

Tourism Management BA (Hons)

UCAS Code: N832 | Duration: 3 years | Full-time | Hope Park | 2024/2025

Placement year opportunities available



Course Overview

Our Tourism Management degree is designed to get under the skin of the tourism industry by examining its various operational components. These include accommodation, transport and attraction sectors, in addition to examining the policy and planning frameworks that facilitate tourism development. It also demonstrates how underpinning theories can be applied by tourism organisations in real business settings. This is undertaken both through a taught and practical based approach, which includes industry visits and guest speakers, national and international fieldwork and practical case studies.

You will gain a truly interdisciplinary outlook on tourism management as the degree curriculum embeds knowledge from a variety of related subjects, including geography, business management and marketing, and events management. The degree seeks to actively engage with local stakeholders and some key elements of its curriculum focus on tourism development in the city of Liverpool and the wider region.

Liverpool is an ideal place to study tourism management as the city is home to a number of key tourist attractions in the UK, such as the Royal Albert Dock and waterfront, Tate Liverpool, Premier League football, National Museums Liverpool and the Beatles legacy. The city's year as European Capital of Culture in 2008, has also contributed to continued growth of the city's tourism sector. Therefore, due to the dynamic nature of the city's tourism industry, there are constant opportunities to explore and investigate contemporary aspects of an international tourism destination on your doorstep.

Entry Requirements

This course follows the standard University entry requirements. Please see the website for further information.

Fees and Additional Costs

The tuition fees for 2024/2025 are £9,250 for full-time undergraduate courses.

As well as your tuition fees, you need to consider the cost of compulsory and optional residential and other fieldwork trips. Cost depends on location, but we estimate you will need around £400. You also need around £200 to buy key textbooks.

You will also need to consider the cost of your accommodation each year whilst you study at university. Visit our accommodation webpages for further details about our Halls of Residence: www.hope.ac.uk/halls/

Applicants will need access to a computer if course delivery is switched to online. The University has a laptop lending service if remote study is necessary.



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ASSOCIATION FOR TOURISM IN HIGHER EDUCATION
The Subject Association for Tourism in Higher Education in the UK



The voice of Destination Management

www.tmi.org.uk

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Curriculum

Year One

World Regions: Understanding the World

You will investigate selected world regions and explore themes at a range of scales (global to local) including, the environment (physical and human); globalisation and development.

Hazards, Risk and Society

Various dimensions of vulnerability and resilience in the risks associated with natural hazards will be studied. These will be explored from a social and cultural perspective and consider impacts on society; communities; culture.

Exploring Geography and Tourism

Themes and topics include interpreting and representing the world/place/space; understanding natural and human processes (including tourism) and their interactions.

Introduction to Business Organisations*

You are introduced to the underlying principles of Business Management, which includes for example, organisational behaviour; the customer; the business environment; competition; as well as Marketing.

Fieldwork (residential and/or non-residential)

* Taught by the Business School.

Year Two

Niche and Alternative Forms of Tourism

An exploration of new and alternative forms of tourism, including heritage and cultural tourism; dark tourism; volunteer and backpacking tourism.

The Tourism Industry

An exploration of tourism industry dimensions, for example, globalisation, project and operations management, entrepreneurship, tourism marketing; as well as exploring tourism policy and planning.

Contemporary Human Geographies and Tourism

An exploration of, for example, contemporary social, economic, cultural and environmental contexts (e.g. socio-cultural awareness; urban/economic geography; urban regeneration; and tourism dimensions).

Environmental Policy, Planning and Management

An exploration of, for example, legislation; policy; planning; environmental impacts and management.

'Experiential Learning Block'

An applied project based study block that can be undertaken as one of several formats e.g. fieldwork based (residential and/or non-residential); problem-based task; work placement related; or a block of work-based learning.

Research Methods

An exploration of a range of qualitative and quantitative research methods, which considers data collection and data analysis.

Fieldwork (residential and/or non-residential).

Year Three

Destination Management

An exploration of global trends and advances in destination management, for example, strategic marketing, planning and management of destinations; organisational management principles and practices at international destinations and attractions; as well as, economic, environmental and socio-cultural impacts on destinations.

Events Management

An exploration of the principles and practice of events management, which includes for example, critical evaluation of event management theories; planning, project managing and organising an event; and sponsorship and marketing of events explored through the use of case studies and industry guest speakers or visits.

International Fieldwork

You will undertake fieldwork internationally. Past countries have included Malta.

Honours Project (dissertation).

Work Placement Opportunities

In your final year, your Honours Project can be completed through a work placement. This placement enables you to gain relevant work experience so that you can apply your tourism management knowledge and experiences into a work setting. Please note that you must organise this work placement yourself.

COURSE STRUCTURE

Teaching on this degree is structured into lectures, where all students are taught together, seminars of smaller groups of around 20-25 students, and tutorials which typically have no more than 10 students. You will also have a number of optional and compulsory fieldtrips each year, plus opportunities for one-to-one meetings with your tutor each week.

In your first year of study, there are approximately 12 teaching hours each week, which reduces to approximately 10 teaching hours in your second and third years. On top of teaching hours, you are also expected to spend a number of hours studying independently each week, as well as studying in groups to prepare for any group assessments you may have.

ASSESSMENT AND FEEDBACK

Throughout your three years of study you will have a number of assessments, including written exams at the end of each year, business reports, essays and portfolios. In your final year, you will also complete a dissertation project.

You will be given written feedback on your assessments, and you will have the opportunity to discuss this with your tutor in more detail.

Liverpool Hope University is a member of the Association for Tourism in Higher Education (ATHE), the subject association for tourism in higher education in the UK. Its objectives include promoting the development and recognition of tourism as a subject of study in the UK.

Accredited by the Tourism Management Institute (TMI), the professional association for the destination management sector.



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