

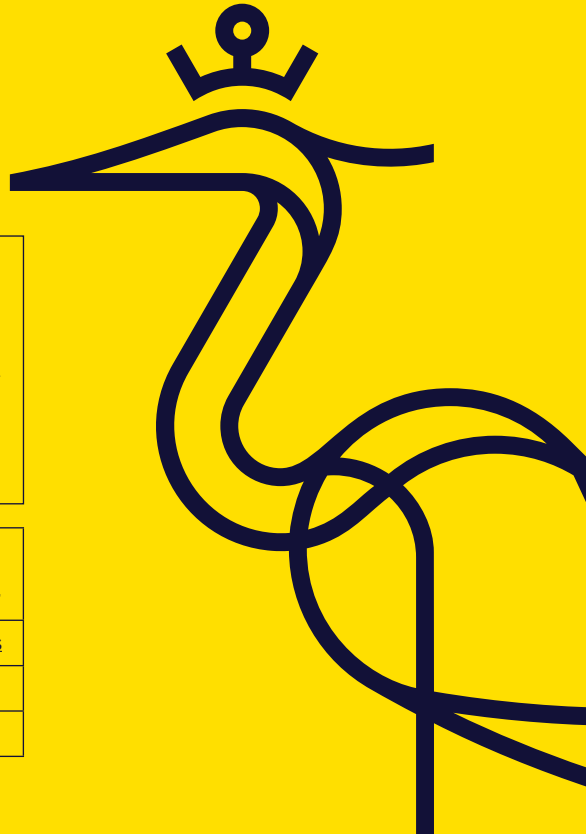
BSc (Hons)

# Business and Tourism Management

## Key Features

- Combine the academic study of the business and tourism sectors
- Develop the key business skills needed for a successful career in the tourism industry
- Gain commercial awareness and expertise within business and tourism from industry professionals

UCAS codes	3 years - NN18 4 years foundation - NN14
Full course info	<a href="https://london.aru.ac.uk/courses">london.aru.ac.uk/courses</a>
Fees	£9,250 per annum
Location	London



## About this course

Britain's tourism sector is an economic powerhouse. Generating £106 billion a year, employing over 2 million people, supporting thousands of businesses, and making up over 80% of the UK's total visitor economy, the UK's tourism sector is a vital part of the UK and global economy.

Tourism is recognised as a leading sector in the UK government's future economic planning. Along with the national tourism agency 'Visit Britain/Visit England,' they are building a significant and long-lasting strategy to drive economic growth, focusing on increasing productivity through developing skills, career paths, and building seasonality. Tourism is, therefore, driving continual demand for specialist graduates who not only understand both the theories of business and tourism management but are also equipped with practical experience.

This course has been developed to give students the key business skills needed for a successful career in this sector. There is a particular focus on the current challenges facing the tourism industry. These include sustainability, global issues, ethical tourism, diverse competition, and crisis management. Designed to unlock your potential by enhancing both your commercial awareness and specialist subject knowledge, this course is a perfect entrance into this exciting, important, and growing industry.

## Modules

### Year 1

- Hospitality, Tourism and Events Environment
- Academic and Professional Skills
- Managing Quality in Hospitality, Tourism and Events
- Business Finance

### Year 2

- Customer Service for Tourism and Hospitality
- Managing Human Resources
- Tourism Management
- Principles and Practices of Marketing
- Sustainability in Career Development

### Year 3

- Tourism and Events Management Live Project
- Business Strategy
- Sustainable and Ethical Tourism (15 credits)
- Global Hospitality and Tourism Issues (15 credits)
- Undergraduate Major Project (Integrated Case Study)

## Careers

In your third year, you will undertake the Tourism and Events Live Project which will enable you to integrate your academic knowledge with experiences beyond the classroom and combine your developing knowledge, skills, and personal ideas to expand transferable skills which can be applied in the workplace. This is prodigious for your CV, and will cement your footing in the industry.

Your lecturers all have first-hand experience of business and hospitality. You are therefore assured that the content of your degree will be directly relevant to the demanding, constantly evolving world of business and tourism.

During your studies, there will be the opportunity to participate in the Employability Scheme with the specific objective of enhancing your future employment prospects. This includes CV workshops, interview techniques, career counselling and visits from prospective employers.

We work with several employers to be able to offer part-time work in conjunction with our courses. On successful completion of this course, you might choose to move onto our postgraduate studies, such as our Master of Business Administration (MBA) International.

## Career routes

- Tour Manager
- Travel Agency Manager
- Tourist Information Centre Manager
- Tourism Officer
- Event Manager
- Hotel Manager