Master of Science in Tourism & Events Management

Programme Specification

Course Rationale

In Master of Science in Tourism & Events Management, you will learn contemporary management skills and study areas such as event management and the principles and practice of tourism. This program helps you to develop specialist knowledge and advanced practical skills in management and study a breadth of topics designed to give you a competitive edge in the tourism and event industries.

You will be immersed in real-world challenges and have access to industry leaders and elective courses to suit your personal and professional development needs. It will provide you with the opportunity to gain both comprehensive conceptual knowledge and an indispensable practical understanding of key areas within tourism and events.

Mode of Delivery
Face-to-face

Programme Duration
12 months/ 48 weeks

Mode of Attendance
Full-time

Target Audience
19 - 65+

Language of Instruction
English

Target Group

Middle to Senior organisational managers in commercial for-profit organisations, the public sector and the voluntary sector.

Structure of Course

Modular

Status of Programme

Accredited

Number of ECTS

90

MQF/EQF Qualification Level

7

Type of Qualification

Master Degree

Entry Requirements

Prior to entering the Master's programme of study with the College, applicants should normally possess:

- A good degree from a recognised university institution or equivalent recognised higher education institution. Whilst a degree in a subject broadly related to Business and Management is advantageous, this is not essential. The application process will carefully consider the suitability of the student to successfully complete the programme based on the information provided. Where appropriate, a discussion will be held with the applicant to determine their suitability, or
- A graduate level professional qualification from a recognised University institution or appropriate comparable recognised higher education institution. A graduate level professional qualification in a subject broadly related to Business and Management is advantageous. The application process will carefully consider the suitability of the student to successfully complete the programme based on the information provided. Where appropriate, a discussion will be held with the applicant to determine their suitability, or
- Where appropriate, a pre-master's orientation programme approved by Global College Malta.

Students whose first Language is not English and who have not previously been exposed to spoken and written English at a reasonably advanced level will normally be required to demonstrate an English competence of IELTS 6.0 or equivalent. The College may undertake a video interview with the prospective student to better understand their English proficiency and, where appropriate, may also require a Medium of Instruction certificate from the student's previous educational institution. The English language proficiency requirement may be waived if the student is a native speaker of English and they have completed their secondary education in a country where English is the official language or English was the language of instruction where they graduated.

Applicants are strongly encouraged to have two or more years' relevant work experience, although this need not necessarily be continuous, and may have been undertaken on a voluntary or unpaid basis.

Course Learning Outcome

- Having close regard to the level descriptors of Level 7 of the Malta Qualifications Framework, the overall educational aims of the College's Masters programme are as follows:
- To provide a programme of study that will enable students to fulfill their intellectual, professional, and human potential through a transformative educational experience that combines rigorous academic study with immersive exposure to contemporary practice in business and management;
- To develop international professionals and leaders with the vision, knowledge, creativity, skills, ethics, and entrepreneurial ability necessary to take an integrated, critically aware, dynamic, and strategic view of organizations and to make a valuable contribution to both organizations and society;
- To develop analytical abilities, using concepts derived from a wide range of academic disciplines, directed towards business problem solving and innovation in organizational contexts;
- To instil a professional mindset characterized by a strong work ethic, desire to excel, creative thinking, social awareness, and global outlook;
- To provide students with managerial competence in a variety of applied skills; and,
- To develop business acumen, personal and professional skills, and autonomous learning ability to enhance students' employability on graduation and their life-long career prospects.

Course Teaching and Learning

The Global College Malta Master's programme of study uses a range of teaching methods to suit different learning styles. Typically, the programme of study is delivered through a combination of modern face-to-face lectures, webinars, seminars and discussion forums, tutorials, group work, case studies, guest speakers, organisational visits and independent study.

Delivery of the College's Master's programme has close regard to the needs of learners. Accordingly, much of the learning is either delivered at times to suit those learners who may have daytime employment or childcare commitments or made available in a supported teaching format. At all times, the views and needs of students are considered. By means of example, theoretical concepts might typically be delivered to students in modern face-to-face lecture formats which may then be further developed through subsequent interactions based on small group seminars, group case study analysis, and digital discussions. Modern face-to-face and interactive learning sessions encourage students to critically examine key elements of business and management. In addition to attendance at formal learning sessions, students are expected to undertake independent self-study in order to support their individual learning journeys.

To assist with independent self-study and group work the College provides access to a large number of physical and electronic learning resources. The rich learning materials made available by the College may include lecture presentations and supporting learning notes, topic discussion chat opportunities, links to videos and web pages, and much more. The use of modern delivery tools has enabled highly effective and creative delivery and discussion opportunities, which learners welcome. The ability of the student learner to be able to access certain learning content at a time and in a location that suits them has proved to be a highly effective learning mechanism, enabling robust reflection and skills embedding in a social context that suits changing lifestyles. The modern learning techniques used by the College enable our student learners to develop a range of life skills alongside their academic business skills.

In addition to utilizing a rich and varied range of delivery techniques, assessment of the program of study and its constituent modules is designed to be an integral part of the learning process for students in order to enhance and confirm their knowledge and practice. In addition to summative assessment, formative feedback is provided to students through a combination of tutor feedback, self-reflection, and peer group feedback. Combined, formative and summative assessments provide a measure of the extent to which students have achieved the learning outcomes of the individual modules.

Assessment

The programme of study utilizes a variety of modern assessment techniques including coursework and examinations. Coursework is typically in the form of essays, reports, or case studies, while group or individual presentations may be required to assess other competencies. Examinations typically take the form of written elements or multiple-choice questions and may be unseen or part-seen, where assessment material is released in advance. The College seeks to offer flexibility in how assessments are undertaken and, where appropriate and pedagogically secure, the programme of study may utilize relevant online tools to deliver assessments. Details of the assessment procedures are given in the individual module specifications. All written assessments are submitted online via the internationally recognized plagiarism software, Turnitin.

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The dissertation/major project on the Master's programme of study is a written piece of work and may involve a supporting presentation.

Modules

Module Code	Module Name	EQF/ MQF Level	ECTS	Total Hours of Learning
GCM-M01	STRATEGIC MANAGEMENT	7	8	200
GCM-M02	THE TRAVEL & TOURISM BUSINESS	7	8	200
GCM-M03	ENTREPRENEURSHIP IN THE TOURISM, EVENTS & HOSPITALITY INDUSTRY	7	8	200
GCM-M04	SERVICE & RELATIONSHIP MARKETING	7	8	200
GCM-M05	UNDERSTANDING CONSUMER BEHAVIOUR TO IMPROVE MARKETING & CUSTOMER LOYALTY	7	8	200
GCM-M06	DIGITAL MARKETING & SOCIAL MEDIA IN TOURISM & EVENTS MANAGEMENT	7	8	200
GCM-M07	MANAGING AN EVENT	7	8	200
GCM-M08	RESEARCH METHODS	7	8	200
GCM-M17	DISSERTATION/ MAJOR PROJECT	7	26	650

Hours of Total Learning

TOTAL LEARNING HOURS	2250
Total Contact Hours	330
Supervised Placement and Practice Hours	10
Self-Study Hours	1650
Assessment Hours	260

Modules Details

GCM-M01	Strategic Management	7	8	200

Competences: at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Critically analyse the internal and external environment of the organisation;
- Create a draft strategic plan for a chosen organisation;
- Represent the views underlying the strategic plan to the most senior decision-making team of an organisation; and,
- Produce a detailed and informed monitoring report on the progress of the strategic plan based on research of the detailed circumstances.

GCM-M02	The Travel Tourism & Business	7	8	200

The travel and tourism industry comprises several main sectors including, by means of example, accommodation, visitor attractions, travel distribution, and sub-sectors of transportation including aviation, cruise, land-based transport, and transport infrastructure. The module explores the economic and operational characteristics of each sector and sub-sector and the ways in which they interact in the production of travel and tourism products and services.

GCM-M03	Entrepreneurship in the Tourism, Evens & Hospitality Industry	7	8	200

Hospitality and tourism businesses significantly contribute to the European and world economy in terms of job creation, GDP contribution and have a significant impact on local communities. The contribution of tourism to Malta's GDP in 2018 was 12.8%, making tourism one of the top five contributors to the economy. Total tourist expenditure was EUR 2.1 billion, an increase of 8% from 2017. In 2018, there were 3.2 million international arrivals, an 11.0% increase in 2017. Whilst tourism, events, and hospitality have been hit by the Covid pandemic, as the world emerges from the pandemic growth in these areas is set to reoccur.

Pass Rate

Excellent

Modules Details

GCM-M04	Service & Relationship Marketing	7	8	200

This module develops an understanding of the particular challenges, opportunities, and strategies which are encountered by different types of service businesses. The module has two distinct elements: services marketing and relationship marketing.

The module initially introduces the principles of service marketing. The services sector, such as telecommunications, financial services, hospitality, transportation services, healthcare, and professional services, accounts for over three-quarters of Gross Domestic Product and employment in most developed countries. In light of the growing importance of services in local and global economies, it is important to understand the functionality of service offerings. This module will explore the distinctive characteristics of services and explore how these characteristics affect the marketing approaches used by organizations.

The second part of the module explores the principles of relationship marketing combined with the meaning and application of services and relationship marketing across different service contexts. The module will use real-world business scenarios thereby providing students with an opportunity to examine management decision-making and enhancing their study skills, such as independent research, analytical skills, as well as critical thinking. The module will also explore the growing incidence of customer experience design and management.

GCM-M05	Consumer Behaviour Insights	7	8	200

Establishing close and productive relationships with customers is considered to be key to marketing success, and customer equity has become an important marketing performance indicator. The advent of digital technology and social media have had a major impact on the nature of customer relationships. Today, companies are seeking to engage the customer by creating interactive, participative marketing landscapes. The module provides students with the opportunity to explore theories and leading-edge research findings and apply knowledge by conducting small group discussions and/or activities. The module requires students' active participation.
Based on a solid understanding of traditional customer relationship management and contemporary customer engagement theories, this module discusses the creation of high quality and engaging customer experiences designed to secure repeat business.

GCM-M06	Digital Marketing & Social Meida in Tourism & Events Management	7	8	200

Marketing increasingly occurs in a digital world and marketing graduates require specific knowledge and understanding of the impacts that digital technologies have had on marketing practice and consumer behaviour.

This module accordingly introduces students to the core principles of how digital marketing and social media can help organisations in the arena of Tourism and Events Management to gain a competitive advantage. Information and communication technology is constantly and rapidly changing the way companies interact with consumers. Technological evolution continues apace and marketers are seeking to exploit it in new, creative ways. This module provides a comprehensive framework for understanding the contextual, strategic and operational issues involved in the application of digital transformation to marketing in the area of Tourism and Events Management.

Modules Details

This module enables students to develop knowledge and management skills essential for comparative assessment of international health and social care trends, policies, and systems. Such skills are required by healthcare managers and are important to keep up-to-date with current, effective healthcare management practices, in both the private and public sector contexts.

Students will explore contemporary issues in international health and social care policies and systems. Socioeconomic and political drivers to variations in health and social care trends, policies, and provision will be addressed by comparing high and low-income countries and global challenges to health and social care systems will also be addressed.

By the end of the module, students will gain an appreciation of the key issues and challenges facing senior management in today's healthcare environments and understand the benefits of strategic management for tourist organisations.

GCM-M17	Dissertation/ Major Project	7	26	650

Competences: – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

- Critically monitor and assess the circumstances within and around an organisation to determine when to recommend research projects be developed and approved;
- Have the knowledge, understanding and authority to authorise the commissioning of appropriate organisation-relevant research projects; and.
- Be able to implement research projects if so commissioned.

GCM-M07	Managing an Event	7	8	200

This module acquaints learners with current principles and best practices in project management and applies this knowledge to event management and develops the learners' ability to formulate, plan, manage and evaluate events. Teaching methods will include case studies.

GCM-M08	Research Methods	7	8	200

This module provides students with a detailed and contemporary understanding of qualitative and quantitative research activities, as applied in a business and management context. The module will not only support students prior to commencing their dissertation but also help students to understand how data interpretation can support their role in effectively managing organisations at a senior level.

Module Teaching and Assessment for all Modules

The module will normally have the following assessment regime:

- Written examination: this will typically account for some 40% of the final grade and takes the form of a written examination under controlled conditions.
- Individual Essay(s): this will typically account for some 40% of the final grade and takes the form of a specialised essay. Students will be required to explore an emerging trend or topic within the theory and practice of the module discipline. This will require an extensive search of the relevant academic and practitioner-based literature and students will need to make reference to both academic and industrial/practitioner sources in their written work.
- Group work: this will typically account for some 20% of the final grade and takes the form of a report. A selection of the groups will be invited to present or pitch at the end of the module to a panel.

All taught modules will be assessed as follows:
- A range of assessment methods appropriate to the subject material being taught will be used to assess the module including, by means of example, written examinations, assignments, individual and group project work, and assessed presentations. The assessment load will be equivalent to some 4,000 words at Level 7.

Module Teaching and Assessment for Dissertation

Each student will be allocated a supervisor who will help them with the development of their project proposal, oversee progress with the project, comment as appropriate on draft materials produced by the student and be available to assist the student with the project, as appropriate.

The dissertation/major project is assessed via the production of a dissertation of some 10,000 to 12,000 words in length.

Where necessary, a viva voce will be conducted in those instances where the provisional mark is considered to be a marginal pass.

To successfully complete the module an overall pass mark of 40% must be achieved.

All assessments will be submitted via the internationally recognised plagiarism software Turnitin.

Study Material

All students will have access to EBSCO, the world's largest online library, Moodle for class notes and Turnitin for the upload of assignments

Grading System

A	>70%
B	60% - 69%
C	50% - 59%
D	40% - 49%
Minimum Pass Mark	40%

Course Fees

Kindly refer to the course page on the website for updated fees.

Contact Us

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