



2024

International Tourism Management and Marketing MSc

Full-time: **12 months**

UK fees: **£14,700**

Part-time: **Not available**

International fees: **£26,250**

Start date: **September 2024**

Entry requirements: **2:1**

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Course overview

Tourism is an enduring industry that offers numerous worldwide career opportunities. Our course will give you a complete set of essential business and marketing skills, with the potential to excel in global tourism management positions.

You will gain an in-depth understanding of fundamental principles such as international business strategy, sustainable tourism management and business economics. Through our optional modules, you can then specialise in areas that align with your career goals, including branding, digital marketing, corporate strategy and human resource management.

Through the company-based project or dissertation you'll complete in the summer, you will demonstrate the practical application of your skills and knowledge through independent research relating to international tourism management and marketing.

You have the option to take industry-recognised digital qualifications by Microsoft and SAP alongside your course, which will [develop your digital skills](#).

This advanced degree from Nottingham will help to bring you to the notice of prestigious employers who are looking for the skillset you will have, to make a real impact in their business.

Why choose this course?

Top 60

in the world and Top 20 in the UK

QS World University Rankings: Masters in

Triple accredited

Part of an elite group of business schools worldwide to gain 'triple crown' accreditation

Gain digital skills

We offer the opportunity to take industry-recognised Microsoft and SAP certifications at significant discounts from the open market rate

Course content

Across the autumn and spring semesters, you will take 120 credits of taught modules. Each module typically consists of 10 two to three hour sessions.

You will complete a 60-credit dissertation over the summer, and will be allocated an appropriate dissertation supervisor who will oversee your progress.

Modules

Course structure

Semester one

Core modules

International Tourism Management

This module covers:

- the global tourism industry structure and organisation
- international tourism markets and tourist behaviours
- destination marketing and branding
- international tourism impacts and sustainability challenges
- governance and international relations
- international tourism environment and exogenous factors

Business Economics

The module covers the following:

- Key concepts of business economics
- Markets
- Firms and market power
- Market structure and government policy
- Government intervention
- International trade
- International capital and other factor flows
- The macroeconomic environment
- Balance of payments and Forex
- Macroeconomic policy

Marketing Management in the Digital Economy

The module covers operational perspective on:

- nature of marketing in the global economy
- managing products, services and brands
- new product development
- pricing
- integrated marketing communications
- internal marketing

- managing distribution channels
- experience marketing
- sustainable marketing

Semester two

Core modules

Research Methods in Marketing

Possible topics include:

- the research process in marketing contexts
- interviews and focus groups
- observation and ethnography
- analysing qualitative data
- evaluating and presenting data
- designing and conducting survey research
- experimental design
- T tests and chi square
- ANOVA and regression analysis
- factor analysis
- writing research proposals

Sustainable Tourism Management

This module is concerned with providing an understanding of the theoretical and practical issues relating to environmental, economic and socio-cultural sustainability in tourism. A day-long compulsory field trip forms an integral part of the teaching of this module.

Topics covered may include:

- tourism management for natural resources
- ecotourism and nature-based tourism
- ethics
- socio-cultural sustainability
- stakeholder engagement
- community wellbeing
- economics of sustainable tourism
- social impact of tourism

Optional modules

30 credits from:

Branding and Marketing Communications

The module provides an introduction and overview to branding and marketing communications research. It explores the nature of branding and marketing communications practice and theory.

Business to Business Marketing

The content of this module will serve as an introduction to the main theoretical and managerial concepts and issues in the area of business-to-business marketing and will focus on aspects of strategic marketing relationships between companies and other stakeholders. Possible topics may include:

- What is a market? A service ecosystem approach to understanding markets
- Organisational buying behaviour and market structures

- How do markets work? Creating and shaping new markets and maintaining market dynamics
- Market relations and sustainable competitive advantage
- Forming business networks: business network partnership attraction
- Business-to-Business marketing strategies
- Innovation in business networks
- Managing business networks: communication, coordination and learning in business networks
- Strategic market relations in the digital world
- Branding and building loyalty: value co-creation in network partnerships

Corporate Strategy

10 credits

The module covers:

- Strategic analysis
- Industry analysis
- Positioning
- Creating and sustaining competitive advantage
- Diversification
- Strategic decision making
- Strategy practice and implementation
- Strategy and organisation
- Strategic leadership

Digital Marketing

Lecture topics may include digital marketing definition and concept, digital marketing media, digital marketing communication strategy, digital advertising, social media marketing, email marketing, mobile marketing, content marketing, e-commerce vs digital vs internet marketing.

E-Business

10 credits

The E-Business module is aimed at future managers and business people who want to know how information and communications technologies (ICTs) can help them to be successful in their careers by understanding how companies use these technologies.

Aims of the module:

- To familiarise the strategic management issues and technology developments associated with e-business
- To provide a solid strategic business view of the uses of web technologies and information systems
- To help understand how and why e-businesses are successful or not, i.e. what makes them 'tick'

Human Resource Management

20 credits

The intricacies of managing the human resources within the business context are developed in this module. It examines processes, practices, and procedures associated with HRM management and administration that an employer/manager needs to be familiar with, and analyses the current best practice in the HR function.

International Business Strategy

The module examines theories of firm internationalisation and various strategic choices facing international managers. Detailed case-studies are examined, illustrating more general points by referring to firms and entrepreneurs that have set important benchmarks in business performance and globalisation.

Launching an Entrepreneurial Business

This module aims to give you a theoretical understanding and practical experience of launching a new entrepreneurial venture. In so doing, this capstone module enables you to comprehend the role of, and conflicts and interdependencies between, different business and management disciplines; thus, it provides you with an insight into how decision-making in each area can impact on the overall performance of the firm. The module also aims to foster reflexive practice to facilitate lifelong learning.

Managing for Sustainability

10 credits

Sustainable companies are those that are managed in socially, economically, and ecologically responsible ways. Today's managers are expected to understand the impact of management decisions and practices on the environment and society.

This module considers how sustainability principles are applied in organisations, and how to manage for sustainability. Through use of multiple learning approaches, the module enables you to practically interact with real businesses to address some sustainability challenges faced by the organisation.

The module introduces the you to frameworks and theories use to critically assess sustainability, and to integrate sustainability into the business strategy.

The module enables you to develop an understanding of the practical dilemmas facing businesses as they seek to respond to multiple, and often, conflicting stakeholders expectations. You will be expected to critically reflect upon your practical experiences and capture these using a learning journal.

Summer

One of:

MSc International Tourism Management and Marketing Company Based Project

Independent research on a topic related to international tourism management and marketing wherein students will work on an applied project or company-based project.

MSc International Tourism Management and Marketing Dissertation

Independent research on a topic related to international tourism management and marketing wherein students will have choose of traditional dissertation structure, applied project or company-based project



The above is a sample of the typical modules we offer but is not intended to be construed and/or relied upon as a definitive list of the modules that will be available in any given year. Modules (including methods of assessment) may change or be updated, or modules may be cancelled, over the duration of the course due to a number of reasons such as curriculum developments or staffing changes. Please refer to the module catalogue for information on available modules. This content was last updated on Tuesday 01 August 2023.

Learning and assessment

How you will learn

Lectures

Seminars

Tutorials

Workshops

The course contains different forms of learning activities from formal lecture to interactive workshops. We will also invite the industry leaders to share their experience and knowledge.