



Tourism and Leisure Management Development MA

Distance taught by part-time study at City University, Athens

Introduction

Liverpool John Moores University (LJMU) is an industry-focused leading edge institution located in the heart of the city of Liverpool, and is one of the largest and most prestigious institutions in the North-west of England. The Faculty of Education, Community and Leisure has a national and international reputation as a leading centre for study, research and professional development.

City University is a private non-profit institution of higher education. Its mission is to provide educational opportunities world wide, primarily to segments of the population not being fully served. Founded in Seattle, USA in 1973 as City College, the name of the institution was changed to City University in 1982. The University awards degrees and certificates at undergraduate and graduate levels in many academic fields, and offers a varied and extensive programme of continuing education. It also conducts a worldwide Distance Education programme to better serve those who need or prefer to study for their degrees at home. City University offers instruction in nearly two dozen locations throughout the State of Washington, as well as in the State of California, the Canadian Provinces of British Columbia and Alberta, and in the country of Slovakia. In Greece, City University offers its undergraduate and graduate degree programs in cooperation with City University in Athens.

Course information

The course is a tourism management development programme. It is suitable for those working at management or supervisory level in the Greek tourism, leisure or hospitality industries, in organisations such as hotels, attractions, museums, tour operators, travel agencies, restaurants etc.

The course is also suitable for recent graduates from all disciplines who wish to embark on a career in the tourism and leisure industry.

Course Structure

Postgraduate Certificate (all modules 20 credits)

- Learning and Managing at Masters Level
- Tourism and Leisure: Management Context
- Customer Service Management for Tourism and Leisure

The Postgraduate Diploma consists of three more core 20 credit modules:

- Marketing for Tourism and Leisure
- Individually Negotiated Project
- Research Methods for Social Science

The MA award requires success in all of the postgraduate modules plus a 60 credit dissertation.

Total: 180 credits

Course Delivery

The distance taught programme is aimed at people working or planning to work in any part the tourism, leisure or hospitality sectors. All teaching is provided by lecturers from Liverpool John Moores University, with each module typically being delivered over a two week period. Teaching takes place between 18:00 and 21:00 Monday to Friday, with occasional weekend teaching. Typically three modules are delivered every year, hence each module is offered on approximately a two-yearly cycle. Assessment is by coursework, which is generally completed after a period of supported study following the teaching period.

Once a student has completed the six core modules, he/she is able to embark on a dissertation. This will be supervised by an LJMU tutor, through a combination of email, telephone and video conferencing as appropriate.

Students are LJMU Students and will receive support and non-academic guidance from staff at City University, but this is an LJMU programme delivered and assessed by LJMU staff.

Therefore LJMU electronic learning resources are available to students. The final qualification is the normal LJMU award.

Career prospects

Graduates of the programme find a wide variety of roles within tourism, leisure and hospitality sectors. These sectors require committed professionals with developed postgraduate skills.

Target Awards

Students will enrol on the Master of Arts (MA) award, however, in some circumstances awards of Postgraduate Diploma (PGDip) and Postgraduate Certificate (PGCert) are made available.

Students would expect to complete the taught element of the course in 18 months and then spend another 6 months undertaking their dissertation.

Entry Qualifications

For entry onto the programme, an applicant must be:

- An undergraduate degree from a UK university (or equivalent overseas qualification) **or**
- Be the holder of a professional qualification recognised as carrying degree equivalence **and**
- A level of English language competence to at least to English 'O' level standard or have an equivalent (either IELTS 6.5 or above or TOEFL 560 or above)

The decision regarding acceptance on to the programme is the responsibility of the Programme Leader, and this decision will be final.

Non-UK applicants **must** provide evidence of competence in English. Applicants who have studied and successfully achieved a UK Degree within the previous 24 months are exempt from the requirements to produce evidence of competence in English. Further evidence of applicants' English language skills may be requested before an offer of study is made.

Equality of Opportunity

The university has a commitment to equality of opportunity and welcomes applications from everyone regardless of age, disability, race or sex.

Further Information and Applying

For further information on the above course, please contact the Education, Community and Leisure Recruitment Team at LJMU or the LJMU / CityU Liaison Officer at City University, Athens.

Your application should be sent to LJMU.

Faculty Recruitment Team
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Syntagma
ATHENS
10561
GREECE

Tel: +30 (210) 32.43.221
Email: tolis@cityu.gr
Web: www.cityu.gr

What happens after you apply?

You will receive an offer letter directly from the Admissions Unit at LJMU. This will include details of the delivery schedule for the modules and any additional induction events

Fees

The fees for the course are currently £7,000 (approximately €10,000 Euros) in total, payable as follows: £1,500 at module 1 registration, £1,500 at module 2 registration and the balance of £4,000 at module 3 registration.

Disclaimer

Every effort is made to ensure that information contained in this leaflet is accurate and up-to-date. It should be noted, however, that this information is subject to change without notice and the University can accept no liability for the accuracy of all the information presented at any given time. The information is provided as advance publicity and as a guide only and does not bind the University contractually. Every possible effort is made to ensure that information on study opportunities is accurate and current. However, this information is subject to change without notice both before and after admission.