



STAFFORDSHIRE
UNIVERSITY



UCAS Code:
N832

BA(Hons) Tourism Management

UNDERGRADUATE
COURSE INFORMATION

Key Facts

Business School

Location:
Stoke Campus

Duration:
2 year fast track
part-time
3 years full-time
4 years with placement
year

Entry requirements:
Typical offer: 260 UCAS
points.
A levels: BCC.
All applicants are
individually assessed.
Detailed entry
requirements can be
found on each of our
online course pages or by
visiting [www.staffs.ac.uk/
ugentryrequirements](http://www.staffs.ac.uk/ugentryrequirements)

Accredited by:



TMI

Available as Top-up from
HND

At-a-glance

This course provides the skills necessary for a career in Tourism Management. Graduates are particularly suited to opportunities within the tourism, leisure and public service industries and within local authorities. Some also progress to postgraduate study in tourism or a teaching qualification. This course has been developed with reference to guidelines published by the Hospitality, Leisure, Sport and Tourism (HLST) network and has received employers' support through links with regional and national tourism organisations.

The modules you will study include Introduction to Tourism and Events (Enhancing your: Career and Personal Success), Tourism Theories and Perspectives, Tourism and Events Service Operations Management, New Media Tourism and Events Marketing, Work experience or Applied Technology for Events or professional choice, International Leisure and Tourism Marketing and Contemporary Issues for Tourism and Events.

Particular highlights of the course are the tourism related visits and the extent to which you will engage in the tourism and events industry through the Tourism in Action and Tourism and Events Service Operations Management modules. Core subjects are studied. These are necessary for you to progress in a career in management within the travel and tourism sector. These subjects include Employability, Reasoning and Project Management Skills, Resourcing Events and Tourism Organisations including Business Accounting and Human Resources and Entrepreneurial Marketing.

The course is designed to develop your range of practical skills such as communication, applying technology, creativity, decision-making and problem-solving. You can take a work placement at the end of the second year, which will further develop your tourism business skills within a working environment and enhance your career prospects.

Course Outline

Year 1

- Introduction to Tourism and Events (Enhancing your Career and Personal Success)
 - Resourcing Events and Tourism Organisations
 - Entrepreneurial Marketing
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Year 2

- Employability, Reasoning and Project Management
 - Tourism and Events Service Operations Management
 - Tourist Destinations Leisure and Culture
 - New Media Tourism and Events Marketing
 - Work Experience or Applied Technology for Events or professional Choice
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Optional placement year

Year 3

- Tourism Management Project
 - International Leisure and Tourism Marketing
 - Contemporary Issues in Tourism and Events
 - Tourism in Action
 - Work Experience or professional choice
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**STAFFORDSHIRE
UNIVERSITY**

THE STAFFORDSHIRE GRADUATE

**EMPLOYABLE.
ENTERPRISING.
ENTREPRENEURIAL.**

The information in this leaflet is correct at the time of publication, but may be subject to change.

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With a thorough understanding of your chosen field, you'll be a reflective, critical learner with a truly global perspective. Work-ready and highly employable, you'll also fully understand the importance of being enterprising and entrepreneurial – essential skills whether you go into employment or start your own business.

Detailed entry requirements can be found on each of our online course pages or by visiting www.staffs.ac.uk/ugentryrequirements

For full, up-to-date details of our degrees and other courses, visit: www.staffs.ac.uk/undergraduate

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You can also find us on:

