



ENTRY REQUIREMENTS

- Applicants should normally have at least a Lower Second Class Honours degree or its equivalent.
- Candidates with pass degrees, who have other relevant qualifications and substantial experience, will be considered for entry on a case by case basis.

PROGRAMME COSTS

Tuition Fee: BDS\$ 25,000 (US\$12,500)

Payable in full or per course on registration.

Annual University Registration Fees (2008/2009)

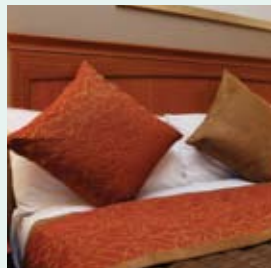
University Registration Fees are NOT included in the cost of the tuition fee.

These fees are as follows:

Amenities Fees	– BDS\$700.00	(US\$350.00)
Guild Fees	– BDS\$120.00	(US\$60.00)
ID Card (First year only)	– BDS\$25.00	(US\$12.50)

Students enrolled in this self-financed programme are billed for the courses for which they register each semester. Fees are payable immediately on registration. University fees are additional to the programme fees and are billed on registration every semester until the degree has been awarded.

University Registration Fees are subject to change in 2009/2010.



CONTACT INFORMATION

M.Sc. Tourism and Hospitality Management

Programme Coordinator

Dr. Sherma Roberts

E-mail: sherma.roberts@cavehill.uwi.edu

Tel: (246) 417-4538 Fax: (246) 438-9167

TAUGHT HIGHER DEGREE PROGRAMMES

FACULTY OF HUMANITIES & EDUCATION

MA Cultural Studies
 MA Heritage Studies
 MA History
 MA Linguistics
 MA Post-Colonial Literatures In English
 Masters of Education
 MA Spanish Language & Literature
 MA French Language and African & Caribbean Literatures in French

FACULTY OF LAW

LLM and Graduate Diploma in
 Corporate and Commercial Law
 Legislative Drafting
 Public Law

FACULTY OF MEDICAL SCIENCES

Master of Public Health
 Master of Public Health in Health Services Management
 Graduate Diploma in Health Services Management
 M.Sc. Family Medicine
 Diploma Family Medicine

FACULTY OF PURE & APPLIED SCIENCES

MSc Electronic Commerce
 MSc Natural Resource and
 Environmental Management

FACULTY OF SOCIAL SCIENCES

Master of Social Work
 MSc Applied Psychology
 MSc Banking & Finance
 MSc Counselling Psychology
 MSc Cricket Studies
 MSc E-Governance for Developing States
 MSc Financial and Business Economics
 MSc Integration Studies
 MSc International Management
 MSc International Trade Policy
 MSc Labour & Employment Relations
 MSc Project Management & Evaluation
 MSc Tourism & Hospitality Management

UWI also offers a range of MPhil and PhD programmes in a number of areas.

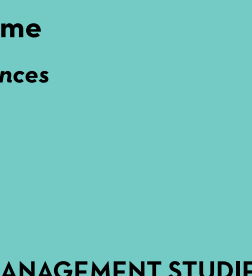
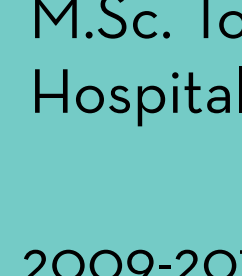
Information on these as well as our application process, online application

forms, and the documentation required can be found at:

www.cavehill.uwi.edu/gradstudies



The University of the West Indies
Cave Hill Campus



DEPARTMENT OF MANAGEMENT STUDIES

M.Sc. Tourism & Hospitality Management

2009-2010

PROGRAMME OVERVIEW

The current global realities demand that priority be given to the development of tourism and hospitality practitioners that are able to demonstrate strategic thinking and innovation in leadership. The M.Sc. Tourism and Hospitality Management has been specifically crafted to make a contribution to this goal, as its vision is to develop the highest cadre of tourism professionals in and for the Caribbean region, who will be equipped to propel the regional industry towards a more sustainable and competitive platform. The programme offers a wide array of tourism and hospitality courses that are critical to the current research, information and decision-making needs of the industry and embraces both a regional and global perspective. A unique component of this programme is Action Learning, which provides students with an opportunity to interface with industry practitioners and present management solutions and alternatives which are relevant and current to the organisation's developmental needs. Integral to this programme therefore, is the iteration of a strategic approach which emphasises the application of business and management theory and the formulation of ideas and concepts appropriate to the tourism and hospitality industry.

The programme seeks to:

- develop literature on the regional industry, in the context of the global industry, (through supervised research by students)
- develop practical skills for managing this critical and complex sector, and
- reflect the broad focus required for leadership and management in the sector in a Caribbean context.

PROGRAMME OBJECTIVES

The programme takes a strategic focus and aims at developing key decision-makers and strategic thinkers who can innovate and bring about positive change in the region's tourism and hospitality sectors. It will offer an opportunity to develop academic skills and knowledge and at the same time it will maintain a practical focus on the rapidly developing tourism industry. The programme will provide a high quality education that is intellectually rigorous, up-to-date, and relevant to the needs of existing and future managers of the hospitality and tourism industry.

The objectives of the programme are therefore:

- To generate the level of intellectual and academic qualities required to expand the boundaries of knowledge in the chosen specialist field;
- To enable students to plan and implement tourism and hospitality related strategies confidently within both domestic, regional and international contexts;
- To provide a sound understanding and critical awareness of contemporary tourism and hospitality issues;
- To stimulate a high degree of self direction and originality in solving problems
- To fully develop the qualities and transferable skills, including initiative, strategic focus and decision-making and independent learning ability, necessary for today's complex global tourism and hospitality industry;
- To position students to function in senior management roles in any tourism and hospitality related organisation.

COURSE OF STUDY

The recommended structure consists of a core of eight (8) courses, four (4) electives and a final project. The programme will incorporate aspects of action learning throughout. Some courses will have an action-learning component, which will enable the student to link theories and concepts of the disciplines to industry in a practical way.

- Core courses:**
- Research Methods
 - Tourism Destination Management
 - Information Technology and Management for Tourism and Hospitality
 - Human Resource Management
 - Financial Management
 - Strategic Marketing for Tourism and Hospitality
 - Sustainable Tourism Development
 - Service Quality in Hospitality and Tourism

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- Electives:**
- Resort Hotel Development and Operations
 - Sport and Events Management
 - Cruise Tourism
 - Caribbean History and Heritage
 - Contemporary Issues in Tourism and Hospitality
 - Risk, Crisis & Disaster Management
 - Hospitality Consultancy

Compulsory Workshop Caribbean Tourism Business Environment

Language Workshop French
Spanish

Final Project: Applied Research & Project/Internship/Thesis or Internship

The period of the proposed internship is three months. Other sites, including Almond Resorts, will be identified for these internships.

ACTION LEARNING

Almond Resorts Limited, our industry partner will be used as the training and facilitation institution for the action-learning components of the programme. In each semester, there would be modules in which action learning would form part of the assessment. Participants are required to learn with and from each other by working on a real problem and engaging in group reflection

Action learning is intended to bring together small groups of participants within an organisational setting to work on a specific problem area, explore alternatives for action and find solutions to real problems facing businesses/institutions.

CORE COURSES

Information Technology and Management in Tourism and Hospitality

Information and Communication Technologies (ICTs) have revolutionised the global hospitality and tourism industry. In particular the Internet has impacted existing industry value chains, generated new business models and processes and changed the structure of once-familiar distribution channels in tourism. The main focus of the course will be on the strategic use of ICTs in the hospitality and tourism, industry and will explore the impact of ICTs on key relationships between tourism organizations and their stakeholders. In addition the course will examine how ICTS are used in airlines, hotels, travel agencies, tour operators and destination management organizations. The course will also look at the preeminent value of information systems as it deals with coordination and use of three vital organizational resources – information, information technology and people - in order to provide a competitive advantage.

Sustainable Tourism Development

Sustainable tourism represents a holistic approach to tourism development and planning which recognises that the social, cultural environmental and economic dimensions of tourism must be integrated in order for tourism to deliver long-term benefits. However, while the rhetoric of sustainable tourism is appealing to most, there are difficulties associated with its meaning, interpretation and operationalisation. This course therefore requires students to examine critically the notion of sustainable tourism in terms of its origins, definitions and meanings, the implications of the relationship between tourism and its natural and human environments, the techniques used in progressing towards sustainable tourism, and the implementation of this concept in the context of the developed and developing world.

Risk, Crisis and Disaster Management

Natural disasters and terrorism are increasingly threatening the economic, social and environmental sustainability of many tourism destinations. The course is designed to develop an understanding of the importance of safety and security issues within a destination and how the effects of crisis and disasters could be managed so that a secure environment can be created for both visitors and residents. Integral to the course is the role that the media plays in making or breaking a destination. The importance and the role of marketing in the recovery of tourism after a crisis is also an essential element in this course. The course is therefore designed to equip participants with the knowledge and management expertise to respond effectively to the sudden and often cataclysmic occurrences that can affect tourism destinations.

Please log on to www.cavehill.uwi.edu/mgmtmasters/thm