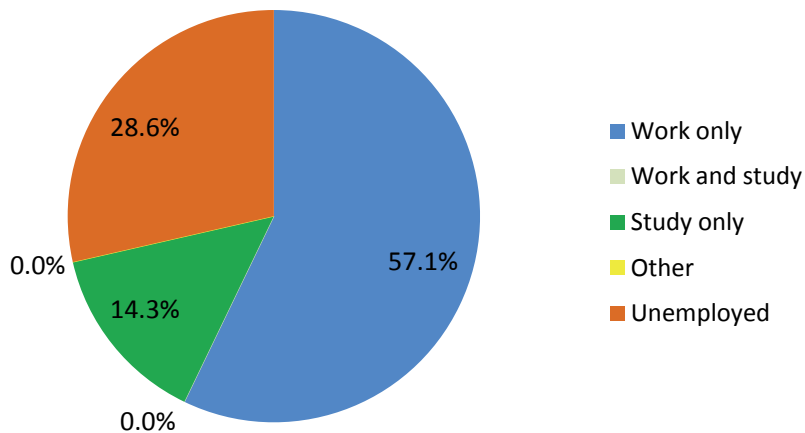


Career destinations

BA (Hons) International Tourism Management

Percentages of leavers in known destinations (2009)



Examples of employment obtained by leavers (2009)

Job title	Employer
Retail Operations Assistant	Boots the Chemist
Waiter	Mitchells and Butler
Marketing Co-ordinator	Ocean World Travel
PR Manager	EDELMAN - MUNICH

Knowledge and skills

Graduates have knowledge and understanding of tourism in the international context, together with the experience of a year spent living and studying abroad. They also have the business and interpersonal skills required to work effectively in the industry. Taking the opportunity to acquire additional foreign language skills will be an asset, as will gaining additional relevant experience and industry skills.

More general skills, valued in this industry and by other employers, are verbal and written communication, numeracy and IT, researching and assessing ideas and information, working effectively with other people, including team-working and leadership, and the ability to take responsibility and make decisions.

Career opportunities

Jobs which are directly related include work in cruising, tour operating, hospitality and travel agencies. Many employers other than those in tourism value this combination of interpersonal, business and transferable skills, such as the leisure and retail industries.