

International Tourism Management

BA (Hons)

First Year (Level 4)

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| 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 | Principles of Tourism and Event Marketing | Data Analysis for Tourism and Event Management | HR Management for the Tourism and Event Industry or Language |

Second Year (Level 5)

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| Semester A | Career Planning in the Tourism Industry | Social and Cultural Impacts of Tourism | Enterprise and Technology for Tourism and Events | Law for the Tourism and Event Industry or Language |
| Semester B | Tourism Passenger Transport | Cross Cultural Management | Management Accounting for Tourism and Events or International Field Trip | Impact of Events and Festivals or Language |

Third Year (Compulsory Study Abroad/Placement)

12-month work placement *or* two semesters study abroad *or* one semester study abroad and 6-month work placement.
 Placement companies might typically include: The Walt Disney Company Ltd, Hard Rock Hotel, Thomson Cruises, Whanganui River New Zealand and Wendy Wu Tours.

Final Year (Level 6)

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| Semester A | Tourism Planning | International HRM | Option from List A | Language or Option from List A or AB |
| Semester B | Contemporary Research Themes in Tourism | Global Marketing Ethics and Culture | Option from List B | Language or Option from List B or AB |

| Optional Modules | |
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| List A | List B |
| Tour Operating (Mass Market and Niche) | Business Tourism and Events |
| Sporting Events and Sports Tourism | Aviation and Airlines |
| Dissertation – Tourism (including Research Methods) | |