



**Bournemouth
University**

MSc Tourism Management

School of Tourism

Postgraduate tourism students in the School of Tourism can choose to specialise in the areas of hospitality, marketing, or planning, or they can choose to graduate with a generic tourism management qualification. This will open up a range of career choices to you.

Tourism is a major human activity and a service industry with considerable economic, social, political, cultural and environmental significance both domestically and internationally. BU was ranked number one for Tourism in *The Guardian* University League Tables 2008 and 2009. BU also scored highly in student satisfaction surveys and Research Assessment Exercises, and our academics have been published in high-ranking journals.

Start date:

January & October

Duration:

12-15 months full-time. 2 years with placement option.
Part-time option available.

Entry requirements:

An Honours degree is normally required 2.2 or above, or substantial relevant industrial experience at senior management level.

Accreditations:

Accredited to the UNWTO.TedQual, an UNWTO.Themis Foundation programme whose main objective is to improve the quality of the tourism education, training and research programmes.

If English is not your first language:

IELTS 6.0 (Academic) or above (with minimum 5.5 in all components)

Contact us:

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+44 (0)1202 961916
(International/EU callers only)

Email: askBUenquiries@bournemouth.ac.uk

Open Days

Log on to www.bournemouth.ac.uk/opendays

Website:

www.bournemouth.ac.uk/courses/MSTMF

Overview

MSc Tourism Management is made up of three compulsory units in Term One and the selection of three optional units in Term Two. New units have recently been introduced which explore cutting-edge contemporary issues relating to today's tourism industry. These include Aviation and Tourism Development & Climate Change: one of the key issues facing the tourism industry is how to minimise damage to the natural environment. Another unit recently introduced to the Masters framework is eTourism, which focuses on a further issue of contemporary importance, that of the impact on the tourism industry of wireless, internet and mobile technologies.

The leader of the eTourism unit is Professor Dimitrios Buhalis, who is regarded as an expert in the impacts of Information Communication Technologies in the tourism industry, the management of tourism distribution channels, as well as in strategic tourism marketing and management. Professor Buhalis has been involved with a number of European Commission projects and regularly advises the World Tourism Organisation, the World Tourism and Travel Council and the European Commission in the field of information. He is recognised as the second most cited tourism scholar in the world.

Alongside Professor Buhalis, the MSc Tourism Management lecturing and dissertation supervision team is made up of research-active academic staff who are well-published and internationally renowned in their specialist area and who enjoy links with the tourism industry.

There has never been a better time to embark on a postgraduate course in Tourism. The ease of booking on the internet, the emergence of low-cost airline carriers and the rise of budget hotels have created interesting challenges and opportunities throughout the industry. It is an industry that employs over 234million people, generating around US\$6.5bn per year.

Course content

Term One: Core Units

Tourism Principles and Practice

This unit will provide you with an introduction to the general principles and main components of tourism.

The unit is international in nature, drawing on examples and practices from both developed and developing countries. It will provide you with an appreciation of the study of tourism as a domain within its own right.

Business Strategy and Finance

This unit focuses on developing an in-depth understanding of the foundations of strategic analysis, strategic choice and related implementation strategies that usually tie into a corporation's business decisions.

This will also include a study of corporate finance within the context of an organisation's sources of finance, reporting and the interpretation of financial data. This is fundamental to the broader understanding of the dynamics of leisure-based industry sectors such as tourism, hospitality, events, sports and leisure.

Managing Organisations

This unit will enable you to develop competence in the areas of human resource management and organisational behaviour appropriate to the development of a career in management in the service industries.

The unit focuses on the 'effective manager' by investigating the key roles and functions of service industry managers and how these may be affected by the structure and culture of the operating environment, particularly in international and multinational organisations.

It explores the effective deployment, development and evaluation of human resources. You will investigate the inter-relationships between organisational roles, cultures and resource allocation in organisations.

Term Two

Any three units from the following:

- Food and Drink
- Entrepreneurship
- Sport Tourism
- Ecotourism
- The Management of Natural & Cultural Tourist Attractions
- Tour Operations & Tourism Distribution Channel Management
- Aviation, Tourism Development & Climate Change
- Conference Tourism
- E-commerce & Supply Chain Management
- International Hospitality Management
- Operations Management for the Hospitality Industry

- Tourism Planning and Projects
- Tourism Impacts and Sustainability
- Marketing for Tourism and Hospitality: Principles and Practice
- e-Tourism
- Consuming Sport
- Global Issues in Sport Management
- Retail Marketing & Consumer Behaviour
- Buying and Merchandising
- Work placement (30-week duration).

Term Three

- 20,000-word dissertation.

Placements

An exciting and valuable part of your studies with us is the opportunity to gain valuable experience through paid industrial placements.

Organisations who have previously employed School of Tourism students on placements include:

- Chelsea FC
- Intercontinental Hotels Group
- Toyota
- Rugby Football Union
- Mattel
- Marriott Hotels
- L'Oreal
- Hilton Hotels
- Manchester United Soccer Schools
- Walt Disney Company Ltd
- The National Trust
- Whitbread Plc
- Unilever Group.

Study and learn

BU combines the highest academic standards with professional accreditations and creates a stimulating and supportive environment for study, research and practice. We are proud of our strong links with industry and take advice about current and future developments from those working in the trade itself, continuously updating our courses to reflect those changes.

Our students benefit from an excellent academic education coupled with practice-based learning, ensuring that BU graduates are capable of making a real difference to their companies from day one.

Accreditations

Accredited to the UNWTO.TedQual, an UNWTO.Themis Foundation programme whose main objective is to improve the quality of the tourism education, training and research programmes.

Key benefits of the accreditation include

- Participation in joint research projects initiated by the UNWTO through the UNWTO.Themis Foundation.
- Exchange programmes for students and professors among UNWTO.TedQual Institutions and with the UNWTO.Themis Foundation.
- Opportunities to co-operate in development projects in less-developed countries with the aim of supporting the creation or improvement of their study programmes.

Career opportunities

Many governments are extremely aware of the economic importance of tourism. It is seen as a job creator, even in areas where there are perhaps few other jobs.

Our graduates hold senior management positions in tour operators and travel agencies, airlines, the cruise industry, hotels and hotel chains and government tourism ministries. Our alumni include a Hospitality Manager for a four-star hotel in Qatar.

In their own words

Students tell us about their experience of postgraduate study:

“The MSc Tourism Management course has given me academic credibility to complement my 15 years of experience within the industry. I plan to expand the sustainable, responsible and carbon compensating tourism strategies in my adventure tour company located in Grenada and position myself as a Tourism Consultant for the Caribbean.”

Sheree-Ann Adams, current student.

“The course is really detailed and gives you the opportunity to study areas of industry that interest you, while informing you of the latest contemporary issues within tourism.”

James Druce, current student.

Research Centres

The International Centre for Tourism & Hospitality Research (ICTHR) has a commitment to real world research. It benefits policymakers, planners and practitioners while also developing the knowledge base of the subject.

ICTHR is extremely active in terms of its research, the publication of peer-reviewed journal articles and leading international textbooks, the editorship of internationally-respected peer-reviewed journals (*Tourism Economics* and the *International Journal of Tourism Research*) as well as the management of high-profile research projects undertaken for clients, which include national governments, regional authorities and other public and private sector organisations.

Dr Alan Fyall, Deputy Dean: Research & Enterprise at the School of Services Management explains: “ICTHR represents a team of very dynamic, friendly and authoritative academics who are highly experienced in their respective fields. Leading academics include Professors John Fletcher, Adam Blake and Dimitrios Buhalis while current projects span tourism economics, online service provision, wildlife tourism, sport tourism and climate change and slow travel.”

Fees:

The tuition fees for this course, for full-time students enrolling in academic year 2012/13 are:

- UK/EU full-time students: £7,000
- International (non-EU) full-time students: £13,000.

Scholarships and funding

We offer scholarships to eligible students. For information about the fees and available funding associated with postgraduate study, contact us or visit our website:

www.bournemouth.ac.uk/funding.

International students

If you are joining us from outside the UK, we encourage you to read our online International Welcome Guide, which contains useful information about preparing to come to this country.

For more information please see

www.bournemouth.ac.uk/futurestudents/international

How to apply

If you would like to apply for this course, you can apply directly to Bournemouth University (BU) using the direct application form.

You can complete the form electronically and email it to us, or print it out, complete it by hand and post it.

Please visit **www.bournemouth.ac.uk/apply**.

Please note

The University reserves the right to introduce changes to the information given, including the addition, withdrawal, re-location or restructuring of courses.