

INTERNATIONAL TOURISM

AN ICMS EDUCATION BUILDS YOUR FUTURE FASTER

Kylie Evans
2010 Industry Training, Jetset Travel Consultant
2010 NSW Tourism Minister's Student Achievement
Award Winner



HOW ICMS HELPS YOU BUILD A BETTER FUTURE, FASTER.

- ... when you graduate you are career ready
- ... you learn from professionals with real-world industry experience
- ... you gain professional Industry Training during your undergraduate study
- ... you will be studying in an institution recognised for its excellence in tourism education



STUDY + EXPERIENCE = SUCCESS

SAMPLE SUBJECTS

Introduction to Tourism Management

Learn more about why people travel and how the four main operation areas of the tourism industry; transportation, attractions, accommodation and food service are organised to serve them.

Tourism Governance & Policy

What does it take to make a destination flourish? Find out how you can use the philosophical, legal and developmental elements of planning to provide the foundations for success. Explore Indigenous culture and how this impacts on policy and planning.

Destination Management Issues

Learn how to analyse the variables that will have an impact on the natural and built environments and future sustainability of destinations and the tourism industry.

Destination Sales & Marketing

Understand more about tourists and how to sell travel and tourism products efficiently and effectively. The topics you will study range from the psychology of purchase decisions to successful marketing and promotion techniques.

Global Tourism Trends

Appreciate the similarities and differences of destinations worldwide through a comprehensive look at international tourism from a physical, cultural and economic perspective.

YOUR FUTURE. YOUR BUSINESS.

If you're interested in a career in the tourism industry you probably have a passion for travel and a commitment to helping tourists make the most of their experience. ICMS courses in international tourism have a strong professional focus and provide globally recognised qualifications that will allow you to expand your career in a variety of roles, all around the world. ICMS is a three-time winner of the NSW Tourism Award for Excellence in Tourism Education and ICMS tourism lecturers are current tourism and travel practitioners with local and international experience.

ENJOY GREATER EMPLOYMENT POTENTIAL WITH ICMS

When you graduate from an ICMS international tourism program you will find our practical, real-world way of teaching, gives you an edge over other graduates. ICMS is a licensed trainer for IATA, the International Air Transport Association, and is one of only two IATA testing centres in Australia.

Tourism is a growing international industry. Armed with a qualification in international tourism management, you could join the successful ICMS graduates working in exciting roles that include;

- Destination sales & marketing
- Airline operations
- Attraction & theme park management
- Tour wholesaling & operations
- Tourism bureau management
- Resort management
- Regional destination management

YOUR FIRST CV WHEN YOU GRADUATE WITH YOUR ICMS DEGREE

When you complete our degree in International Tourism you will have:

- A thorough understanding of key concepts and theories in international tourism management, and practical skills in tourism policy and planning, international fares and ticketing, business communication, and travel industry services;
- "Work ready" skills and attitudes developed through the combination of comprehensive on-campus study and nine months of professional Industry Training;
- A distinct edge through a well-rounded and multi-disciplinary qualification relevant to today's tourism industry;

EARN A DOUBLE DEGREE, QUICK SMART

If you complete your degree in international tourism, but still wish to extend your study you can complete a double degree in 2-3 terms of extra study, combining your degree with business management, event management, hospitality management, property services management or sports management. So, in less than four years, you'll have two degrees.

FOR MORE INFORMATION AND TO APPLY

Web: www.icms.edu.au
Email: info@icms.edu.au



Assessed to meet THE-ICE Standards of Excellence

CRICOS

Program Length

Professional Industry Training

ICMS UNDERGRADUATE PROGRAMS

Bachelor of International Tourism

068278G

3 years full time

9 months

Bachelor of Business Management
Majoring in International Tourism

068149F

2.5 years

9 months

Associate Degree of Business in International Tourism

060096A

2 years full time

9 months

Diploma of International Tourism

055640B

1 year full time

3-4 months

DOUBLE DEGREES

Bachelor of International Tourism
combined with the Bachelor of Business Management

068278G, 068149F

3.5 years full time*

9 months

Bachelor of International Tourism
combined with another ICMS specialisation

068278G
plus the code of your chosen specialisation

3.5 years full time*

9 months

* 3 years and 2 trimesters, length depends on subjects selected. **2 years and 2 trimesters, length depends on subjects selected. 9 months Industry Training equates to a minimum of 1200 hours. 3 months Industry Training equates to a minimum of 600 hours.

CRICOS CODES: Registered Provider: International College of Management, Sydney Pty Limited. Provider Code: 01484M.

Disclaimer: Every effort has been made to ensure the accuracy of information given in the brochure and application documents. The College reserves the right to change the contents without prior notice. Information in this publication is correct at time of printing, but is subject to change from time to time. In particular, the College reserves the right to change the content or the method of presentation of any unit of study, or to withdraw any unit or program of study which it offers, or to impose limitations on enrolment in any unit or program of study. College fees are subject to change.

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International Tourism

Typical Study Pattern

International Tourism
Specialisation

	Bachelor of International Tourism	Bachelor of Business Management (Majoring in International Tourism)	Associate Degree of Business in International Tourism and Diploma of International Tourism	
Year One	Subject Name			
	Trimester One	Introduction to Tourism Management	International Tourism Elective - 100 or 200 level	Introduction to Information Systems and Technologies
		Business Economics	Business Communication	Service Management
		Business Communication	Introduction to Information Systems	Introduction to Tourism Management
		Introduction to Information Systems	International Tourism Elective - 100 or 200 level	Destination Sales and Marketing
		Service Management		Attraction and Resort Operations
	Trimester Two	Destination Sales and Marketing	Managing People and Organisations	Travel Industry Services
		Attraction and Resort Operations	International Tourism Elective - 100 or 200 level	Destination Management Issues
		Accounting Fundamentals	Principles of Marketing	Accounting Fundamentals
		Principles of Marketing	Service Management	Business Organisation Principles
		Introduction to Human Resources		Business Communication
	Trimester Three	Destination Management Issues	Introduction to Human Resources	INDUSTRY TRAINING*
	Tourism Governance and Policy	Academic Writing and Research Skills		
	Elective - 100 or 200 level	Accounting Fundamentals		
	Academic Writing and Research Skills	International Tourism Elective - 200 or 300 level		
	Business Law			

Optional Exit with Diploma of International Tourism

Year Two	Trimester Four	INDUSTRY TRAINING*	INDUSTRY TRAINING*	INDUSTRY TRAINING*
	Trimester Five	INDUSTRY TRAINING*	INDUSTRY TRAINING*	Academic Writing and Research Skills
				Principles of Marketing
				Tourism Governance and Policy
				Tourism Technology and Service Innovation
				Introduction to Human Resources
Trimester Six	Tourism Technology and Service Innovation	Management, Philosophy and Performance	Managerial Accounting	
	Business Statistics	Business Economics	Business Economics	
	Managerial Accounting	Human Resource Planning and Performance	Basic Business Law	
	Managing People and Organisations	Business Law	Contemporary Issues in International Tourism	
	Human Resource Planning and Performance	Leadership Foundations	Environmental Planning and Sustainability	
	Leadership Foundations		Leadership Foundations	

Year Three	Trimester Seven	Environmental Planning and Sustainability	Business Statistics	Electives in the Bachelor of Business Management (Majoring in International Tourism) must be chosen from:	
		Business Ethics	Strategic Marketing Management		
		Business Finance I	International Tourism Elective - 300 level		
		Elective - 200 or 300 level	Research Methods		
	Trimester Eight	Global Trends in Tourism	Business Finance I		Introduction to Tourism Management 100
		Research Methods	Strategic Management		Travel Industry Services 100
		Strategic Marketing Management	International Tourism Elective - 300 level		Destination Sales and Marketing 100
		Elective - 200 or 300 level	International Tourism Project		Attraction and Resort Operations 100
	Trimester Nine	International Tourism Project			Tourism Governance and Policy 200
	Business Forecasting		Destination Management Issues 200		
	Strategic Management		Tourism Technology and Service Innovation 200		
	Elective - 200 or 300 level		Environmental Planning and Sustainability 300		
			Global Trends in Tourism 300		

Electives in the Bachelor of International Tourism may be chosen from any ICMS specialisation, subject to availability and eligibility.

The above Study Pattern is to be used as guide only. Subjects and curriculum are subject to change.

CRICOS CODES: Diploma of International Tourism: 055640B. Associate Degree of Business in International Tourism: 060096A. Bachelor of Business Management (Majoring in International Tourism): 068149F. Bachelor of International Tourism: 068278G. *Industry Training may be deferred, taken part time or earlier provided all prerequisites are met. Students will be assisted by an Academic Advisor when choosing their electives. Not all electives may be offered every term.

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ICMS PROGRAMS

BUSINESS MANAGEMENT

SPORTS MANAGEMENT

INTERNATIONAL TOURISM

EVENT MANAGEMENT

PROPERTY SERVICES MANAGEMENT

HOSPITALITY MANAGEMENT



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