



**Bournemouth
University**

Welcome to the Master's in Tourism & Hospitality Webinar



Dr Susanna Curtin

Senior Lecturer in Tourism Management

MSc Tourism Pathways Coordinator

Faculty of Management

The information on
this presentation is
correct at the time of
recording 8.12.2016

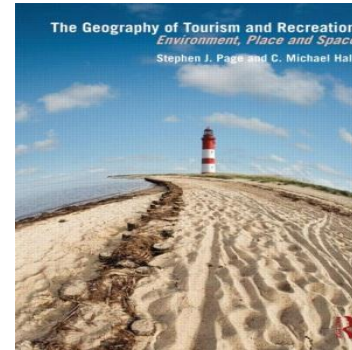
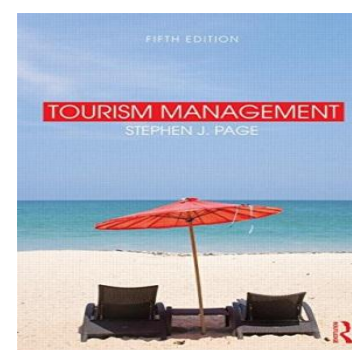
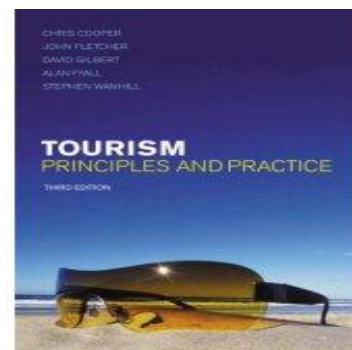
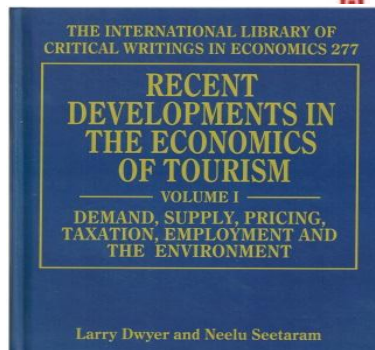
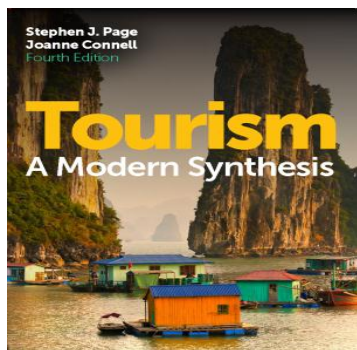
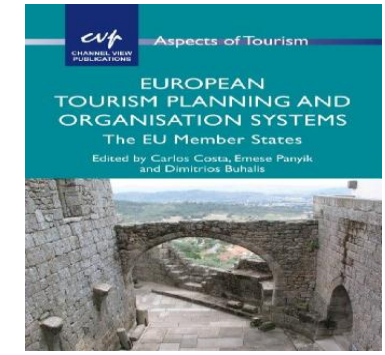
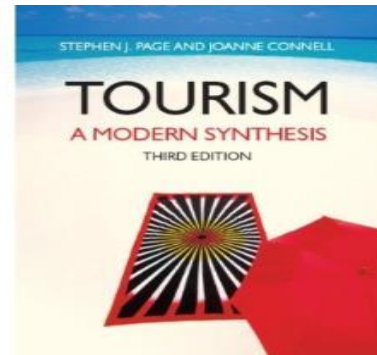
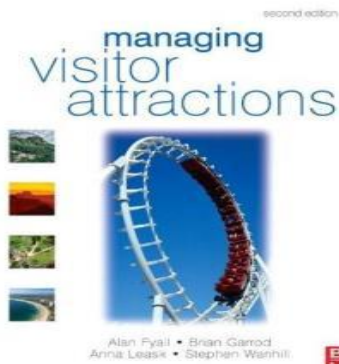
Department of Tourism & Hospitality



- Tourism at BU was rated as **joint 1st in the UK**, based on its internationally recognised research.
- UN World Tourism Organisation (WTO) Centre for Excellence
- High quality, industry-focused courses with international recognition
- Paid work placements are available

Journals and Publications

BU is home to three of the world's top 10 tourism journals, 'Tourism Management', 'International Journal of Tourism Research' and 'Tourism Economics', and the leading international textbook, 'Tourism Principles and Practice'.



Our course portfolio

Our courses aim at providing:

- **academic content** geared to the **professions**
- a **student-centred** learning environment
- emphasis on **intellectual achievement** and **employability**
- **real business experience**
- an **international** perspective:
 - international **staff**
 - international **students**
 - international **study opportunities**
 - **units** with an international **focus**



Our PG Tourism & Hospitality course portfolio

Postgraduate courses

MSc Tourism Management

MSc Tourism Management & Marketing

MSc International Hospitality & Tourism Management

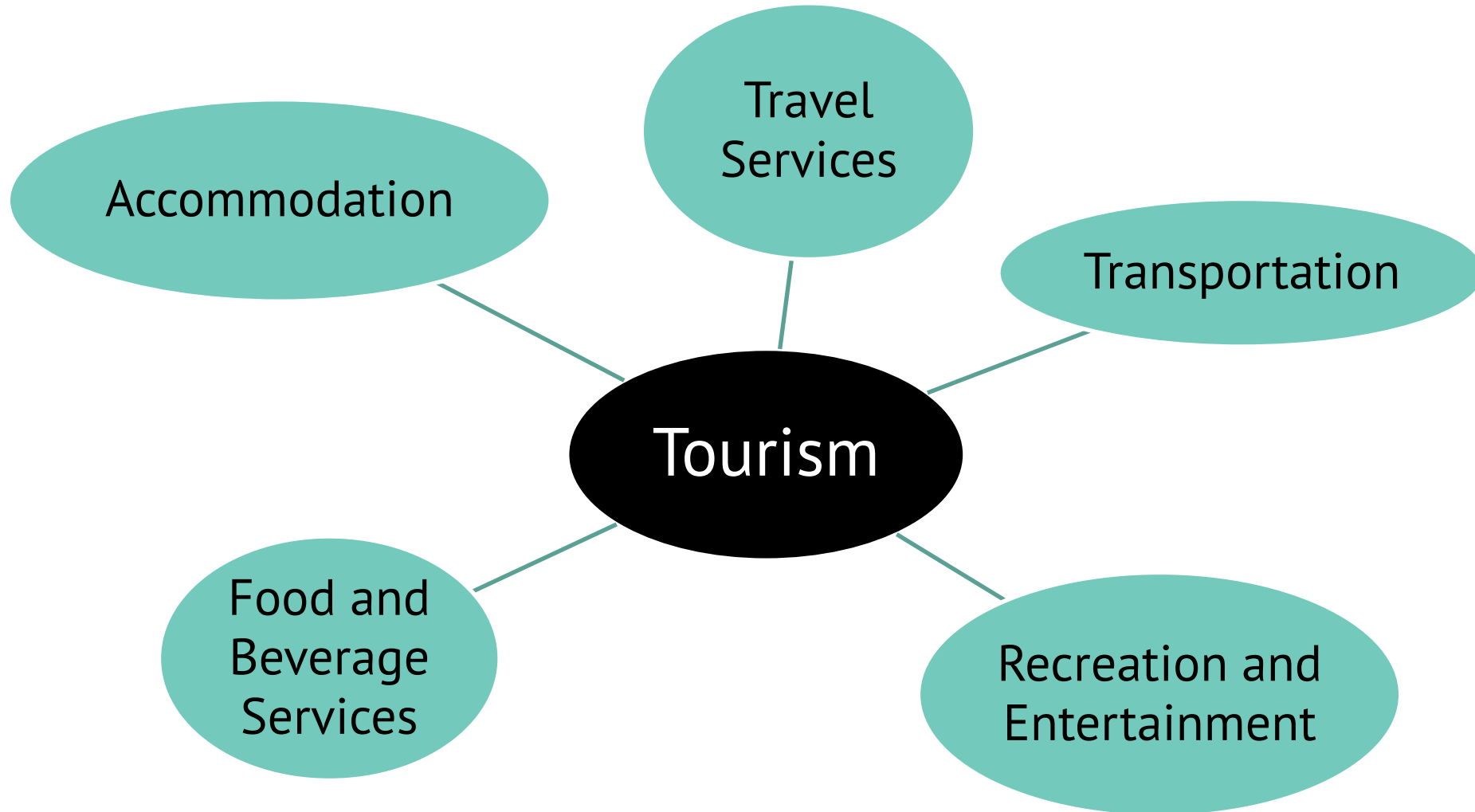
MSc Hotel & Food Services Management

Key facts

- January or September start
- 12-15 months full-time
- Work placement opportunity
- Study abroad
- Study 6 units plus a dissertation

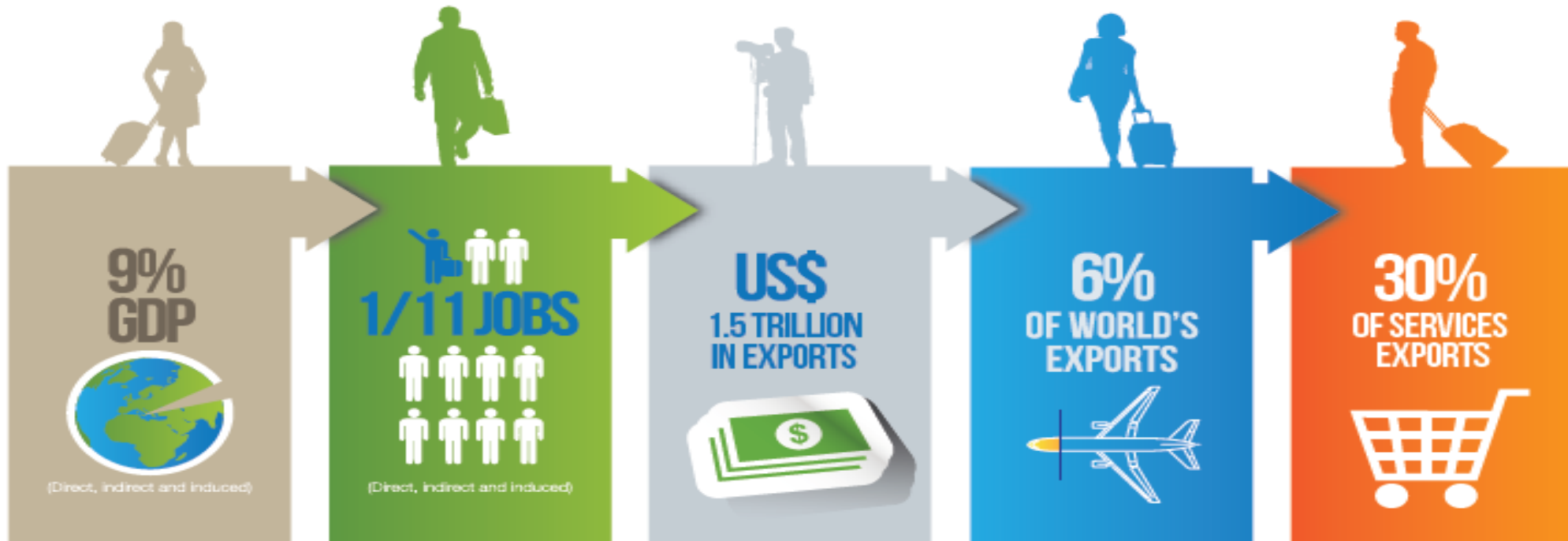


The world of Tourism



Why study Tourism?

Tourism - key to development, prosperity and well-being



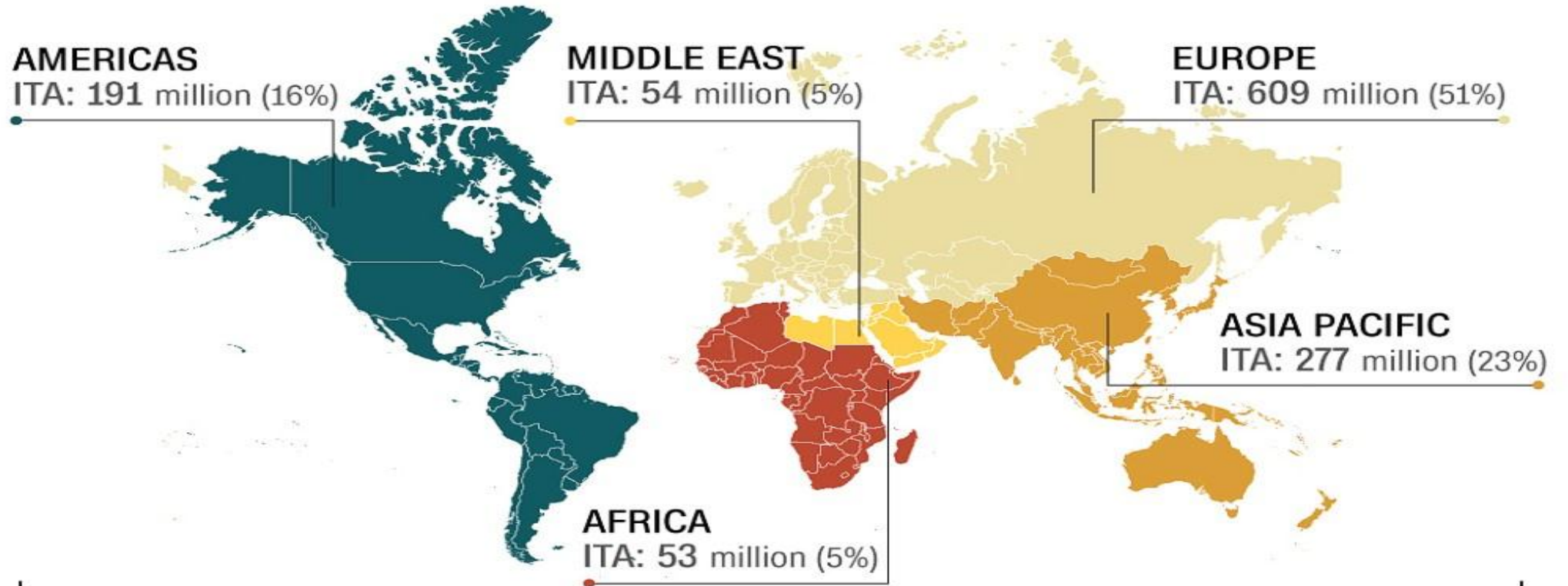
WHY TOURISM MATTERS

Why study Tourism?



Why study Tourism?

2015 International Tourist Arrivals



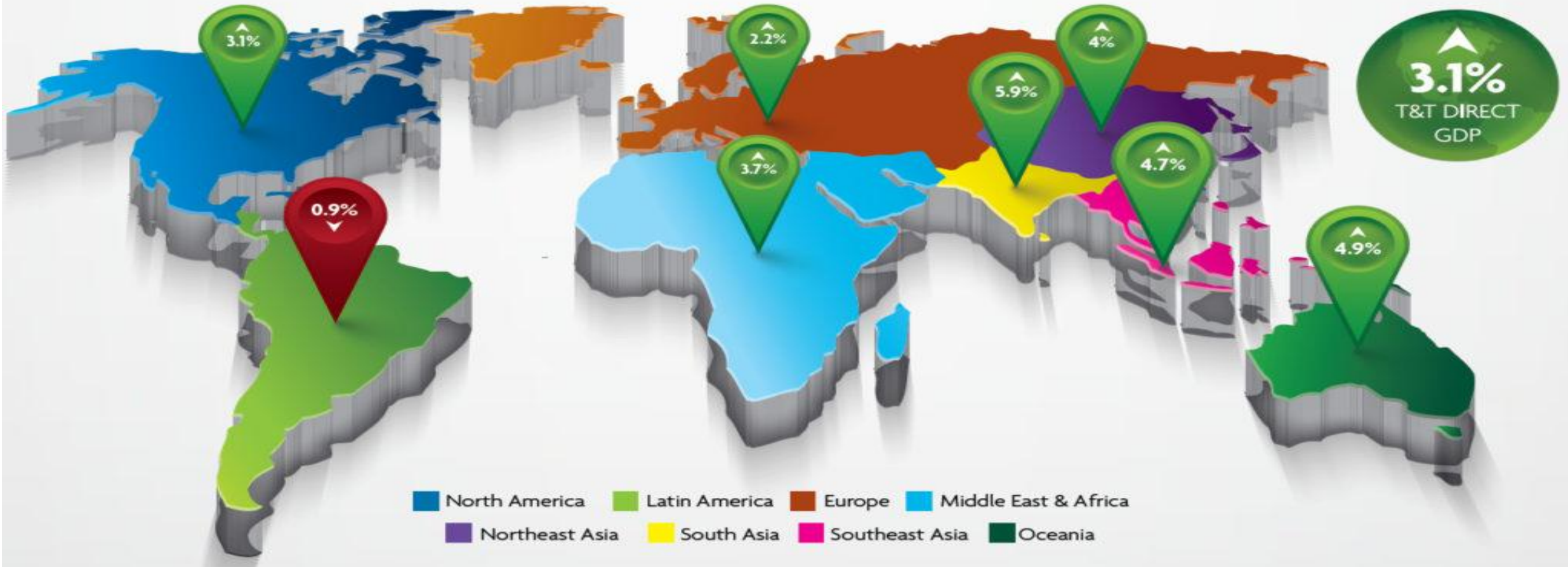
SOURCE: UNWTO World Tourism Barometer

WORLD: 1,184 MILLION

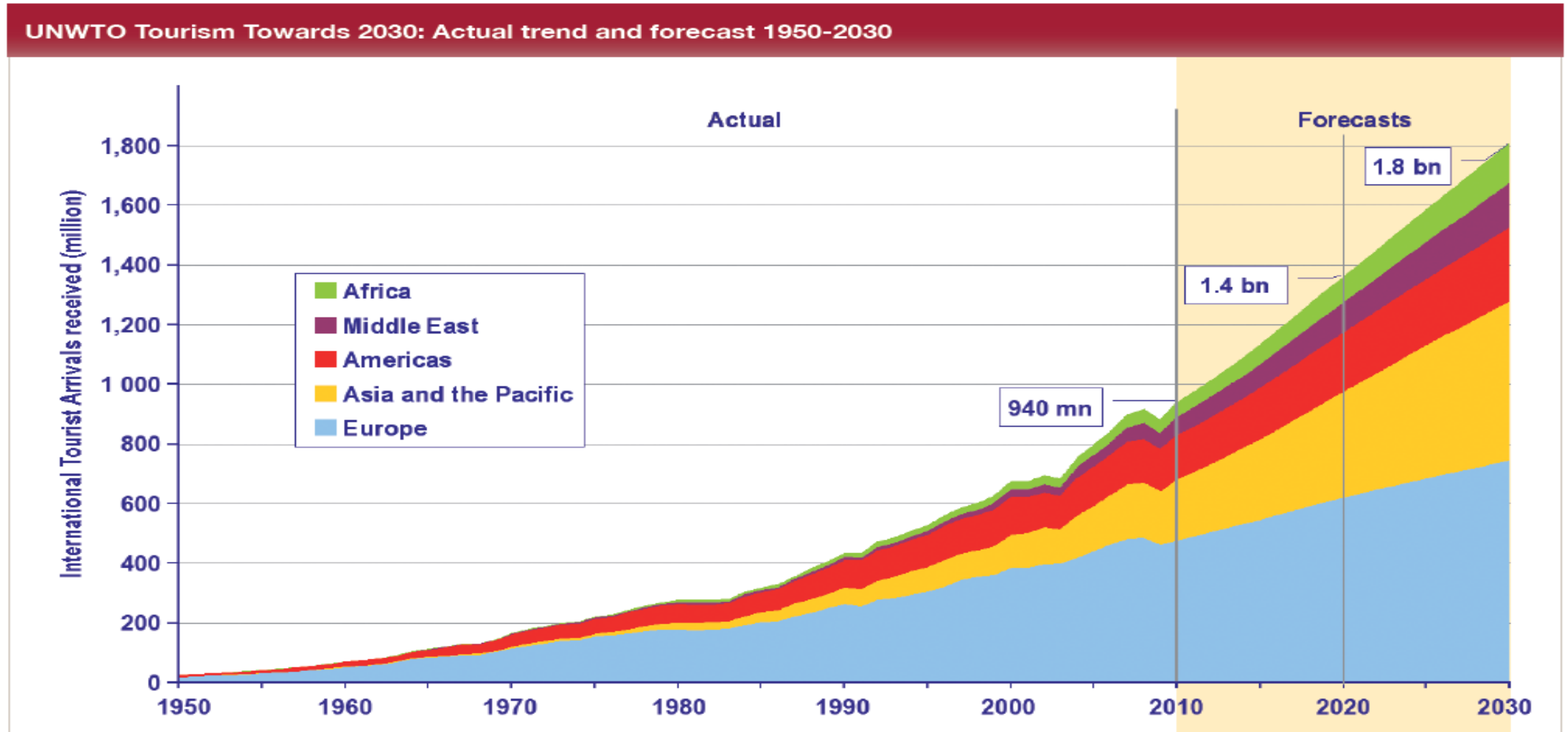
Why study Tourism?

TRAVEL & TOURISM EXPECTED TO GROW IN 2016

The update of WTTC's Economic Impact Reports 2016 shows that, despite the many challenges Travel & Tourism has faced in the first six months of 2016, the sector is still expected to grow by 3.1%, outpacing global economic growth, forecast at 2.3%. All world regions, except for Latin America, continue to show growth in terms of their Direct Travel & Tourism GDP.



Why Tourism?



MSc Tourism Management

This course reviews a range of key issues, challenges and developments in tourism management, with particular focus on the relationships between tourism and the wider economic, environmental and socio-cultural context.

Course content

- Tourism & Hospitality Principles & Practice
- Business Strategy & Finance
- Managing Visitor Attractions
- Tourism, Management & Society
- Research Methods
- Choice of one optional unit
- Dissertation

Career opportunities

- Senior management roles in Tour operators, Aviation and cruise industries, Hotel chains.
- Policy, Planning and Development for Government, NGOs, development agencies
- Consultancy (public & private)
- Research, lecturing and teaching



MSc Tourism Management & Marketing



The course aims to establish your understanding of the principles of tourism marketing management, providing you with a framework upon which to understand business development and marketing planning. Specifically, it examines the relationships between the customer experience and marketing organisations, research planning, budgeting, marketing strategies and communication.

Core units

Course content

- Tourism & Hospitality Principles & Practice
- Business Strategy & Finance
- Marketing for Tourism & Hospitality
- eTourism
- Research Methods
- Choice of one optional unit
- Dissertation

- Senior management and marketing roles in destination management and marketing organisations
- Airlines
- Tour operation companies
- Marketing research
- Branding agencies and consultancies.

Industry focus Speakers, field trips and more



Mark Watson
Executive Director

tourismconcern
Action for Ethical Tourism



Christopher Rodrigues
Chairman

eTourism Lab at WTM - Tourism
Routes and the Holy Grail



Peter Long
Former Chief
Executive of TUI
Group

What is Hospitality?



What is Hospitality?

- Hotel rooms, beds...



What is Hospitality?

- Food...



What is Hospitality?

- Atmosphere...



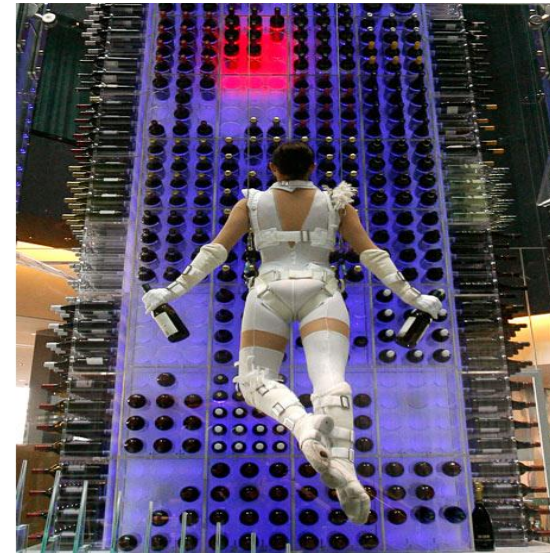
What is Hospitality?

- People ...



What is Hospitality?

- Experiences ...



MSc International Hospitality & Tourism Management

This course is intended to provide you with both an advanced understanding of the Hospitality and Tourism industry as well as a managerial perspective of how to run such operations.

Course content

- Tourism & Hospitality Principles and Practice
- Research Methods
- Business Strategy & Finance
- Hospitality Operations Management
- Issues in International Hospitality & Tourism Management
- Choice of one optional unit
- Dissertation

Career opportunities

- Food & Beverage Associate
- Online Marketing Executive
- Front of House Supervisor
- Assistant Manager
- Sales & Export Manager
- Business Development & Marketing Manager
- Research Assistant



MSc Hotel & Food Services Management

This Master's degree is intended to provide you with both an advanced understanding of the Hotel and Food Services industries as well as a managerial perspective of how to run such operations. The emphasis of this course is on accommodation management, food and drink and the food service sector.

Core units

Course content

- Tourism & Hospitality Principles and Practice
- Research Methods
- Business Strategy & Finance
- Hospitality Operations Management
- Issues in International Hotel & Food Service Management
- Choice of one additional option
- Dissertation

Career Opportunities

- Food & Beverage Associate
- Online Marketing Executive
- Front of House Supervisor
- Assistant Manager
- Sales & Export Manager
- Business Development & Marketing Manager
- Research Assistant



Welcome to the World of Hospitality



Sheraton

Jumeirah
STAY DIFFERENT™



RENAISSANCE
HOTELS & RESORTS



global
hotel
allianceSM



LANGHAM HOTELS
International



Park Plaza
Hotels & Resorts



Holiday Inn[®]



Hilton

Work placement opportunity

“I achieved so much throughout my placement, working for a great international company and helping me climb the next level in my career.”

Amit Ashok Pandit, India



All our postgraduate courses offer the opportunity to undertake a work placement

- Minimum 30-weeks full-time
- Start your placement after the taught units are complete
- 3,000 reflective essay
- CAS issued for 24 months

○Help from experienced placements office staff - you'll attend a ten-week block of seminars, covering writing a CV and a covering letter, completing an application form, performing well in interviews and writing reflectively.

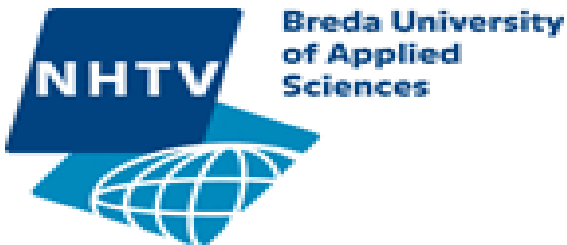
Where do students go on placement



Study abroad options



THOMPSON RIVERS
UNIVERSITY



Delivery & Assessments

- Range of delivery methods, including lectures, seminars & guest lectures
- Emphasis on **Self-Managed Learning**
- Wide **range** of assessment methods used including reports, presentations & examinations
- Combination of **individual** and **group** work



Bournemouth - a great place to study and live...



Any questions?

Contact askBU

Tel: 01202 961 916

Visit: www.bournemouth.ac.uk/askBU

E-Mail: askBUenquiries@bournemouth.ac.uk

Find out more information:

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www.bournemouth.ac.uk/international
- **Local contacts in your country:**
www.bournemouth.ac.uk/representatives
- **Scholarships:** www.bournemouth.ac.uk/scholarships
- **Open Days:** www.bournemouth.ac.uk/opendays
- **Fees and funding:** www.bournemouth.ac.uk/pg-funding
- **Course information:** www.bournemouth.ac.uk/courses

Academic contact

Dr Susanna Curtin
MSc Tourism Pathways Coordinator
SCurtin@bournemouth.ac.uk