



WITTENBORG
University of Applied Sciences

WWW.WITTENBORG.EU

MSc International Tourism Management

Introduction

The MSc in International Tourism Management, offered in partnership with the University of Brighton (UK), offers an innovative and visionary approach in the study of tourism as both economic and social phenomena. Our view is that tourism has become an integral part of history, culture and economies for many regions of the world. This has had a powerful influence on identity, representation and business environments in developed as well as less developing nations.

On a global scale the World Tourism Organisation (UNWTO) forecasts an increase in the number of international arrivals in the region of 1.6 billion by the year 2020. As such the industry needs people who understand the significance, complexity and dynamics of a diverse evolving, developing and growing sector.

Our International Tourism Management MSc recognises both the continuing importance and value of the global tourism industry in economic terms and the significance of its social, political and environmental implications.

Course Content

The course structure of the MSc International Tourism Management programme at Wittenborg is in line with the programme offered at the University of Brighton, and the programme is taught by lecturers both from Wittenborg and from Brighton. Full-time students attend workshops on two days per week with the part-time route usually requiring one day per week.

Some modules may be delivered intensively over several consecutive days. Teaching methods include group work, case studies, presentations, and live projects. The course is delivered through a variety of approaches including lectures, presentations, tutorials and case studies, with an emphasis on interactive learning.

Core Modules:

Critical Perspectives in Tourism Management
Managing Resources in Hospitality and Tourism Operations
Globalisation, Society and Culture

Industry & Career

Despite occasional shocks like the events on 11 September 2001 in the United States and the tsunami that hit southeast Asia in 2004, international tourism figures have shown “virtually uninterrupted growth” in the past 60 years according to the United Nations World Tourism Organization. International tourist arrivals worldwide have jumped from 25 million in 1950 to 1087 million in 2013. It is forecasted to reach 1,8 billion by 2030. For many developing countries business and leisure travel is a major source of foreign exchange earnings and create employment. It links with a multitude of industries like transport, accommodation, restaurants, visitor attractions and investments. The single biggest revolution in the tourism sector in the past few decades must be the impact technology has had on the industry. Not only did it bring new modes of direct communication between consumer and supplier - for instance customers can now purchase tickets directly and instantly from airlines - but have improved processing capabilities, operational efficiency, reduced costs and helped companies to understand more precisely how to match supply to demand. It has also created a host of new businesses. Nonetheless, technological advances have also raised concern. For instance, making payments online continues to be a security risk while companies peddling people’s personal information for marketing purposes remains a problem. However, regardless of new trends one constant has remained for centuries: mankind’s desire to explore new horizons.

Students graduating with a Master of Science degree in International Tourism Management are often fast-tracked into senior management, planning or consultancy positions within tourism-related

industries. They enjoy a wealth of opportunities worldwide in luxury hotels, fine restaurants, bars and clubs, often on senior management level.

Some of the options open to MSc-graduates in the tourism industry include:

- **Tourism consultant:** As a tourism consultant you will provide innovative and sustainable strategies, marketing plans, feasibility studies and other services to clients ranging from international firms and national governments to tourism enterprises, heritage and environmental agencies as well as local communities.
- **Manager and coordinator:** A huge variety of management positions exist in the tourism sector - from airlines and cruise ships to governments, online booking agencies, heritage sites, hotels, restaurants and resorts, tourism insurance agencies and the financial sector like credit card divisions. The manager or coordinator navigates the interests of stakeholders such as the client, business owner, government, environmentalists and host communities.
- **Senior tourism analyst:** This person provides ongoing analysis of the tourism sector by keeping a close eye on new trends and developments in the industry. He or she then compiles reports that are relevant and useful in the context of the tourism and economic environment that is served.
- **Research & Education:** With their in-depth theoretical and practical knowledge of the tourism industry, graduates of the master program can follow a career as tourism lecturer at a wide range of institutes offering training in this area or pursue further studies such as a PhD.
- **Entrepreneur:** Tourists are continuously looking for novel and authentic travel experiences and entrepreneurs with innovative business ideas will reap the benefits.