

Join our professional courses and build your organisation and career

Book your course today

For more information and to book, please visit:

www.bournemouth.ac.uk/tourism-hospitality-shortcourses

- Full-day masterclass: £145
- Half-day course: £70

Discounts apply for multiple course bookings:

- Two half-day courses: £145
- One week of half-day courses: £595
- All half-day courses: £995
- All masterclasses & half-day courses: £1295



Professional Development courses for Tourism & Hospitality professionals

28 February-16 March 2018

Our half-day courses will focus on the following areas:

- Operational management
- Marketing strategies & branding
- Digital marketing
- Smart tourism & technology
- Finance & the economy
- Conferences & events
- Creativity, heritage & futures tourism
- Food & safety
- Asian markets & culture
- HR – managing & developing staff



Develop your skills through a series of masterclasses and half-day courses, designed by the Department of Tourism & Hospitality to support managers, supervisors and their teams in their operational and strategic thinking.

Delivered through interactive workshops and networking with leading academics, our courses will help you to develop contemporary knowledge of critical business aspects that influence profitability and performance.

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Contact us

To discuss your business requirements please contact:

Claire Main on 01202 961481
or email: cmain@bournemouth.ac.uk

For strategic links with the Department of Tourism & Hospitality please contact:

Professor Dimitrios Buhalis,
Head of Department on
01202 961517 or email:
dbuhalis@bournemouth.ac.uk

Full-day masterclass

Wednesday 28 February - Friday 2 March

Wednesday 28 February

09:30-16:30

Economic impacts – A masterclass with Professor Adam Blake

- Maximising the economic impact & benefits of tourism
- The impacts of Brexit for tourism & hospitality.

Thursday 1 March

09:30-16:30

Smart tourism – A masterclass with Professor Dimitrios Buhalis

- Technology enabled tourism & hospitality marketing
- Smart tourism & the collective competitiveness of destinations.

Half-day professional development courses

Monday 5 March - Friday 9 March

Monday 5 March

09:30-12:30

Heritage interpretation and tourism products

Delivered by Dr Duncan Light

13:30-16:30

Engaging millennials - the under 35s as consumers of travel & hospitality

Delivered by Dr Tim Gale

Tuesday 6 March

09:30-12:30

Conference market and the MICE business

Delivered by Dr Julie Whitfield

13:30-16:30

Design of prestige tourism and event experiences

Delivered by Dr Miguel Moital

Wednesday 7 March

09:30-12:30

Food and safety issues

Delivered by Philippa Hudson

Friday 2 March

09:30-16:30

Crisis and disaster management: Enhancing entrepreneurial resilience and reducing reputational risks (Led by the Bournemouth University Disaster Management Centre) – A masterclass with Professor Lee Miles

- Understanding the challenges of integrating emergency & disaster management for tourism & hospitality sectors
- Evaluating how to enhance entrepreneurial resilience & to reduce reputational risks.

13:30-16:30

Successful negotiations in hospitality industries

Delivered by Crispin Farbrother

Thursday 8 March

09:30-12:30

Marketing strategy and social media management

Delivered by Dr Elvira Bolat

13:30-16:30

Financial management: measuring your business

Delivered by Jeff Sadd

Friday 9 March

09:30-12:30

Upcoming East Asian markets – serving Chinese, Korean and Japanese tourists

Delivered by Dr Philipp Wassler

13:30-16:30

Getting ready for the Chinese wave: Preferences, behaviours, and concerns

Delivered by Dr Daisy Fan



Half-day professional development courses

Monday 12 March - Friday 16 March

Monday 12 March

09:30-12:30

Looking after your workforce

Delivered by Professor Adele Ladkin

13:30-16:30

Facilitating personal development in organisations: Producing a learning organisation

Delivered by Dr Sean Beer

Tuesday 13 March

09:30-12:30

Managing self and others

Delivered by Dr Lia Marinakou

13:30-16:30

Managing a multicultural workforce in the UK hospitality industry

Delivered by Dr Charalampos (Babis) Giousmpasoglou

Wednesday 14 March

09:30-12:30

The critical need to be creative in tourism & hospitality practice and policy

Delivered by Dr Philip Long

13:30-16:30

Finance without the numbers – build successful business

Delivered by Christian Lemmer

Thursday 15 March

09:30-12:30

How to set up and measure your digital marketing campaigns – get the basics right

Delivered by Dr Philip Alford

13:30-16:30

Digital marketing and branding – the power of storytelling

Delivered by Dr Elvira Bolat

Friday 16 March

09:30-12:30

Future proofing your event or festival

Delivered by Dr Martin Robertson

13:30-16:30

Managing food waste

Delivered by Dr Viachaslau (Slava) Filimonau