Tourism Management
BA (Hons)

### Level 4 (First Year)

<table>
<thead>
<tr>
<th>Semester A</th>
<th>The Tourism Industry Framework</th>
<th>Study and Research Skills for the Tourism Industry</th>
<th>Hospitality Operations Management</th>
<th>Economics for the Tourism and Event Industry or Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester B</td>
<td>Global Tourism Geography</td>
<td>Data Analysis for Tourism &amp; Event Management</td>
<td>Principles of Tourism &amp; Event Marketing</td>
<td>Human Resource Management for the Tourism and Event Industry or Language</td>
</tr>
</tbody>
</table>

### Level 5 (Second Year)

<table>
<thead>
<tr>
<th>Semester A</th>
<th>Career Planning in the Tourism Industry</th>
<th>Enterprise and Technology for Tourism &amp; Events</th>
<th>Social and Cultural Impacts of Tourism</th>
<th>Law for the Tourism and Event Industry or Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester B</td>
<td>Destination Marketing Research</td>
<td>Tourism Passenger Transport</td>
<td>Option from list below</td>
<td>Option from list below or Language</td>
</tr>
</tbody>
</table>

**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)

<table>
<thead>
<tr>
<th>Semester A</th>
<th>Tourism Planning</th>
<th>Strategic Business Management for Tourism &amp; Events</th>
<th>Language or Option from List A</th>
<th>Option from List A or AB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester B</td>
<td>Destination &amp; Visitor Attraction Management</td>
<td>Contemporary Research Themes in Tourism Management</td>
<td>Language or Option from List B</td>
<td>Option from List B or AB</td>
</tr>
</tbody>
</table>

**Optional Subjects**

**List A**

- Tour Operating (Mass Market and Niche)
- Sporting Events and Sports Tourism

**List B**

- Business Tourism and Events
- 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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