



UNIVERSITY
of
TECHNOLOGY,
MAURITIUS

School of Sustainable Development and Tourism
Department of Tourism, Leisure and Services
MSc Tourism Management and Marketing
(Part-Time)

PROGRAMME DOCUMENT

MTM v4.0

September 2021

University of Technology, Mauritius

La Tour Koenig, Pointe aux Sables, 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, tourist 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 an understanding of tourism concepts and marketing related issues.
- To demonstrate a critical understanding of the different conceptual, empirical and methodological development of tourism management and marketing.
- To demonstrate knowledge of tourism trends in a local and global context.
- To analyse marketing strategies and opportunities in the tourism industry.
- To encourage decision-making skills in a tourism business environment and ensure a balance between the acquisition of conceptual and practical knowledge.
- To enable students to undertake research in the field of tourism and marketing.

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

None

F. PROGRAMME MODE AND DURATION

Part Time: 2 Years

The programme consists of 2 academic years. Each year comprises two semesters of 15 weeks (excluding the Exam period) during which teaching and learning activities take place.

G. TEACHING AND LEARNING STRATEGIES

Teaching methods are varied depending on the modules and will include face to face, online and blended lectures, 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 independent 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 programme, the emphasis will be on high levels of student participation, both individually and within small groups.

One module will carry 150 hours of learning comprising of 45 contact hours of delivery which could be any combination of face to face, online or blended learning. The remaining 105 hours will cover self-learning.

H. STUDENT SUPPORT AND GUIDANCE

In addition to face to face, online and blended lectures, group tutorials or individual tutorials are arranged for students as and when required.

I. ATTENDANCE REQUIREMENTS

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

J. CREDIT SYSTEM

The modules will carry 6 credits as per the programme structure. All modules will carry 100 marks and the project/dissertation will carry 18 credits.

This programme is aligned with the European Credit and Transfer System (ECTS).

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

Masters Degree	90 credits (inclusive of dissertation)
Postgraduate Diploma	60 credits
Postgraduate Certificate	30 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 or other forms of assessment. All modules will have equal weighting. Research Methods, Leisure and Events Management, Tourism and Sustainable Development, Relationship Marketing, Destination Management and Marketing will be assessed 100% by coursework. Other modules may also be assessed by 100% coursework based on rigour of theoretical assignments and/or project-based assignments demonstrating critical thinking ability for problem solving.

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.

Grading

Grade	Marks x (%)
A	$70 \leq x \leq 100$
B	$60 \leq x \leq 70$
C	$50 \leq x \leq 60$
D	$40 \leq x \leq 50$
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: Dr. P. Naidoo, Dr. P. Ramseook-Munhurrun, Ms V.N. Seebaluck, Mrs T. Makoondlall-Chadee, Assoc Prof. (Dr) C. Bokhoree, Dr S.D. Lukea-Bhiwajee and Dr V. Coolen.

O. PART II - PROGRAMME STRUCTURE AND PLAN

MSc Tourism Management and Marketing– Part-Time

YEAR 1							
SEMESTER 1				SEMESTER 2			
Code	Modules	Hrs/Wk L+SL	Credits	Code	Modules	Hrs/Wk L+P	Credits
TMGT 5105B	Contemporary Issues in Tourism	3+7	6	SERV 5112B	Services Marketing and Management	3+7	6
SMKG 5107B	Marketing Management for Tourism	3+7	6	STAT 5301B	Research Methods*	3+7	6
TMGT 5117B	Managing Tourism Organisations	3+7	6	SMKG 5507B	Digital Marketing	3+7	6
SMKG 5406B	Consumer Behaviour in Tourism	3+7	6				
YEAR 2							
SEMESTER 1				SEMESTER 2			
Code	Modules	Hrs/Wk L+P	Credits	Code	Modules	Hrs/Wk L+P	Credits
SMKG 5109B	Destination Management and Marketing*	3+7	6	SMKG 5505B	Relationship Marketing*	3+7	6
HMGT 5304B	Leisure and Events Management*	3+7	6	SMKG 5301B	Brand Management and Marketing communications	3+7	6
TMGT 5118B	Tourism and Sustainable Development*	3+7	6	DISS 5000	**Dissertation		18
DISS 5000	Dissertation						

* Modules 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: 90 (inclusive of Dissertation)