BA (Hons) Hospitality & Tourism Management

We are one of the top universities in the UK for the study of tourism and hospitality, ranked 8th for student experience and 11th overall, according to the Sunday Times, and 10th in terms of career within 6 months of graduation, in the Guardian League Table. We are also amongst the Top 100 universities in the world in the scientific field of Hospitality & Tourism Management, according to ARWU list (Shanghai Ranking). According to the Guardian University Guide 2021, the University of Central Lancashire (UCLan) is ranked in the top 3 universities in the United Kingdom in the field of Hospitality & Tourism.

This degree is designed to develop a responsive business approach to the international hospitality and tourism industries. The BA (Hons) in Hospitality and Tourism Management offers a high quality management education for those students who aspire to work within the hospitality and tourism industries. The emphasis throughout the course is on the development of a wide range of professional and managerial skills, concurrently with the development of key personal and academic skills, aiming to improve the students' ability to understand and apply management theory to the hospitality and tourism sectors.

An important aspect of the course is the combination of theory and practice, through the option of work placement, and frequent site visits, which give students the opportunity to experience real world settings, and understand the application of theoretical concepts in the practice of Hospitality and Tourism.

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BA (Hons) Hospitality & Tourism Management

YEAR 1	S	E
COMPULSORY		
Introduction to Hospitality & Tourism Operations	1	10
Introduction to Service Excellence in Hospitality & Tourism	2	10
Academic Writing	YL	10
OPTIONAL		
Business in Context	2	10
English for Academic Purposes	YL	10
Managing People Enterprise Skills	1	10
Debating Cases in Applied Ethics	1	10
Introduction to Mathematics and Statistics	YL	10
Beginners Russian Language and Culture	YL	10
Beginners Greek Language and Culture	YL	10

YEAR 2	S	E
COMPULSORY		
Exploring Management in Tourism, Hospitality & Events (TH&E)	1	10
Foundations in Scholarship, Research & Technology	YL	10
Tourism in Action	2	10
Tourism Destinations	1	10
Food & Beverage Operations	YL	10
Landscape of Events: An introduction to Events	YL	10

YEAR 3	S	E
COMPULSORY		
Applied Research & Service Quality in THE	YL	10
Arts, Cultural and Heritage Events	YL	10
Tourism Development & Sustainability	1	10
Marketing & ICT for Visitor Economy Managers	YL	10
Tourism, Hospitality and Events Employability and Talent Management	YL	10
OPTIONAL		
Learning through Working in THE	2	10
Sport Tourism	2	10
The Tourist: Behaviour and Culture	YL	10

YEAR 4	S	E
COMPULSORY		
Management Development in Tourism, Hospitality & Events	1	10
International Cases in Hospitality and Tourism	YL	10
Managing for Strategic Success in THE	2	10
SELECT 1 OF 3 RESEARCH STRANDS		
Research Project	YL	10
Managing Your Business	2	10
Dissertation	YL	20
OPTIONAL		
(Plus a choice of subjects below to complete 60 Credits)		
The Tourist: Experience and Motivation	1	10
Managing Quality in Service Organisations	1	10
Managing Your Business	2	10
Creativity in Organisations	1	10
Single Research Project	YL	10
Dissertation	YL	20

CAREER OPTIONS

The programme develops transferable skills relevant to a wide range of career opportunities in management, marketing or other relevant positions in different sectors of the tourism industry. Graduates of the course are able to pursue careers throughout the international hospitality and tourism industries.

Examples of graduate destinations include working for airlines, cruise ships, nightclubs, casinos, major hotel chains and restaurant groups, tourism development offices, theme parks, event planning offices, sport venues and major tour operators.

ENTRY REQUIREMENTS

The minimum requirements are:
> Apolytirion or High School Leaving Certificate, or 96 A' Level points (new Tariff system) in relevant subjects.

> Proof of English Language knowledge to a score of at least IELTS 5.5, or other equivalent according to the Common European Framework of Reference for Languages (CEFR).

S: SEMESTER / E: ECTS / YL: YEAR LONG

The University reserves the right to make amendments to programmes in order to improve the quality of learning content and outcomes.

✉ **admissions@uclancyprus.ac.cy**
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