

Module Synopsis

BMT6002M Consumer Culture and Tourism

The aim of this module is to provide an understanding of the psychological, social and cultural processes underpinning and influencing consumer behaviour in the tourism industry. Students will explore the nature of tourists, the roles they play, their motivations, and behaviour, drawing on ideas from the psychology, sociology and anthropology of tourism. From understanding tourists as consumers, this module will explore how to identify target customers, understand their needs and develop products and service offers which meet them. It will then go beyond this to ensure that students are able to plan products and services for tourists

Assessment: **100% Written Report (42hours)**

BMT6003M Responsible Tourism

The module examines the way 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 negative impacts of tourism in order to conserve cultural and natural heritages in local communities for the future generations.

Assessment: **100% Written Report (42hours)**

BMT6005M Hotel Operations Management

This module is designed to provide students with the opportunity to examine the contemporary hospitality industry in detail and the issues facing hospitality managers. The services and products within this diverse industry will be considered and those factors, which optimise management and business performance, will be evaluated. Achieving a satisfactory balance between demand patterns, resource scheduling and operational capacity is one of the most difficult tasks facing hospitality managers today. There will be analysis of the scope of strategic, operational and financial decisions, which affect the success and development of the hospitality industry. The module will provide the student with the knowledge of the techniques underpinning the management and servicing of accommodation units and service.

Assessment: **30% Presentation and 70% Written Report (42hours)**

BMT6006M 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.

Assessment: **40% Presentation and 60% Written Report (42hours)**

BMR6001M Research Investigation

The aim of this module is to facilitate and express independent enquiry in a substantial piece of individual self-directed research work. This module provides students with the opportunity to plan and 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.

Assessment: **20% Presentation and 80% Written Report (23 hours)**

Module Synopsis (Teach Out)

3BM110 Responsible Tourism (Teach Out)

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.

3BM030 Tourism Policy and Planning (Teach Out)

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.

3BM250 Contemporary Issues in Hospitality Management (Teach Out)

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.

3BM020 Organisational Strategy and Decision Making (Teach Out)

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.

3BM290 Introduction to Business Research (Teach Out)

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.

3BM280 Applied Business Research (Teach Out)

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 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.