

# The Next Tourism Generation: “INTEGRATING NEW SKILLS INTO INDUSTRY AND EDUCATION CURRICULA”

*Post Graduate Diploma /Masters in Tourism Management and Destination  
Leadership*

Frances McGettigan.  
TUS  
ATHLONE CAMPUS



**1.00 pm .18 November 2021.**

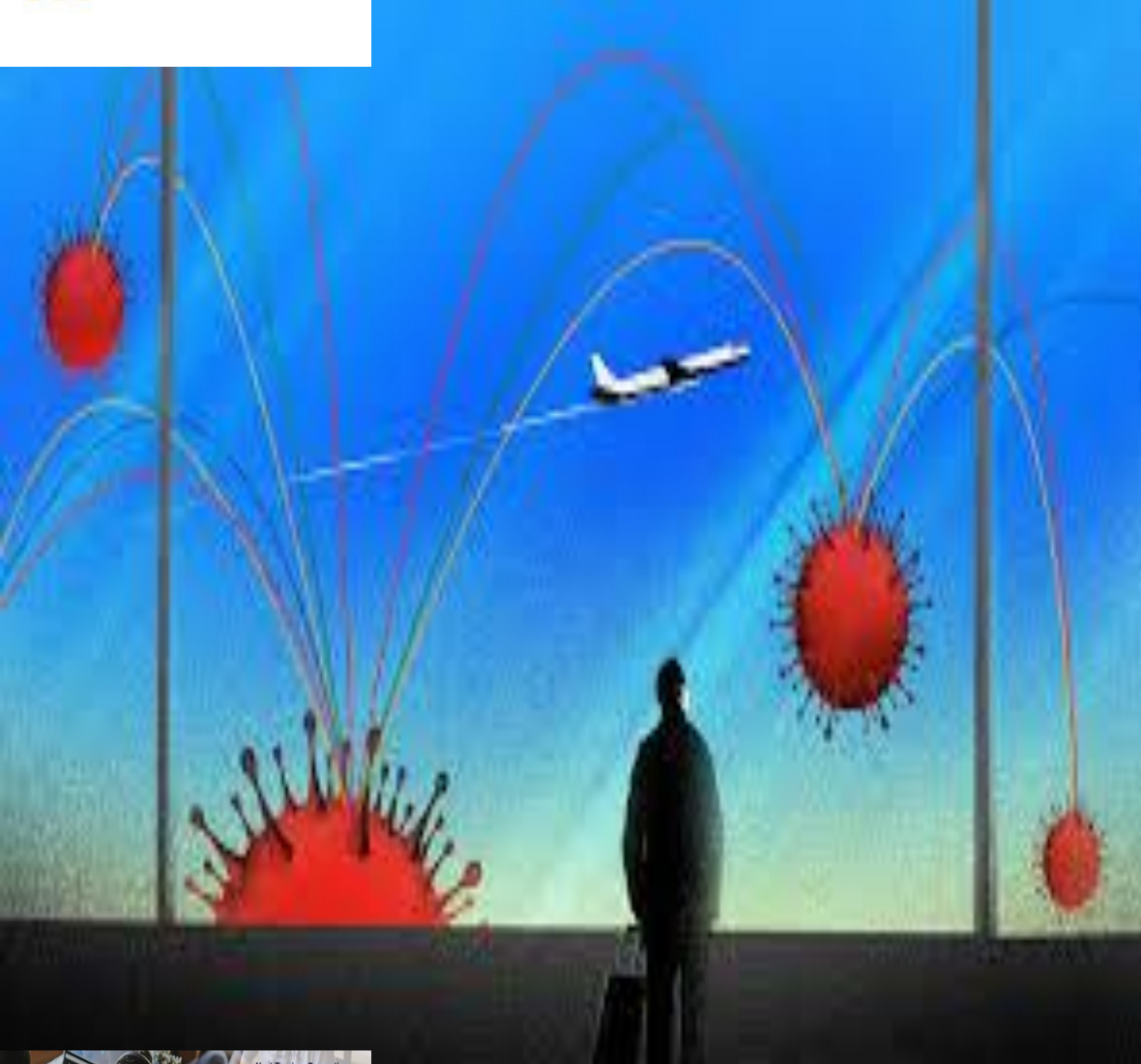
# 2020 /21 World Tourism











## KEY FACTORS

### No 1

- Relationship with the Industry.
- Opportunity to direct the Industry to address the skills gap.

### No 2

- Programme Designed and approved
- Educational led and Industry sensitive Programme
- Delivery of the programme.

### No 3

- Government Funding
- July Stimulus

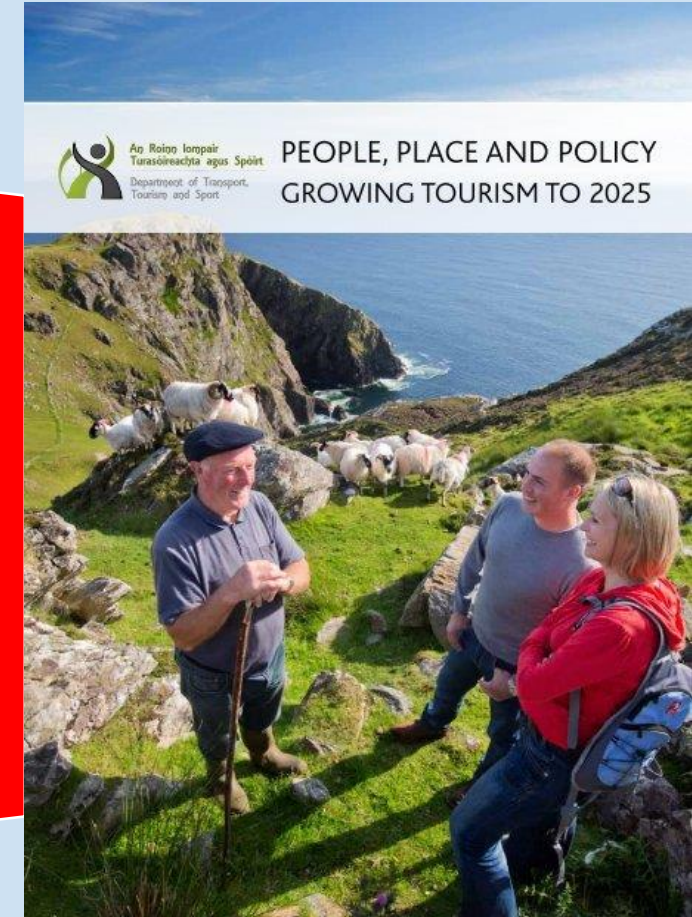
## No 1: Factor

- Addressing the skills gap in the Industry - EDUCATIONAL LED

- *“an enhanced role for local authorities and recognition of the contribution of communities to tourism.”*

It has been welcomed by a wide range of the tourism stakeholders including Offaly and Roscommon County Councils and Waterways Ireland as being

*“ very timely given the new Hidden Heartlands and destination development that will go on in the area over the next 10 years”.*



# Programme structure

▪60 credits to obtain P.G. Diploma, 30 additional credits (thesis) to obtain M.A. award

4 x 10 credit taught  
online modules

2 x 2 hour per week  
online synchronous  
lecture  
Friday 9-11 and  
Friday 2-4

1 x 20 credit work  
placement/ WBL project

2 x symposium days, Dates on  
timetable

1 x 1 hour per week independent  
learning & support from lecturers

1 x 495 hour internship

1 x 30 credit  
dissertation

1-1 supervision on a  
project of your choice

- No 2 Factor
- Programme Structure

## No: 2 Factor

Educational led Programme  
Industry sensitive.  
Modules.

Module 1: Tourism Environment, Society and Development.

Module 2: Destination Management and Marketing.

Module 3: Tourism Careers Lab and Internship

Module 4: Digital Visitor Economy

Students who complete Modules 1-4 worth 60 credits will achieve a Post-Graduate Diploma in Tourism Management and Destination Leadership

Additional Module: Research Methods

Additional Module: Dissertation

Students who complete the optional additional 2 modules worth 30 credits will achieve an MA Tourism Management and Destination Leadership.



Next Tourism Generation  
online public conference  
The next steps for the  
European Tourism Sector  
10:00-17:15 CET  
18 November 2021  
Sessions by experts on  
skills development

Webinar "Next Tourism Generation:  
Building a skilled workforce"



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## No: 2 Factor

- Delivery of the Programme online.
- Access to International Tourism Experts.
- Attendance at National and International webinars.



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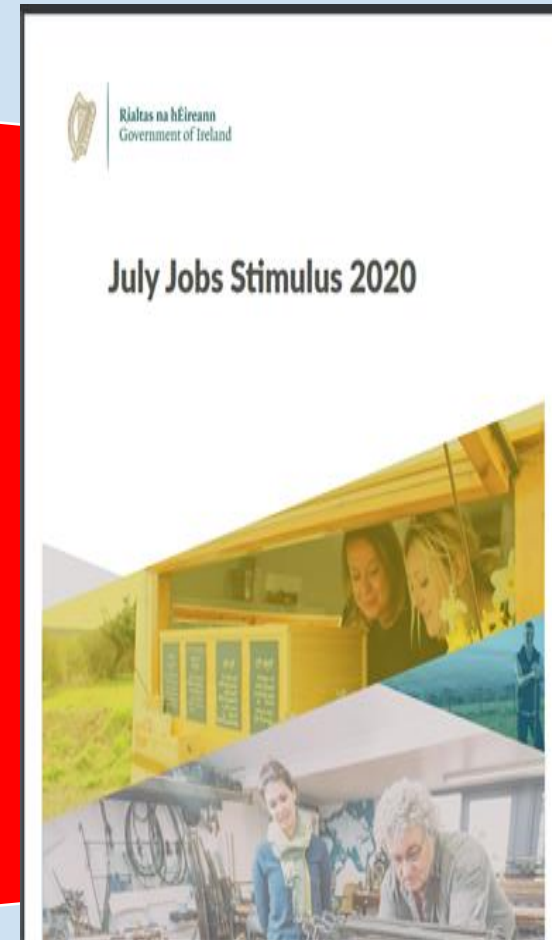
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## No 3 FACTOR – MAJOR ONE

- Government Funding
- July Stimulus
- Major Factor influencing the programme delivery and participation.
- Competitive environment.



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**No 3: Factor**  
• **Participants**



**Trinity College Dublin**  
**Book of Kells**



**MAY**   
**NORTH**



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 **ATLAS**

ASSOCIATION FOR TOURISM  
AND LEISURE EDUCATION AND RESEARCH



# CONCLUSION.

Positive Feedback and Engagement.

Career Changes

Covid Challenges for the Tourism Industry became opportunities for Educational Sector to offer immediate solutions.

  
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