

International Heritage and Cultural Tourism Management

Edinburgh Napier University

Venues

Craiglockhart Campus

Content

You'll develop organisational and business skills that relate particularly to cultural aspects of tourism. Throughout your studies, you'll develop an understanding of the issues and concepts involved in the industry, as well as marketing practice and heritage considerations.

You'll learn broad skills such as formulating policy and planning for the future, as well as developing your abilities in research, time management and presentation methods.

Modules include:

Business Skills for Tourism, Hospitality and Event Management; Case Studies in International Tourism ; Contemporary Issues in Festivals and Events; Contemporary Issues in Hospitality Management; Developing Intercultural Competence in the Workplace; Dissertation; Experience Design and Management for Tourism, Hospitality and Events; Festival and Event Management; International Business Event Management; Managing Heritage Tourism; Managing International Hospitality Organisations; Natural Area Tourism; New Venture Planning; Research Methods; Tourism, Society and Visual Culture

Start Date

September, January

Qualification

Postgraduate Master's

Study Method

Full time

Award Title

MSc

Course Length

1 year (September) 18 months (January)

Department

Tourism, Hospitality, Festival and Events Management

Entry Requirements

You'll need a 2:2 Honours degree, or equivalent, in any discipline.

SCQF Level

11

Combination Courses

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Address

«Address»

Website

www.napier.ac.uk