

# Tourism Management

BA Hons



## Why study this programme?

This programme has been developed to meet the growing demand for skilled and resourceful managers in this expanding industry. Tourism is one of the major growth industries of the global economy. Directly and indirectly, it generates 195 million jobs, 7.6% of the total workforce – this is set to rise to 250 million jobs by the end of the decade. By 2020 international arrivals are expected to exceed 1.5 billion, reflecting the diversity of tourism-related trips, including business, conferences, events, pilgrimages, education and health.

The cultural assets of the UK, including heritage attractions, museums and the UK's performing arts industry are crucial for tourism, with visitors routinely stating that they are a key motivation for visiting the UK. The 2012 Olympics, with its associated cultural events, is expected to significantly boost tourism in the UK, making tourism an excellent and eminently employable specialism for any new graduate.

## Why study with us?

Our programmes are constantly revised to reflect current business priorities and demands of employers through business forums with local business leaders. This ensures students are trained in relevant business application.

Our staff's wealth of international business knowledge and teaching experience is combined with a commitment to support the learning of each student. Staff are involved with businesses and the local community, so they provide practical experience as part of their teaching.

The School delivers innovative ways to learn as traditional teaching is supported by online resources, within the virtual learning environment and this is supplemented by business simulation exercises and practical games. Students also have access to industry experts through guest presentations and lecturers, and the opportunity to visit companies.



All our undergraduate students can undertake a placement year. This enables students to establish good career prospects and earning potential. We have a dedicated team to find suitable and beneficial placement opportunities to provide work experience and valuable industry insight.

Our campus, on a World Heritage Site, is a beautiful environment in which to study, and plays host to many events and film productions. Greenwich is a key tourism location in the United Kingdom and this, along with its world heritage status, provides the ideal setting for studying this programme.

You obtain a foundation in business skills combined with knowledge and practical experience in tourism management. There is the opportunity to progress to the specialist business MA in International Tourism Management. Halls of residence are close to the campus.



## What courses will you study?

Please note that courses are subject to validation, so course content may change.

### Year 1

- Tourism, Trends and Themes (30 credits)
- Personal and Professional Development: Skills for Tourism and Events Managers (15 credits)
- Business, Finance and Technology for Tourism (15 credits)
- Introduction to the Tourism Industry (30 credits)
- One option from: Event Planning, Health, Safety and Risk Language (30 credits)

### Year 2

- Global Tourism (30 credits)
- Understanding Tourists (15 credits)
- Research Tools for Tourism and Events (15 credits)
- Personal and Professional Development: Employability and the Tourism Sector (30 credits)
- One or two options from: Planning Events (30); Contemporary Issues in Tourism (15); Destination and Facilities Management (15); Language (30) (30 credits)

### Optional sandwich year

#### Final year

- Tourism Policy and Development (30 credits)
- Tourism Marketing and Strategy (30 credits)
- Dissertation OR Thematic Independent Studies (30 credits)
- One or two options from: Strategic Income Generation for Tourism Managers (30); Tourism, Culture and Society (15); World Heritage Site Tourism (15) (30 credits)



## Key facts

**UCAS code:** N8N2 G BA/TM

**Attendance:** 3 years full-time, 4 years sandwich, 6 years part-time

### **Entry requirements:**

For a full list of entry requirements, including UCAS points, please visit [www.gre.ac.uk/programmes](http://www.gre.ac.uk/programmes).

- We welcome applications from mature students.

### **How to apply:**

- Full-time students apply through UCAS. For further information and UCAS deadlines, please visit [www.ucas.ac.uk](http://www.ucas.ac.uk).
- Part-time students apply online at [www.gre.ac.uk/apply](http://www.gre.ac.uk/apply).
- Applicants applying from outside the United Kingdom and Republic of Ireland should apply online at [www.gre.ac.uk/apply](http://www.gre.ac.uk/apply). For further information, e-mail [international@gre.ac.uk](mailto:international@gre.ac.uk).

## Career opportunities

Students have career opportunities in areas such as management of tourist attractions, local government, tourism authorities, travel agencies, tourism planning and marketing, and service industries such as hotels and catering.

## Teaching and assessment

All degree programmes are taught by a combination of lectures, seminars, site visits, case studies and presentations. Courses have a strong commercial orientation with academic rigour. Students are assessed through assignments, examinations and presentations. Courses are taught by University of Greenwich lecturers who have sector-specific experience, as well as excellent academic credentials. Visiting lecturers and guest speakers from the tourism industry contribute their own experience in areas such as destination marketing and international development.

## Financial information

For up-to-date information on tuition fees, bursaries and scholarships, visit [www.gre.ac.uk/finance](http://www.gre.ac.uk/finance).

## Your next step

University Open Days are held several times a year. They include a programme of talks and offer you the opportunity to speak to staff and students. You may also be given a tour of the campus. A list of dates can be found at [www.gre.ac.uk/opendays](http://www.gre.ac.uk/opendays), or contact the Enquiry Unit or International Office for further information.



Why not sign up as a Greenwich VIP and create your own Greenwich webpage, personalised to

your choice of programme and interests? Becoming a Greenwich VIP is a fast route to ordering our publications, booking an Open Day and finding out more about the university. You can also take part in chat sessions with staff and students, receive text and e-mail alerts, and enter our online competitions. Sign up at [www.gre.ac.uk/study](http://www.gre.ac.uk/study).

## For further information

To find out more about studying at the university, please contact:

Website: [www.greenwich.ac.uk](http://www.greenwich.ac.uk)

### UK students

#### Enquiry Unit

Telephone: 020 8331 9000

Fax: 020 8331 8145

E-mail: [courseinfo@gre.ac.uk](mailto:courseinfo@gre.ac.uk)

### International/EU students

#### International Office

Telephone: +44 20 8331 8136

Fax: +44 20 8331 8625

E-mail: [international@gre.ac.uk](mailto:international@gre.ac.uk)

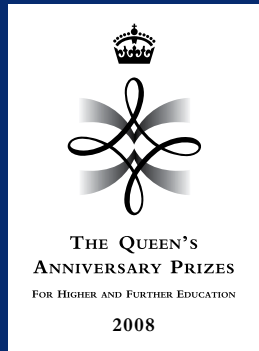




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