



UK Education

BA (Hons) International Tourism & Hospitality Management

Wrexham Glyndwr
University

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Wrexham Glyndwr University

Established in 2008, Wrexham Glyndwr University are one of the youngest universities in the UK and is a vibrant, friendly place where each student's learning and future is given personal attention. Starting out with just the Wrexham campuses, they now have sites in North Wales and London. Every year they are developing to offer more people the opportunity to access their courses and growing their facilities to keep courses at the cutting edge and to develop their practical learning opportunities for students.

Despite being one of the youngest, Glyndwr University received a silver award for the quality of teaching by the Teaching Excellence Framework, in June 2017. WGU has been ranked **2nd in the UK** for teaching satisfaction in The Guardian University Guide 2022 and named one of the **highest risers climbing 41 places**.

Wrexham Glyndwr has been rated second in the UK for the quality of our teaching in The Times and Sunday Times Good University Guide 2022.

■ Ranking and Qualification

UK Ranking

#66

The
Guardian

The Guardian –
The best UK universities 2022 rankings

UK Ranking


#127

 Complete
University
Guide

The Complete University Guide –
University League Tables 2023

 **WES** WORLD
EDUCATION
SERVICES

WES Approved

 **TEF** Silver Teaching
Excellence
Framework

 **ofqual**

 European
Qualifications
Framework

 **QAA**
UK Quality Assured

 **REF** Research
Excellence
Framework
2021

 **CMI** Chartered
Management
Institute
HE Partner

■ BA (Hons) International Tourism & Hospitality Management



■ Course Description

This dedicated degree will give you the practical skills and the vital knowledge you need for a career in the Tourism & Hospitality Management industry. The course is made up of stimulating and thought-provoking modules covering essential business topics, including advanced modules providing a breadth of knowledge and experience such as creating events, visitor attraction management, sustainable planning & development, contemporary issues in hospitality management and human resource management.

Students will:

- Cover essential business topics, before progressing onto advanced modules providing a breadth of knowledge and experience such as visitor attraction management, sustainable planning & development, Food & Drink Tourism, and contemporary issues in hospitality management
- To understand and apply the principles of management in hospitality and tourism
- To improve employability of learners by allowing them to explore the relationship between management theories and their practical application in the business world
- To review and apply the principles of business management within the industry

■ Course Content

Strategic Marketing

Global Food & Drink Tourism

Contemporary Issues in Hospitality Management

Strategic Management

Dissertation (Major Project)

■ Progression Pathways



Wrexham Glyndwr University

BA (Hons) International Tourism and Hospitality Management (Top-up)

120 credits • Duration : 12 months



Completed QUALIFI Level 4 & 5 Diploma in Hospitality and Tourism

120 credits each level



Case 1 :

If you owned recognized professional qualification(s) plus at least 3 years of full-time work experience at senior level

Case 2 :

Completed an Associate Degree or a Higher Diploma recognised by awarding institutions approved by Wrexham Glyndwr University



The shortest time to complete the course:

12 months

(Completion time depends on student progress)

120 credits required to complete the course

■ Programme Features

100% online learning, which can be accessed from your phone, pc or tablet at home or on the move. On successful completion of your studies, you'll be invited to attend a graduation ceremony on campus.

Study Mode

Online and Part-time

Duration of Program

Every program can be completed in 1 year.

Assessment

Performance of students are assessed on a continuous basis through assignments and class participation.

Entry Requirements

Existing educational qualifications and work experience will be directly taken into programme and allowing for module exemptions, please email or whatsapp us for detail

English Language Requirements

- IELTS 5.5; Reading and Writing must be at 5.5 or
- HKALE Use of English at Grade E or above, or HKDSE Examination English Language at Level 3 or above or
- Satisfy the examiners in UK EDUCATION qualifying examination, if required.

Medium of Instruction

All modules will be taught in English.

■ Programme Structure

This BA course is divided into two parts, Postgraduate Diploma PLUS BA Top Up.

Postgraduate Diploma (120 Credits)

QUALIFI Level 4 Diploma in Hospitality and Tourism

Start Date:	Anytime
Duration:	Anytime
Mode of Study:	Distance Learning
Structure:	4 Mandatory with no exam

Mandatory Units

1. Sustainability in Tourism and Hospitality Management
2. Operations Management in Tourism and Resort Operations
3. Management of Visitor Attractions
4. Employability and Development in the Hospitality Industry

part 01

Postgraduate Diploma (120 Credits)

QUALIFI Level 5 Diploma in Hospitality and Tourism

Start Date:	Anytime
Duration:	Anytime
Mode of Study:	Distance Learning
Structure:	4 Mandatory with no exam

Mandatory Units

1. Tourism Destination Management
2. Entrepreneurship in Tourism and Hospitality Management
3. Cultural Tourism Management
4. Research Project

part 02

BA Top Up (120 Credits)

Wrexham Glyndwr University **BA (Hons) International Tourism and** **Hospitality Management Top-Up**

part 03

Start Date:	September / January
Duration:	12 months, course exemption will be provided base on experience
Mode of Study:	Distance Learning
Structure:	4 Courses + One Dissertation only with no exam

Strategic Marketing

To build on marketing foundations studied previously and provide a staged approach to the nature of strategic marketing which contribute to the achievement of a competitive advantage. To introduce the broader aspects of strategic marketing that reflect contemporary developments in advocacy and ethics.

Global Food and Drink Tourism

This module aims to explore the increasingly important area of food and drink tourism for economic development and destination image formation on a global scale. As such, students will examine the importance of food and drink products to the tourist experience and to destination success for those countries and regions closely associated with food and drink. Further, students will analyse the relationship between tourism and gastronomy and examine the direct and indirect advantages and disadvantages to local and regional communities associated with the development of gastronomic tourism and event initiatives.

Contemporary Issues in Hospitality Management

The aim of this module is to identify and analyse some of the key contemporary issues that are pertinent to the Hospitality sector. The course content will focus on those issues that are deemed to be the most significant for this sector at the time of teaching.

Each year three key issues will be explored on the module, one from each of the following themes: Technology, Global hotel brands, Country culture and Hospitality, Sustainability, Human Resources, New Trends in Hotel Design and Operational Management.

■ Programme Structure

part 03

Strategic Management

This module presents a systematic approach to the study of strategic management, building upon an array of ideas and theories ranging from industrial organization theory to institutional economics. This unit outlines the fundamentals of strategic management and gives students an introduction in this important area of business management. Students will gain an awareness of the issues involved and the techniques that managers adopt. The tools and techniques will help students understand how organisations achieve sustainable competitive advantage.

Dissertation (Major Project)

The aim of the dissertation module is for students to demonstrate the application of knowledge and skills gained during the undergraduate programme of study in all programme routes in an independent, self-motivated, enquiring and problem-solving manner. This serves to extend, underpin and enhance learning through the identification of a business/management problem in either business, accounting & finance, HTEM, HRM, Marketing and any other business related area which requires theoretical research, structured data collection, subsequent analysis leading to conclusions and recommendations.

Indicative Assessment 1:

A formal research proposal including the terms of reference for the project, evidence of initial literature searching and an outline of the methodology and analytical methods to be applied. A time-bound project plan is also incorporated into the proposal. Submitted in mid-semester 1 (Word count - 1500 words)

Indicative Assessment 2:

Final project report incorporating the terms of reference/problem, literature search and review, methodology, data analysis, findings and discussion chapters. (Word count - 7500 words)



■ **QUALIFI Level 4 Diploma in Hospitality and Tourism Management Module Outline**

BUS 4.1 Sustainability in Tourism and Hospitality Management

On the successful completion of this unit, learners will understand the principles of sustainable development and the level of planning involved to achieve sustainable development in tourism and hospitality. Learners will develop knowledge and understanding of planning and managing tourism and hospitality across various destinations, considering the trends in place. Further models in place are also studied and their application to practical examples, which provides learners with a broad knowledge base.

Learning Outcomes

- Evaluate the rationale for, and the different approaches used for planning and development in the travel, tourism and hospitality industries.
- Understand the concept of sustainability and the plan to achieve sustainable tourism and hospitality.
- Analyse the issues that impact on the planning and development of sustainable tourism and hospitality.

BUS 4.2

Operations Management in Tourism and Resort Operations

This unit aims at providing an understanding and knowledge of operations management within the tourism industry and its resort operations. Learners will look at holiday management and the marketing and distribution methods used to sell holidays. Learners will have the opportunity to make strategic and tactical decisions that address operational management issues in order to achieve success.

Learning Outcomes

- Demonstrate knowledge on the tour operators industry within the travel and tourism sector
- Evaluate the stages involved in constructing and marketing holidays.
- Understand the function and structure of resort operations
- Understand how to develop a business strategy for a resort/tourist operation

BUS 4.3

Management of Visitor Attractions

The aim of this unit is for learners to develop a broad understanding of the nature, development and management of visitor attractions. Learners will consider tourist motivation theories, analysing their impacts and the ways of further improvement. Learners will explore the techniques used to manage visitor attractions and how they can be used to achieve sustainability.

Learning Outcomes

- Assess the importance of visitor attractions and the impacts of tourism
- Understand tourist motivation theories and the needs of different types of visitors.
- Evaluate the techniques used to manage visitor attractions and their impact on sustainability

BUS 4.4

Employability and Development in Hospitality Industry

This unit aims to provide learners the knowledge and understanding required for effective employment and development in the hospitality industry. Learners will also have the opportunity to consider teams and groups, leadership and communication skills.

Learning Outcomes

- Evaluate one's own performance and recommend improvements
- Develop interpersonal skills to support effective performance in the hospitality industry
- Understand team and group working

■ QUALIFI Level 5 Diploma in Hospitality and Tourism Management Module Outline

BUS 5.1 Tourism Destination Management

In this unit learners will develop knowledge and understanding of national and international tourist destinations, the culture involved and the characteristics of the population. Learners will also look at current trends and their impacts, together with selling in the context of the travel and tourism industry.

Learning Outcomes

- Understand the current trends that affect national and international tourist destinations
- Examine the characteristics of tourist destinations and the relationship to their appeal
- Evaluate the characteristics of tourist destinations and their impact on tourists and tourism

BUS 5.2 Entrepreneurship in Tourism and Hospitality Management

This unit provides knowledge and understanding of the skills set and characteristics of entrepreneurs in context of the travel and tourism industry. Learners will have the opportunity to analyse their own entrepreneurial skills in the start-up and development of an enterprise to attain success.

Learning Outcomes

- Understand the skills and characteristics an entrepreneur needs in the travel and tourism industry.
- Understand the development of enterprises in the travel and tourism industry
- Develop a business start-up plan for a niche market in the travel and tourism industry

BUS 5.3 Cultural Tourism Management

The unit provides learners with the knowledge and understanding of the cultural and heritage sector in the travel and tourism industry. This unit provides learners with an in-depth understanding of the growth and development of the cultural and heritage sector and the potential conflicts which could arise within the sector. Learners will have the opportunity to investigate the role and scope of the sector and its impacts on management.

Learning Outcomes

- Evaluate the development and purpose of the heritage and cultural sector in the travel and tourism industry
- Understand the roles and responsibilities of organisations in the heritage and cultural sector
- Evaluate the role and methods of interpreting the visitor experience within the heritage and culture sector

BUS 5.4 Research Project

This unit is designed to develop learner skills in carrying out independent research and enquiry into a research topic. Learners will investigate the research techniques and methods and elements needed to carry out research, together with the various theories that underpin formal research. Learners should seek approval from their tutor before starting their research project.

Learning Outcomes

- Develop a research proposal
- Carry out a research project considering the relevant aspects
- Evaluate and present the outcomes of the research project



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UE | UK Education

“The UK Education” provides overseas study counseling services, focusing on assisting your overseas study journey. “The UK Education” has one of the most integrated British school networks among all the local overseas advanced study companies. Our professional counseling team provides one-stop services such as assisting in school applications, arranging interviews, etc. We help to assist students to analyze each school in details, and provide one-on-one consultation services for further studies.



Our Missions

- Provides career path that support students who wish to develop their management skills, enterprise capabilities and opportunities in their chosen field
- Helps students to improve their understanding of any given business environments and organizations and how should they manage and develop in the given situation
- Helps students to develop skills and abilities, and support their professional development

Accredited Partner Centre

