

# **MASTER OF SCIENCE IN TOURISM AND HOSPITALITY MANAGEMENT (NQF LEVEL 9)**

## **PURPOSE OF THE QUALIFICATION**

The Master of Science in Tourism and Hospitality Management is designed and developed based on the needs and demand of the industry and also aligned to the cabinet approved National Human Resources plan 2011-2025 and Vision 2030.

The demand for this qualification has existed in the field of Tourism in order to meet the fast growing tourism industries in the global world. The purpose of this qualification is to equip participants to understand and critique theories and practices of tourism and hospitality management in the light of current research and professional experience. The integration of theory and practice is central to the qualification.

The qualification will emphasise on personal dimensions by focusing on leader behaviours, interpersonal skills, and the demands and rights of a multicultural society, and will include a problem-solving orientation to encourage thinking, collaboration, and relevance to the contemporary tourism and hospitality environment.

To be registered for the Master of Science in Tourism and Hospitality Management, the candidate must have a Bachelor Honours Degree in Tourism and Hospitality Management or an equivalent qualification and relevant work experience in the field of Tourism and Hospitality.

## **OUTCOMES FOR THE WHOLE QUALIFICATION**

Holders of this qualification are able to:

- Synthesise information on Tourism and Hospitality Management and integrate theory and practice;
- Combine complex data from a variety of sources, and use IT effectively in the analysis of the data to inform managerial and professional decisions;
- Devise a comprehensive range of learning resources to demonstrate independence, reflective learning and effective Continuing Professional Development;
- Generate informed judgements as a thinking professional and contribute to the tourism and hospitality industry's effectiveness;
- Analyse the Tourism and Hospitality industry and communicate the outcomes effectively;
- Evaluate critically the current thinking and research within tourism and hospitality management and its application to the tourism and hospitality industry;
- Critique the concepts, theories and techniques relating to the tourism and hospitality industry;
- Evaluate and critically reflect upon current research, relevant scholarship and professional practice related to the tourism and hospitality management;
- Build in-depth knowledge and systematic understanding of the tourism and hospitality industry;
- Demonstrate initiative and personal responsibility for their own learning which can become part of their future career development;
- Demonstrate ability of self-direction, autonomy and originality in problem solving;
- Demonstrate a comprehensive range of managerial skills in the tourism and hospitality industry;
- Apply initiative, adaptability and professional responsibility in the workplace and rest of the

- tourism and hospitality industry; and
- Originate the necessary skills required for life- long independent and reflective learning (self-evaluation and problem solving).

## **QUALIFICATION DURATION**

The study period for the qualification is:

Fulltime/Part-time / Block release Mode - Minimum: 4 Years; Maximum: 6 Years.

The study period comprises of two (2) semesters, per academic year. Semester 1 runs from January to June. Semester 2 runs from July to December.

## **ADMISSION /ENTRY REQUIREMENTS**

To be registered for the Master of Science in Tourism and Hospitality Management, the candidate must have.

- Bachelor Honours Degree in Tourism and Hospitality Management or an equivalent qualification at NQF Level 8
- Relevant work experience in the field of Tourism and Hospitality

## **Courses**

### **YEAR 1**

#### **Course Title**

- Operations Management & Information Systems Strategy
- Managerial Economics in Tourism
- Contemporarily Managerial Accounting & Finance
- Tourism Policy & Planning
- Strategic Marketing Management & Action Planning
- Tourism & Hospitality Law and Ethics
- Tourism and the Environment
- Strategic Hospitality & Tourism Branding

### **YEAR 2**

- Research Methodology
- Electives (chose any two)
- Cultural Heritage Tourism Management
- Parks & Wildlife Management
- Conventions and Event Management
- Resort Amenity and Attraction Development
- Sports Tourism Management
- Dissertation

## **CREDIT TRANSFER**

Credit is the value assigned for the recognition of equivalence in content acquired learning outcomes between different types of learning and/or qualifications. Credit reduces the amount of learning required to achieve a qualification and may be through credit transfer, articulation, recognition of prior learning or advanced standing. To be awarded these credits, IUM will need to assess the courses or combination of courses as equivalent to IUM courses

Courses awarded as credits need to have been studied within the past 5 years.

Generally, credit will be given if the courses were taken at an accredited institution of higher learning, the course was equivalent to courses offered at IUM, or compatible with Namibian Qualification Authority requirements.

Courses will be evaluated for its current relevance and may not transfer if the material is outdated more than 5 years since the course was attended and examination sat and passed and/or the course was not passed at the first examination sitting.

Credits earned at an unaccredited college may not transfer unless the credit earned is equivalent to courses offered in degree qualification.

Credits earned at IUM are also transferable to other institutions of higher learning.

Acceptance of credits earned at other institutions is limited to 50% of the total credits required for an IUM qualification. No more than half the major area course requirements can be earned through transfer and/or exemption credit.

The IUM reserves the right to reject any or all credits from other institutions, regardless of their accreditation status, when it determines through investigation or otherwise that the quality of instruction at such institutions is for any reason deficient or unsatisfactory. The judgment of the IUM on this question shall be final.

The IUM reserves the right to disallow transfer credit for courses if the student's subsequent grades in required courses in the same subject fall below average.

## **ASSESSMENT AND EVALUATION**

Continuous Assessment (CA) attracts 40% of the final grade. This will come from the examinable activities such as written and/or oral tests and assignments (group and/or individual), and evaluations undertaken by the student during the study period.

Students must score at least 50% in each course/coursework to qualify to sit for the final examinations. This means a student whose continuous assessment mark is below 50%, fails the course.

### **(a) Final Examinations**

The final examination counts for 60% of the overall final mark. The final examination comes at the end of the course. Unless prescribed otherwise, the standard examinations will be of three hours duration. Examiners may, in addition to written examination, test any candidate orally.

(b) Supplementary Examinations

A student who fails a course with an overall mark of 40-49% is eligible to sit for a supplementary examination.

A student who fails the project with a mark of less than 50% will be allowed one opportunity to re-submit the project three months after the publication of results. A student who fails a course with an overall mark of 39% and below will be required to repeat the same course until the course is passed. A student may not proceed from one level to the next higher level carrying more than 50% of the courses or credits

(c) Dissertation Writing

Taken in the last year of study, dissertation writing is meant to engage students in research with a faculty member designated by student and approved by the Post Graduate School in order to generate the research necessary to complete their Master Degree

Each student must complete a 20 000 – 25 000 words dissertation. This project should involve original research on a topic related to the studied field. The dissertation will have a clearly defined problem statement, a review of the existing literature on the chosen topic, original evidence offered to support the dissertation, consideration of alternative rival hypothesis, and a conclusion with recommendations.

Upon completion of the research, the results are to be presented for oral defence before an examination panel. The students shall score a minimum of 50% in order to pass the dissertation.

## **TEACHING METHODS/STRATEGIES**

The teaching and learning processes will take place through lectures, tutorial activities and discussion, school-based activities, collaborative group tasks, practical projects and written assignments

Students must have access to a computer and the Internet and other modern technology especially appreciated in the secondary school instruction. The teaching and learning methods adapted for this qualification are student-centred learning methods. Emphasis will be placed upon the need for a student to read and research extensively in each of the courses. Each student will be mentored to appreciate that one will be expected to be responsible for one's own learning. The role of the lecturer, therefore, is to stimulate learning and to support and guide that process. Guided reading materials and research will support these endeavours.

The delivery methods for this qualification comprise of the fulltime, part time and block release learning mode. Contact hours for block release mode are face-to- face encounters on monthly basis and block periods during IUM academic breaks and other public holidays such as Easter break.

The degree will be offered in collaboration with the other faculties within the university.

## **ARTICULATION**

The Master of Science in Travel and Tourism qualification grants admission to a Doctor of Philosophy in Travel and Tourism programme or any other related PhD qualifications or any qualification at NQF Level 10.