

MSc Tourism and Event Management

12 Months Study | UK Degree

TOU



**ALEXANDER
COLLEGE**
CYPRUS



MSc Tourism and Events Management



Available Classes:

Evening: Monday to Thursday

Primary Language of Instruction:
English

Study Location Options:

Alexander College, Larnaca and Paphos

Why study for a Canterbury Christ Church University degree in this course?

- 12 Months Study Duration
- UK University Degree from CCCU
- Recognised Internationally
- Recognised by KYSATS
- State grant up to €3417 per year

**you
with can
Canterbury.**

Course Insight

All over the globe, one out of ten job positions is linked to the rapidly growing tourism and event industry. The MSc Tourism and Event Management programme aims to provide you with the opportunity to gain strong theoretical knowledge through a rounded study of the principles of management. In addition to this, it will also provide graduates with a vital practical understanding of the key subject areas identified. The course is designed to have immediate relevance and application in the current market, whilst also providing potential for future progression in both study and career.

**All the benefits of a
UK University Degree
without leaving Cyprus!**

Who is the Course for?

The programme is for those who have an interest in the tourism sector generally and are also keen to focus on the growing field of event management. Events have become synonymous with tourism in recent years. They have become major destination attractors and contribute hugely to community pride and identity. Events range from conferences to arts festivals, to major sporting tournaments designed to regenerate post-industrial cities.

The programme is of particular relevance, though not exclusive, to recent graduates of event management, tourism management or related disciplines.

Teaching and Learning

The programme is delivered through a mixture of cutting-edge teaching and learning methods such as interactive lectures, workshops, seminars, practical classes, problem-based learning work and tutorials with supervisors.

You will work on industry related scenarios and realistic simulations to understand the practice of tourism and events in the context of management, and develop the problem-solving and decision-making skills you will need to succeed in this industry.

Assessment

A variety of methods is used for assessment purposes, including written assignments, directed tasks, simulations, short oral presentations and a dissertation. Final percentage grades will be awarded at the end of each module based on pre-determined criteria and outcomes.

Content and Duration

This is a full-time one year programme. The full-time mode of study is three evening sessions per week, however, the course is also available on a part-time basis, two evenings a week over a period of 24 months. You will need approximately six to nine contact hours a week, but as independent study is fundamental, the total study time will be around 36 hours a week. The full MSc course consists of 5 core and 2 optional modules in total, including a dissertation module of up to 15,000 words.



Entry Requirements

Candidates must normally provide evidence of a good honours degree from any discipline. Pre-existing professional experience in the industry is an advantage but is not considered a prerequisite. If you are a graduate from a non-English speaking institution, you will be required to provide evidence of your English Language knowledge.

Graduation Requirements

For the MSc degree in Tourism and Event Management, you will be required to complete all modules in order to earn a total of 90 ECTS Credits (180 UK credits). See 'Course Structure'.

Where Next?

This MSc is designed to enhance and/or further your career prospects in the tourism and events management industry. It has been developed in such a manner that our graduates are in demand and industry ready. Upon completion, our graduates can find employment in a range of organisations specialising in events management, research and destination marketing.

Course Structure

MSc Tourism and Event Management
(12 Months, Full-time Study)

Year	Module Title	Credits (ECTS)	Award
1	Core Modules		
	Research Methods in Social and Applied Sciences	10	MSc Degree ▶ 90 Credits
	Event Design and Production	10	
	International Tourism Policy and Planning	10	
	Applied Management Context in Event and Tourism	10	
	Dissertation	30	
Optional Modules			
Select two modules from the list below			
	Managing Resources	10	
	Visitor Management	10	
	Contemporary Marketing	10	
	CSR and Ethics	10	
	Creative Destinations	10	

1 UK Credit = 0.5 ECTS (e.g. 15 credits = 7.5 ECTS)

THE INFORMATION PROVIDED IN THIS BROCHURE IS SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.

It is the intention of the University and Alexander College to deliver the course/modules as published in this brochure. To ensure our provision is kept relevant and current, the University and/or the College may change, combine or withdraw courses/modules in response to stakeholder feedback or limited demand.

**BELIEVE IN
YOURSELF**



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