

Working in Partnership for Sustainable Tourism Growth

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D4 Global Tourism Management



Enhancing industry insight and building stronger connections

Creating meaningful and strategic relationships with a range of industry stakeholders

Identifying career routes and job roles for graduates in the global tourism industry

Mapping relevant industry knowledge, technical expertise and soft skills across the curriculum



Viewing the learning environment through a new lens

Developing opportunities for students to enhance confidence and skills outside of the curriculum

Identifying innovative practice and promoting interventions

Exploring the power of connecting with the tourism laboratory/ecosystem



Community Engagement

Skills development through targeted, village-based interventions

Create meaningful connections between Polytechnic, communities and industry

Focus on skills development to support the delivery of new tourism initiatives

Create a Tourism Hub to support the growth of Homestay and locally managed tourism micro businesses





Next Steps

Huge potential for tourism growth in the coming years but strategic interventions are needed to ensure the benefits are felt across society

HE institutions are well placed to connect with communities in the long term

Reinvigorate industry interactions and engagement and raise the profile of the tourism career path