



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Sustainable Development and Tourism

Department of Tourism, Leisure and Services

MSc Tourism Management and Marketing

PROGRAMME DOCUMENT

VERSION 3.0

MTM 3.0

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University of Technology, Mauritius

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MSc. Tourism Management and Marketing

A. PROGRAMME INFORMATION

This programme is being offered in response to the present and future growth of the Tourism industry. It offers an understanding of the principles of tourism and marketing. The MSc in Tourism Management and Marketing aims at developing an understanding and critical awareness of the managerial and marketing issues that confront the tourism industry. Existing and future professionals will be exposed to a better grasp of the tourism industry as well as the opportunity to enhance their marketing knowledge and skills. Marketing is an important part of the programme as it has become a prerequisite in the tourism industry. It does not only consist of activities carried out for the purpose of promoting tourism products and services but is the key to competitive advantage as it permeates every aspect of an organisation and is also essential in destination management.

At the end of this programme, students will have been exposed to the skills and knowledge necessary to pursue a career in the management and marketing of tourism in public and private sectors such as national tourism offices, hotels, tour operators, airline companies, tourists attractions, conferences and exhibitions centres and in the field of tourism education. Graduates will also acquire the necessary research skills to pursue further studies.

B. PROGRAMME AIM

The programme is aimed at those who wish to enhance their knowledge of tourism management and marketing. The MSc Tourism Management and Marketing prepares students to begin or continue a career in the tourism sector with a firm foundation of marketing.

C. PROGRAMME OBJECTIVES

- To provide students with an understanding of tourism concepts and marketing related issues.
- To enhance critical awareness regarding the managerial and marketing issues of the industry, both nationally and internationally.
- To enable students to undertake research in the field of tourism and marketing.
- To recognise and develop marketing strategies and opportunities in the tourism industry.
- To develop critical ability in analysing the marketing issues in the tourism industry.
- To analyse, evaluate and implement tourism policies.
- To understand the importance of industry-based knowledge in order to improve managerial skills.
- To develop decision-making skills in a tourism business environment and to ensure a balance between the acquisition of conceptual and practical knowledge.

PART 1
REGULATIONS

D. GENERAL ENTRY REQUIREMENTS

As per UTM 'Admissions Regulations' and 'Admission to Programmes of Study at Masters Level'.

E. PROGRAMME ENTRY REQUIREMENTS

Candidates should have the following qualifications:

a) A Bachelor Degree from an approved university or any other recognised institution of higher education.

Or

b) Exceptionally candidates holding a relevant Diploma from a recognised institution may be admitted with at least 5 years of relevant professional work experience.

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

Full-Time	1.5 Years
Part-Time:	2 Years

The programme consists of two academic years. Each academic year includes two semesters of 15 weeks each (excluding the Exam period).

G. TEACHING AND LEARNING STRATEGIES

The programme consists of a wide variety of teaching methods, including lectures, individual or group projects, presentations, workshops, seminars and case studies. Self-learning will be the key feature of the programme, enabling students to explore, investigate and research in various issues related to tourism management and marketing.

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 Attendance of lectures & other academic Activities".

J. CREDIT SYSTEM

Each module is equivalent to 3 credits. All modules will carry 100 marks and the project/dissertation will carry 300 marks (9 credits).

K. 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 up to 50% of the total marks and will be based on seminars, case studies, class tests and/or assignments, etc.

The dissertation will carry 300 marks (9 credits).

L. EVALUATION OF PERFORMANCE

Masters Degree 42 credits (inclusive of dissertation)

Postgraduate Diploma 33 credits

Postgraduate Certificate 18 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

$CPA \geq 70$	Masters Degree with Distinction
$60 \leq CPA < 70$	Masters Degree with Merit
$40 \leq CPA < 60$	Masters Degree
$CPA < 40$	No Award

N. PROGRAMME ORGANISATION AND MANAGEMENT

Programme Development Committee: Ms P. Naidoo – pnaidoo@umail.utm.ac.mu; Dr P. Ramseook-Munhurrun – pmunhurrun@umail.utm.ac.mu; Ms V.N. Seebaluck – vseebaluck@umail.utm.ac.mu

PART II – Programme Structure

O. MSC TOURISM MANAGEMENT AND MARKETING – FULL-TIME

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L/T	Credits	Code	Modules	Hrs/Wk L/T	Credits
TMGT 5105B	Contemporary Issues in Tourism	2 + 1	3	TMGT 5106B	Tourism Policy and Planning	2 + 1	3
SMKG 5107B	Marketing Management for Tourism	2 + 1	3	SERV 5112B	Services Marketing and Management for Tourism	2 + 1	3
TMGT 5112B	Managing Tourism Organisations	2 + 1	3	TMGT 5107B	Sustainable Tourism	2 + 1	3
STAT 5301B	Research Methods *	2 + 1	3	SMKG 5301B	Brand Management and Marketing communications	2 + 1	3
				DISS 5000	Dissertation**		

*Research Methods will be assessed 100% by coursework

YEAR 2			
Semester 3			
Code	Modules	Hrs/Wk L/T	Credits
SMKG 5110B	Destination Marketing and Management	2 + 1	3
SMKG 5505B	Relationship Marketing	2 + 1	3
OPS 5115B	Sustainable Operations Management for Tourism	2 + 1	3
DISS 5000	Dissertation**		9

** Dissertation starts in Semester 2. Credits are earned at the end of Semester 3.

TOTAL NUMBER OF CREDITS: 42 (inclusive of Dissertation)

**P. MSc TOURISM MANAGEMENT AND MARKETING – PART-TIME PROGRAMME
STRUCTURE**

YEAR 1							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L/T	Credits	Code	Modules	Hrs/Wk L/T	Credits
TMGT 5105B	<i>Contemporary Issues in Tourism</i>	2 + 1	3	TMGT 5106B	<i>Tourism Policy and Planning</i>	2 + 1	3
SMKG 5107B	<i>Marketing Management for Tourism</i>	2 + 1	3	SERV 5112B	<i>Services Marketing and Management for Tourism</i>	2 + 1	3
TMGT 5112B	<i>Managing Tourism Organisations</i>	2 + 1	3	STAT 5301B	<i>Research Methods *</i>	2 + 1	3

*Research Methods will be assessed 100% by coursework

YEAR 2							
Semester 1				Semester 2			
Code	Modules	Hrs/Wk L/T	Credits	Code	Modules	Hrs/Wk L/T	Credits
TMGT 5107B	<i>Sustainable Tourism</i>	2 + 1	3	SMKG 5110B	<i>Destination Marketing and Management</i>	2 + 1	3
SMKG 5505B	<i>Relationship Marketing</i>	2 + 1	3	OPS 5115B	<i>Sustainable Operations Management for Tourism</i>	2 + 1	3
SMKG 5301	<i>Brand Management and Marketing communications</i>	2 + 1	3	DISS 5000	<i>Dissertation**</i>		9
DISS 5000	<i>Dissertation**</i>						

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

TOTAL NUMBER OF CREDITS: 42 (inclusive of Dissertation)

Q. MODULE OUTLINE

YEAR 1, SEMESTER 1

TMGT 5105B: Contemporary Issues in Tourism

Tourism systems: Definition of Tourism and Tourist, Scope of the Tourism Industry, Role of Public and Private Sector in Tourism; Corporate Social Responsibility; Components of the Tourism industry: Tourism infrastructure and Amenities, Tourism Events and Attractions; Socio-cultural Impacts of Tourism; Environmental Impacts of Tourism; Seasonality and Management Implications; Coastal Zone Management; Economic Impact of Tourism: Input/Output Model; Tourism Satellite Account, Multiplier; Trends in international, Regional and domestic tourism..

SMKG 5107B: Marketing Management for Tourism

Marketing concept: customer satisfaction; Marketing philosophies, Sustainable marketing; Extended marketing mix; Consumer behaviour; Marketing environment; Marketing research; Market segmentation, targeting and positioning; Marketing communications; Role and contribution of physical and virtual distribution channels; Marketing Strategy; Current and emerging issues in marketing management within the context of the global and local context.

TMGT 5112B: Managing Tourism Organisations

Role of managers in tourism organisations; The business environment; Social Responsibilities of organisations; Managing people in tourism organisations: Motivation, Job Satisfaction, HRD, Reward & Performance; Managing cultural diversity; Good governance; Ethics; Change Management; Organisational culture and development; Management functions & organisations; Challenges involves in managing tourism organisations.

YEAR 1, SEMESTER 2

TMGT 5106B: Tourism Policy and Planning

Introduction to tourism policy and planning, Tourism planning for islands, the need for tourism policy, Tourism development: processes and challenges, stakeholders and interest group in the policy process: Partnership and collaboration in tourism policy making: Democracy and power in tourism policy making, Sustainable tourism policy and planning, Environment Impact Assessment, Community involvement, Tourism Area Life Cycle and its application, Managing crises in tourism, Disaster Management Framework, Policy and planning implementation and evaluation.

SERV 5112B: Services Marketing and Management for Tourism

Nature of services marketing and management: internationalisation and globalisation of services, the service concept, Service Strategy; Positioning services; Service culture and service encounter; Service development and design; Service innovation; Customer Satisfaction and Service Quality; Consumer behaviour and Servicescape; Distribution Strategies for Services: Role of partnerships/collaborations; Communicating and Promoting Services; Service Failure and Recovery; Green service practices.

STAT 5301B: Research Methods

Research Concepts: Research problems, questions, hypotheses; Ethics in Research; Techniques for Literature Review; Research Philosophy; Research Approaches and Design; Data Collection Tools and Techniques; Sampling Techniques; Qualitative Research: designing, gathering, processing and analysing qualitative research data; Quantitative Research: Measurement and Scaling in Research, Reliability, validity; Questionnaire Design; 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

TMGT 5107B: Sustainable Tourism

Concept of Sustainable Development, Sustainability and Sustainable Tourism, Tourism and the Environment, Tourism and the Society, Tourism and the Economy, Community-based tourism, Tourism impacts and concerns, Alternative forms of Tourism, Responsible tourism, Sustainable tourism practices, Green practices and standards for sustainable Tourism, Sustainability assessment tools and frameworks, Sustainability indicators.

SMKG 5505B: Relationship Marketing

The nature, history and development of relationship marketing; Managing relationships and strategic issues; Customer relationship management; Customer equity management; Developing green customer centric strategy; Internal marketing and complaint management; Supplier relationship; Integrated marketing communication strategy: direct marketing, internet marketing (e-commerce, social media); e-customer relationship management; Relationship Marketing and Loyalty Programs; Social responsibility in relationship management.

SMKG 5301B: Brand Management and Marketing Communications

Concept of branding; Brand promise; Brand equity; Brand image; Branding strategy; The Communication mix and Branding: Advertising, Public relations, Personal selling, Sales force management, Direct marketing, Sales promotions; Mobile marketing, The Internet and Social Media; Selecting media; Planning messages; Market research for branding and communications planning; Integrated marketing communications; ethical issues in branding and marketing communications.

YEAR 2, SEMESTER 2

SMKG 5110B: Destination Marketing and Management

Introduction to tourism destination marketing and management; Global distribution patterns for tourism destinations: push/pull factors, DMO's; Destinations characteristics: role of government; DMO role; Destination marketing: Destination life cycle and national tourism development, Marketing strategy development, Destination branding, destination image; Destination management: destination planning, marketing communication, destination yield; The Destination Environment: physical, sociocultural, economic; The tourist destination experience.

OPS 5115B: Sustainable Operations Management for Tourism

Nature of operations; Green operations strategy and competitiveness; Green process planning and design; Green workplace and work system design; Managing capacity and demand; Location and facility layout; Inventory management; Supply chain management; Lean operations and JIT; Productivity and efficiency; Project planning and control; Managing quality: International standards and certification; Green technologies and Innovative approaches for sustainable resource management and allocation.

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 school's Postgraduate Dissertation Guidelines.