**MASTER IN LEISURE AND TOURISM MANAGEMENT (12 months, Master of Arts)**

*- This program is registered but not yet accredited*

This is a twelve-month program leading to the award of a Master in Leisure and Tourism Management.

The Master in Leisure and Tourism Management program addresses key recent concerns regarding tourism and leisure and provides graduates with skills that will enable them to undertake advanced research in the academic community.

The program focuses on the complex connections between leisure and tourism. The aim of this master program is to provide students with a thorough grounding in relevant theoretical and policy analyses, to develop their proficiency in the framing and analysis of research questions and to provide them with an understanding of interdisciplinary approaches to tourism and leisure.

This program should be of interest to people from a wide variety of disciplines who wish to pursue this area for further study and to professionals in the industry who are seeking a wider understanding of tourism-related activities.

By the end of the program, student should:

● Have a thorough understanding of the leisure and tourism industry and its specific characteristics;

● Have acquired the basic managerial skills necessary to pursue a successful career in the leisure and tourism industry;

● Be able to apply theoretical concepts to problems and issues in real life industry situations;

● Have developed considerable person al skills and capabilities, which are necessary for making managerial decisions;

● Be able to study, analyze, and critically evaluate research in professional and academic literature;

● Be well qualified for pursuing further studies in inter-disciplinary areas.

**MASTER IN LEISURE AND TOURISM MANAGEMENT**

**PROGRAM STRUCTURE**

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Course name and number | Contact hours per week | Number of **ECTS** units per semester |
| 1  2  3  4  5  6  7  8  9  10  11  12 | BUS053 – Induction to Masters  **SEMESTER ONE**  **Compulsory**  MAR522–Leisure and Tourism Marketing  HUM502-Human Resources Management  ACC503-Financial Management  HUM516-Leadership and Teamwork  HUM508-Strategic Management  **TOTAL**  **SEMESTER TWO**  **Compulsory**  LET501-Policy and Planning in Leisure and Tourism  BUS525-Research methods for Leisure and Tourism  LET502-E-Business in Leisure and Tourism  LET503-Theoretical Perspectives in Leisure and Tourism  TOU501-Sustainable Tourism  **TOTAL**  **SEMESTER THREE**  **Compulsory**  BUS519-Dissertation  **TOTAL** | 15  3  3  3  3  3  **15hrs**  3  3  3  3  3  **15hrs**  6  **6hrs** | 0  6  6  6  6  6  **30 ECTS**  6  6  6  6  6  **30 ECTS**  12  **12 ECTS** |

Upon successful completion of this program, students are awarded the Master in Leisure and Tourism Management.