

Tourism



Discover, Explore, and Experience

| Course Title | Credits | NFQ Level | Campus | Duration | Placement | CAO Code |
|--|---------|---|-----------------|----------|-----------|----------|
| Bachelor of Business (Honours) in International Tourism Management | 240 | 8 (with exit awards at Levels 6 & 7) | ATU Galway City | 4 years | Yes | AU628 |
| Bachelor of Business in International Tourism Management | 180 | 7 (with exit award at Level 6) | ATU Galway City | 3 years | Yes | AU528 |
| Higher Certificate in Business in Tourism Operations | 120 | 6 | ATU Galway City | 2 years | Yes | AU426 |



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If you like people, travelling and adventure, tourism is the career for you!

With 1 in 10 jobs in the world in the tourism industry, you will have many opportunities in Ireland or abroad to advance your career.

The tourism programmes are designed to equip students with the necessary skills, knowledge, and experience to pursue a successful career in the tourism industry. You will have the opportunity to go on field trips around Ireland as part of the Guiding modules and go abroad with the International Study Tour.

The integrated work placements enable students to develop skills and experience at both operational and supervisory management levels, thus experiencing first-hand the challenges, demands and rewards of working in this exciting and ever-changing industry.

The inclusion of Fáilte Ireland Certified Regional and National Guiding Certificates enhance the employability of graduates. Students will also learn to use the Galileo international travel booking system, used by tour operators all over the world.

What to expect

Years 1 and 2 focus on practical skills, social development, and an introduction to the tourism industry. As students advance, business modules such as marketing, management, finance, strategy, and sustainability are included. Students will experience exciting field trips and guest speakers, be involved in industry webinars, networking, and international travel experiences. Supported by the work placements, years 3 and 4 culminate in advancing skills and knowledge to that required at management level in industry.

Course Content

| Year | Content | Level |
|------|---|-------|
| 4 | International Study Tour, Applied Research Project, Strategic Industry Management Seminars, Sales and Marketing Management, Tourism Policy, Planning and Strategies, Tourism Transport Management, Performance Management and Decision Making, Sustainable Tourism and Hospitality Management, Destination and Resort Management, plus electives. | 8 |
| 3 | National Guiding, International Tourism Markets and Trends, Tourism Impacts, Placement Reporting and Reflection, Management Accounting, Human Resource Management, Services Marketing, Tourism Economics, plus electives. | 7 |
| 2 | Summer 12-week International Work Placement Regional Guiding, International Tourism Geography and Travel Trade, Financial Accounting, Marketing Principles, Placement Reporting and Reflection, Management Principles and Practice, Consumer Law, plus electives. | 6 |
| 1 | Summer 12-week Domestic Work Placement Introduction to Tourism, Tourism Industry Skills, Essentials of Business, Information and Digital Technologies, Academic and Professional Skills, Preparation for Work Placement, plus electives. | |



Graduate Profiles



Max Reid

Bachelor of Business in International Tourism Management (2021)

In 2017 Max moved to Galway from his native Wicklow to begin his studies on the International Tourism Management

programme at ATU. This four-year programme was to Max, a truly amazing experience from start to finish. During his time on the programme, he went on many field trips, both at home and abroad, and qualified as a Fáilte Ireland Regional Tour Guide. The highlight of his time on the programme was his international placement in year two, where Max travelled to New Zealand. He gained valuable industry experience, knowledge, and life skills. As a student in the programme, Max worked with a team of other students and represented the college by participating in the Irish Hospitality Institute (IHI) National Business Games. His team were the outright winners of the 36th edition of this national competition. Upon graduating, Max commenced on the 18-month Graduate Programme with Fáilte Ireland working with the Hidden Heartlands team.



Róisín Corrigan

Bachelor of Business in International Tourism Management (2021)

Throughout her college years, Róisín had the opportunity to work in globally recognised companies such as EPIC, the

National Emigration Museum and Ashford Castle. During the four years of her degree, Róisín undertook two work placements, in the Guinness Storehouse, and an international placement in an eco-conscious boutique Hotel called "Ecomama" in The Netherlands, pursuing her interest in sustainable tourism. Upon graduating in the top of her class with first-class honours and an academic achievement award, she had the opportunity of being accepted onto the IBEC Global Graduate Programme. Róisín was placed with Fáilte Ireland on the "Meet in Ireland" team, promoting Ireland as a world class business tourism destination and working with the MICE market. Róisín really loved her time in ATU, saying "without the support and guidance from the amazing team of lecturers, and the experience that ATU provided me with, I do not believe that I would have been exposed to the same opportunities that have come my way today."



Career Opportunities

Graduates of this programme work all over the world in visitor attractions, tourism agencies, airlines, transport operators, tour guiding, visitor information centres, festival and event management, and hospitality operations.

Many graduates also set up and run their own successful tourism businesses, as the programme provides a foundation for the development of entrepreneurial activities.

Year 4 students can apply for the Fáilte Ireland Graduate Management Training Programme.

**I want to know more.
Who can I talk to?**

E gihs.galwaymayo@atu.ie

Or find out more at www.atu.ie

Did you know?

- In 2019, there were more domestic trips in Ireland (11.6 million) than out-of-state tourists (11 million), highlighting the importance of the domestic market for Irish tourism.
- In Ireland, for every euro spent on tourism (domestic and overseas) 23c is generated in tax.
- There are over 60,000 people in the air over the US at any given point.
- Money spent on travel and tourism makes you happier than money spent on material goods.



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