



**Northumbria
University**
NEWCASTLE



Tourism



Hospitality



Events

BSc (Hons)

International Tourism Hospitality & Events

Final year Entry in Sri Lanka





Degree Overview

The Degree has been specifically designed to give you the ideal balance between a broad understanding of business, and developing your specialist knowledge in international tourism, hospitality, and events within a global context. The programme aims to equip students with a wide range of professional and managerial skills essential for success within the dynamic tourism, hospitality, and events sectors. The course includes specialist modules that cover innovation and entrepreneurship in international tourism, hospitality, and event management, as well as addressing the global challenges and future of tourism. Additionally, the module on international hospitality management, will give you a broader perspective on operational practices and strategic decision-making processes.

Northumbria is the only university in the North East of England to be recognised as a Centre of Excellence by the Institute of Travel and Tourism, which is the UK's professional body for the travel and tourism industry.

Programme Structure

Module	Credits
Responsible Strategy	20
Global Challenges and Tourism Futures	20
International Hospitality Operations Management	20
Innovation and Creativity in Tourism, Hospitality and Events	20
Dissertation	40

Module Outline

Responsible Strategy

You will learn about the context of responsible strategic thinking and how to identify and explore sustainable business opportunities as a source of competitive advantage. You will gain an appreciation of the overarching principles involved in setting and executing a responsible and sustainable organisational strategy. Within the setting of these strategic objectives, you will understand how the associated responsible decision-making will impacts both internal and external stakeholders. Your learning will span across private and public sector organisations, MNEs, and SMEs, examining how different organisations and industries interact with the responsible and sustainable business opportunities and challenges.

Global Challenges and Tourism Futures

This module explores the uncertain futures of tourism by encouraging in-depth discussion and critique of key tourist questions and challenges faced by communities, industry and governments. Tourism can only exist in the long term if it is managed responsibly. Yet the industry faces short-term demands for profits in a dynamic and challenging environment, which creates negative impacts that compromise its very own future. The module seeks to develop both theoretical and practical knowledge on how best to realise tourism potential without endangering the surrounding infrastructure and environment. The module will cover four distinctive areas of study such as Sustainable Tourism and Policies and Practices, Impact of Climate Change and Risk Factors in Tourism, Transport, Human Mobility and Globalisation and finally, the Challenges of an Ageing Population for Tourism.

International Hospitality Operations Management

The module aims to provide you with an overview of the international hospitality industry and its management including its management, and strategic and operational practices. The module provides offers insights into both historical and current factors which have shaped the industry and provides you with the skills to evaluate changes taking place in key markets and to consider the implications of these for hospitality provides. It includes - the hotel sector – diversity, product appraisal, hospitality marketing and brand management, hospitality operations, theory and practice across departments and functions, international hospitality growth strategies, hospitality customer service management, loyalty and quality, the experience economy, servicescape and co-construction of experience and international hospitality human resource management.

Event Destination



Hospitality



Tourism



Innovation and Creativity in Tourism, Hospitality and Events

You will gain a comprehensive understanding of the nature and practice of innovation, creativity, and entrepreneurship within tourism, hospitality and events (THE). You will understand the relationship between tourism and innovation and be provided with an overview of relevant innovation theories and related literature enabling you to understand the significance of innovation to the contemporary global tourism, hospitality and events industry. You will learn about consumer behaviour in consumption, the importance of the experience economy and co-creation of the tourist experience, and explore changing contexts in relation to the contemporary consumer, leading to more specialised, sophisticated, technologically enabled products. You will explore the development and operation of the following tourism, hospitality, and event products; place and regional development and destination marketing, rural, green, and food tourism, event and festival sustainability, creative and heritage attractions.

Dissertation

The dissertation module aims to equip you with the necessary intellectual and practical skills for undertaking an individual student-led, ethical investigation into an applied business (or the named degree) problem or issue. In addition, the dissertation aims to equip you with key transferable, employability skills, including: time management, project management, communication (written and verbal), negotiation, persuasion and influence, discovery, initiative, creativity and innovation in problem-solving, and analysis. This module provides you with the opportunity to examine in depth, a business-management challenge of direct interest and/or that vexes you within your work or social life. Following initial weekly lectures and seminar-workshops, which provide an introduction to undertaking Business-Management research, you will work with a supervisor to identify a suitable research area, to generate empirical (primary) or secondary data, to analyse this data and to draw theoretically informed conclusions.



The Association
of Commonwealth
Universities
Member



M. **070 400 1086**
E. ukdegree@bms.ac.lk
W. www.bms.ac.lk



BMS Sri Lanka