

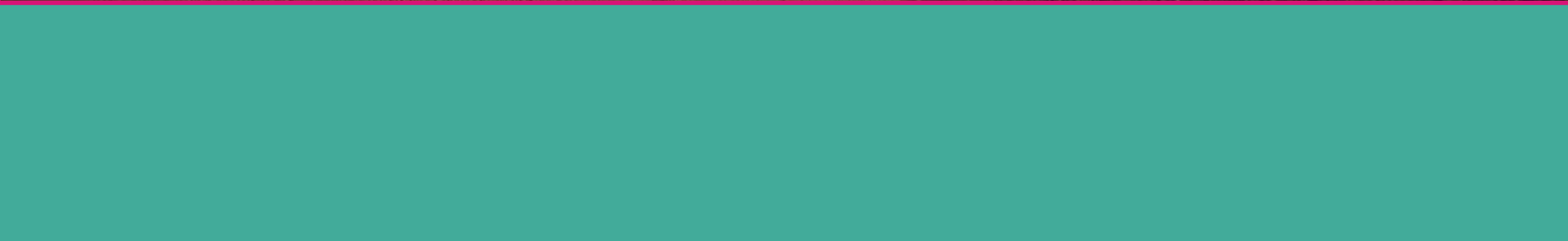


Bournemouth
University

Tourism, Events and
Hospitality

BA (Hons) Tourism Management

**BA (Hons) International Hospitality
Management**



Welcome to Bournemouth!

Bonjour xin chào Namaste नमस्ते

Guten Morgen Hej مرحبا Përshëndetje

Goedemorgen Bon Dia Bore Da

Buongiorno 你好

Добро утро zdravo Ahoj



Why study at Bournemouth University?

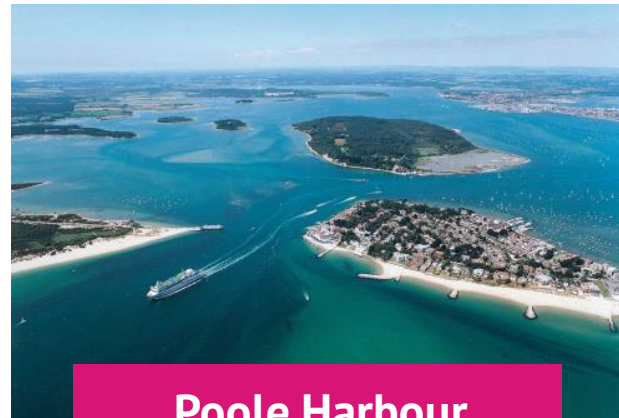
- More than 19,000 students (including 1,800 international students from 130 countries)
- Committed to teaching, research and professional practice
- Investing over £130m in new buildings and IT
- Excellent employability record
- One of the 200 young universities in the world

Why study at Bournemouth University?

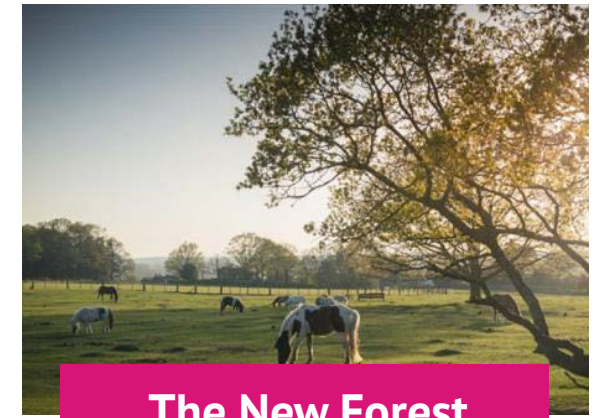
It is in a wonderful part of the country!



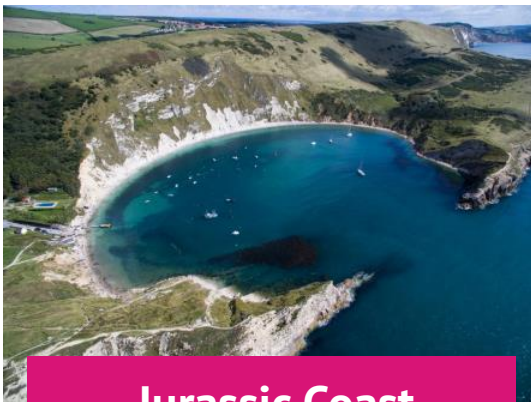
Bournemouth Beach



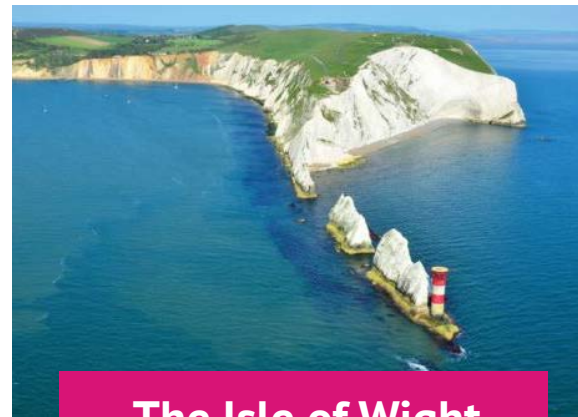
Poole Harbour



The New Forest



Jurassic Coast



The Isle of Wight



Corfe Castle

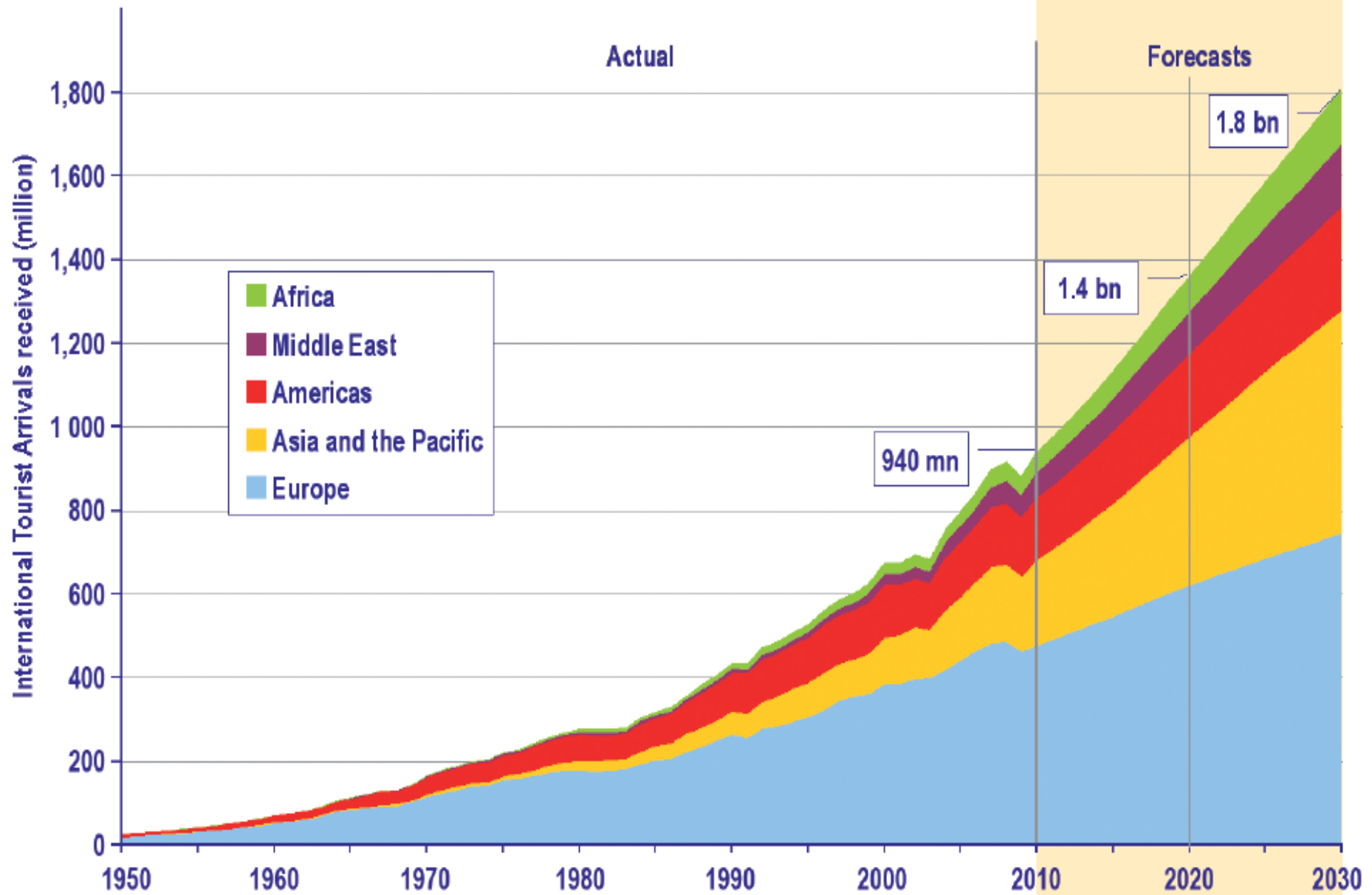
Why study tourism and hospitality?

- One of the largest industries in the world
- Worth over \$2 trillion (that's \$2000,000,000,000) per year
- Accounts for 98 million jobs worldwide
- Growing fast: by 2020 it is estimated that 1 in 10 jobs worldwide will be in Travel and Tourism
- Very important to the UK
- Worth £115 billion per year
- Accounts for 2.6 million jobs
- Is the UK's 5th largest industry

Why study hospitality?



It is key to development, prosperity and well-being around the world.



Why study tourism and hospitality at Bournemouth University?

Here are 10 reasons...

Why study with us?

1

We've taught tourism and hospitality at Bournemouth University for a long time.

We introduced the first degrees in tourism and hospitality in 1986

Why study with us?

2

Our degrees are bang up to date!











- We introduced a new curriculum in September 2018
- Covers the latest issues and trends affecting tourism and hospitality
- We made sure that our degrees are industry relevant
- Ensure assessment is relevant and fair

Why study with us?

3

We're highly ranked in national and international league tables

QS rankings – Hospitality & Leisure 2019

1	 Ecole hôtelière de Lausanne	More	Switzerland
2	 University of Nevada - Las Vegas	More	United States
3	 Les Roches Global Hospitality Education	More	Switzerland
4	 Glion Institute of Higher Education	More	Switzerland
5	 The Hong Kong Polytechnic University	More	Hong Kong
6	 Hotel School The Hague	More	Netherlands
7	 Swiss Hotel Management School	More	Switzerland
8	 University of Surrey	More	United Kingdom
9	 Oxford Brookes University	More	United Kingdom
10	 Bournemouth University	More	United Kingdom



11th in the UK

for Hospitality, Recreation & Tourism
- The Complete University Guide 2020

13th in the UK

UK Universities ranked by subject area:
Hospitality, event management & tourism
- Guardian League Tables 2020

Why study with us?

4

All our degrees include a one year work placement (in the 3rd year)

- Salary Range: £12-22k
- Placements can be worldwide
- All students will find good placements
- Many students return to their placement company after they graduate



Some of our placement partners...

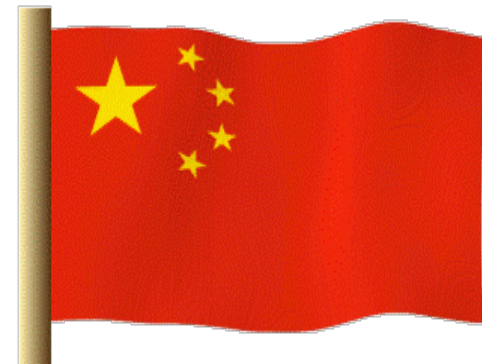
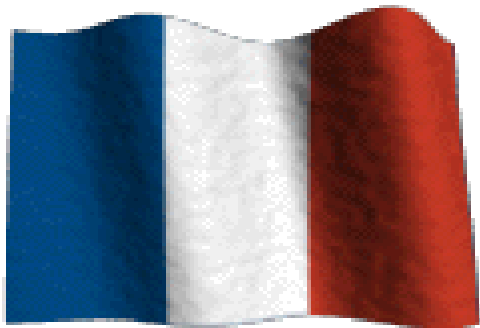


Why study with us?

5

You have the opportunity to study languages as part of your degree

French, Spanish and Mandarin (at beginners level, intermediate or advanced)



Why study with us?

6

You have the option to study abroad within your degree



Why study with us?

7

Fieldtrips and industry visits are a key part of our courses

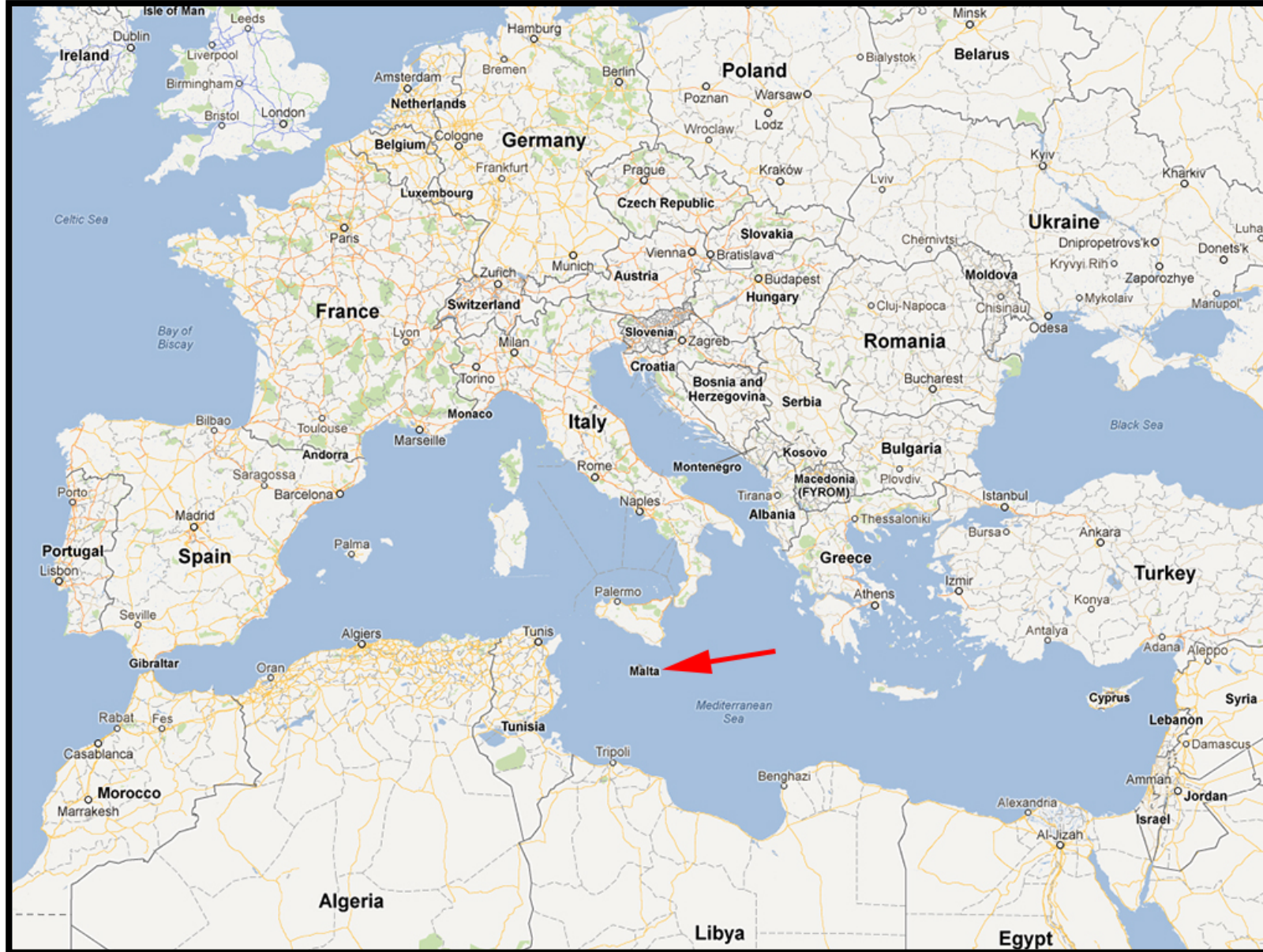
Brownsea Island



Marriott Hotel, Bournemouth



Malta





Why study with us?

8

We have excellent partnerships with industry – at local, national and international levels



Recent speakers include...



Christopher Rodrigues
Chairman of
Visit Britain



Mark Watson
Executive Director of
Tourism Concern



Peter Long
Former Chief
Executive of TUI
Group



Conor Burns
MP for Bournemouth
West

Careers and employability fairs



The BU Annual Careers Fair for BU Students and Graduates seeking information on placements, graduate opportunities, vacation work schemes and alternative options.

Attracts 90 organisations and around 2,000 students and graduates

The Annual 'Fusion' Conference



- Held every February in London
- All final year students are invited
- Presentations and workshops from key industry speakers
- An excellent chance to network

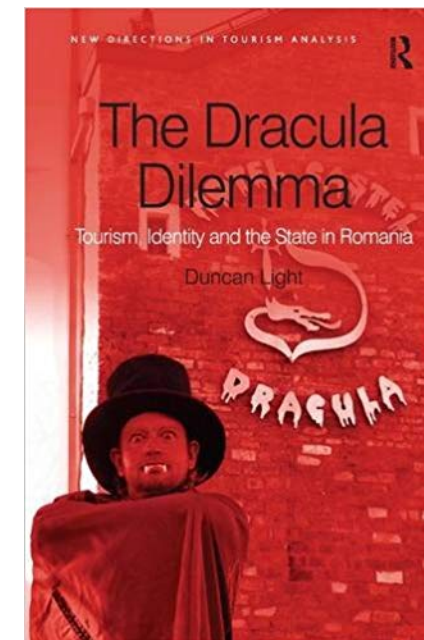
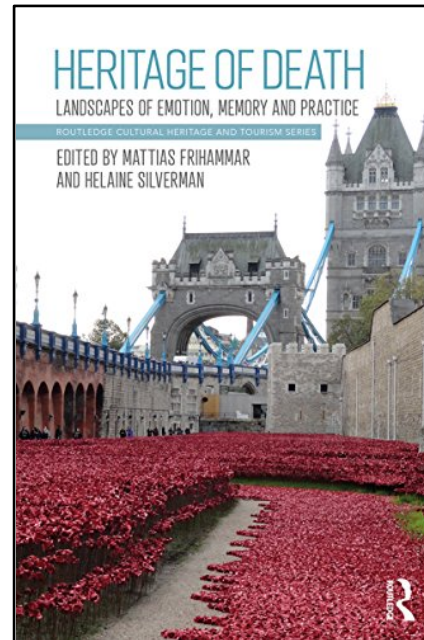
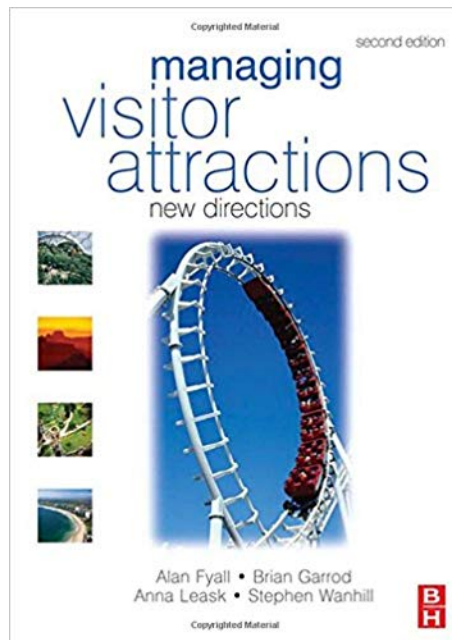
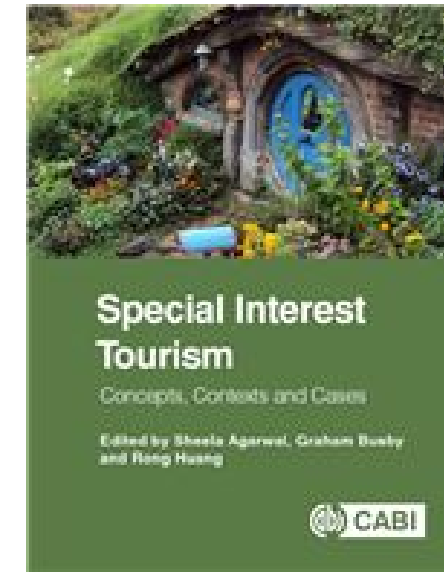
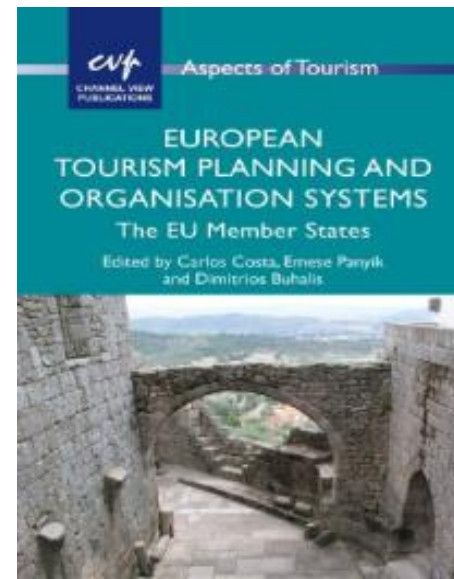
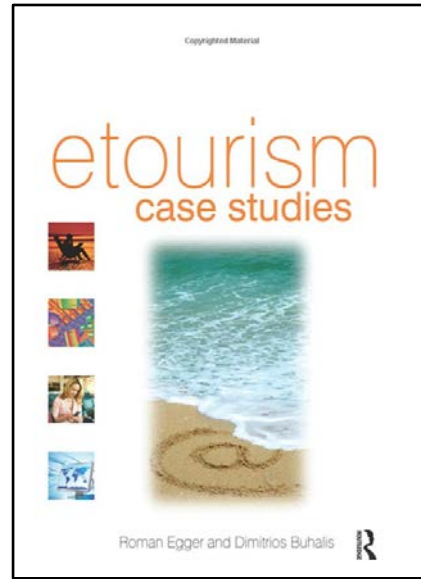
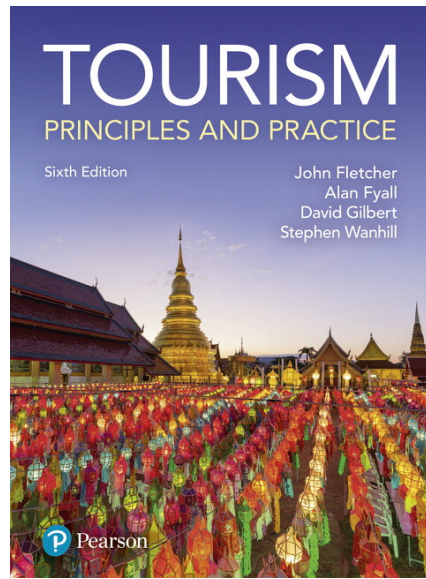
Why study with us?

9

Our teaching is underpinned by the latest research.

We are home to 2 of the world's leading academic journals
(*International Journal of Tourism Research* and *Tourism Economics*).

Students have the opportunity to co-create research with staff.



Why study with us?

10

Our degrees are accredited by leading organisations



World Tourism Organization
UNWTO



Institute
of **Hospitality**

ACCREDITED



The degrees we offer

BA (Hons) Tourism Management

BA (Hons) International Tourism & Hospitality Management

Course content: year 1

BA (Hons) Tourism Management	BA (Hons) International Tourism and Hospitality Management
<ul style="list-style-type: none">• The Tourism and Hospitality Industries• Understanding the Tourist• Business and Economics for Tourism• Marketing for Tourism and Hospitality <p>Two options from:</p> <ul style="list-style-type: none">• Geography of Tourism Destinations• Languages (French/Spanish/Mandarin)• Tourism, Wildlife and the Environment	<ul style="list-style-type: none">• The Tourism and Hospitality Industries• Marketing for Tourism and Hospitality• Financial Reporting for Hospitality• Food Systems• Global Hospitality <p>One option from:</p> <ul style="list-style-type: none">• Geography of Tourism Destinations• Languages (French/Spanish/Mandarin)• Tourism, Wildlife and the Environment

Course content: year 2

BA (Hons) Tourism Management	BA (Hons) International Tourism and Hospitality Management
<ul style="list-style-type: none"> • Tourism Operations and Technology • Finance for Tourism • Managing People in Tourism and Hospitality • Research Methods for Tourism and Hospitality <p>Two options from:</p> <ul style="list-style-type: none"> • Destination Development and Management • Tourist Behaviour and Experience • Languages 	<ul style="list-style-type: none"> • Tourism Operations and Technology • Managing People in Tourism and Hospitality • Consumer Experience and Behaviour • Hospitality Resources and Revenue Management • Research Methods for Tourism and Hospitality <p>One option from:</p> <ul style="list-style-type: none"> • Destination Development and Management • Languages (intermediate) • Talent Management

Course content: year 3

Placement year!



Course content: year 4

BA (Hons) Tourism Management	BA (Hons) International Tourism and Hospitality Management
<ul style="list-style-type: none">• Dissertation or Consultancy Project• Tourism Strategy and Change• Tourism Issues and Futures <p>Two optional units</p>	<ul style="list-style-type: none">• Dissertation or Consultancy Project• Strategy and Leadership in Hospitality• Tourism Issues and Futures <p>Two optional units</p>

Year 4: Optional Units

You will choose 2 units from:

- Conference and Events Management
- Digital Marketing
- Entrepreneurship and SME Management
- Financial Management
- Food, Culture and Travel
- International Human Resource Management in Hospitality and Tourism
- Languages (Advanced)
- Managing Crises and Disasters
- Sport Tourism
- Tourism and Hospitality Design
- Transportation for Tourism
- Visitor Attractions Management
- Wildlife and Ecotourism

How will you be taught?

- Lectures
- Seminars
- Tutorials
- Group work
- Self Managed Individual Learning
- E-Learning – Brightspace
- Fieldtrips



Entry requirements

**104-120
points**

Including
2 A-Levels or
equivalent
qualifications.

GCSE English Language or
English Literature and
Mathematics grade 4, or
equivalent.

Other qualifications
may be considered.
Please check with
staff.

Qualifications	Tariff Points (104 minimum)
A-levels	BCC ACD
BTEC: Extended Diploma	DMM
BTEC: Diploma	D*D
A-level & BTEC Diploma	A* / MP A / MM D / DM
A-levels & BTEC Subsidiary Diploma	CD / D BC / M AA / P
Access to HE	Any combination of Distinctions, Merits and Passes to make up the tariff points

Brightspace: Our e-learning platform

The screenshot displays the Brightspace interface for Bournemouth University. At the top left is the BU logo. The top right features navigation icons for a grid, chat, notifications, a user profile for 'Duncan Light', and a settings gear. Below this is a horizontal menu with 'Library & Study Support', 'Useful links', 'Student feedback', and 'Help'. The main content area is a grid of course tiles: 'Dissertation 18/19' (tree image), 'Visitor Attractions Management 18/19' (Eiffel Tower image), 'Managing Visitor Attractions 18/19' (volcano image), 'MSc Tourism Marketing Management' (business meeting image), 'MSc Events Management' (hot air balloons image), and 'MSc Events Marketing' (green stadium seats image). On the right side, there are three vertical panels: 'Brightspace news and updates for staff' (paper roll image), 'Getting started with Brightspace' (BU logo on desk image), and 'My Faculty' with a dropdown menu showing 'Faculty of Management'.

BU Bournemouth University

Library & Study Support Useful links Student feedback Help

Dissertation 18/19

Visitor Attractions Management 18/19

Managing Visitor Attractions 18/19

MSc Tourism Marketing Management

MSc Events Management

MSc Events Marketing

Brightspace news and updates for staff

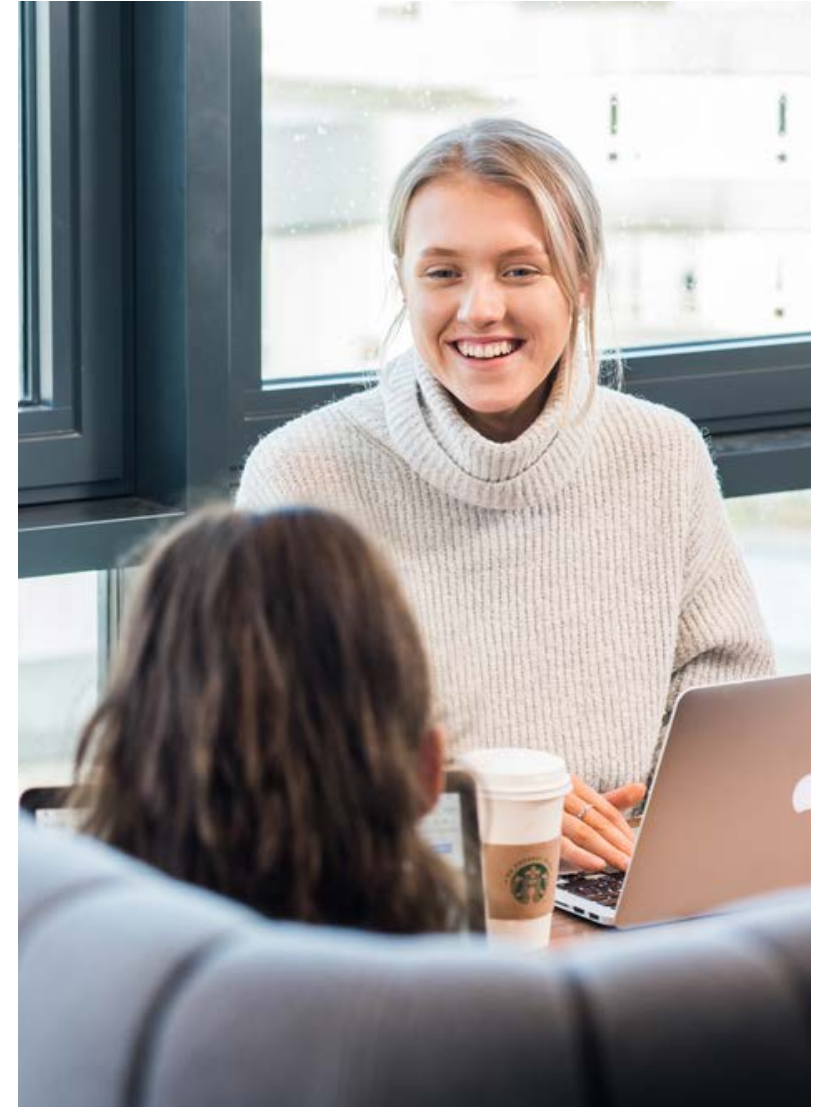
Getting started with Brightspace

My Faculty

Faculty of Management

Student Support

- Supportive teaching team
- Every student is allocated an Academic Advisor
- Level Tutors
- PAL Peer Support Programme
- Student Union (SUBU)
- BU's Student Support and Engagement team



How will you be assessed?

- Individual Work (essays, reports)
- Group Work (reports, presentations)
- Fieldwork reports
- Company based commercial work
- Theoretically based research work
- Reflective and evaluative work
- Some exams!

Some of the employment opportunities for recent graduates...

Example Jobs

- Assistant Manager
- Cabin Crew
- Conference Co-ordinator
- Customer Service Agent
- E Marketing Assistant
- Events Co-ordinator
- Marketing Executive
- Online Marketing Executive
- Product Executive
- Quality Coordinator
- Sales Consultant
- Ticketing Executive
- Travel Consultant
- Villa and Yacht broker
- Yield & Inventory Assistant

Example Employers

- American Express
- BMW Financial Services
- Carte Blanche International
- Conference Vision
- De Vere Venues
- First Choice
- Flight Centre
- Golf Breaks.Com
- Holiday Inn
- National Health Service
- Ocean Village
- Ramada Jarvis Hotel
- Thompson Fly
- Titan Travel
- Tui Travel Plc

Plus, the opportunity for postgraduate study...

Successes!



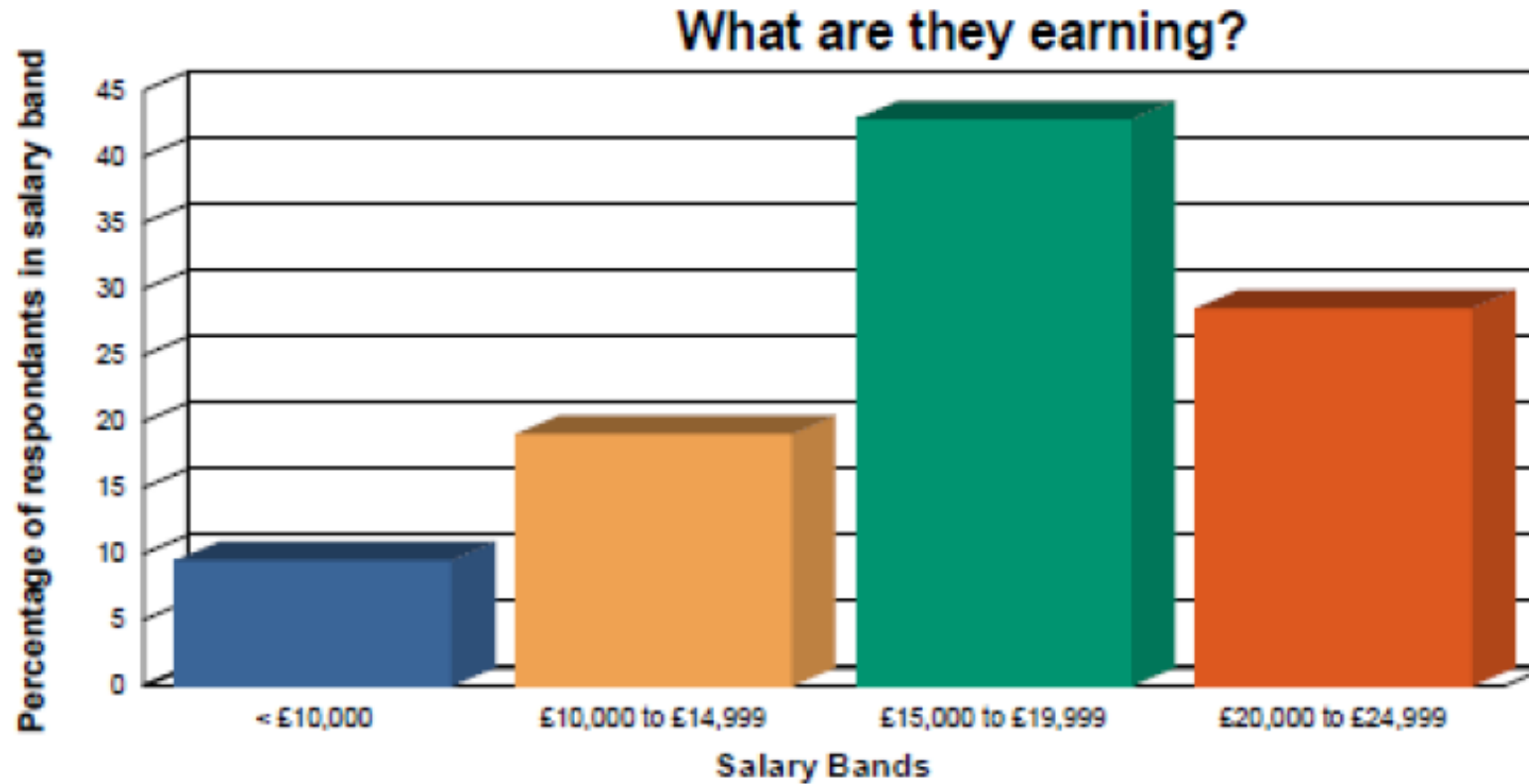
- **Harry Champion** - 2018 Young Guns Winner
- **Ethan Youel** – BAPTA - Finalist Rising Star
- **Emily Murray** – IoH Finalist – Management Student of the Year
 - **Crispin Farbrother** – IoH Finalist – Inspiring Tutor Award
- **Ethan Youel** – IoH Finalist – Management Student of the Year
 - **BAIHM** – P4H - Finalists HOTS



Successes!



Graduate jobs



And this is who we are!





Bournemouth
University



Contact us

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futurestudents@bournemouth.ac.uk

The university has consulted the latest available information in the production of this presentation for delivery in **Autumn 2019**, but cannot be held liable for its accuracy.

The latest information can be found at www.ucas.com