



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Sustainable Development and Tourism

Department of Tourism, Leisure and Services

MSc International Tourism Management

(Part-Time)

PROGRAMME DOCUMENT

MSIM v2.0
April 2014

University of Technology, Mauritius

La Tour Koenig, Pointe aux Sables, Mauritius

Tel: (230) 207 5250 Fax: (230) 234 6269 Email: SSDT@utm.intnet.mu

website: www.utm.ac.mu

MSc International Tourism Management

A. PROGRAMME INFORMATION

As tourism expands there is a growing demand for well qualified employees. The rapidly changing tourism environment and globalisation requires that professionals with skills in strategic analysis and knowledge necessary for informed and flexible decision-making. It is important that these professionals understand the complexity and dynamics of this growing sector and are able to operate at a global level.

This programme is designed to cater for professionals within the industry who wish to gain or enhance their qualifications and theoretical awareness to advance their careers in international tourism management. It develops the students' professional and management expertise in tourism, whether they work in the international tourism industry or are from a non-tourism background. Interesting, diverse and challenging employment opportunities exist as tourism organisations increasingly operate at a global level. These include:

- national tourist organisations
- destination management and marketing organisations
- local, regional and national government agencies
- international tour operators and visitor attractions

The programme is underpinned by a strong theoretical base across contemporary themes and global issues. A variety of modules is explored including tourism policy and planning, tourism and globalisation, tourist destination management, sustainable tourism, services management and marketing.

B. PROGRAMME AIM

The aim of the MSc International Tourism Management programme is to integrate numerous theoretical and practical understandings and their global development from both the developed and developing world. It provides a curriculum that aims to enhance the knowledge and skills of its students by promoting critical and reflective debate around the current discourses in International Tourism Management so that they are better able to cope with the future roles and responsibilities in their career in the tourism industry. This programme also opens up the scope for employment at management level overseas.

C. PROGRAMME OBJECTIVES

- Equip students with the core knowledge and theoretical underpinnings of international tourism management
- Extend their understanding of the nature of international tourism flows and the role of government and stakeholders
- Develop skills and knowledge necessary in decision-making at managerial level
- Develop students' ability to think critically, appraise and apply relevant academic models to the international tourism industry
- Develop a grounding in postgraduate research practices, theoretical approaches and debates in international tourism management

PART 1
REGULATIONS

D. GENERAL ENTRY REQUIREMENTS

As per UTM ‘Admissions Regulations’ and ‘Admission to Programmes of Study at Masters Degree Level’.

E. PROGRAMME ENTRY REQUIREMENTS

Candidates should have the following qualifications:

a) Graduates of an approved University or other institutions of higher education with at least second class degree.

Or

b) Exceptionally candidates holding a third class degree/ an ordinary degree from a recognised university may be admitted.

Or

c) Exceptionally candidates holding a Diploma in a relevant discipline from an approved institution with at least 5 years of relevant professional work experience may be admitted.

Overseas Candidates

Overseas candidates whose first language is not English and who do not hold a degree or equivalent professional taught in English will be required to produce evidence of their competence in English.

The normal requirements are either:

(a) an International English Language Testing System (IELTS) of at least overall band 7.0 with a minimum score of at least 6.0 in each element of the test; or

(b) a Test of English as a Foreign Language (TOEFL) score of at least 600 with a test of written English (TWE) score of at least 5.0 or computerised test equivalent of 250 with a TWE of 5.0 together with a Graduate Management Test (GMAT) of at least 600 with an Analytical Writing Assessment (AWA) score of at least 5.0 or

(c) A certificate from a recognised authority confirming that applicant has the required knowledge or qualification in the English language to be admitted to the course.

F. PROGRAMME MODE AND DURATION

Part Time: 2 Years

The programme consists of 2 academic years and each year comprised of two semesters of 15 weeks each (excluding the Exam period) and each semester is comprised of activities of teaching and learning strategies.

G. TEACHING AND LEARNING STRATEGIES

Teaching methods are varied depending on the modules and will include group work, case studies, presentations and projects. The programme is delivered through a variety of approaches including lectures, presentations, tutorials and case studies with an emphasis on interactive learning. Self-learning will be the key feature of the programme, enabling students to explore, investigate and research into the various topics, interact with practitioners, and work in teams on projects. Throughout, the emphasis will be on high levels of student participation, both individually and within small groups.

H. STUDENT SUPPORT AND GUIDANCE

In addition to traditional lectures, group tutorials or individual tutorials are arranged for students.

I. ATTENDANCE REQUIREMENTS

As per UTM Policy for “Policy for Attendance at Lectures and Other Academic Activities”

J. CREDIT SYSTEM

The modules will carry 3 credits as per the programme structure. All modules will carry 100 marks and the project/dissertation will carry 300 marks.

K. CREDITS REQUIRED FOR THE MASTERS DEGREE, POST GRADUATE DIPLOMA OR POST GRADUATE CERTIFICATE

Masters Degree	42 credits (inclusive of dissertation)
Postgraduate Diploma	30 credits
Postgraduate Certificate	18 credits

L. STUDENT PROGRESS AND ASSESSMENT

For the award of the Masters degree all modules must be passed overall with passes in the examinations, coursework and other forms of assessment. All modules will have equal weighting. Research Methods will be assessed 100% by coursework.

Written examinations will be of a maximum of 3 hours duration. Continuous assessment will carry 50% of the total marks and will be based on seminars, case studies, presentations, class tests and/or assignments.

The dissertation will carry 300 marks (9 credits).

Grading

Grade	Marks x (%)
A	$70 \leq x \leq 100$
B	$60 \leq x < 70$
C	$50 \leq x < 60$
D	$40 \leq x < 50$
F	$x < 40$
A-D	Pass
F	Fail

M. MASTERS DEGREE AWARD CLASSIFICATION

CPA ≥ 70	Masters Degree with Distinction
$60 \leq \text{CPA} < 70$	Masters Degree with Merit
$40 \leq \text{CPA} < 60$	Masters Degree
CPA < 40	No Award

N. PROGRAMME ORGANISATION AND MANAGEMENT

Programme Development Committee: Dr. P. Ramseook Munhurrun, Mrs P. Naidoo, Ms T. Chadee, Mr D. Mootien and Dr. V. Gowreesunkar

O. PART II - PROGRAMME STRUCTURE AND PLAN

MSc International Tourism Management – Part-Time

YEAR 1							
SEMESTER 1				SEMESTER 2			
Code	Modules	Hrs/Wk L+P	Credits	Code	Modules	Hrs/Wk L+P	Credits
TMGT 5115B	International Tourism Development	3+0	3	TMGT 5116B	International Tourism Policy and Planning	3+0	3
SMKG 5108B	International Tourism Marketing	3+0	3	STAT 5301B	*Research Methods	3+0	3
SMKG 5406B	Consumer Behaviour in Tourism	3+0	3	TMGT 5117B	Managing Tourism Organisations	3+0	3

YEAR 2							
SEMESTER 1				SEMESTER 2			
Code	Modules	Hrs/Wk L+P	Credits	Code	Modules	Hrs/Wk L+P	Credits
SERV 5109B	Services Management	3+0	3	TMGT 5119B	Tourism and Globalisation	3+0	3
HMGT 5303B	International Festivals and Events Management	3+0	3	SMKG 5109B	Tourism Destination Management and Marketing	3+0	3
TMGT 5118B	Tourism and Sustainable Development	3+0	3				
DISS 5000	Dissertation			DISS 5000	** Dissertation	3+0	9

* Research Methods assessed 100% coursework

** Dissertation starts in Semester 1 of Year 2. Credits earned at the end of Semester 2 of Year 2

TOTAL NUMBER OF CREDITS: 42 (inclusive of Dissertation)

P. SYLLABUS OUTLINE

YEAR 1, SEMESTER 1

TMGT 5115B: International Tourism Development

International tourism: past, present and future; Overview of international tourism: regions of the world, industrialized versus developing countries; Managing the cross-cultural environment in international tourism; Global Regions; Trends, issues and strategic marketing: tourism destinations, lodging sector, food service sector, safety and security, transportation sector and travel trade and distribution.

SMKG5108B: International Tourism Marketing

Scope of International marketing and the tourism industry; External Environment: Global Economic Environment, Socio-Cultural Environment, Political, Legal and Regulatory Environment; Opportunities and Threats; Marketing Research, Segmentation, Targeting and Positioning; Branding; International Marketing Strategy: Global Entry Strategies, Product Strategy, Global Distribution and Pricing, Promotion Strategy; Current and emerging issues in international tourism marketing.

SMKG5406B: Consumer Behaviour in Tourism

Tourism as Consumption, Tourists as Consumers; Needs, wants and motivations of tourists; Tourism and the Experience Economy; Consumer behaviour models; Tourist behaviour and Responsible tourism; Consumer decision-making process; The international consumer lifestyles; Travel, Identity, and the Collection of Experiences; Issues in organizational buying behaviour for the tourism operator; Business travellers; Tourist behaviour and customer satisfaction; Tourist Behaviour: Trends and Future Directions

YEAR 1, SEMESTER 2

TMGT5116B: International Tourism Policy and Planning

Development theories and evolution of tourism; tourism policy and planning for developed and developing countries, the need for tourism policy; tourism planning and development process; stakeholders and interest groups in the policy process: partnerships and collaborations in tourism development; role of government in tourism policy and planning; tourism policy and community involvement, pro-poor tourism, consequences of unplanned development; constraints in tourism policy and planning

TMGT5117B: Managing Tourism Organisations

Role of managers in the tourism sector; The tourism business environment; Social Responsibilities of the tourism industry; Managing people in organisations: Motivation, Job Satisfaction, HRD, Reward & Performance; Safety and Security; Productivity Enhancement and multi-tasking; Managing cultural diversity; Change Management; Organisational culture and development; Management functions & tourism industry; Challenges in managing tourism organisations

STAT 5301B: Research Methods

Research Concepts: Research issues, problems, questions, hypotheses; Measurement and Scaling in Research: Reliability, validity; Research Design and Survey Methods; Ethics in Research; Techniques for Literature Review; Questionnaire Design; Qualitative Methods: designing, gathering, processing and analysing qualitative research information; Quantitative Methods: Introduction to Statistics, Data Description, Hypothesis Testing, t-tests and ANOVA; Factor Analysis, Chi-square and Regression Analysis; Data analysis with SPSS; Reporting and presenting research.

YEAR 2, SEMESTER 1

SERV5109B: Services Management

The Service Industry; Nature of Service; The Service encounter; Sustainable service development and design; The Service environment; Understanding and managing service quality and the service customer; Building customer loyalty; Service failure and recovery strategies; Service delivery systems; Managing service employees; Social justice in service; Service leadership; Globalisation of services.

HMG5303B: International Festivals and Events Management

Introduction to International Festivals and Events; Socio-cultural role and economic impacts of international festivals and events; International events and festival venues; International demand and markets for events and festivals; Sports, arts, and entertainment and globalisation; Cultural and Religious events and festivalisation; Event Design and Themes; The Planning Function for Events; Human Resource Issues: Leadership, teamwork and staffing; Budgets, Revenue and Price Management; Marketing and Communications; Sponsorship and Fundraising; Risk Assessment and Management; Health and Safety Requirements; Contingency Planning; Event Co-ordination; Logistics; Evaluation, and feedback.

TMGT5118B: Tourism and Sustainable Development

Tourism and Sustainable development: Concepts and definitions; Resource issues and conservation; Urban recreation planning; Sustainable tourism and local communities; Sustainable tourism: Social and ecological impacts; Sustainable tourism: Planning & Management; Leisure futures and social change; Alternative tourism, mass tourism &

sustainability; Sustainable tourism development: International perspectives; Industry sustainability; Ethics in Sustainable tourism

YEAR 2, SEMESTER 2

TMGT5119B: Tourism and Globalisation

The global village and environment; changes in international market behavior; effects of monetary issues on international tourism movements; multinationals and transnational corporations; positive and negative impacts of global operations in tourism; regionalism and consolidation of the industry; the new international economic order and alternative tourism; transportation trends within the parameters of global tourism; international tourism organizations; WTO, WTTC, Retosa; geopolitics of globalization and tourism development.

SMKG5109B: Tourist Destination Management and Marketing

Characteristics and complexities of tourism destination; The destination mix; The economic, social, cultural and environmental impacts; Principles of destination management and marketing; The roles of the DMO, RTO, LTO in destination management; Responsibilities of destination management; Challenges of destination management; sustainability issues; emerging trend in destination management; Variables in destination competitiveness; the global tourism distribution system in relation to generating and destination countries; the role of national tourism organisations in the marketing of international tourism, Destination image and branding.

DISS 5000: Dissertation

A 15,000-18,000 words dissertation will have to be submitted at the end of the semester. The work submitted should conform to the Postgraduate Dissertation Guidelines.