

	Semester 1			Semester 2		
Year 1	Study Skills	Service Excellence	Introducing Tourism and Hospitality Principles and Practice	Qatari History and Culture	English	Experience Economy in Tourism and Hospitality
Year 2	Business Environment of the Visitor Economy	Project Design, Planning and Management	Tourism Societies	Organisational Transformation	Service and Experience Co-creation	Current Scenarios, Future Directions
Year 3	Business Innovation, Entrepreneurship and Financial Planning	Research Skills	Destination Management	Niche Tourism	Enterprise Project (40 credits)	
Year 4	Strategic Management and Business Improvement	Business Application in E-Tourism	Independent Project	Consumer Behaviour	Sustainable Tourism Planning	Independent Project

## General Information

### Admission Requirements

#### a) An application file:

You must fill in and submit the ARIU application form (also available online on our website) together with a copy of your valid Qatar ID and passport and 4 passport sized photographs.

#### b) Original or an official copy of your Qatar high school certificate and transcript:

To enter the Bachelor's Programme from a high school you must have completed Year 12 with a minimum 70% average grade. Entry with 60% may be possible following advice from the admissions office. Graduates of private schools in Qatar and high schools abroad must submit a fully legalised secondary school certificate (s) (High School, IB or Baccalaureate) and an "Equivalence Certificate" from the Ministry of Education and Higher Education in Qatar. Associate Degrees, College Diplomas, other BA and MA Degrees might also qualify as entrance into our Bachelor programmes; please contact the university's administration for more information.

#### c) English Language Requirements:

Year 1: IELTS 5.0 (Overall Band Score) with 4.5 each for the individual skills (Reading, Writing, Listening, Speaking) Year 2 and above: IELTS 6.0 (Overall Band Score) with 5.5 (or equivalent) each for the individual skills (Reading, Writing, Listening, Speaking).

Alternatively, we may be able to accept one of the following:

- Successfully pass the ARIU English Language Test. or
- English Waiver: you can submit a high school certified letter stating that you have been studying in English as the primary medium of instruction, for the past three (3) years.

#### d) Application for accreditation of prior learning (if applicable):

Applicants who have already had significant prior education at university or college level may get accreditation of prior learning. Please contact the university's administration for more information.

#### e) A personal statement:

You must submit a letter in English (minimum of 400 words) showing your motivation for the programme of choice. This letter should include your reasons for applying for the course, your experience in the field (if applicable), how you feel you would benefit from studying this programme, relevant information about your previous studies (if applicable) and your career ambitions. You can also include your non-academic experiences such as hobbies, interests, participation in any clubs, societies or voluntary work. For more information on the personal statement, please visit <https://www.derby.ac.uk/undergraduate/apply/personal-statement/>

#### f) Entrance Interview

After processing your application and meeting the overall requirements you will be given a date for a university entrance interview. The result of this interview will determine if you will enter our Bachelor's programme at ARIU with the University of Derby.

#### g) Non-Objection Letter from the Qatar National Service Academy:

Qatari male applicants must submit a non-objection letter from the Qatar National Service Academy addressed to ARIU to study in one of the bachelor programmes at the university.

### Intakes

ARIU enrolls students twice a year, in September and in February.

### Tuition fees

Actual tuition fees are published on <http://www.ariu.edu.qa>

### Meet Us

Do you want to have a clear picture of the study programme you have in mind? Visit us in our open days and experience our education first hand by meeting our lecturers and fellow students.

### The right choice?

Do you still have doubts about the study of your choice? Have a look at our other programmes in International Hospitality Management and International Business Management. For more information visit: [www.ariu.edu.qa](http://www.ariu.edu.qa)

### Contact information and address

Al Rayyan International University College

P.O. Box: 36037, Al Jazi Tower, Zone: 60, Street: 850, Building: 20, West Bay, Doha, Qatar

T: +974 44 89 33 33/55  
WhatsApp (for admissions support only): +974 51 02 34 32

E-mail: [register@ariu.edu.qa](mailto:register@ariu.edu.qa)

Website: [www.ariu.edu.qa](http://www.ariu.edu.qa)

Follow us @ariu\_derby



# YOUR FUTURE BEGINS HERE

AL RAYYAN INTERNATIONAL UNIVERSITY COLLEGE  
كلية الريان الجامعية الدولية



## Programme

This International Tourism Management degree is for people who want to lead and shape the future of the tourism industry. We will help you grow into a business-savvy, innovative thinker who also puts sustainability at the heart of their decision-making.

This programme will allow you to see the world, learn from key industry figures, and get the real-life experience you need, along with much more. By expanding your boundaries, you can reach even greater heights. That is why we encourage our students, staff, and partners every day to discover and develop their talents, as part of a journey that transcends the limits of their own professional field and immediate environment.

## Designed for the Future

This BA (Hons) International Tourism Management degree is designed to give you the management and operational skills needed to succeed in the tourism industry of the 2020s and beyond. We have a track record of running successful tourism management degrees, and now we have updated our curriculum to be even more relevant to the industry today.

In particular, we have included more content about business management, entrepreneurship and sustainability, so you graduate as a modern, adaptable and creative thinker who is not afraid to challenge the status quo and lead on change.

We have also redesigned the modules so that instead of studying specific modules in Finance, Marketing, HR and the other business disciplines, we teach these subjects throughout the course at points where they are most relevant. For instance, you will build your financial knowledge as you learn to create business plans, and you will develop HR and leadership skills as you learn how to change and transform an organisation.

## What to Expect?

On this degree, you will cover the full range of modern-day tourism management and business management skills. You will learn to problem-solve and adapt to changing external environments, create successful experiences while considering sustainability, and plan, manage and evaluate projects.

We will cover interesting or emerging topics such as sustainable tourism, e-tourism and the role of technology, and niche tourism such as food, nature-based or adventure tourism. We will teach you how to research, analyse and present data, as well as how to launch a new business, manage finances and lead teams. You will graduate with a diverse skillset, a 'can-do' attitude and the knowledge and confidence to go out and make your mark in the tourism industry.

The mission of the programme is to educate future tourism managers who are able to work in an international context, and who will successfully contribute to the further professionalisation of the tourism sector.

- You will learn to manage and promote destinations and develop tourism, but we will also give you the leadership and entrepreneurial skills needed to excel in the tourism industry.

- You will learn how tourism, events and hospitality overlap to make up the wider 'visitor economy', and work closely with Hospitality students which will broaden your career perspectives.

- This programme is part of the University of Derby's Centre for Contemporary Hospitality and Tourism, which has been awarded the prestigious International Centre of Excellence (ICE) in Tourism and Hospitality accreditation.

- All modules align with the UN's Sustainable Development Goals, so you will learn to think about the social and environmental impacts of tourism and balance this against the economic benefits it brings.

## Key Features of the Programme

### How you will learn

You will build up your knowledge and skills through learning activities like:

- Lectures - delivered by our tutors and guest speakers
- Seminars and tutorials
- Practical projects
- Case study analysis
- Research and independent study
- Industry days, conferences, and competitions
- Local and international fieldtrips
- Placements and internships
- Networking and mentoring

### How you are assessed

We use a range of assessment methods - predominantly coursework, but there may be some online exams too. Your coursework tasks will be based around the key duties of tourism professionals, and will include researching the market, thinking of creative ways to promote destinations and attractions, writing business proposals and reports, delivering pitches and presentations, drafting project plans, and evaluating the success of tourism initiatives and activities.

### Personal academic tutoring

Your personal academic tutor will work with you to help you get the most out of your time at university. Having someone to talk to about your academic progress, your university experience and your professional aspirations is hugely valuable. We want you to feel challenged in your studies, stretched but confident to achieve your academic and professional goals.

## Future Career

You will graduate from this degree as a confident and creative international tourism specialist with strong business acumen. If you want to launch your own business or work for a start-up, you will have the enterprising attitude and attributes that are needed, including resilience, self-awareness and independent thinking.

Or if you prefer to work for an employer, you will be well-suited to a range of roles in the tourism, event or hospitality sectors, as well as allied industries such as marketing, PR or HR. You could initially apply for roles such as Tourism Officer, Travel Consultant, Business Development Manager and Marketing Executive, but several years down the line, we think you will be leading, inspiring and shaping the future of the visitor economy.

## In partnership with



# UNIVERSITY OF DERBY

## BA (Hons) International Tourism Management

We live in a global world where economic opportunities abound beyond national borders. In a fast-changing world, we live in an era when information is critical to our cultures and economies. We want to prepare you for this ever-changing world. That is why we bring tomorrow's reality into our university and demonstrate how you can participate in it. We think that succeeding in tomorrow's world involves three fundamental interlinked competencies: the ability to navigate internationally and interculturally, the ability to comprehend and influence tomorrow's most pressing challenges, and the ability to collaborate effectively.

### High employability of our graduates

The International Tourism Management programme develops a wide range of skills required in today's and tomorrow's dynamic and captivating tourism industry. Thanks to the industry focus of the programme, we pride on the high employability of our graduates soon after graduation as they are well regarded by potential employers.

### International Tourism Management

Tourism is and always will be an important economic driver. All over the world, the tourism industry is growing and offering opportunities for those with an entrepreneurial spirit and an open mind. The International Tourism Management programme enables students to develop their professionalism in an interdisciplinary curriculum enabling them to become well-rounded tourism managers with a comprehensive set of proficiencies. The mission of the programme is to educate future tourism managers who are able to work in an international context, and who will successfully contribute to the further professionalisation of the tourism sector.

