



**Bournemouth  
University**

## MSc eTourism

### 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.

Within these areas the consumer experience, rather than the physical product, is the key driver of value and profit in service organisations. Our courses are designed to embrace this evolving experience economy, giving you the skills required to succeed in your chosen field.

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**Start date:**

September

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**Duration:**

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

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**Entry requirements:**

A qualification equivalent to a UK Honours Degree, 2:1 or above is normally required. Applicants are encouraged to provide details of relevant work experience.

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**If English is not your first language:**

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

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**Contact us:**

**askBU** Enquiry Service  
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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](mailto:askBUenquiries@bournemouth.ac.uk)

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**Open Days**

Log on to [www.bournemouth.ac.uk/opendays](http://www.bournemouth.ac.uk/opendays)

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**Website:**

[www.bournemouth.ac.uk/courses/MSETF](http://www.bournemouth.ac.uk/courses/MSETF)

**Overview**

The MSc in eTourism aims to demonstrate how tourism professionals can use Information Technology strategically to improve the competitiveness of their organisations. Technology is increasingly used strategically to enhance profitability and competitiveness for tourism organisations and to facilitate the planning, managing and marketing of destinations.

This course 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. The course also explores how tourism organisations in each sector of the tourism travel and hospitality industries can develop and use Web 1.0 and Web 2.0 technology to engage with stakeholders in order to maximise their performance, efficiency and effectiveness.

The leader of the eTourism course 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 eTourism 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.

## 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: Pathway Units:

#### eTourism Strategies

Strategic management and marketing are critical for the competitiveness of any organisation and Information Communication Technology (ICT) is increasingly used strategically to enhance profitability and competitiveness for tourism organisations and to facilitate the planning, managing and marketing of destinations. You will look at the range of available technologies and explore their strategic and operational uses in the tourism, travel and hospitality industries for both destinations and organisations. Using global examples you'll learn how tourism organisations use technology and social networking to maximise their efficiency and effectiveness.

#### eTourism Marketing

Marketing is an essential function for any organisation and eTourism marketing is increasingly important. In this unit you will gain an overview of the e-tourism marketing mix and how it is integrated into the overall marketing of tourism organisations. You'll also explore the latest research in e-tourism marketing trends and consumer behaviour in order to gain an understanding of cutting edge thinking which will enable you to critically evaluate current e-tourism marketing within the tourism sector.

#### Any unit 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
- Events Marketing & Communications
- Destination Marketing & Management
- Managing the Visitor Experience
- 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.

## 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.

## 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: £6,500
- International (non-EU) full-time students: £12,000.

## 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](http://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](http://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](http://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.*