



TOURISM MANAGEMENT

BACHELOR, 3 YEARS

Tourism Management

Bachelor, 3 years

Tourism is the world's largest service as well as one of the fastest growing economic sectors globally. It is therefore unsurprising that Tourism is one of the world's most important sources of employment.

Our BSc in Tourism Management will prepare you for a career in Tourism but also in the hospitality industry more broadly. You will acquire in-depth knowledge of the economics of Tourism and of the latest Tourism marketing trends. Moreover, you will test this knowledge against real-life case studies.

This degree is therefore ideal for either anyone seeking to start a career in Tourism or those who are already working in the broad field of Tourism and are looking to progress in their existing careers. It is a course that will provide you with a broad foundation and will also keep your future options open.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Tourism Management.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Tourism Management.

Core Modules for each year

Year 1

1. Economics
2. Business Organisation
3. Marketing Management
4. Statistics
5. Business Law
6. Business English

Year 2

1. Tourism & Leisure Management
2. The Travel Business
3. Marketing Practice in the Hotel Catering Industries
4. Human Resource Management
5. Consumer Behaviour
6. Computers & Information Systems

Year 3

1. Public Relations
2. Executive Skills
3. Global Tourism Strategies
4. Tourism Operations Management
5. Marketing Communications
6. Planning & Development of Tourism

Assessment

Written exam (unseen) - 100%