

Tourism Management

Tourism is much more than just traveling. Tourism is a world of international contacts, social responsibility, and fast changing trends. How do you combine sustainability with profitability, for example? If answering questions such as this with like-minded people from around the world sounds appealing, why don't you join us? Throughout the programme, you undertake a personalised study path that develops your ideas and allows you to follow your interests.



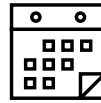
4 Years
full-time



Location:
Amsterdam



Language:
English



September
2024



Bachelor
of Arts



Year 1:
±90 students

Your profile

- ✓ You have international aspirations.
- ✓ You are a committed organiser.
- ✓ You are driven and creative.

Your dream job

- Product manager
- (Online) marketing manager
- Entrepreneur in the travel industry
- Purchasing manager
- City marketing expert or policy officer/adviser at a municipality
- Manager of a tour operator, hotel chain, tourist attraction or conference venue

Career opportunities at your fingertips

Tourism is developing rapidly and the United Nations World Tourism Organization (UNWTO) forecasts that international tourism will double in the next fifteen years. There is a continuous demand for wellqualified professionals who are familiar with all the latest marketing, communication, and management techniques, who can effectively assess the value of research and the significance of trends.

Roadmap

- Term 1**
 - Tourism research
 - Marketing
 - Tourist behaviour
 - Written communication
- Term 2**
 - Product development
 - Financial management
 - Trends in tourism
 - Research
- Term 3**
 - Hospitality management
 - Tourism policy
 - Destination management
 - Cross cultural communication
- Term 4**
 - Business management
 - Transport management
 - Sales & hospitality
 - Financial accounting



"I chose to study Tourism Management as I found it most interesting and close to what I want to do in the future."

Monika, fourth-year student

Forms of education



- Internship & graduation
- Fieldwork
- Collaboration with peers, coaches, researchers, clients/ partners
- Lectures and seminars

Facts & Figures

4d
a week
in school

40h
study workload
per week

45
min. number of
credits for year 1

90%
graduate
employment rate



Do you want more information on this programme? Check inholland.com/tm



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