

Bachelor of Arts (Hons) in Hospitality Management with Tourism

Credits	Course	Content
20 credits	Strategic Management	You will study key concepts, theories and practices in national and international management process. You will review strategic data related to a selected firm, organisation or industry sector, make recommendations based on the results of your analysis and communication strategic solutions.
20 credits	Operations Strategy	You will analyse operational aspects of the hospitality industry, evaluate operational strategies, and study operations research techniques, applying problem solving methodologies.
20 credits	Tourism Diversity	This unit examines the relationship between tourism and characteristics of the UK population such as ethnicity, sexual orientation, low income, age, disability and ill-health. Studies include tourism influencing factors, marketing implications, and wider issues relating to tourism and marketing.
20 credits	Tourism Development	You will study the theoretical concepts of tourism development, the impacts of tourism at destinations, principles of tourism at destinations, principles of tourism planning, the importance of community participation and collaboration, and the development of tourism strategies at destination level.
40 credits	Dissertation	An in-depth, independent study of an issue of your choice (11,000-13,000 words) which is of relevance to the hospitality and/or tourism industries. You will have a supervisor, who will hold regular tutorial sessions to provide guidance.