

# Welcome to HND in International Tourism and Management

In this presentation, we'll take a closer look at our exciting program that prepares students for an international career in tourism management.

# Course Overview



## On-campus Learning

Students will attend tutor-led, interactive lectures to develop key skills and knowledge.



## Blended Learning

Online learning materials and virtual classes allow students to study at their own pace.



## Practical Experience

Students will gain first-hand experience through a work placement opportunity in an international setting.

# Programme Structure & Modules

## Year 1

Introduction to Tourism,  
Business Environment,  
Event Planning,  
Professional Development

## Year 2

Destination Development,  
Marketing, Financial  
Management, Cultural  
Tourism

## Year 3

Global Tourism Issues,  
Strategic Planning,  
Research Project, E-  
Tourism



# Learning Outcomes

## 1 Critical Thinking 🧠

Develop critical thinking skills to evaluate and interpret complex tourism issues in a global context.

## 2 Communication 🗣️

Communicate effectively with people from diverse backgrounds and cultures in the tourism industry.

## 3 Leadership 🏆

Develop leadership skills through work placement opportunities and group projects.

## 4 Technology 🚀

Utilize technology to enhance customer experiences and promote sustainable tourism practices.

# Assessment Methods

1

## Individual Assignments

Students will complete a variety of individual assignments such as essays, research papers, and presentations.

2

## Group Projects

Students will work together in groups to complete projects related to event planning, tourism marketing, and destination management.

3

## Exams

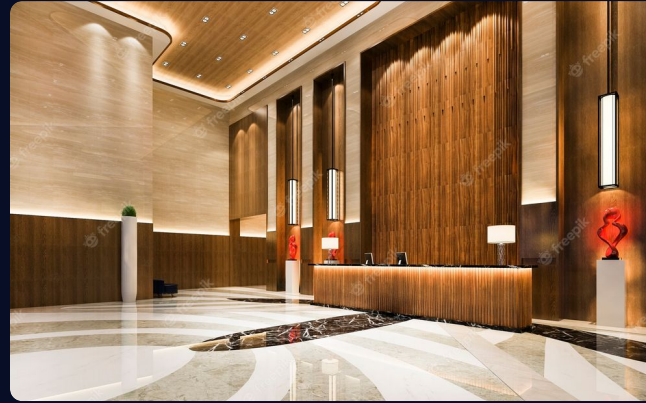
Students will complete end-of-term exams that evaluate their knowledge of course material.

# Career Opportunities



## Tourism Destination Marketing

Develop and implement marketing strategies to promote tourism destinations around the world.



## Hotel and Hospitality Management

Manage day-to-day hotel operations and develop strategies to improve customer experiences and satisfaction.



## Event Planning

Plan and execute successful events, conferences, and meetings for clients from different industries and backgrounds.



## Airline Industry

Explore opportunities in airline operations management, revenue management and marketing, among others.

# Why Choose Our Programme?

## Expert Tutors

Our experienced tutors have a wealth of knowledge in the tourism industry and they're passionate about sharing their expertise with students.

## Work Placement Opportunities

Our programme includes a work placement opportunity that allows students to gain practical experience in an international setting.

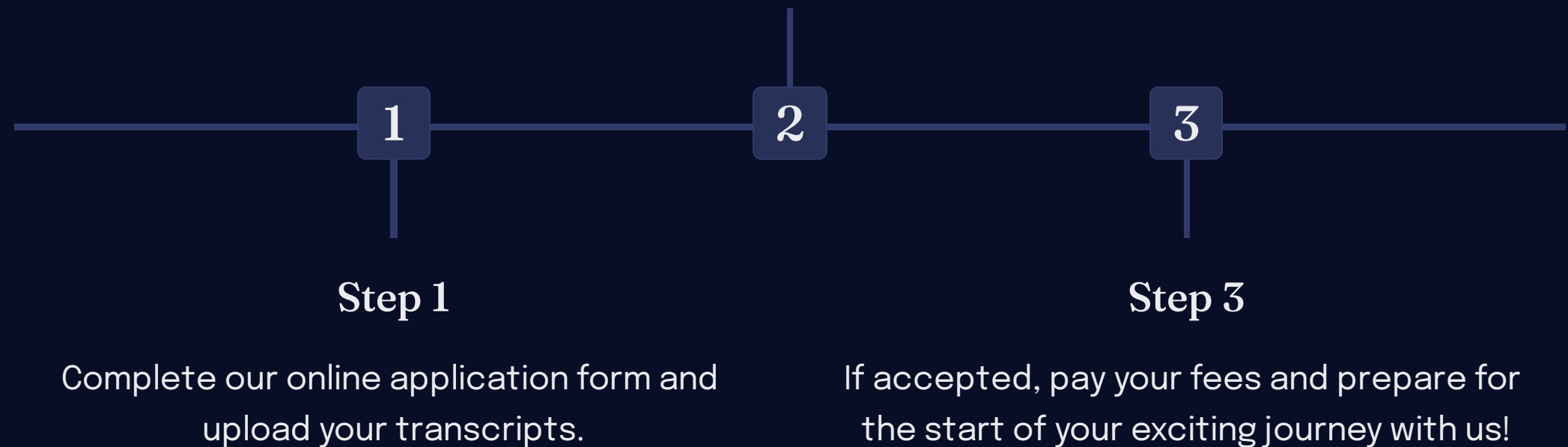
## Flexible Learning

We offer a blended learning approach that combines online and on-campus learning, giving students the flexibility to study at their own pace.

# How to Enrol & Next Steps

## Step 2

Attend an interview with our admissions team to discuss your application and career goals.



Apply