



# Master of Arts in International Tourism

1 year full time/2 years part time

## Overview

Tourism remains one of the world's fastest growing industries and an important source of income generation and employment in many countries. With ongoing economic technological developments, industry requires tourism personnel with an understanding of current trends and developments in the global tourism industry and who are equipped with the analytical and personal skills to effect change. The MA programme equips you with the relevant competencies in tourism marketing and management, economic evaluation and project appraisal, tourism planning and policy analysis and important research skills.

## What is the course about?

If you are interested in building your knowledge and expertise of the changing Irish and international tourism sectors, this MA programme is designed to equip you with the relevant competencies. The programme aims to prepare graduates from a variety of academic backgrounds for rewarding careers (both nationally and internationally) in tourism and related sectors. The recent global economic downturn has made "upskilling" more important than ever and consequently has added to the attraction of achieving a specialist post-graduate qualification. See what you can experience on the programme in the video below.

## Variants & Structure

- FT ... The MA (International Tourism) is a one-year, full time programme, which takes place over two semesters, plus a further period of 4 months for completion of a dissertation)
- PT ... Part-time students are expected to complete the MA programme over a two-year period. Lectures are delivered on one day per week (usually a Tuesday or a Thursday) between the hours of 09h00-18h00, in all semesters.

## Why the MA in International Tourism?

- The programme is ranked in Eduniversal's top 100 'Best Masters' world-wide, in the field of Tourism and Hospitality Management (second year running).
- Tourism remains one of the world's fastest growing industries and an important source of income generation and employment in many countries. This MA programme is designed to prepare graduates for careers in tourism management, tourism development, and tourism planning and policy analysis. Ongoing economic and political developments require tourism personnel with an understanding of current trends and developments in the global tourism industry, and who are equipped with the analytical and personal skills to effect change.
- A vital and innovative component of the Programme comes through field trips whereby students visit and examine the workings of tourism businesses. An exciting aspect has been the International Field Trip where all students of the programme are expected to participate. Students have visited Cuba in recent years; other destinations are expected to be included in future years.
- To gain an in-depth and independent understanding of the principal issues and trends affecting international tourism
- The MA programme is run jointly by the University's Department of Economics and the National Centre for Tourism Policy Studies (NCTPS). The Department of Economics, in conjunction with the NCTPS, has built a strong reputation in tourism policy analysis and related fields. The NCTPS has been closely involved in the design of the programme and makes ongoing inputs to its delivery.

## Careers

Marketing Executives in Hotel Groups, Conference Management, Airline Executives, Travel Agency Managers, Incoming Tour Operators, Third Level Lecturing, Tourism Consultancy, Tourism Facility Management, Managerial/Project Management Roles in Rural, Regional and National Tourism Organisations

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## What our Graduates say

‘Having returned to university as a mature student, I found the MA in International Tourism, challenging but rewarding. I thoroughly enjoyed the courses that were offered which are very interesting and really up to date. The class size is small which is conducive to more personal contact and engagement with the exceptionally helpful and accommodating lecturers. Without a doubt, this course definitely geared me for my current role as a lecturer in a hospitality college in Switzerland. For these reasons, I would highly recommend the MA in International Tourism programme’.

**A. Hartigan** Lecturer, Swiss Hotel Management School

‘The MA in International Tourism was the perfect Masters course to add definition to my under-graduate degree in Hotel Management. It is a well balanced course taught by professionals who have a wealth of specialised knowledge available to you to further your own education and understanding of International Tourism. With this qualification it gave me the capabilities to secure a position in my area of choice only a few months after the course was completed. This course also teaches outside the traditional classroom style lectures through site visits, which is a fantastic way of participation learning, and contributes, to creating great friendships and bonds with your class mates’.

**E. Dillon** Club Manager, Limerick Lawn Tennis Club

## Need More Information?

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### Course Director

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Full-Time



Part-Time

## Apply Online

[www.graduateschool.ul.ie](http://www.graduateschool.ul.ie)

## Course Structure

Semester 1	Inter-semester	Semester 2
Tourism Principles and Practice	International Field-Trip (Assignment-based)	Tourism Planning and Development
Economics of Tourism		International Tourism Trends
Tourism Services Marketing		Economic Appraisal and Evaluation Techniques
Management in Tourism Enterprises		Strategic Marketing for Tourism
Research Methods I		Research Methods 2
Information Technology Workshop (optional and non credit based)		Dissertation (for completion four months after the end of course-work)