Course Overview

Our Tourism Management degree equips you with up-to-date knowledge on the key tourism theories and will highlight the major trends and developments in the field. It also demonstrates how the underpinning theories can be applied by tourism organisations in real business settings.

You will gain a truly interdisciplinary outlook on tourism as the degree curriculum embeds knowledge from a variety of related subjects, including geography, finance, human resources management, operations management and events management. The degree seeks to actively engage with local stakeholders and some key elements of its curriculum focuses on tourism development in the city of Liverpool and the wider region. The curriculum is research-driven and business practice-based; this provides you with up-to-date and first-hand tourism experience, which can represent a key advantage in the highly competitive job market.

Tourism Management is highly interactive and your learning will be enhanced with a number of national and international fieldtrips. You are taught by experienced academics who have proven expertise in the subject and have been trained to provide high-quality support. Liverpool is an ideal place to study tourism as the city and the wider region host a number of the key tourist attractions in the UK.

Entry Requirements

The standard offer level is 112 UCAS tariff points.
Tourism Management BSc (Hons) Curriculum

Year One
Exploring Tourism
An investigation into a range of topics, for example, historical development of tourism; tourist motivation and behaviour; supply and demand of tourism and leisure; and impacts of tourism.

Understanding the World: From the Global to the Local
You will investigate a range of themes and topics, for example, place; destination; tourism; human processes (social, cultural, economic); and globalisation.

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.

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 at foundation degree, undergraduate, postgraduate and doctoral levels, and encouraging high standards in learning, teaching and research.

CONTACT
T: +44 (0)151 291 3000
E: enquiry@hope.ac.uk
www.hope.ac.uk