



# International Tourism Management

## Introduction

Internationally oriented, this course brings together the academic study of tourism and the practical development of management skills to give you a balanced start to your career. It is an academic course with strong vocational relevance.

The programme is informed by ongoing research and review from our academic team, to ensure that the content of the course reflects contemporary issues and debates in the tourism industry. Teaching is underpinned by expertise and in many cases first-hand experience of the industry.

The compulsory work placement module offers you a great opportunity to gain first-hand experience in the field which will improve your employment prospects following graduation.

## Course Content

The IBA in Tourism Management will take either three or four years to complete, depending on your academic progress and drive. It is designed to cover everything you might need for a career in tourism management.

The style of teaching will differ according to module,

but it will variously involve lectures, seminars, group exercises, case studies and student presentations. The group work will gradually reduce over the three years as you learn to work more independently, culminating in your final project or dissertation.

Although you will in part be assessed by essays and exams, we will also test your ability to work in teams, make presentations and appraise the work of fellow students. These methods of assessment are intended to reflect real-life management practices.

Transferable skills such as leadership, numeracy, assertiveness and creativity are developed throughout the course.

### Core Modules:

- Tourism & travel management
- Economics and tourism
- Destination management
- Sustainable tourism management
- Tour operations in the 21st century

## Industry & Career

Despite occasional shocks like the tsunami that hit Southeast Asia in 2004, international tourism figures have shown “virtually uninterrupted growth”

the past 60 years, according to the United Nations World Tourism organization. International tourism arrivals have jumped from 25 million in 1950 to 1087 million in 2013. It is forecasted to reach 1.8 billion by 2030. For both developed and developing countries business and leisure travel is a major source of foreign exchange earnings and employment. It links with a multitude of other industries like transport, accommodation, restaurants, visitor attractions and investments.

The single biggest revolution in the tourism sector in recent years must be the impact of technology. Not only did it bring new modes of direct communication between consumer and supplier but have improved processing capabilities, operational efficiency, reduced cost and helped companies to understand more precisely how to match supply and demand. On the other hand, technological advances have also raised concerns. For instance, making payments online continues to be a security risk. Companies peddling people's personal information for marketing purposes remains a problem although several countries have introduced legislation to curb this practice.

In conclusion, trends in the tourism industry come and go, but one constant has remained through the centuries: Mankind's desire to explore new horizons.

As a tourism graduate you can work for several types of businesses and organizations, such as:

- Tour Operators
- Online Travel Agents

- Transport Companies
- Accommodation providers
- Tourism Information Centres
- Research Training & Consultancy Companies
- Government Bodies

The course is also designed in such a way that you will be more than equipped to start your own business.