This programme provides the focus and framework for organisations to develop a comprehensive and integrated plan to meet long-term objectives, and to ensure that destinations on the whole achieve greater sustainable competitive advantage.
The programme aims to provide conceptual, theoretical, managerial and practical understanding and knowledge in the area of tourism marketing. The programme recognizes that the post-global financial crisis period, will require a new genre of tourism marketing that extends beyond traditional views of marketing as mainly involving promotions and sales, to a more holistic approach to marketing that seeks to coordinate resources, set targets, minimise risk through analysis of the internal and external environment and examine the various ways of targeting different market segments. In this regard, this programme provides the focus and framework for organisations to develop a comprehensive and integrated plan to meet long-term objectives, and to ensure that destinations on the whole achieve greater sustainable competitive advantage.

Objectives
The programme aims:

• To generate the level of intellectual and academic qualities required to expand the boundaries of knowledge in tourism marketing;
• To extend the breadth of tourism-related education and knowledge in the Caribbean;
• To develop the qualities and transferable skills including initiative, strategic focus, decision-making and independent learning ability necessary for today's complex tourism environment;
• To provide a sound understanding and critical awareness of contemporary tourism marketing issues;
• To position students to assume leadership roles in destination or organizational tourism or services marketing.

Duration
The programme can be completed in 18 months of full-time study or 24 months of part-time study. A full-time student will be allowed a maximum of 24 months to complete the programme and a part-time student will be allowed a maximum of 48 months.

Programme Structure/ Course of Study
Students are required to gain 42 credits through successful completion of 9 compulsory and 3 elective courses (3 credits each) and a final project (6 credits). Some courses will have an Action Learning component which will enable the student to link theories and concepts to industry practices.

Classes are held during the traditional semesters and sessions are also held during the summer period. Some courses are semester-long while other courses are conducted in intensive two to three week periods. At the end of the taught component of the programme, students may choose to do a Research Paper or an Internship with an Applied Research Project.

Entry Requirements
To qualify for entry to this programme, applicants should normally have at least a 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.
Internship with Applied Research Project

Students selecting the Internship with Applied Research Project will be required to undertake a three-month internship and submit a paper documenting their experience and relating it to material covered throughout the core programme. The report must be underpinned by sound theoretical and conceptual ideas taught throughout the course and must therefore demonstrate strong and relevant links between theory and industry practice(s). Students with little work experience in the industry should be encouraged to take this option.

Research Paper

Students selecting the Research Paper will independently study an area of their interest in tourism or hospitality management.

Students will be given guidance throughout the stages of the research process and produce a research paper presentation of their topic. The student will develop an appropriate research programme incorporating empirical data gathering as well as a literature review highlighting the development of theory/conceptual frameworks. The final research paper must include a literature review, methodology, results, discussion, conclusions, bibliographies and appendices.

Cost

Programme fee  BDS $ 30,000  
(US $ 15,000)

Plus ID Card Fee  BDS $ 30.00  
(US $ 15.00)

Plus UWI Registration fees –  
BDS $ 520.00 (US $ 260.00) per semester.

List of Courses

Compulsory
- Accounting for Managerial Decision Making
- Marketing Management
- Consumer Behaviour
- Marketing Research
- Integrated Marketing Communications
- Research Methods for Business and Social Sciences
- Caribbean Tourism Business Environment Workshop (0 credits)
- Tourism Destination Management
- Strategic Marketing for Tourism and Hospitality
- Human Resources Management
- Internship with Applied Research Project (6 credits) OR
- Research Paper (6 credits)

Select 3 electives (3 credits each) from
- Sustainable Tourism Development
- Service Quality in Hospitality and Tourism
- Contemporary Issues in Tourism and Hospitality
- Risk, Crisis & Disaster Management
- Hospitality Consultancy
- Resort Hotel Development and Operations
- Sports and Events Management

Select 3rd elective from any approved postgraduate level course from the Faculty of Social Sciences

Language Workshops – Students select one of those on offer
- French
- Mandarin
- Portuguese
- Spanish

Programme Fee and University Registration fees are subject to change.

Students enrolled in this self-financed programme are billed for the courses for which they register each semester. University fees are additional to the programme fees and are billed every semester until the degree has been awarded.
CONTACT INFORMATION FOR MSc. Tourism Marketing

Programme Coordinator
Sherma Roberts, PhD
E-mail: sherna.roberts@cavehill.uwi.edu
Tel: (246) 417-4538 Fax: (246) 438-9167
Please visit the Tourism Programme website
www.cavehill.uwi.edu/fss/gradstudies/MGMT/graduate

HIGHER DEGREE PROGRAMMES

FACULTY OF HUMANITIES & EDUCATION
MA Caribbean Studies: Languages / Literatures
MA Creative Arts
PG Dip / MA Cultural Studies
MA History
MA Heritage Studies
MA Linguistics
PG Diploma in Education (Secondary)
Master in Education (MEd)
specialisations (Curriculum Studies; Educational Leadership; Inclusive Practices for Special Needs Students; Language & Literacy Education; School Counselling; Science and Technology Education; Social Context and Education Policy; Testing, Measurement and Evaluation; and The Psychology of Education)

FACULTY OF SCIENCE & TECHNOLOGY
PG Dip / MSc. Biosafety
PG Dip / MSc. Computing Innovation
MSc. Computing Research
MSc. Natural Resource and Environmental Management
PG Dip / MSc. Technology Entrepreneurship
MSc. Renewable Energy Management

FACULTY OF SOCIAL SCIENCES
Master of Social Work
MSc. Applied Psychology
MSc. Banking & Finance
MSc. Building & Construction Management
MSc. Business Analytics
MSc. Counselling Psychology
MSc. E-Governance for Developing States
MSc. Financial & Business Economics
MSc. Financial Management
MSc. Human Resources Management
MSc. Integration Studies
MSc. International Management
MSc. International Trade Policy
MSc. Investments & Wealth Management
MSc. Labour & Employment Relations

FACULTY OF LAW
LLM / PG Diploma Law
(with specialisations in Corporate & Commercial Law; Public law; Intellectual Property Law; General)

FACULTY OF MEDICAL SCIENCES
DM Anaesthesia and Intensive Care
DM Emergency Medicine
PG Dip / MSc., DM Family Medicine
DM General Surgery (Parts I and II)
DM Internal Medicine
DM Obstetrics and Gynaecology
DM Ophthalmology
DM Orthopedics (Part II)
DM Paediatrics
DM Psychiatry
Master in Public Health
MSc. Logistics and Supply Chain Management
MSc. Marketing
MSc. Project Management & Evaluation
MSc. Sociology
MSc. / PG Dip. Sport Sciences
MSc. Tourism & Events Management
MSc. Tourism & Hospitality Management
MSc. Tourism & Sport Management
MSc. Tourism with Project Management
MSc. Tourism Marketing
MSc. Transport Economics

THE INSTITUTE FOR GENDER AND DEVELOPMENT STUDIES
PG Dip / MSc. Gender and Development Studies

CAVE HILL SCHOOL OF BUSINESS
Doctor of Business Administration
Executive Master in Business Administration (offered in three specialisations: – General Management, Public Sector Management and Human Resource Management)
Masters in Business Administration (Entrepreneurship)
International Master in Business Administration
Masters in Entrepreneurship and Innovation

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