



**MSc**  
International Tourism  
Management Suite

## The MSc International Tourism Management is an **industry-backed** programme covering the full range of modern management skills required for a **successful career** in international travel and tourism.

### Mode of study and duration:

**Full-time:** One year

**Part-time:** Flexible (usually two years, plus dissertation)

Commencing September and January.

### Entry requirements:

Candidates should have a UK Honours degree 2:2 or equivalent in a relevant discipline. Alternatively applicants with relevant work experience will be considered.

### International students:

Candidates whose normal medium of education and work has not been English, will normally be required to present evidence of competence in English as demonstrated by a pass at Academic IELTS level 6 (with no element less than 5.5) or TOEFL Internet based test with reading at 22, listening at 21, speaking at 23 and writing at 21. Pre-session English language courses are available at GCU London.

### Programme structure:

**Modules include:** Tourism Policy, Planning & Development; Visitor Operations & Experience; Responsibility, Development & Travel; Tourism Destination Marketing; International Hospitality and Tourism Consumption; Personal and Professional Development or Professional Business Skills and Consultancy Concepts and Cases. *Choice of one (depending on route):* Tourism and Environmental Performance; Tourism, Travel and Hospitality Futures; Events Module; Heritage Module; or Module by Negotiated Study; Research Methods, Consultancy and Project (with focus on specialist pathway).

### Fees and funding:

For course fees and details of available scholarships visit: [www.gculondon.ac.uk/study](http://www.gculondon.ac.uk/study)

### Application:

Apply online or download an application form at: [www.gculondon.ac.uk/study/howtoapply](http://www.gculondon.ac.uk/study/howtoapply)

### International tourism

Global to local and local to global, the reach and impact of the tourism sector cannot be overstated. Contemporary tourism has become for many countries the fastest growing economic sector in terms of job creation and foreign exchange earnings. International tourism has become an essential activity for many nations and its development can contribute not only to local infrastructure, but also living and social conditions for local communities and a boost to their economy.

Demand is forecast to continue to grow as destinations develop and new locations emerge. Yet, in terms of supply it is a sector dominated by small and micro-enterprises, which in combination offer a remarkably diverse range of products and services. This combination of buoyant demand, diversity and small scale enterprises makes entry into the marketplace a viable opportunity for those who aspire to manage their own future. However, these factors also bring an array of challenges, not the least of which is increasing competition, not only between destinations but also within destinations, and the quest for sustainability.

### Programme aims

The MSc International Tourism Management is ideal for high calibre graduates and also practitioners who are seeking to engage critically and professionally with the important contemporary issues, opportunities and challenges involved in addressing and promoting enterprise in the development of tourism.

The programme is specifically designed to meet the needs - to develop the essential

knowledge and leadership skills - of those who are involved, or aspire to be involved, in contributing to the successful development of tourism enterprise.

### Programme structure

A common core of knowledge is developed through study and analysis of the key areas of planning and development, customer operations and services, travel, marketing and consumption. Supported through research skills, this provides the foundation to investigate aspects of tourism enterprise that are of specific interest in further depth. To facilitate this flexibility the possibilities for tailoring choice include the following categories:

- **Hospitality:** a substantive influence in the development of tourism in any locale, which encompasses diverse enterprises and opportunities. Students opting for this specialism will study development and innovation in this sector.
- **Heritage:** plays a vital role in social and economic development nationally and internationally, and is a major area of enterprise in the development of tourism. Students opting for this specialism will study global heritage concerns.
- **Events:** increasingly recognised as significant in promoting tourism demand for destinations, generating visitor spend and catalysing enterprise opportunities. Students opting for this specialism will study the processes and practices involved in producing events.

### Key programme staff

Delivered by academics from the Moffat Centre, one of Europe's leading tourism research and consultancy centres, the course provides the essential knowledge and leadership skills required to work throughout the world in this increasingly competitive industry.