

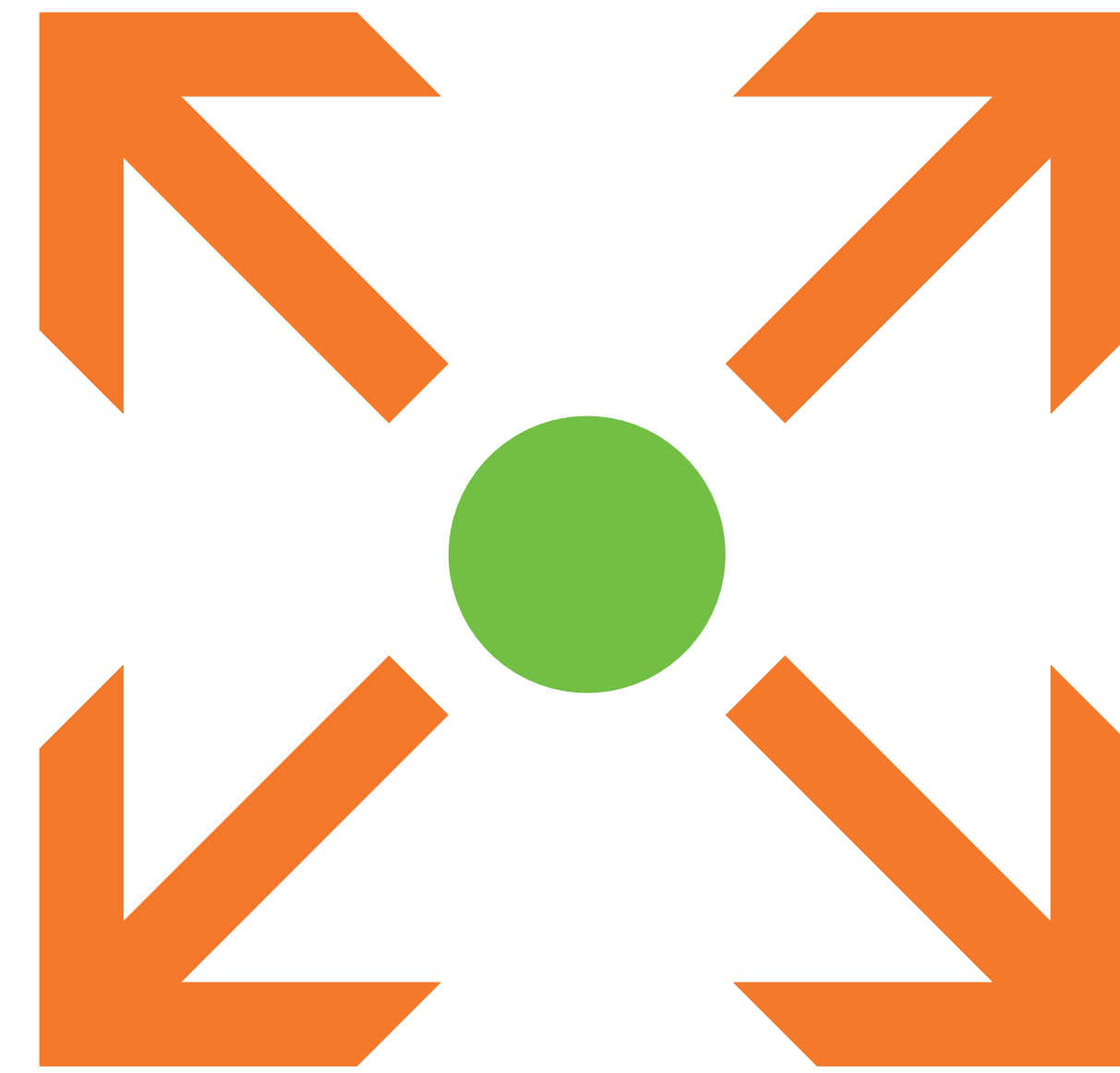
Year 3



Tourism Management

E-Tourism

To plan, implement and execute digital marketing & management strategies for tourism organisations.



Tourism Business

To develop an entrepreneurial mindset and inspire employees to offer tourists profitable high-quality service solutions.

Tourism Design and Development

To design innovations, approaches and strategies for the development of global sustainable tourism futures.

Tourist Experience

To advise tourism organisations to outperform in service excellence by co-creating memorable tourist experiences.

Year 4

Minor

Graduation