

International Hospitality And
Tourism Management Bsc (Hons)
& Foundation Year Modules:



Foundation year:

- Preparing for University Success Exploring the Business Environment
- Advancing your Academic Skills
- Becoming an Effective Leader
- Planning for Your Future Success
- Investigation & Innovation Project

Level 4:

- Academic & Professional Development for Hospitality & Tourism Managers (20 credits)
- Managing People in Hospitality in Tourism (20 credits)
- Finance for Hospitality and Tourism (20 credits)
- Service Sector Marketing and Sales (20 credits)
- Principles of Hospitality & Tourism Practice (20 credits)
- Customer Service Management (20 credits)

Level 5:

- Applied Hospitality and Tourism Intelligence (20 credits)
- Hospitality Operations Management (20 credits)
- International Destination Management (20 credits)
- Hospitality Business Development (20 credits)
Elective Modules: (Students to choose 40 credits worth of modules):
- Professional Practice (Placement) (40 credits)
- International Events Management (20 credits)
- Digital and Social Media Marketing (20 credits)

Level 6:

- Digital Marketing Analytics (20 credits)
- Global Brand Management (20 credits)
- Digital Marketing Strategy (20 credits)
- Strategic Customer Experience Design (20 credits)
- Digital Public Relations (20 credits)
- Digital Marketing Showcase (20 credits)

Course Fees:

- Foundation Year - £9,250
- Level 4 - £9,250
- Level 5 - £9,250
- Level 6 - £9,250

What is blended learning?

Blended learning is where you study 8 hours a week in class spread over 2 days that's 4 hours each day, and 25 hours a week of independent learning through ilearn.

Study centres:

The study centres where you can do blended learning are in London Ealing, London Tower Hill, London Holborn, Manchester and Birmingham.

CAREER PROSPECTS

Graduates with a BSc in International and Tourism Management have diverse and exciting career prospects due to the global nature of the tourism and hospitality industries. This degree equips students with the knowledge and skills necessary to manage businesses and operations in the tourism, travel, and hospitality sectors, both domestically and internationally. Below are some potential career paths and opportunities:

1. Tourism Manager
2. Hotel or Resort Manager
3. Event Manager/Planner (Tourism Focus)
4. Travel Consultant/Agent
5. Destination Marketing Manager
6. Tour Operator
7. Airline or Cruise Line Operations Manager
8. Sustainable Tourism Specialist
9. Hospitality Management Consultant
10. Cultural Heritage Manager

Salary Expectations:

Salaries in tourism and hospitality management can vary widely based on the role, location, Senior roles, such as Hotel Manager, International Tourism Manager, or Business Development Manager, can earn £50,000 to £70,000 or more.

A BSc in International and Tourism Management offers a wide range of career opportunities in a dynamic and global industry. Whether you are drawn to managing large-scale hotel chains, promoting global destinations, organizing events, or contributing to sustainable tourism practices, this degree opens the door to diverse and exciting roles. With the right skills and experience, graduates can expect a rewarding career path in a sector that continues to grow and evolve.