



DISTANCES TO SUNDERLAND

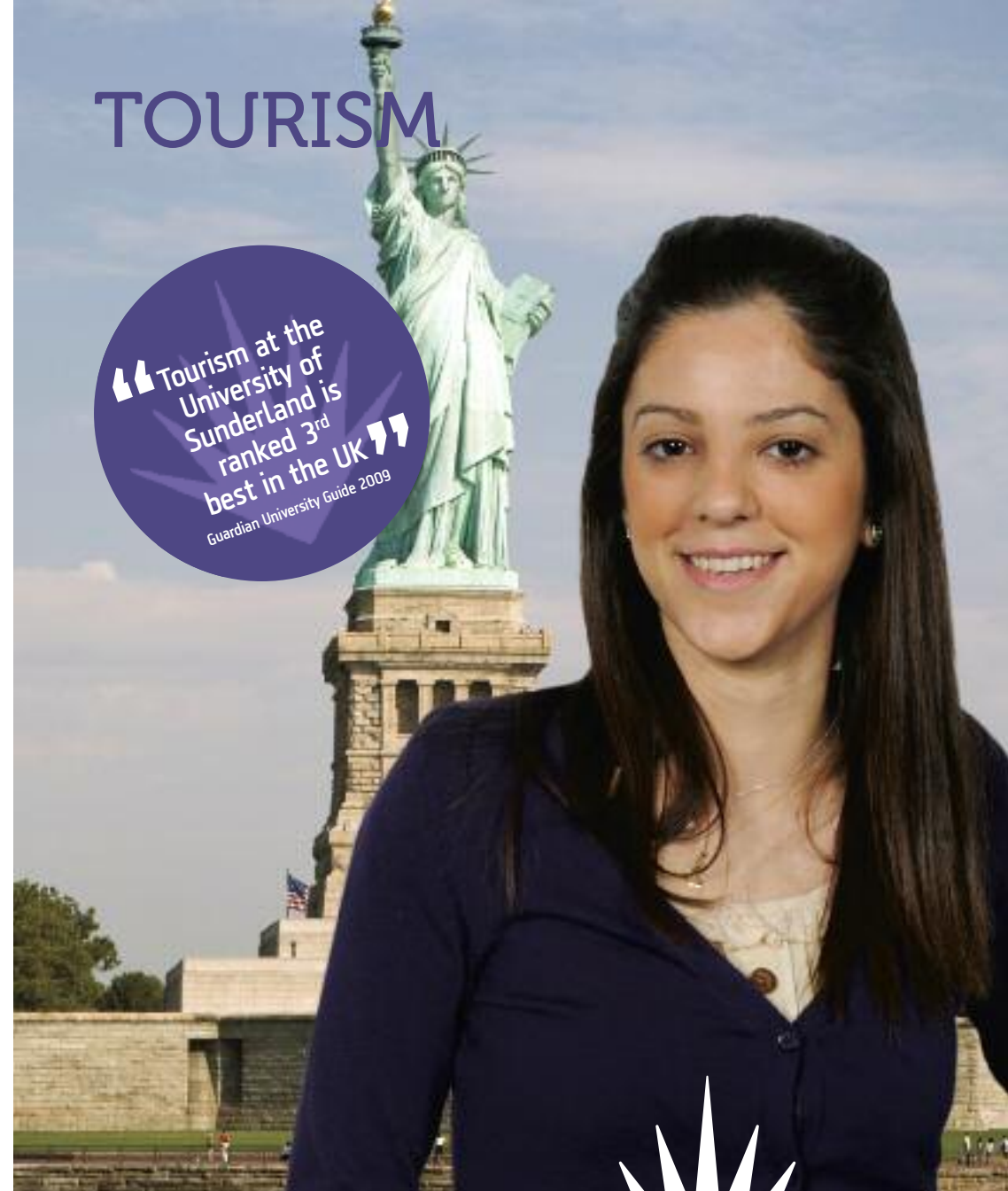
FROM	RAIL	COACH	CAR	AIR
Berwick	1 hr 20 mins	3 hrs 50 mins	1 hr 50 mins	•
Birmingham	3 hrs	4 hrs	3 hrs 25 mins	1 hr
Darlington	1 hr 10 mins	1 hr 10 mins	40 mins	•
Edinburgh	1 hr 30 mins	3 hrs 20 mins	2 hrs 15 mins	•
London	3 hr 30 mins	5 hrs 20 mins	4 hrs 50 mins	1 hr
Manchester	3 hrs	4 hrs	2 hrs 40 mins	•
Middlesbrough	55 mins	50 mins	45 mins	•
Newcastle	20 mins	1 hr 15 mins	23 mins	•
York	1 hr 30 mins	2 hrs	1 hr 50 mins	•

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TOURISM

👉 Tourism at the University of Sunderland is ranked 3rd best in the UK 👈
 Guardian University Guide 2009



POSTGRADUATE STUDY

lifechanging



University of Sunderland



TRAVEL
culture



WELCOME TO THE BEST TIME OF YOUR LIFE

WELCOME TO TOURISM AT SUNDERLAND

Choosing what and where to study is probably one of the biggest decisions you will ever have to make. Therefore you need to choose an institution that really cares about you and most importantly your career.

Being part of Tourism at Sunderland allows you to gain so much more than a qualification. We offer you a wide range of benefits which include guest speakers from both the public and private sectors of the international tourism industry, opportunities to visit a large number of tourist sites and attractions; and even a chance to start your own business. We are a dedicated team with professional and academic experience. We have a long-standing reputation for teaching quality and have also been awarded best student experience in the UK (THES 2007).

"Tourism at the University of Sunderland is also ranked 3rd best in the UK" (Guardian University Guide 2009).

Don't take our word for it, come visit our award winning campus. Contact our Recruitment Team on 0191 515 3341 and we will arrange for you and your guests to visit our fantastic department and learn more about what we can do for you.

WHY CHOOSE SUNDERLAND FOR TOURISM?

Tourism at the University of Sunderland offers the opportunity of studying Masters level in two highly topical, specialised areas. Depending on module choices, students can follow one of two MSc programmes namely: Tourism and Events or Tourism and Hospitality.

Each programme provides in-depth knowledge of the specific topic area and equips students with the appropriate skills and techniques needed to appraise and assess relevant aspects of tourism development, policies and planning. The general focus within each programme is on gaining a critical understanding of both formal and informal social, economic and environmental relationships and processes involved in the development of the tourism, hospitality and events industries locally, nationally and internationally.

Hence, these tourism Masters programmes are both practical and academic allowing you to develop your own special interests and skills as you progress through it.

Guest Speakers Programme

Throughout your course, you will get the opportunity to listen to guest speakers from tourism attractions and agencies.

This programme will help to improve your understanding of tourism and contemporary issues affecting the

industry through listening to professionals in management positions. You are given the chance to discuss any issues that the particular organisation will face. As a student, you will find the experience extremely rewarding, as you are able to ask questions which are relevant to your studies. This will serve to further enrich your theoretical studies as well as allowing you to take valuable knowledge away about each company.

Fieldtrips

A distinctive feature of our tourism degrees is the wide range of opportunities available to come face to face with the business of delivering tourism destinations. Tourism is a thriving industry in the North East of England and you will have some excellent opportunities on your doorstep.

As well as day visits to some of these attractions, courses feature residential field study visits – recently students have visited many European cities including Paris and Rome and have even ventured as far afield as New York.



Entry Requirements

Normally a good first degree in any subject and/or relevant work experience. We also consider professional qualifications recognised as being the equivalent of an honours degree, if you do not meet the above requirements you may exceptionally be considered at the discretion of the Programme Leader.

We welcome applications from overseas students on to our tourism Masters programmes.

If you are an overseas applicant whose first language is not English you will be required to produce evidence of competence in English. This will normally be a score of 6 on the British Council International Language Testing Scheme (IELTS) test or a Teaching of English as a Foreign Language (TOEFL) score of 550/213 (paper/computer based).

For those applicants who have taken the new Internet-based TOEFL test (IBT) a score of TOEFL IBT 90 will be required. Students may be tested to assess their language skills.

“
By asking senior managers for their views on the current marketplace, I was able to gain a greater understanding of the real world. Having this opportunity was both exciting and enjoyable.”

Marjol Bozo,
(pictured above right)
Business Student and Alumni Member

THE HATCHERY

Turning Business Ideas into Reality

Do you have what it takes to be an entrepreneur?

- Want to bring your business idea to life?
- Would you like to be your own boss?
- Looking for support, information or facilities?

No matter what type of business you want to start, or the stage of development you're at, the Hatchery is here to help. We have supported many students and graduates to set up creative, innovative and successful new companies.

Based in the Business School, the Hatchery is where you will have the opportunity to develop your business ideas and knowledge in a risk free environment. All Hatchery members have access to FREE facilities and support from a business mentor.

Sunderland Business School Graduate and 2009 UK Shell-Livewire 'Grand Idea' award winner, Chris Bushell of Bikehireuk, has a lot to smile about. After setting up his business in the Hatchery he has gone on to win a nationwide award ahead of thousands of others. He won the award for his innovative bike rental business which allows users to hire and return a bicycle via their mobile phone. Bikehireuk aims to hire out across Northumberland, coastal routes, cycle routes, National Cycle Networks and traffic-free towns in the North East.



“

The Hatchery eliminates the risk element (cost saving) of a business pre-start-up. It allows an entrepreneur to test viability before committing to a long-term project/business. This way, you can start trading early stages and gauge immediately what areas of your business have to change before you can seriously start moving to commercial premises. In addition, it is a good opportunity to network and I have benefited from fellow members knowledge and experience in different areas of business.

”

Chris Bushell,
MBA Graduate and Alumni Member

Don't just take our word for it... Sunderland's passion for tourism wins national accolades

Tourism at Sunderland has been ranked 3rd best in the UK and even our students are winning awards. MSc Tourism graduate Jennifer Hagan won the 2009 Leisure Studies Association (LSA) Sue Glyptis Memorial Award for Postgraduate Dissertation of the Year. She won the prestigious leisure and tourism award for her final year dissertation which explores the relationships between professionals and volunteers in the North East, specifically at the Stephenson Railway Museum in North Tyneside.

Jennifer says: "I'm really grateful to the volunteers and staff at Stephenson for all their help and input, and I'm absolutely thrilled to have won this award for Sunderland."

This is the second consecutive year that University of Sunderland students have won the LSA award. Last year Annette Jeffrey from Tunstall won the Sue Glyptis Memorial Award for her studies into the rise of tourism in Cuba and the islands possible future fate at the hands of international tourism companies.

Professor of Tourism Development, Kevin Hannam said: "This second win reflects positively on all the staff and students studying tourism, hospitality and events at the University.

"Both Jennifer and Annette's recognition exemplifies the world leading research that we do here at Sunderland in this field."



MSc Tourism and Events

This programme enables students and professionals to engage with professional practice and strategy in the Tourism and Events management sectors.

The programme focuses on tourism and events planning, monitoring and evaluation, drawing upon the inter-relationships between tourism and arts, sports, cultural and business events. Such a focus on events within the contexts of local, national and international tourism enables students to prepare for employment in both the public and private sectors, typically including; museums, theme parks and attractions, theatres, national parks, hospitality enterprises and local authorities.

The course offers a balance between practical real-world experience and classroom-based modules dealing with issues such as how research is conducted, how tourist motivations are generated and the nature of marketing, production and consumption.

How can this benefit you?

Throughout the programme you will engage with best practice and strategy in the tourism and events management sectors.

By the end of the programme you will have a comprehensive understanding of how tourist motivations are generated and the nature of marketing production and consumption. You will be in an excellent position to demonstrate strategic leadership of tourism and work activities.

Career Opportunities

Recent graduates have gone on to a range of management careers including attractions, museums and destination marketing. You may also choose to set up a tourist or events business in our Hatchery or go on to research and lecturing.

Areas Covered*

International Tourism Development • Events Management Studies • Critical Tourism Theory and Methods • Events Work-Based Learning • Cultural Tourism Fieldwork • Tourism Development Independent Study • Tourism and Events Major Project

*Correct at time of print

MSc Tourism and Hospitality

The MSc Tourism and Hospitality programme has been designed to facilitate a combination of real-world experience and critical reflection through work placements, fieldwork and classroom-based activities. The programme applies a social scientific approach to both tourism and hospitality studies through a focus on the contexts of globalisation, commercialisation and consumption. A particular strength of the programme is the consideration of the linkages between the travel, tourism and hospitality industries in relation to organisation and management, as well as in providing satisfactory experiences to consumers.

How can this benefit you?

The MSc Tourism and Hospitality combines classroom-based activities with real-world experience gained from fieldwork and an optional work placement.

The programme will provide you with skills and understanding on practical management and organisation, and how these relate to the travel, tourism and hospitality industries.

Career Opportunities

Recent graduates have been well placed to move straight into a fulfilling management career such as: major tourism companies, economic development agencies, tourism development bodies and local authorities. There are also opportunities in regional and national government in the UK and overseas

Areas Covered*

International Tourism Development • Hospitality Management Studies • Critical Tourism Theory and Methods • Hospitality Work-Based Learning • Cultural Tourism Fieldwork • Tourism Development Independent Study • Tourism and Hospitality Major Project

*Correct at time of print



Don't just take our word for it... Alumni Profile

“

I've been to Berlin and Prague on field trips and I've loved the fact that the course has been really practical.

Melanie Jeavons,
Tourism Graduate and Alumni Member

”



LIFE BEGINS AT SUNDERLAND



“ St Peter’s is a modern up-to-date campus which is perfect for uni life. ”

Howard Stafstrom,
BA (Hons) Business and Management
and Alumni Member

Sunderland is moving forward fast. Hi-tech businesses have taken over from the traditional industries and officially, the city is now one of the seven most IT-intelligent communities in the world. Being at University is all about experiencing life to the full and knowing how to enjoy yourself!

With a host of restaurants, cafes and bars as well as several new clubs offering student discounts and a multi-screen cinema, there is no shortage of places to have a great time. The University also has its own club which is a regular venue for bands and DJs such as Radio One’s Trevor Nelson, Judge Jules, Mark Owen, Urban Cookie Collective, Futureheads and the Arctic Monkeys. The city has a varied and exciting music scene catering for all tastes. So much so, it was voted best underground music scene in the UK by the NME magazine. It’s also one of those places where your money goes further because food, drink and rent is roughly 30% cheaper than in London and the South East (source: Hotcourses.com comparison).

If you’re into sport, then between the city and the University you’ll find all the facilities you need. We are significantly enhancing our sports development provision by developing a new sports and social centre. The University’s sports centre offers an all-purpose sports hall for badminton, five-a-side, basketball, netball, aerobics and yoga. There’s also a two-storey fitness cardio suite. The North East region’s only Olympic sized 50 metre pool is located near by – making Sunderland a must for swimmers. The local area also offers outdoor sporting activities. At the marina you can try your hand at sailing or kayaking and as Sunderland has long stretches of beautiful sandy beaches, surfing, windsurfing and rowing are also an option. The City of Sunderland offers a fabulous range of entertainment, sports, arts and shopping with many top name high street stores and smaller boutiques. North Easterners really know how to enjoy themselves!

