



**Bournemouth  
University**

# MSc Tourism and Hospitality Management

## School of Tourism

BU was ranked number one for Tourism in *The Guardian* University League Tables 2008 and again in 2009, scoring highly in student satisfaction surveys, as well as in the most recent Research Assessment Exercise. Academics have been published in leading industry journals such as the *International Journal of Contemporary Hospitality Management* and the *Journal of Foodservice*.

Worldwide, it is estimated that the hospitality industry employs in excess of 10% of the workforce, hence the two option units which contribute to this pathway are designed to equip students so that they can enter the industry at an appropriate management level; depending on previous experience.

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**Start date:**

October / January

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**Duration:**

12-15 months full-time, or 2 years with placement option.  
Part-time option available.

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**Entry requirements:**

An Honours degree is normally required 2.2 or above, or substantial relevant industrial experience at senior management level.

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**Accreditations:**

Accredited to the UNWTO.TedQual, an UNWTO.Themis Foundation programme whose main objective is to improve the quality of the tourism education, training and research programmes.

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**If English is not your first language:**

IELTS 6.0 (Academic) or above (with minimum 5.5 in each component)

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**Contact us:**

**askBU** Enquiry Service  
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Christchurch Road  
Bournemouth  
BH1 3LT

Tel: 08456 501501  
(BU does not profit from this service)  
+44 (0)1202 961916  
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Email: [askBUenquiries@bournemouth.ac.uk](mailto:askBUenquiries@bournemouth.ac.uk)

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**Open Days**

Log on to [www.bournemouth.ac.uk/opendays](http://www.bournemouth.ac.uk/opendays)

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**Website:**

[www.bournemouth.ac.uk/courses/MSTHMF](http://www.bournemouth.ac.uk/courses/MSTHMF)

**Overview**

Hospitality is provided in sectors ranging from hotels and restaurants of various categories and grades, to the leisure and travel industries, the public sector, including hospitals and the armed forces. In addition, and contrary to popular belief, the industry is not primarily comprised of large hotel and foodservice chains, but is made up primarily of single owner/managed outlets. As a result, employment and career opportunities are quite varied.

The two Hospitality units which contribute to this pathway are taken in term two: International Hospitality Management and Operations Management for the Hospitality Industry. You are encouraged not to think of these units as single standalone modules but also to incorporate knowledge gained from other parts of the course. Working in a small management team you will then put together your own business and marketing plans, and budgets to run an international hotel, using a computer simulation program.

Both of these modules are delivered over a ten week period, each comprising four hours of class contact per week. These sessions provide the basic concepts under discussion enabling more in-depth study and research prior to meeting the following week.

The course leader is Professor John Edwards, who has many years international experience working in the industry and who has written extensively on the subject. Other experts and guest lecturers are used to bring their expertise and experience to the subject area.

## Term One: Core Units

### Tourism Principles and Practice

This unit will provide you with an introduction to the general principles and main components of tourism.

International in nature it draws upon examples and practices from both developed and developing countries. It will provide you with an appreciation of the study of tourism as a domain within its own right.

### Business Strategy and Finance

The unit focuses on developing your in-depth understanding of the foundations of strategic analysis, strategic choice and related implementation strategies that usually tie into a corporation's business decisions.

This will also include a study of corporate finance within the context of an organisation's sources of finance, reporting and the interpretation of financial data. This is fundamental to the broader understanding of the dynamics of leisure-based industry sectors such as tourism, hospitality, events, sports and leisure.

### Managing Organisations

This unit will allow you to develop competence in the areas of human resource management and organisational behaviour appropriate to the development of a career in management in the service industries.

The unit focuses on the 'effective manager' by investigating the key roles and functions of service industry managers and how these may be affected by the structure and culture of the operating environment particularly in international and multinational organisations.

It explores the effective deployment, development and evaluation of human resources. You will investigate the inter-relationships between organisational roles, cultures and resource allocation in organisations.

## Term Two

### International Hospitality Management

This unit will provide a rigorous introduction to all aspects of the international hospitality industry covering issues such as the services and products on offer, grading of hotels and restaurants, the purchasing of raw ingredients, production and consumption, along with other issues such as pricing.

The organisation of the industry is then considered and factors such as franchising and contracting out are evaluated in order to ensure the most appropriate organisational structure to provide hospitality.

### Operations Management for the Hospitality Industry

This unit builds-on and develops the issues in International Hospitality Management covering a range of techniques which might be considered and applied to ensure the efficient running of a hospitality operation.

The purpose is not to be prescriptive but to consider what is available, their relative strengths and weaknesses, then how they might be incorporated into various types of operations. Issues considered include forecasting demand, the measurement and planning of capacity, balancing supply and demand, productivity, product and service quality.

### Option Units - *choose one*

- Food and Drink
- Entrepreneurship
- Sport Tourism
- Ecotourism
- The Management of Natural & Cultural Tourist Attractions
- Tour Operations & Tourism Distribution Channel Management
- Aviation, Tourism Development & Climate Change
- Conference Tourism
- E-commerce & Supply Chain Management
- Tourism Planning and Projects
- Tourism Impacts & Sustainability
- Marketing for Tourism and Hospitality: principles and practice
- e-Tourism
- Consuming Sport
- Global Issues in Sport Management
- Retail Marketing & Consumer Behaviour
- Buying and Merchandising
- Work placement (30-week duration).

## Term Three

- 20,000-word dissertation.

## Placements

An exciting and valuable part of your studies with us is the opportunity to gain valuable experience through paid industrial placements.

Organisations who have previously employed School of Tourism students on placements include:

- Chelsea FC
- Intercontinental Hotels Group
- Toyota
- Rugby Football Union
- Mattel
- Marriott Hotels
- L'Oreal
- Hilton Hotels
- Manchester United Soccer Schools
- Walt Disney Company Ltd
- The National Trust
- Whitbread Plc
- Unilever Group.

## Study and learn

BU combines the highest academic standards with professional accreditations and creates a stimulating and supportive environment for study, research and practice. We are proud of our strong links with industry and take advice about current and future developments from those working in the trade itself, continuously updating our courses to reflect those changes.

Our students benefit from an excellent academic education coupled with practice-based learning, ensuring that BU graduates are capable of making a real difference to their companies from day one.

## In their own words

Students tell us about their experience of postgraduate study at BU;

“Through this course, I have gained a better understanding of management principles in the tourism industry, at the same time developing new specific skills and knowledge, which are essential for my future development and career.”

*Mirela Nica*

*MSc Tourism and Hospitality Management Student*

“I chose BU because of its first-rate reputation in Tourism courses. The course modules are industry focused, giving students a strong academic base to pursue their career. The option of doing a placement unit where you can gain valuable work experience attracted me to studying my masters with BU.

*Nitin Mehta*

*MSc Tourism and Hospitality Management Student*

## Career Opportunities

Students who have undertaken these units in the past are now working in a wide spectrum of the establishments in the hospitality industry.

Successful students are eminently employable and many overseas students decide to stay on in the UK after their course in order to gain valuable experience, before returning home and positions in hospitality management.

A number of students have chosen to extend their study at doctoral level while our alumni are now successfully teaching in universities all over the world.

## Research Centres

The International Centre for Tourism & Hospitality Research (ICTHR) enjoys research success that is built upon a commitment to real world research that is of benefit to policy makers, planners and practitioners whilst also developing the knowledge base of the subject. For example, ICTHR is extremely active in terms of its research, the publication of peer-reviewed journal articles and leading international textbooks.

The Foodservice and Applied Nutrition Research Group within ICTHR is, perhaps, the UK's leading research organisation conducting research into a number of issues related to public sector foodservice. Recently research has been undertaken for organisations such as the National Audit Office and commercial organisations including the Compass Group.

The research group publishes widely in both books and journals. In addition, two leading members of the group; Professor John Edwards is the editor of the *Journal of Foodservice* and Dr Heather Hartwell, the editor of *Perspectives in Public Health*.

## Accreditations

Accredited to the UNWTO.TedQual, an UNWTO.Themis Foundation programme whose main objective is to improve the quality of the tourism education, training and research programmes.

Key benefits of the accreditation include

- Participation in joint research projects initiated by the UNWTO through the UNWTO.Themis Foundation.
- Exchange programmes for students and professors among UNWTO.TedQual Institutions and with the UNWTO.Themis Foundation.
- Opportunities to co-operate in development projects in less-developed countries with the aim of supporting the creation or improvement of their study programmes.

## **Fees**

The tuition fees for this course, for full-time students enrolling in academic year 2012/13 are:

- UK/EU full-time students: £7,000
- International (non-EU) full-time students: £13,000.

Fees for the placement year in 2012/13 have not yet been confirmed. The fees for 2011/12 are:

- UK/EU full-time students: £665
- International (non-EU): £1,500

## **Scholarships and funding**

We offer scholarships to eligible students. For information about the fees and available funding associated with postgraduate study, contact us or visit our website:

**[www.bournemouth.ac.uk/funding](http://www.bournemouth.ac.uk/funding)**

## **International students**

If you are joining us from outside the UK, we encourage you to read our online International Welcome Guide, which contains useful information about preparing to come to this country.

For more information see;

**[www.bournemouth.ac.uk/futurestudents/international](http://www.bournemouth.ac.uk/futurestudents/international)**

## **How to apply**

If you would like to apply for this course, you can apply directly to Bournemouth University (BU) using the direct application form.

You can complete the form electronically and email it to us, or print it out, complete it by hand and post it.

Please visit **[www.bournemouth.ac.uk/apply](http://www.bournemouth.ac.uk/apply)**

*Please note:*

*The University reserves the right to introduce changes to the information given, including the addition, withdrawal, re-location or restructuring of courses.*