

# ICMS



Bachelor of

# INTERNATIONAL TOURISM

**100%**

of our degree students  
graduate with  
industry experience

**Laura Behrens**  
Student  
Bachelor of  
International Tourism



# WHY

## International Tourism?

Jetsetting and wanderlust combine to create a market for international tourism specialists and with a Bachelor of International Tourism from ICMS your future in the dynamic tourism industry is secured.

Tourism is an extremely diverse sector. As a result of its rapid growth, it offers excellent career prospects for International Tourism Management graduates. Job opportunities exist in a wide range of globally-operating local, regional, national and international tourism organisations.

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.

International tourism is booming, fuelled by globalisation and the relative ease of travel. Choosing to make a career in tourism means you will be the point of call for travellers – locally and internationally – who wish their dream of exploring the world come true.

**100%**

of our degree students graduate with industry experience

Almost  
**90%**

of our students graduate with a job in their field.

*Internal Graduate Survey 2016*

**TOP 10**

for overall employment in Australian Higher Education

*QILT Graduate Survey 2016*

Overall graduate employment rate

**HIGHER THAN THE G8**

Australian universities  
*QILT Graduate Survey 2016*



**Lucy McLachlan**  
Graduate  
Business Manager - Pacific Air Charters, Inc



**Gemma Bennett**  
Graduate  
Executive Assistant to the General Manager and Hotel Manager - Sofitel Sydney, Darling Harbour

# Your DEGREE AT A GLANCE

including

# 1,200 hours

of industry training related to your degree. Get a head start with professional networking and acquire real work skills to give you a competitive edge.

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

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.

## YEAR 1

### Explore & Grow

Explore the curriculum and develop fundamental knowledge of the course.

## YEAR 2

### Work & Learn

Put theory into practice with hands-on industry experience with ICMS's industry partners.

## YEAR 3

### Develop & Excel

Gather what you have learnt from industry experience and develop your strategic management skills. Graduate management ready for a leadership role.

# WHERE

## will my degree take me?

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.

The possible career outcomes can include but are not limited to:

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

We have an impressive network of event industry partners. These leading companies provide our ICMS community with invaluable industry insight and experience.



# WHO

can you become?  
Hear it from our graduates.



“ ICMS lecturers know what they are talking about, and are happy to share that knowledge! I feel confident going into my career knowing that I have had the best start possible.

**Laura Behrens**  
Student  
Bachelor of  
International Tourism



“ My ICMS degree gave me strong theoretical and practical knowledge in all areas of hospitality and tourism and exposure to working/studying with a diverse mix of nationalities.

**Marcus Sutton**  
Graduate  
General Manager -  
Crowne Plaza Doha  
Tourism Alumni



“ The quality, in-depth and industry-relevant knowledge that the ICMS lecturers offer are a unique and helpful experience.

**Savannah Anderson**  
Graduate  
Account Executive -  
News Corp Australia

# WHAT

## will separate you from the other graduates?

### **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.

### **1,200 hours of real-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.

### **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.

### **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.

### **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.



ICMSAustralia



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International  
College of  
Management  
Sydney



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# Bachelor of INTERNATIONAL TOURISM

## DEGREE DETAILS

	Subject Type	Subject Name	Subject Level	Credit Point
<b>Trimester 1</b>	Core	Managing People and Organisations	100	3
	Core	Principles of Marketing	100	3
	Specialisation	Introduction to Hospitality and Tourism Management	100	3
	Specialisation	Attraction and Resort Operations	100	3
	Other	Introduction to ICMS	N/A	N/A
<b>Trimester 2</b>	Core	Accounting Fundamentals	100	3
	Core	Service Management and Innovation	200	3
	Core	Introduction to Human Resources Management	100	3
	Specialisation	Destination Sales and Marketing	100	3
<b>Trimester 3</b>	Core	Business Statistics	100	3
	Core	Business Economics	100	3
	Specialisation	Facilities Management	200	3
	Specialisation	Destination Management Issues	200	3
<b>Trimester 4</b>	Industry Placement	Industry Training I		12
<b>Trimester 5</b>	Industry Placement	Industry Training II		12
<b>Trimester 6</b>	Core	Career Planning and Strategy	200	3
	Elective	General Elective (as per course rules)	200	3
	Specialisation	Tourism Governance and Policy	200	3
	Specialisation	Tourism Technology and Service Innovation	200	3
	Other	Applied Leadership	200	1
<b>Trimester 7</b>	Core	Research Methods	300	3
	Elective	General Elective (as per course rules)	200	3
	Specialisation	Global Trends in Hospitality and Tourism	300	3
	Specialisation	e-Commerce and Social Media	200	3
<b>Trimester 8</b>	Core	Strategic Management	300	3
	Elective	General Elective (as per course rules)	300	3
	Specialisation	Environmental Planning and Sustainability	300	3
	Specialisation	Global Wine Tourism	300	3
<b>Trimester 9</b>	Elective	General Elective (as per course rules)	300	3
	Specialisation	Research Project	300	3

## ELECTIVE EXAMPLES

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



## 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).

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