

International Tourism Management

BA (Hons)

First Year (Level 4)

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

Second Year (Level 5)

Semester A	Career Planning in the Tourism Industry	Enterprise and Technology for Tourism and Events	Social and Cultural Impacts of Tourism	Language or Law for the Tourism and Event Industry
Semester B	Tourism Passenger Transport	Cross-cultural Management	Option from List	Language or Option from List

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

Placement Year Abroad (Compulsory)

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, Thomson Cruises and TUI

Final Year (Level 6)

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

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) International Tourism Management with Spanish

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