



**Bournemouth
University**

MSc Tourism Management and Marketing

School of Tourism

The School of Tourism is internationally recognised as a leading provider of undergraduate and postgraduate management courses in Events, Food, Hospitality, Leisure, Retail, Sport and Tourism. BU was ranked number one for Tourism in *The Guardian* University League Tables 2008 and again in 2009.

Staff within the School are world leaders in the development of curriculum and author many of the leading international texts on Tourism Management and Marketing including *Tourism Principles and Practice*, *Marketing in Travel and Tourism*, *eTourism*, *Tourism Management Dynamics* and *Tourism Business Frontiers*.

Start date:

January & October

Duration:

12-15 months full-time, or 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:

askBU Enquiry Service
Bournemouth University
Royal London House
Christchurch Road
Bournemouth
BH1 3LT

Tel: 08456 501501
(BU does not profit from this service)
+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/MSTMMF

Overview

With all sectors of the tourism industry now experiencing high levels of competition, the need to successfully manage and market tourism products and services in a more professional manner is more pressing than ever. The competitive landscape has changed dramatically in recent years with climate change, worldwide crises and economic instability. This has forced many in the industry to re-evaluate their current approaches to management and marketing and assess the suitability of such approaches for the future.

Term two's units underpin the MSc Tourism Management and Marketing reflecting the changes that have occurred in recent years and introduce those strategies deemed appropriate for future success. *Marketing for Tourism & Hospitality: Principles and Practice* provides a rigorous introduction to all aspects of marketing planning and you will gain the necessary skills to write strategic marketing plans for the core sectors of the tourism industry i.e. hospitality, transportation, destinations, attractions and intermediaries.

Contemporary case material is a strong feature of the unit. You will be provided with the necessary grounding to critically appraise current practice and draw lessons for the future implementation of strategic marketing plans. The second unit of Term Two, *eTourism*, is a highly specialised unit which introduces the strategic and operational use of information technology across the wider tourism industry.

As an industry, tourism is at the leading edge of many developments in information technology with airlines, intermediaries and hotels now undertaking the vast majority of their business online. Both units, are delivered by international experts in their field with Dr Alan Fyall and Professor Dimitrios Buhalis the academic leaders of the two units. Both are highly experienced academics with strong international profiles, they have authored over 20 books between them on the subject of tourism management and marketing.

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

The unit focuses on developing your 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

Marketing for Tourism & Hospitality: Principles and Practice

This unit aims to develop an understanding of the study of the principles of tourism and hospitality marketing management, so as to establish a framework upon which to understand business development and marketing planning.

Specifically, the aim of the unit is to examine the inter-relationships between customer satisfaction and marketing organisation, research planning, budgeting, marketing programmes, strategies and communication.

eTourism

This unit aims to explore the strategic and operational use of information technology in the tourism, travel and hospitality industries for both destinations and organisations.

It examines the range of available technologies and explains how they can contribute to the operations and competitiveness of particular tourism, travel and hospitality organisations.

Option Units – choose one

- 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 & Sustainability
- 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

Students who have undertaken these units in the past are now working across the entire spectrum of the tourism industry. While some are working within major Destination Marketing Organisations, airlines and tourism intermediaries across the world, including TUI, others are working in events, tourism and sport marketing, and in many public sector tourism environments.

A number of former students have chosen to extend their study at doctoral level while our alumni are now successfully teaching in universities all over the world.

In their own words

Students tell us about their experience of postgraduate study at BU:

"I chose the course because I already had an educational and professional background in the Tourism field and I wanted to improve my knowledge and therefore be more competitive in the industry after my graduation."

Aristea Beni, Student, MSc Tourism Management and Marketing

"I applied for a placement in 77Academy – which is unpaid training run by my company for graduates who are passionate about the online world but do not have any hands-on experience. After 2 months I was offered a position in the New Media Agency. Working in a dynamic industry that constantly changes means you're always challenged and every day is completely different."

Joanna Matloka, Graduate, MSc Tourism Management and Marketing

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 Tourism 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:

Fees for full-time students enrolling in 2012/13 are:

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

Fees for the placement year in 2012/13 have not yet been confirmed. The fees for 2011/12 are:

- UK/EU full-time students: £665
- International (non-EU): £1,500

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.

Please see:

www.bournemouth.ac.uk/futurestudents/international for more information.

How to apply

If you would like to apply for this course, you can apply directly to Bournemouth University (BU) using a 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.