

# BACHELOR OF INTERNATIONAL TOURISM



# YOUR NEXT GENERATION EDUCATION

1

## **An international tourism degree designed by the best, for the best**

At ICMS we are connected with industry. We work with tourism industry professionals including those from the fields of destination management, tourist attractions and resort management, tourism governance and environmental planning, to maintain our high standards of excellence in curriculum design. We are a three time winner of the NSW Tourism Award for Excellence in Tourism Education. Our Bachelor of International Tourism degree continues to be relevant to industry as we review and refine it to ensure our students have the best specialist knowledge of international tourism management to work anywhere in the world.

2

## **1,200 hours of industry experience**

When you graduate from ICMS you'll have more than just a degree. Built into your qualification is up to 1,200 hours (9 months) of industry experience. Our industry training consultants will help place you in an organisation relevant to your studies so that after your degree you'll have an impressive CV, a network of contacts and a significant advantage over other graduates.

3

## **You'll think outside the box and outside the classroom**

Theory is important, it will teach you the fundamentals you need to be an international tourism leader. However, nothing is as valuable as putting your theory into practice. In addition to your industry training, you'll gain hands-on experience through practical classes. Field trips and site visits with our industry partners will get you learning from the best in the business.

4

## **You are an industry leader in training**

This degree is far more than a tourism training program. Combining international tourism subjects with business will train you in the critical and analytical skills you'll need to move into industry leadership when you graduate.

5

## **We're the global industry experts**

At ICMS we have lecturers with global careers who are experts in international tourism. Guest lectures from our network of industry partners, including local tourism business operators, will keep your learning fresh, relevant, and up to date with the latest demands from industry and your future employers. It is all part of preparing you for an international career in international tourism management.



The International College of Management, Sydney (ICMS) has a reputation for producing high calibre international tourism graduates. We offer a balance of theory and practical training in management and international tourism. Our close connections with industry and our dedication to training our students to be work-ready professionals, ensures that we continue to be at the forefront of education in professional services management.

At ICMS your student experience will be unique. You'll earn your qualification in a friendly multicultural environment at one of the world's most stunning campus locations - Manly, just a 17-minute ferry ride from Sydney CBD. Ocean panorama, parklands, and the cityscape are all part of the view from the commanding sandstone building that is home to ICMS.

Your degree will also take you off campus as you experience international tourism in practice. Our approach to work-integrated learning, emphasis on professionalism and our comprehensive Industry Training program will provide you with the foundations for a successful career in international tourism.

**“We are proud of our award-winning international tourism qualification.**

**Our graduates work in areas as broad as destination sales and marketing, travel and tourism consultancy, tour wholesaling and operations, tourism bureau management, and resort management just to name a few.**

**I'm continually impressed by the calibre of international tourism graduates that we produce.”**

Juliet Hudson  
Head of Program,  
International Tourism

# YOUR DEGREE

## BACHELOR OF INTERNATIONAL TOURISM

Channel your adventurous spirit, business acumen and lust for travel into a rewarding career. As an international tourism professional you will be responsible for the management, promotion and marketing of destinations around the world.

In the Bachelor of International Tourism you will focus on a range of tourism considerations from accommodation and food and beverage to government policy, facilities management, and sustainability. With specialist subjects in areas such as Global Wine Tourism and e-Commerce and Social Media you can shape your degree around your professional interests. The professional expertise of our teaching staff will ensure that you develop the in-depth industry knowledge and practical experience to be an industry leader in international tourism.



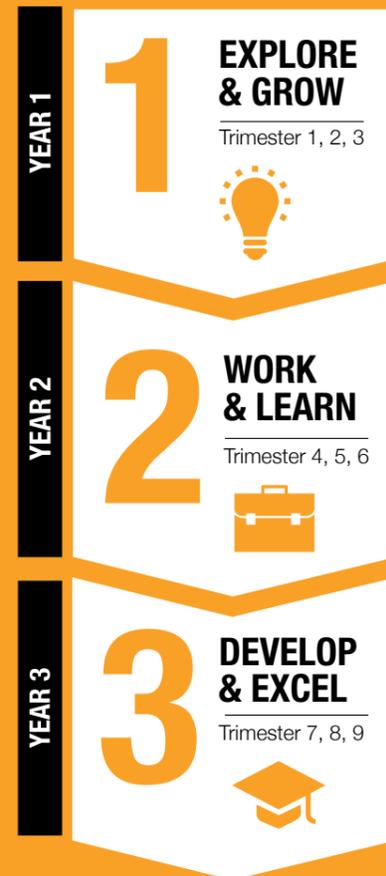
## DEGREE STRUCTURE

**Degree length: 3 years full time**  
(fast track options available)

With a Bachelor of International Tourism you will be industry ready. You will combine business and management studies, specialised international tourism subjects and up to 1,200 hours of industry training in 3 years of full-time study (or equivalent part time).

It all starts with some seriously experienced lecturers and industry professionals who come from across the globe to give you a truly international perspective of the industry. First you will learn about the key concepts and theories in international tourism management. This prepares you for your 1,200 hours of industry training, typically taken at the start of your second year. On your return from industry training we concentrate on your strategic management skills, getting you ready for a leadership role as a well-rounded manager or entrepreneur.

## YOUR TIMELINE\*



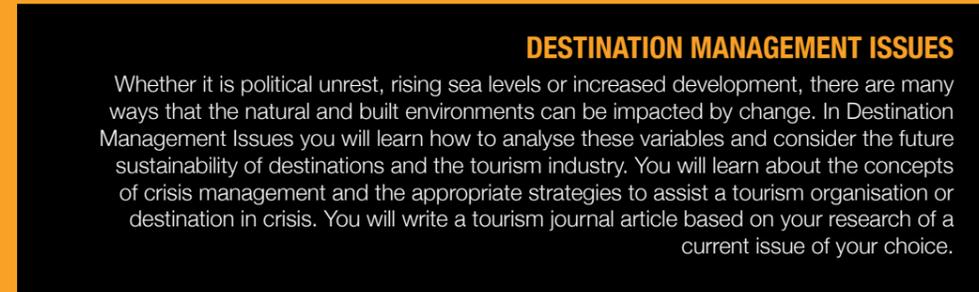
\* For full degree details please refer to the back cover.

## A SNAPSHOT OF YOUR SUBJECTS



### DESTINATION SALES AND MARKETING

When marketing a destination you need to get inside the mind of the tourist and use this insight to make strategic decisions. In Destination Sales and Marketing you will study a range of topics from the psychology of purchase decisions to strategic marketing planning. You will review data from tourism case studies and consider factors such as positioning, branding, traditional and online marketing tools to identify and design your own sales and marketing initiatives.



### DESTINATION MANAGEMENT ISSUES

Whether it is political unrest, rising sea levels or increased development, there are many ways that the natural and built environments can be impacted by change. In Destination Management Issues you will learn how to analyse these variables and consider the future sustainability of destinations and the tourism industry. You will learn about the concepts of crisis management and the appropriate strategies to assist a tourism organisation or destination in crisis. You will write a tourism journal article based on your research of a current issue of your choice.



### GLOBAL TRENDS IN HOSPITALITY AND TOURISM

The physical, cultural and economic aspects of destinations can differ vastly across the globe. Global Trends in Hospitality and Tourism is a comprehensive examination of the similarities and differences between worldwide destinations. This will prepare you for a global career and also help you to understand the current and predicted trends in the international tourism market.

# INTERNATIONAL TOURISM, THE ICMS WAY



# YOUR FUTURE

A career in international tourism can be as exotic and colourful as its destinations. Understanding what motivates a tourist and meeting their needs can be both emotionally and financially rewarding. When you graduate with an ICMS Bachelor of International Tourism, your award-winning education and blend of industry experience and management training will turn your passion for travel into a successful career.

Many of our graduates are working across the globe in locations like Europe, USA, South America and Asia. Our ICMS Bachelor of International Tourism graduates work in leading hotels and resorts, government organisations, and travel companies in Australia.

Positions include:

- Destination Sales and Marketing Manager
- Guest Relations Manager
- Resort Manager
- Airline Operations Manager
- Travel or Tourism Consultant
- Tour Wholesaling and Operations
- Tourism Bureau Manager
- Regional Destination Manager
- Destination Development Manager

**“I studied at ICMS because I liked the idea of studying business with a tourism focus since I love to travel! My industry training experience was invaluable and during my final two years at ICMS I continued to work casually with my industry training employer – Swain Tours. In my current role at Hamilton Island Enterprises, I work with the general public to create hotel and flight bookings suited to their needs.”**

## Lucy McLachlan

International Tourism Graduate, 2012

Direct Sales Consultant, Hamilton Island Enterprises



# NEXT GENERATION INTERNATIONAL TOURISM

From managing an island resort to helping clients to complete their travel dreams, ICMS will provide you with a superior education in international tourism theory and practice that will prepare you for a leadership role. Our ICMS International Tourism degree focuses on the next generation of education that gets you job-ready by embedding industry training and practical experience into your degree. To be an exceptional tourism professional you need to have sound knowledge of the industry in practice. Here are some of the unique ICMS experiences that will get you out of the classroom and into a successful career in international tourism.



## CLOSE ENCOUNTERS WITH SYDNEY ICONS

Every year millions of tourists come to iconic Sydney landmarks like the Sydney Opera House and Sydney tower, but few have the chance to go behind the scenes. Your ICMS site visits will take you to some of Australia's most popular international attractions. You'll learn about visitor facilitation, speaking directly with industry experts about their business operations and management. You'll visit NSW Parliament House, a tourist attraction in its own right, and see where tourism policies go through State Government.



## A WORLD CLASS WORLD VIEW

When you study Attraction and Resort Operations your guest lecturers will include world-class experts in the tourism industry. Fijian and Thai tourism operators will give you inside information on the business aspects of tourism operations. You'll learn from international destination marketers from government such as the Tourism Attache from the Philippines Department of Tourism, a recent ICMS guest lecturer.



## REAL CLIENTS – REAL EXPERIENCE

Manly is the perfect location to study international tourism, after all it is one of the world's best tourist destinations. As a volunteer at some of Manly Council's most popular events like the annual Food and Wine Festival and the Jazz Festival you will experience international tourism in practice. Our students work closely with Manly Council and were part of the team behind the launch of the Hello Manly Information Centre. Our students were involved in the operation planning for this official visitor centre for Manly, giving advice on what should be in the centre and planning the website.



## NETWORKING OPPORTUNITIES

At ICMS we are a community. ICMS graduates continue to be part of our community, visiting our students on campus and sharing their experiences of life in industry. This is your opportunity to learn about the careers of our graduates and find out more about how they achieved their success. It is also a great way to find out about paid and volunteer job opportunities available to international tourism students.



## STUDY WITH YOUR SUITCASE

Our study tours are part of what makes ICMS a global college with an international perspective. Previously our international study tours have included a trip to Siem Reap, Cambodia's largest tourism destination, to understand the tourism industry within a developing country and its impact on the economy. We conduct annual study tours to New York for you to gain insight into one of the world's most visited cities. Closer to home, a visit to the Hunter Valley, as part our Global Wine Tourism subject, will have you experiencing wine tourism from an operator's perspective, proposing improvements for the sustainability of wine tourism in the region.

## OUR INDUSTRY CONNECTIONS ARE YOUR INDUSTRY CONNECTIONS...

We have an impressive network of tourism industry partners. These leading companies provide our ICMS community with invaluable industry insight and experience. They help shape our qualifications and ensure they are in line with industry best practice.

When it is time to embark on your industry training, we work closely with them to find a suitable placement that is the best fit for your skills, interests and professional goals. Your industry training could take you to a major city, regional area or island resort in Australia. You could even take up a position in an international city. It is all part of finding the best placement for you. Not only is this an invaluable experience, it is also a chance to grow your professional network. For many of our graduates this experience introduces them to their future employers.



# DEGREE DETAILS

	Subject Type	Subject Name
<b>Trimester 1</b>	Core	Managing People and Organisations
	Core	Principles of Marketing
	Core	Introduction to Human Resources Management
	Specialisation	Introduction to Hospitality and Tourism Management
<b>Trimester 2</b>	Core	Accounting Fundamentals
	Core	Service Management and Innovation
	Specialisation	Destination Sales and Marketing
	Specialisation	Attractions and Resort Operations
<b>Trimester 3</b>	Core	Business Statistics
	Core	Business Economics
	Specialisation	Facilities Management
	Specialisation	Destination Management Issues
<b>Trimester 4</b>	Industry Placement	Industry Training I
<b>Trimester 5</b>	Industry Placement	Industry Training II
<b>Trimester 6</b>	Core	Career Planning and Strategy
	Elective	General Elective (as per course rules)
	Specialisation	Tourism Governance and Policy
	Specialisation	Tourism Technology and Service Innovation
	Other	Applied Leadership
<b>Trimester 7</b>	Core	Research Methods
	Elective	General Elective (as per course rules)
	Specialisation	Global Trends in Hospitality and Tourism
	Specialisation	e-Commerce and Social Media
<b>Trimester 8</b>	Core	Strategic Management
	Elective	General Elective (as per course rules)
	Specialisation	Environmental Planning and Sustainability
	Specialisation	Global Wine Tourism
<b>Trimester 9</b>	Elective	General Elective (as per course rules)
	Specialisation	International Tourism Project

## ELECTIVE EXAMPLES

Subject Name	
Consumer Behaviour	Business Finance
New Enterprise Creation	Business Law
Introduction to Information Systems	Cross Cultural Management
Business Communications	Managing Workplace Conflicts
Current Issues in Business Management	Business Ethics

Disclaimer: Information in this publication is correct at the time of printing, but may be subject to change. The College reserves the right to change the content, withdraw any subject or program of study, or to impose limitations on enrolment in any subject or program of study. Published February 2016.

# APPLICATION DETAILS

## ENTRY REQUIREMENTS

When applying for entry into an ICMS degree you will need to meet certain academic and English language entry requirements. For detailed information about our entry requirements, visit [www.icms.edu.au/entry](http://www.icms.edu.au/entry)

## WHEN TO APPLY

ICMS has three intakes each year (February, May and September). You can start your degree in any of these trimesters. Applications should be made at least three months prior to your desired start date.

Apply directly to ICMS at [www.icms.edu.au/apply](http://www.icms.edu.au/apply) or through our network of international education agents. Domestic students may also apply through the Universities Admission Centre (UAC).



**STUDY + EXPERIENCE = SUCCESS**



[icms.edu.au](http://icms.edu.au)



[#icmscampus](https://www.instagram.com/icmscampus)



[@icms\\_campus](https://twitter.com/icms_campus)

INTERNATIONAL COLLEGE OF  
MANAGEMENT, SYDNEY  
151 Darley Road  
Manly NSW 2095 Australia

Tollfree 1800 110 490 (within Australia)

T +61 2 9977 0333  
F +61 2 9977 0555  
E [info@icms.edu.au](mailto:info@icms.edu.au)  
W [icms.edu.au](http://icms.edu.au)

CRICOS Provider Code: 01484M