

EQF/MQF LEVEL 6

Award in Applied Management of Tourism

LW/H/002

COURSE DESCRIPTION

Tourism is often seen as an industry based on economic gain and employment alone and the beneficiaries are just a select few rather than the key stakeholders including the local community, the local businesses and the local authorities. We need to understand that every member of the local community has a valid part to play in tourism as a socio-cultural activity through participation in the planning, development, implementation and management of this activity. To do this we need to understand who the tourist really is; what tourism is about and how we can play our part in creating a quality activity rather than a socio-economic industry based on numbers and quantity. This course will assist in bridging the gap between theory, academia and practice; it is all about the application of these frameworks in the management of tourism – a term which is very different to Tourism Management which applies to those frontliners who deliver a sense of hospitality and service directly to the visitor as part of their career or profession in the airline, travel agency and hotel and catering sectors. The objective of these modules and the entire course is to eliminate the fragmentation of tourism into separate and isolated sectors and work together for a sustainable, responsible and welcoming activity.

This course will offer learners the opportunity of building their knowledge and skills in applying the theoretical aspects of the management of tourism in practice; it will help to “make things happen” rather than simply treat tourism as an industry that can result in short-term economic gain. The scope for this study unit and its modules will be to create a culture of professionalism in the delivery of hospitality and service; it will present the basis of a qualitative activity based on long-term planning and strategy building and it will use the integrated approach to tourism planning by using the principles of the Tourism Planning Triangle (Zarb, 2017) and Civic Tourism (Shilling, 2007). The study unit, through its modules, should create a drive for professionalism in the tourism activity and support students who want to specialize in one of the many sectors which this broad activity includes.

DURATION 4 months

CREDIT VALUE 12 ECTS

MODE OF TRAINING 80% Online, 20% Face-to-Face

ASSESSMENT Assignments and Presentations

AWARDING BODY Learning Works

LECTURER: Dr Julian Zarb

Contact Hours: 60

Placement Hours: 5

Self Study Hours: 223

Assessment Hours: 12

Total Learning Hours: 300

LEARNING OUTCOMES:

By the end of the course programme, students will be able to:

- Evaluate critically tourism as an activity based on quality.
- Analyse and compare the difference between destinations on the basis of quality.
- Analyze critically the different management styles in tourism.
- Analyze and compare the different management styles in tourism over the course of the last 50 years of Maltese history.
- Critically appraise the current issues related to the tourism within a local and international context with particular emphasis how Covid 19 has affected this sector.
- Critically appraise the issues related to sustainability and responsibility in tourism.
- Evaluate the need for long term planning in tourism.
- Investigate the principles for sustainable and responsible tourism and how they could be applied.
- Evaluate critically how research and monitoring in tourism could be carried out.
- Apply the best principles and practices of consultation through the integrated approach to tourism planning;
- Design a sustainable tourism plan for a destination, locality or region.
- Design and manage a consultative campaign with stakeholders in the tourism sector in an effective way.
- Create a calendar of events and initiative aimed at high-end tourism.
- Collaborate with the community in managing tourism through a strong sense of civic responsibility.
- Analyse critically the difference between the 'product' and 'experience' within the concept of tourism.
- Develop a Carrying Capacity Study for a destination and interpret results.
- Create and develop a contingency plan of how a tourism activity can be managed in a time of change due unforeseen circumstances.

TARGET CANDIDATES:

This award does not lead to a warranted profession or a regulated profession. However, this award will further enhance the knowledge and understanding of various aspects of tourism management which can greatly benefit those who are currently performing the following roles:

- Tourism planners.
- Industry employees (travel, tourism, hotel, catering).
- Entrepreneurs in tourism.
- Public Service employees.
- Developers.

COURSE STRUCTURE:

MODULE 1: CURRENT ISSUES IN THE TOURISM INDUSTRY: AN OVERVIEW (3 ECTS)

This module provides an overview of how throughout history up to this day tourism left an impact on the social, economic, infrastructural and cultural aspects of a destination. We shall also be analysing the current issues in this industry within a local and international context with an emphasis on how Covid-19 may have reshaped this industry. Lastly this module looks into how a successful tourism activity should be based on consultation, communication and teamwork.

MODULE 2: PLANNING AND DESIGNING TOURISM (3 ECTS)

This module covers the principles of sustainability both in terms of tourism and development through the Local Agenda 21 process. It also delves into tourism planning and development in terms of the long-term, continuous and consistent process of consultation as against short-term planning.

MODULE 3: DESTINATION MANAGEMENT (3 ECTS)

This module covers the principles of Responsible Tourism as designed in the UNWTO Global Code of Ethics. A number of issues required at a destination for the achievement of responsible tourism will be discussed eg civic behaviour, visitor ethics, environmental concepts and how this could be managed. Different types of tourism will be covered in this module include Niche Tourism and Alternative Tourism. Finally, the module will take the learner through the different stages of the Visitor Experience to achieve a better understanding of the difference between products and experience in Tourism.



MODULE 4: RESEARCHING AND REVIEWING TOURISM (3 ECTS)

In this last module the learner will be exposed to the requirements for developing a quality destination. The essential elements of coordinating Tourism using the Integrated Approach to Planning will be covered. The module will delve into the science of monitoring tourism through Carrying Capacity studies and periodical studies and research. The need for synergy and collaboration between academia and industry in this regard will be highlighted. Finally, the need to plan for the unknown in tourism will be covered. This last part of the course will cover the management of change with a particular focus on the economic, environmental, infrastructural, health and security issues that affect Tourism.

ENTRY REQUIREMENTS:

MQF Level 4 standard of education as well as a minimum of three years practical experience in tourism or any tourism-related activity or MQF Level 5 standard of education.

Students whose first language is not English will be required to demonstrate English language proficiency at IELTS level 6.0 or equivalent.

Candidates may be applying for recognition of prior learning (RPL) for up to 50% of the total ECTSs for this programme as per MFHEA's guidelines.

FUNDING

Applicants may get up to 70% of the fee back through the Get Qualified Scheme.

PART-TIME

Lectures are held twice a week in the afternoon on a part-time basis.