

Travel and Tourism Management (top-up)

BA (Hons)

This course has been specifically designed to enable holders of HND/FdA Travel and Tourism Management qualifications (or similar UK and international qualifications) to gain a full honours degree in just one year.

Course content

The travel and tourism industry is a dynamic, changing sector and graduates of this course will be equipped with the creative tourism management skills and knowledge to allow them to adapt and be successful in this diverse business environment. The travel and tourism industry supports about 200m jobs worldwide, or every twelfth worker. Revenues from tourism total in excess of £2.6b. It is a thriving industry literally offering a world of opportunities. "Tourism in the 21st Century will not only be the world's largest industry, it will be the largest by far that the world has ever seen." WTO: 2020 Vision

This programme has been specifically designed to meet the needs of industry and is composed of four compulsory modules and a dissertation. Building upon the vocational style of the HND and the FdA, students are encouraged to take a critical and analytical perspective to their understanding of travel and tourism business theory combined with a proactive business development approach throughout.

Innovative modules such as the Tourism Consultancy project provide the opportunity to apply theory to a live project, develop project management skills and gain valuable hands-on experience to enhance job prospects. The 'Destination Management' module provides a framework for the analysis of destinations in a variety of contexts (urban, rural, attraction, resort, regional, national and international) and incorporates industry best practice guidelines. The 'Innovation in Tourism' module analyses the process of new product development and innovation in the tourism industry through the examination of niche tourism products ranging from ecotourism to dark tourism and adventure tourism to cultural tourism.

The 'Marketing Management for Travel and Tourism' module introduces and examines in-depth the tactical and strategic tools available to marketing managers within organisations involved in the planning, provision



People in all the right places

Course level

Undergraduate

Modes of study

Full time

UCAS or UKPASS details

UCAS code: N800

UCAS description: BA/TTM

Length of study

One year full-time

School

Northampton Business School

Location

Park Campus

Course contact

study@northampton.ac.uk

Avenue Campus

St George's Avenue
Northampton
NN2 6JD

Park Campus

Boughton Green Road
Northampton
NN2 7AL

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and management of tourism products and services. Students must produce a travel and tourism-oriented research project based upon independent academic research.

Special course features

- Our programme has been accredited by the Tourism Management Institute and the Tourism Society, the professional bodies for tourism management in the UK
- Northampton Business School has excellent links, such as those with the Tourism Management Institute, Explore Northamptonshire and English Heritage
- Student membership of the industry's professional bodies, the Tourism Management Institute and The Tourism Society, is available and graduates are eligible to work towards full professional membership

Typical modules

Click here for a [detailed list of modules](#).

Typical modules include:

- Innovations in Travel and Tourism
- Destination Management
- Principles of Marketing Management
- Entrepreneurial Strategy
- Tourism Consultancy
- E-retailing
- Travel and Tourism research project

Types of assessment

A variety of individual and group based assessments are used including written reports, client briefs, presentation, portfolio and examinations.

Entry requirements

HND/FdA Tourism Management or similar. International students with an equivalent Diploma/degree and English Language equivalent grade 6 IELTS are welcomed.

Career opportunities

The travel and tourism industry offers a world of opportunities in attraction and destination management, marketing, tourism consultancy, conferencing, event management, tour operations and retail travel. Many of our students have gone on to work for airlines, tour operators, visitor attractions, conference organisers and business travel both in the UK and abroad.

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