



THE UNIVERSITY  
OF THE  
WEST INDIES

**Masters Programme  
Faculty of Social Sciences**



*Department of Management Studies*

## **MSc. Tourism & Events Management**

*This programme provides conceptual, theoretical, managerial and practical understanding and knowledge in the area of tourism and events management.*

**2017-2018**

# MSc. TOURISM & EVENTS MANAGEMENT

The aim of this programme is to provide conceptual, theoretical, managerial and practical understanding and knowledge in the area of tourism and events management, and to develop a graduate who has the tools and competencies to leverage various types of events to deliver the socio-economic benefits of tourism.

The programme recognizes that there is a thrust in many Caribbean destinations to diversify their product beyond sun, sea and sand and many destinations have identified a number of events including conferences, sporting, culinary, beauty pageants, epicurean, heritage, etc. as a mechanism by which to do so.

On completion of this programme, students can elect to be entrepreneurs or choose from a range of employment opportunities in event and festival management operations, conference and exhibition centres, the events departments of hotels, visitor attractions, national tourist boards, local government and other organisations where knowledge of event management is important.

## Objectives

The programme aims to:

- To generate the level of intellectual and academic qualities required to expand the boundaries of knowledge in tourism and sport management;
- 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 enable students to go beyond 'how to do events' and to think strategically about these activities.
- To provide a sound understanding and critical awareness of contemporary tourism and events issues.
- To position students to assume leadership roles in any tourism and/or sport related organization.

## 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.

## 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 8 compulsory and 4 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.

## 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
- Strategic Planning and Management
- Research Methods for Business and Social Sciences
- Caribbean Tourism Business Environment Workshop (0 credits)
- Tourism Destination Management
- Strategic Marketing for Tourism and Hospitality
- Sports and Events Management
- Events Operation Management
- 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 Tourism & Hospitality
- Contemporary Issues in Tourism and Hospitality
- Risk, Crisis & Disaster Management
- Hospitality Consultancy
- Resort Hotel Development and Operations

Select 4th 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 and Events Management

## Programme Coordinator

Sherma Roberts, PhD

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Please visit the Tourism Programme website

[www.cavehill.uwi.edu/fss/MGMT/graduate](http://www.cavehill.uwi.edu/fss/MGMT/graduate)

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## 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 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

### 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

*(with optional specialisations in Finance  
or Marketing)*

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

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](http://www.cavehill.uwi.edu/gradstudies)