

The Tourism Major equips students with skills in a range of areas within tourism, one of the world's largest industries.

## Introduction

The Tourism Major includes the study of business of tourism, sustainable and eco-tourism, international issues in tourism, interpretation as a management tool, and tourism marketing. As tourism covers a range of business areas including marketing, promotion, public relations, logistics and globalisation, the Tourism Major complements other areas of study available in the Bachelor of Business degree.

### Year 1

#### Semester 1

BMA101 Introduction to Management (S2 also)  
BEA110 Economics for Business  
BFA103 Accounting & Financial Decision-Making  
BSA101 Business Information Systems (S2 also)

#### Semester 2

BMA105 Tourism Practices  
BEA140 Quantitative Methods  
BFA141 Commercial Transactions  
1 x Elective (other Major)

### Year 2

#### Semester 1

BMA104 Principles of Tourism  
BMA106 Tourism Geography<sup>1</sup> or 1 x Nominated Elective<sup>2</sup>  
2 x Electives (other Major)

#### Semester 2

BMA205 Business Research Methods  
BMA109 Tourism Marketing<sup>1</sup> or 1 x Nominated Elective<sup>2</sup>  
2 x Electives (other Major)

### Year 3

#### Semester 1

BMA2/307 Sustainable Tourism  
BMA2/310 Interpretation for Tourism  
2 x Electives (other Major)

#### Semester 2

BMA2/309 International Issues in Tourism  
HTA2/390 History and Heritage  
2 x Electives (other Major)

### Notes

- 1 Students complete either BMA106 Tourism Geography (in Semester 1) OR BMA109 Tourism Marketing (in Semester 2).
- 2 Students can take their Nominated Elective in either Semester 1 OR Semester 2 (according to whether they take BMA106 Tourism Geography OR BMA109 Tourism Marketing). Students must have successfully completed at least one of the nominated electives from the list below to satisfy the requirements of the Tourism Major

## Nominated Tourism Major Electives:

BMA213 Entrepreneurship and Creativity (S2)  
BMA255 Marketing Communications (S1)  
BMA325 HRM in Service Industries (S2 2007; S1 2008)  
BMA351 Marketing Management (S1)

## Careers

Graduates with a Tourism Major might follow careers in marketing destinations or marketing Australia as a product; business logistics, and international negotiations within the global workforce. Many tourism businesses are large and multinational, for example, Qantas and the Hilton Hotels, and some graduates seek roles in this type of environment.

## Location

Hobart and Launceston