **School of Tourism and Hospitality**

### **Programme: BA (Hons) International Tourism and Hospitality Management**

**(TOP UP)** (Awarded by York St John University)

The BA (Hons) in International Tourism & Hospitality Management (Top-Up) provides opportunity for students with prior related qualifications to engage in a one year programme leading to an Honours level award. On entering the programme students will be expected to have advanced prior knowledge of International Tourism and Hospitality Management equivalent to having completed the second year at a UK University.

This course will extend your knowledge of the principles and practice of management within the tourism and hospitality sectors. Management is also about people, and we will enable you to develop your own skills as a team player, a group member and ultimately as a manager of other people. Globalisation has resulted in an increasing need for managers who adopt an international perspective on business, particularly within the tourism and hospitality sectors.

#### **Course Objective**

- Evaluate and analyze the size, scope, culture, nature and diversity of the global hospitality industry
- Adapt their leadership and management style for the development of hospitality operations and organizations within a range of dynamic sectors
- Create innovative, entrepreneurial and technological solutions to a range of complex issues in the hospitality industry
- Prepare, respond and react to both anticipated and unanticipated environmental and organizational change
- Stop, reflect and consider their own continuing self-development and career enhancement
- Initiate, plan, design, research and sustain an extended piece of independent intellectual work.

## **Module Descriptor**

### **1. 3BM110 Responsible Tourism**

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.

### **2. 3BM030 Tourism Policy and Planning**

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.

### **3. 3BM250 Contemporary Issues in Hospitality**

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.

#### **4. 3BM020 Organisational Strategy and Decision Making**

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.

#### **5. 3BM290 Introduction to Business Research**

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.

#### **6. 3BM280 Applied Business Research**

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.