OLLSCOIL TEICNEOLAÍOCHTA
BHAILE ÁTHA CLIATH

TU DUBLIN

TECHNOLOGICAL
UNIVERSITY DUBLIN

MSc Tourism Management

Full & Part-time
January & September Start

MSc Tourism Management Course Options*

Programmes (1 year)

TU328 MSc Tourism Management (September)

TU329 MSc Tourism Management (January)

Part-time Programmes (2 years)*

TU371 MSc Tourism Management (September)

TU372 MSc Tourism Management (January)

* Available to EU/Irish applicants only.

Programme Overview

The programme is a conversion programme aimed at both professionals currently employed within the tourism industry and those from complementary backgrounds who wish to enter the tourism field. In this context it may be of particular interest to people coming from a heritage, languages, geography, marketing or business background.

The tourism programmes at TU Dublin's School of Tourism & Hospitality Management are a great start for those wishing to pursue a career in the vibrant, worldwide, travel and tourism industry. The programmes offer a mix of academic and practical experience to equip students to enter this exciting, varied and people-driven sector.

Programme Aims & Objectives

The aim of this programme is to provide students with the knowledge, skills and competences required for management in the tourism sector. It is a multi-purpose award type in that the expertise and skills acquired by graduates will contribute to their personal development, their employability, and their potential to contribute to society and community.

What are my career opportunities?

Tourism is one of the world's largest industries worldwide and although hard hit by the pandemic it is forecasted to be one of the most important global sectors in the years ahead. It is Ireland's largest indigenous industry and it contributes over €9 billion to the Irish economy. It is also one of the most labour-intensive industries and therefore will require skilled graduates both at home and abroad in the years ahead.

Graduates of this programme have found employment in a wide range of positions within and outside the industry,

nationally and internationally. Career paths include management positions in the travel sector, tour operators, international, national and regional tourism organisations, tourist attractions, hospitality businesses, community development, cultural organisations, cooperative marketing groups, support agencies and local authorities. There are also opportunities for graduates in research, teaching and consultancy.

Entry Criteria

Applicants must hold an honours degree or equivalent in any discipline, as this is designed as a conversion programme. We also recognise prior learning in the form of industry experience and other qualifications. Applicants without an honour's degree must complete successfully our Recognition of Prior Learning procedure. Non-native English speakers must provide evidence of an IELTS language certificate with a **a minimum score of 6.5 (and no grade band lower than 6.0) or equivalent.**

Further Information

Please refer to the course webpage via the links or scan the QR Code for more information.

Full-time

TU328 (September) **TU329** (January)

Part-time

TU371 (September) **TU372** (January)

Programme Content

The programme involves six taught modules plus a dissertation in the area of Tourism Management:

Core Modules	Tourism Management Modules
Managerial Finance & Entrepreneurialism	International Tourism Trends, Markets & Products
The Effective Manager	Tourism Destination Planning & Management
Emerging Industry Issues	Dissertation (including Research Methods)
Strategic Marketing & Digital Media	

Managerial Finance & Entrepreneurialism

Accounting is the language of business. In the operation of commercial enterprises, understanding finance and how it relates to the planning, control and decision-making activities of business managers is essential. Entrepreneurship is central to the development of the hospitality, tourism and event sectors. Behaving entrepreneurially is critical to successful organisational and personal development and to developing a clear understanding of the strategic manner in which organisations should operate. This module fuses these core competencies to help develop creative, self-aware managers with the strong financial skills set necessary to develop and manage businesses within the hospitality, tourism and event sectors.

The Effective Manager

The rationale for the module is to provide current and future managers with cutting edge knowledge at the forefront of organisational management. The purpose of the module is to develop effective managers to work within and contribute to the development of the tourism/hospitality/event industries. This will be achieved through the provision of theoretical insights and the development of key competencies that are required to manage the ever-changing tourism, hospitality and event business environment.

Emerging Industry Issues

The aim of this module is to expose students to the most current thinking in hospitality, tourism and event research issues currently under investigation within the School. Additionally, lectures in critical reading, writing and thinking are provided to bring students' critical skills to their potential. Therefore, key graduate attributes developed in the module are critical thinker, problem solver, reflective practitioner, active team player.

Strategic Marketing & Digital Media

The rationale for the module is to provide current and future managers with cutting edge knowledge at the forefront of strategic marketing and digital media. The purpose of the module is to develop effective strategic marketing skills within graduates, sufficient to allow them contribute effectively to marketing decision making in organisations. It also aims to familiarise students with contemporary digital platforms.

International Tourism Trends, Markets & Products

This module interweaves theory with practice to develop students' understanding of the processes and practices underpinning tourism consumption and production. It aims to familiarise students with the key concepts underpinning the study of tourism markets and products and with the latest trends in international tourism globally. The module is designed to develop students' facility to critically examine, analyse and evaluate a range of topics including prevalent and emerging travel patterns, motives and drivers; the nature and array of contemporary tourism products; the structure of the industry and the complex relationships between the diverse array of actors involved. Another key aim is to develop students' knowledge of the product development process and the role that innovation plays therein. Throughout, the intention is that students develop their understanding of the processes at work such that they can critically evaluate and discriminate between approaches and transfer their knowledge in future engagement with tourism.

Tourism Destination Planning & Management

The purpose of this module is to provide students with a deep understanding of key issues and concepts related to the planning and management of tourism at a destination level. The module syllabus will include: foundational concepts and theories relevant to the study of tourism destinations; understanding tourism policy and planning approaches; managing tourism destinations; national and international cases; sustainable tourism planning; sustainable tourism management and field studies.

Dissertation

The thesis provides students with an opportunity to conduct an independent piece of research on a chosen topic related to their sector. This challenges students to critically engage with relevant literature, develop focused research questions and objectives, engage in primary research work and analyse their findings. Key graduate attributes that are developed include being a motivated self-starter, an excellent communicator, a critical thinker, a decision maker and having excellent disciplinary knowledge. Excellent pieces of work can also create new knowledge.

Please visit our website and enter programme code here for further details and to apply.

For more information, please contact **Dr Gerry Dunne** (Gerard.Dunne@tudublin.ie)

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