Management

Tourism Management

Factfile

Typical entry requirements
Applicants should usually hold a bachelors degree (UK Lower Second/2.2 or above) or equivalent qualification from a recognised British/overseas university. Every applicant is assessed individually on their own merit. Higher level professional qualifications may also be accepted. Relevant work experience could be an additional benefit where applicants have not reached the standard entry requirements, although it is not an admissions requirement for this particular degree programme.

Candidates for whom English is not their first language will normally be required to have taken an English language test and achieved a score of either TOEFL 550 or above, IELTS 6.0 or above, or Cambridge Advanced Certificate in English Grade C or above. This test must have been taken within two years prior to the start of the programme you are applying for.

The School also assists students whose first language is not English through close cooperation with the University's Language Centre.

Programme length
12 months full-time, up to 72 months part-time

Planned intake
Up to 60

Start date
September

Professional recognition
The School of Management is accredited by the Association to Advance Collegiate Schools of Business (AACSB). The School is recognised as a key Education and Training Centre by the World Tourism Organization (UNWTO) and has TedQual Certification from the UNWTO.

Programme Director
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Contact Details

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MSc/PGDip/PGCert

Tourism Management

Celebrating its 40th anniversary, our MSc in Tourism Management is one of the longest established university programmes in tourism in the world. Our first students joined the programme in 1972 and since then many have gone on to occupy senior positions in industry, government bodies and academia in many different parts of the world.

The programme takes a broad view of tourism and provides an opportunity to explore issues and problems relevant to a wide range of situations and aspects likely to be faced by managers and other professionals. The programme aims to provide an in-depth analysis of what has become one of the world's largest industries. It gives an opportunity to develop academic skills and knowledge. At the same time it maintains a practical focus on the rapidly developing tourism industry.

Its intensive but generalist approach aims to prepare students for a wide range of possible careers in travel and tourism. It is designed to provide an appropriate base for employment opportunities in official tourist organisations, in transport, hotels, tour operating and travel agency companies, in government and other organisations where knowledge of tourism is important.

Module Overview

This programme consists of six compulsory modules, two modules from a range of elective modules, and a dissertation.

Compulsory Modules

Hospitality and Tourism Operating Systems
This module provides an understanding of the way that hospitality operations function through the adoption of a systems approach. This will allow students to analyse a series of hospitality operations, identifying key systems and their interrelationships.

Research Methods
Introducing the process of research project formulation and the key elements of research design, this module should prepare students to design and execute their research study for their dissertation in a systematic and scientific manner.

Tourism Management
The aim of this module is to explore the functions of management within the tourism industry, showing how tourism has evolved as a business, how the tourism industry is structured and how tourism businesses operate.

Tourism Social Sciences
This module examines the contribution of social science to the understanding of tourism and aims to develop an understanding of the complexities of tourism as an industry and social phenomenon.

Tourism Strategy
The aim of this module is for students to understand, apply and critically evaluate strategic analysis for tourism organisations and destinations, through the examination and analysis of particular tourist organisations and destinations.

Visitor Attraction Management
This module applies the core learning of the programme, including management, economics, finance and organisational behaviour, to the specifics of visitor attraction management.

Elective Modules

Destination Management and Marketing
In today's changing international tourism marketplace, destinations must develop and use competitive advantages. This module helps develop an appreciation of the basic concepts and techniques involved.

Managing Tourism Distribution and Intermediaries
This module develops an appreciation of the nature and functions of contemporary distribution systems and intermediaries in tourism, together with knowledge of cutting-edge developments, trends and challenges in this area.

Project Management
This module helps develop a practical understanding and ability to plan and manage a small to medium-sized project to its successful conclusion.

Service Quality and Customer Satisfaction Measurement
Managers in the tourism industry require strategic vision for measuring and managing quality and customer satisfaction. This module will enhance understanding of service quality and customer satisfaction and their measurement.

Sustainable Tourism
Tourism can only exist in the long term upon a sustainable resource base but also faces short-term demands for profits in a challenging market. This module investigates its evolution, growth and future, and the complexities involved.

Tourism Development
This module examines tourism policies, tourism development plans and regulatory mechanisms in a variety of locations and political structures internationally.

Other elective modules include:
- Financial Management
- Tourism Education
- Tourism Services Marketing