



**NEW START4U CIC**  
024 7767 1470  
info@new-start4u.co.uk  
12-14 Riley Square,  
Coventry CV2 1LX, UK

# **BA (HONS) INTERNATIONAL TOURISM MANAGEMENT WITH FOUNDATION YEAR**

## **OVERVIEW**

**Level: Undergraduate**

**Entry requirements: 48 UCAS points**

**Class hours per week: 12 hours plus 38 hours per week for self-study and individual learning**

**Assessment method: Coursework, presentations and exams**

**Duration: 4 years**

**Fees: £9,250 (per annum)**

**Location: London, Birmingham and Manchester**

**Mode of study: Full-time: Daytime, or Evening and Weekend**

**English language requirements: GCSE English at Grade 4 or above, or equivalent**

**Start dates: September, January and May**

## **ABOUT THE COURSE**

Enter the exciting world of international tourism with this specialised management degree. You'll learn the skills, qualities and knowledge required by employers to help you develop a successful career in a growing global industry.

Tourism is a huge global business and contributes 10% of the world's GDP. There is increasing diversification and competition between destinations within the industry, as well as a growing number of new destinations. As a result, the international tourism industry currently accounts for 1 in 11 jobs globally.

The BA (Hons) International Tourism Management aims to provide you with the specialist knowledge and theory in international tourism. Through an academically engaging, industry relevant and stimulating range of units you will develop your understanding of the changing nature of the industry.

## **KEY FACTS**

Study in central locations in cities with an established or growing international tourism industry



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Foundation Year develops your academic skills and subject specific knowledge ready for undergraduate study

Accredited by the Tourism Management Institute (TMI)

Investigate pressing sector issues whilst developing the business skills required for international tourism management

Available to study full-time over evenings and weekends

## **COURSE DETAILS**

### **WHAT WILL I STUDY?**

This BA (Hons) International Tourism Management programme is the ideal course for students who aspire to careers in tourism marketing, cruising, international tour operation, resort management or any other aspect of the international tourism industry.

The business Foundation Year is ideal for students who are just beginning their journey into the world of International Tourism Management. The programme is tailored to support the development of those students lacking the formal qualifications necessary for direct entry onto a degree programme or who wish to update or broaden their knowledge before progressing onto a full undergraduate degree.

You will explore the nature of the international tourism industry and investigate the moral, ethical and legal relationships that operate in its structure. Furthermore, you will develop essential business skills through an international tourism lens in functions such as marketing, organisational behaviour and finance.

Using problem-solving techniques, you will determine solutions by engaging with international tourism paradigms, concepts and theories whilst assessing the impacts of the industry in terms of economic, environmental and socio-cultural impacts.

Through seminars and assessed activities you will develop your interpersonal skills, organisation, cross-cultural communication, problem-solving and leadership skills, as well as in management and IT. These transferable skills are developed throughout the programme and specific attention is paid to enhancing your cultural awareness and your ability to communicate effectively in a range of formats appropriate for the international tourism industry.

## **TEACHING AND ASSESSMENT**

You'll be taught using a range of teaching methods that include lectures, seminars and workshops, totalling 12 hours per week. You will also be expected to engage in independent study, around 38 hours per week.

You will have access to Solent's virtual learning environment that provides quick online access to assignments, lecture notes, suggested reading and other course information.



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Assessments are based on coursework, presentations and exams.

### **EVENING AND WEEKEND STUDY**

One of our study options available for UK and EU nationals includes evenings and weekends.

This study option offers exactly the same levels of student support and the ability to balance your full-time studies with your personal life.

### **KEY ENTRY REQUIREMENTS**

To study this programme, you will need to meet the following entry requirements:

#### **ACADEMIC REQUIREMENTS**

48 UCAS points

A minimum of two completed A-levels, a BTEC Extended Diploma at PPP or BTEC Diploma at MP or equivalent.

GCSE mathematics and English at grade 3 or above (previously grade D).

We will consider mature students who haven't recently undertaken a formalised course of study at A-level or equivalent, but who can demonstrate relevant workplace or voluntary experience, indicating their ability to complete the course successfully.

#### **ENGLISH LANGUAGE REQUIREMENTS**

GCSE English at Grade 4 or above (previously grade C)

IELTS 5.5 with no component less than 5.0 in each band, or equivalent.

#### **WHAT YOU'LL STUDY**

All units are core and are worth 20 credits, unless specified.

### **FOUNDATION YEAR**

- Developing Professional Practice
- Business Organisations
- Essential of Employability
- Marketing in the 21st Century
- Business Issues in the Contemporary World
- Contemporary Issues Project

### **YEAR 1**

- Professional Practice for Tourism and Events
- Leisure Marketing (Tourism and Events)
- Introduction to Tourism



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- World Tourism Perspectives
- Tourism and Events Business Practice
- The Cruise Industry and Field Trip

## **YEAR 2**

- Tourism and Events Research Skills
- Tourism and Cruise Experiences
- Management and Innovation
- The Management of Visitor Attractions
- Work Placement (60 credits)

## **YEAR 3**

- Contemporary Issues in Tourism
- Natural and Cultural Heritage Tourism Management
- International Marketing for Tourism & Travel
- Natural and Cultural Heritage Tourism
- Contemporary Issues in Tourism
- Business Start-Up

And one of the following:

Dissertation for Leisure Services (Tourism and Events) (40 credits)

Leisure Services Consultancy Project (40 credits)

## **FEES AND COSTS**

Fees: To find out about current fees and student finance contact us

Your tuition fees cover the cost of teaching, access to resources at our Centres, registration costs, and Student Support Services. They do not include the cost of course books, stationery and photocopying/printing costs, accommodation, living costs, travel, hobbies, sports or other leisure activities.

## **ADDITIONAL COSTS**

In addition to the tuition fees, you should be prepared to buy some of the course texts which are around £30 each. This would average around £200 per annum.

## **CAREERS AND FURTHER STUDY**

This course is industry-focused, leading to careers in the growing UK and international overseas tourism industry. Working in tourism is an exciting option if you have a passion for travel and creating a memorable and inspiring experience for tourists. You may prepare travel itineraries, lead tour parties or even work with



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local attractions and hotels. Jobs include tour operators, reservation consultants, local authority tourism officers and a variety of management positions.

Suitable roles for graduates include:

- International tourism marketing
- Customer services
- Public sector tourism
- Visitor management
- Heritage attractions management
- International hospitality
- Global cruise industry
- Tourism research
- International tour operation
- Resort management