

Tourism Management

BA (Hons)

Level 4 (First Year)

Semester A	The Tourism Industry Framework	Study and Research Skills for the Tourism Industry	Hospitality Operations Management	Economics for the Tourism and Event Industry or Language
Semester B	Global Tourism Geography	Data Analysis for Tourism & Event Management	Principles of Tourism & Event Marketing	Human Resource Management for the Tourism and Event Industry or Language

Level 5 (Second Year)

Semester A	Career Planning in the Tourism Industry	Enterprise and Technology for Tourism & Events	Social and Cultural Impacts of Tourism	Law for the Tourism and Event Industry or Language
Semester B	Destination Marketing Research	Tourism Passenger Transport	Option from list below	Option from list below or Language

Optional Subjects

Management Accounting for Tourism and Events
International Field Trip
Impacts of Events and Festivals

Placement Year (Optional)

12-month work placement *or* Two semesters study abroad *or* One semester study abroad and 6-month work placement. Examples of placement companies include: Walt Disney, Mundy Cruising, Thomson Cruises, Enterprise Rent-A-Car and Wendy Wu Tours.

Level 6 (Final Year)

Semester A	Tourism Planning	Strategic Business Management for Tourism & Events	Language or Option from List A	Option from List A <i>or</i> AB
Semester B	Destination & Visitor Attraction Management	Contemporary Research Themes in Tourism Management	Language or Option from List B	Option from List B <i>or</i> AB

Optional Subjects

List A	List B
Tour Operating (Mass Market and Niche)	Business Tourism and Events
Sporting Events and Sports Tourism	Aviation and Airlines
List AB (two semesters)	
Dissertation-Tourism (including Research Methods)	

We offer five different languages – French, German, Spanish, Mandarin Chinese and Japanese – all with the option of starting at beginners level.

Students who take a language throughout their degree graduate with an award title which reflects the language studied, e.g BA (Hons) Tourism Management with Spanish

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