

The Bachelor of Tourism degree provides a specific course of study for students considering a career in the tourism industry.

Introduction

The degree comprises an overview of tourism, one of the world's largest industries, as well as examining tourism as a system. Students are introduced to key areas of academic knowledge, including tourism marketing, sustainable tourism, tourism planning and destination development. Students also cover issues such as ecotourism, globalisation and tourism, interpretation for tourism, heritage and tourism, and tourism niches. Students have the opportunity to undertake a corporate internship within the tourism sector during their final year. In addition, students will be encouraged to develop key skills of communication, teamwork, critical thinking and analytical skills which are highly valued by employers.

Articulation

Students who have studied in another degree, such as the Bachelor of Arts, and want to transfer to the Bachelor of Tourism may apply for credit. Students who have completed an Associate Diploma or a Diploma in tourism-related subjects may also apply for credit towards the degree.

Course Structure

To achieve the Bachelor of Tourism, students complete 24 units: 12 core tourism units; plus 8 units that will form a complementary major (for example Business Management, Entrepreneurship, Marketing, Languages) in a discipline offered by any of the Faculties of Business, Arts, and Science, Engineering and Technology; plus 4 electives drawn from any degree course offered by the University.

Careers

Well educated and adaptable graduates of the Bachelor of Tourism degree will be strong applicants for jobs in a wide range of fields, for example: tourism, hospitality and the travel industries; tourism planning and destination development, heritage tourism, museums and historic sites; wilderness, Antarctic and nature tourism; tourism research; tourism marketing; tourism administration; tourism journalism and the media; other service industries and sectors.

Year 1

Semester 1

BMA104 Principles of Tourism
 BMA106 Tourism Geography
 1 x complementary Major Unit
 1 x Elective

Semester 2

BMA105 Tourism Practices
 BMA109 Tourism Marketing
 1 x complementary Major Unit
 1 x Elective

Year 2

Semester 1

BMA2/307 Sustainable Tourism
 BMA2/310 Interpretation for Tourism
 2 x complementary Major Units

Semester 2

BMA205 Business Research Methods
 BMA2/309 International Issues in Tourism
 2 x complementary Major Units

Year 3

Semester 1

BMA312 Tourism Project or BFA321 Corporate internship
 1 x complementary Major Unit
 1 x Elective

Semester 2

BMA311 Destination Management
 HTA2/390 History and Heritage
 1 x complementary Major Unit
 1 x Elective

Location

Hobart and Launceston