

# International Hotel and Restaurant Management

MA



**Location:** London North campus, Stapleton House

Starts September	Yes
Starts February	Yes
Full-time	Yes
Part-time day	Yes
Part-time evening	Yes

## Aims of the course

The Hotel and Restaurant Industry is an exciting, rewarding and ever expanding industry, attracting over 1 million employees in the UK alone. The UK hotel market is estimated to be worth revenues of over £12 billion according to Mintel, and with almost 26,500 restaurants in the UK according to Horizon/Food Service intelligence. Internationally both the Hotel and Restaurant sectors show continuing growth ranging from 20% to 30% by 2010 depending on region, according to Mintel. The Hotel and Restaurant sectors offers great business opportunities for passionate individuals and entrepreneurs who wish to engage in a successful management career in a service industry.

London is a world hub of international Hotel and Restaurant chains and new innovations with almost every type of ethnic restaurant represented. The variety and diversity of the Hotel and Restaurant business in the capital makes it an ideal place to study a postgraduate course that specialises in International Hotel and Restaurant Management.

The Course is taught by academics of international background with real industry experience, who are involved in consultancy projects within the industry both in the UK and abroad.

Our strong links with industry associations such as the Institute of Hospitality, Restaurant Association of Great Britain, British Hospitality Association as well as our links with Industry leaders, allows us to invite guest speakers, organise field trips, and enable students to network with industry professionals. The international student and staff body at London Metropolitan Business School, facilitates a cultural diversity that adds to the international theme of the course.

The course aims to provide graduates from a variety of disciplines with a comprehensive understanding of the nature of International Hotel and Restaurant Management. This MA is designed to offer graduates an intensive curriculum that prepares them for a career in hospitality. The course also aims to enhance knowledge of existing professionals enabling them to advance faster and further in their career.

## Duration and attendance

**Full-time:** 1 year

**Part-time:** 2-3 years

## Dates/timetable

**Autumn semester:** September – January

**Spring semester:** February – June

## Course structure

The course consists of four compulsory modules, one designate and one elective module as well as a dissertation (which is triple weighted).

## Core modules

- **Hotel and Restaurant Entrepreneurship** – introduces the fundamentals of setting up and financing a hotel or restaurant operation from the feasibility study to the business plan focusing on financial, marketing, operational and strategic issues relating to setting up a new business within the sector. The module also explores business practice in international contexts and varied working environments
- **Strategic Management in International Hospitality and Tourism** – develops your understanding of key strategic issues that face the international business of tourism and hospitality industries, as well as analytical and conceptual skills that enable you to create and apply innovative strategic planning approaches in response to corporate policies. The assignment tests your abilities to act as a consultant to an investor for a sector in the industry e.g. a restaurant, analysing the country risk and investment potential
- **Service Sector Marketing** – addresses the key issues, concepts and models which form the core of services marketing theory, focussing as far as possible on the service industries of relevance to students taking the module
- **Research Methods for Leisure and Tourism** – introduces a range of philosophical concepts and methodological tools while developing a critical and evaluative approach to research. It will give you the necessary academic and practical skills to undertake successful dissertation research at postgraduate level

## Optional modules

- **Innovation in Tourism and Hospitality** – examines the concept of innovation in relation to the new technology that is transforming the tourism and hospitality industries. It takes a constructivist approach, rather than a purely technological one, to explore the relationships between new technology, users, innovators and consumers. Technology is used to examine ideas of change and new concepts of tourism and hospitality
- **International Law and Human Resource Issues in Hotel and Restaurant Management** – provides an introduction to key legal issues relating to the hotel and industry. The module focuses on case study analysis aimed to highlight legal issues within the relevant industry. It provides an essential introduction to legal principles in identifying, preventing and resolving legal issues within an international context

- **Environmental Management for Hotels Resorts and Tourism Enterprises** – examines production and consumption patterns, and cycles of hospitality management that can be affected by the relationship between business operations and the natural environment (for example, water, land, air)
- **Sustainable Tourism Planning** – explores possible alternatives to mass tourism. Issues of 'sustainability' and 'sustainable tourism development' are examined
- **Studying the Olympic Games** – examines the contemporary sporting and cultural phenomenon of the Olympic Games. It explores the Games from a number of different social science perspectives and takes a multi-disciplinary, thematic approach to understanding the key issues. The main focus is on analysing the cultural, sporting and economic significance of the Summer and Winter Olympic Games, although business and management issues are also investigated
- **Business Practise for the Creative Industries** – introduces the fundamentals of management practice as they are applied to the cultural and creative industries. The module takes a multi-disciplinary approach to understanding business issues and students will be expected to integrate these disciplines in addressing business problems
- **Business Work Placement Project** – a 30 day work experience in a Hotel or Restaurant organisation followed by a presentation and a 5000 word report which analyses the organisation and the work undertaken. This can sometimes take the form of a consultancy type project

### Dissertation

**Hotel and Restaurant Management Dissertation** – This is normally the last part of your course and enables you to engage in secondary and primary research into an aspect of Hotel and Restaurant Management and produce a 15000 word dissertation. The choice of topic has to be related to the hotel and restaurant sector, but it can be widely based on your interests and the research expertise of your allocated supervisor.

### Research

Our postgraduate courses draw significantly on the research carried out by staff in the Business School. This new MA is located within the Tourism, Sport and Creative Industries Subject Group, which has a long and distinguished record in undertaking research and consultancy for the leisure, tourism and hospitality industry. The course also has strong links with a specialist research institute – the International Institute for Culture, Tourism and Development. Recent research and consultancy projects undertaken by staff and students include a survey of the use of and potential for ICT applications in hotels in London, a feasibility study for a multi-million pound development by a major hotel chain, a study of the Turkish restaurant community in London and national tourism planning work for overseas governments in south-east Asia. This research generates an active research culture in which you are exposed to the latest developments and cutting-edge ideas through the course, by opportunities to attend regular research seminars and by stimulating ideas for your own dissertation.

### Teaching and learning

Teaching and learning is undertaken through lectures, seminars, discussions, group activities, workshops, projects, tutorials, site visits and self-managed study. A variety of assessment is utilised including essays, reports presentations, case studies and exams.

### Career opportunities

This is an intensive conversion course for graduates in disciplines other than hospitality management. The course also enables existing hospitality professionals to enhance their skills and knowledge through a structured programme of study, enabling them to advance faster and further in their career. Particular emphasis is put on engaging with industry leaders from the hotel and restaurant sector in a city that is one of the world leading centers in hospitality. Examples of career paths include, Hotel/Restaurant Management, Hospitality Consultancy, Hotel/Restaurant Entrepreneurship to name a few. The course transferable skills also allow opportunity for other service related career paths.

### Fees 2008/09

Full-time (EU)	£5,400
Full-time (non-EU)	£9,000
Part-time (EU) per 20 credit module	£600
Part-time (non-EU) per 20 credit module	£1,000

### Entry requirements

Minimum of lower class Honours degree in a relevant subject. Those with relevant professional qualifications or extensive professional experience will also be considered.

Students for whom English is not their first language must demonstrate sufficient fluency in both written and spoken English.

The minimum requirement is one of the following:

- IELTS 6 minimum with a minimum of 6 in speaking and writing and 5.5 in listening and reading
- TOEFL (old examination) 600 minimum
- TOEFL (new examination) 250 minimum

### Scholarships

International scholarships are available to top performing students. See [www.londonmet.ac.uk/international](http://www.londonmet.ac.uk/international)

### How to apply

Please apply directly to the University. A postgraduate prospectus and application form are available from the Admissions Office (see Further information) or the University website [www.londonmet.ac.uk/how-to-apply](http://www.londonmet.ac.uk/how-to-apply)

### Further information

Admissions Office  
London Metropolitan University  
166-220 Holloway Road  
London N7 8DB  
Tel: 020 7133 4202  
Email: [admissions@londonmet.ac.uk](mailto:admissions@londonmet.ac.uk)  
Web: [www.londonmet.ac.uk](http://www.londonmet.ac.uk)

For further academic questions contact:

Course Leader  
Ioannis Pantelidis  
Tel: 020 7133 3356  
Email: [i.pantelidis@londonmet.ac.uk](mailto:i.pantelidis@londonmet.ac.uk)

### Open Days/Evenings

You can also come to one of our open days or evenings, held throughout the year. See our website [www.londonmet.ac.uk](http://www.londonmet.ac.uk) or call the Admissions Office for up-to-date details.

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