

## Programme Specification 2025-26

<b>1.</b>	<b>Programme title</b>	MSc International Tourism, Hospitality and Event Management
<b>2.</b>	<b>Awarding institution</b>	Middlesex University
<b>3a</b>	<b>Teaching institution</b>	1 Middlesex University London
<b>3b</b>	<b>Language of study</b>	English

<b>4a</b>	<b>Valid intake dates and mode of study</b>	
-----------	---	--

<b>Mode of Study</b>	<b>Cohort</b>	<b>Delivery Location</b>	<b>Duration</b>
Full-time (FT)	Semester 1	Hendon	
Part-time (PT)	Semester 1	Hendon	

<b>4c</b>	<b>Delivery method</b>	
-----------	------------------------	--

<b>5. Professional/Statutory/Regulatory body (if applicable)</b>	
N/A	

<b>6.</b>	<b>Apprenticeship Standard (if applicable)</b>	N/A
-----------	--	-----

<b>7. Final qualification(s) available</b>	
<b>Target Award Title(s)</b>	
MSc International Tourism, Hospitality and Entrepreneurship	

<b>8. Academic year effective from</b>	2025-26
--	---------

<b>9. Criteria for admission to the programme</b>
Applicants must have a good honours degree (2:2 and above) from a UK University, or the equivalent from a recognised overseas University, or an equivalent recognised qualification. The equivalence of qualifications from outside the UK will be determined according to NARIC guidelines.

The programme is aimed at students with an undergraduate degree in a directly related degree (i.e. Tourism Management; Hospitality Management; Event Management; International Tourism & Hospitality; Hotel and Resort Management; Culinary Arts Management; Leisure and Recreation Management; Travel and Tourism Management; Festival and Cultural Management; Restaurant and Food Service Management; Sports Management), as well as those with an undergraduate degree with learning in elements directly relatable to the degree (i.e. Geography; Sociology; Cultural Studies; Anthropology; History; International Relations; Linguistics & Modern Languages; Political Science; Media & Communications; Public Relations & Advertising; Film & Visual Media; Graphic Design & Multimedia; Performing Arts & Theatre; Fashion & Luxury Management; Information Technology & Digital Innovation; Data Science & Analytics; Computer Science & Web Development; Engineering & Architecture; Environmental Science; Sustainable Development; Urban & Regional Planning; Wildlife Conservation & Ecology; Marine Biology & Oceanography; Sports Science & Management; Leisure & Wellness Studies; Food Science & Nutrition; Agriculture & Agri-business; Archaeology; Business Law; International Law; Public Policy & Governance).

Students whose first language is not English must demonstrate proficiency alongside other entry requirements. A minimum IELTS score of 6.0 overall, with at least 6.0 in Reading and Writing and 5.5 in Listening and Speaking, or an equivalent qualification recognised by Middlesex University, is required.

The University ensures that the operation of admissions processes and application of entry criteria are undertaken in compliance with the Equality Act. We take a personalised but fair approach to how we make offers. We feel it's important that our applicants continue to aspire to achieving great results and make offers which take into account pieces of information provided to us on the application form. This includes recognition of previous learning and experience. If you have been working, or you have other learning experience that is relevant to your course, then we can count this towards your entry requirements and even certain modules once you start studying.

If you have relevant qualifications, academic credit may be awarded towards your Middlesex University program of study. For further information please visit our Accreditation of Prior Learning page.

## **10. Aims of the programme**

The programme aims to:

The MSc International Tourism, Hospitality and Events Management programme equips students with the knowledge and skills to succeed in the fast-paced global hospitality and events industries. It provides a critical understanding of specialist areas within these sectors and their broader context.

An interdisciplinary approach, blending social science and business perspectives, prepares students for diverse career opportunities. Experiential learning and practical applications reinforce theoretical knowledge through real-world strategic challenges.

Graduates will develop problem solving, analytical writing, teamwork and communication skills. The dissertation offers a chance to gain expertise in a chosen field, supporting career progression. The program aims to:

Develop awareness and understanding of the global hospitality and events industries and their role in development processes, place-making and tourism.

Stimulate an interest in the sustainable future of hospitality and events and their related industries.

Foster critical thinking on international issues to prepare students to lead in a variety of contexts.

Introduce students to interdisciplinary thinking to equip them with skills for the future.

Empower students to co-create their own practice-based learning.

### Overall Programme Level

The programme is designed to actively involve students in shaping their learning experience by integrating interdisciplinary, experiential, and industry-engaged approaches. The learning outcomes emphasise critical thinking, problem solving, research, and application of theories to real-world scenarios.

How students co-create their learning:

**Industry-Engaged Learning:** Students participate in live projects, consultancy challenges and research collaborations with industry partners, allowing them to direct their learning based on their career interests.

**Personalised Research Pathways:** The Capstone Research Project provides students with the flexibility to choose a research area that aligns with their professional aspirations, enabling them to explore niche topics within tourism, hospitality and events.

**Collaborative Learning Environments:** Programme Voice Groups and co-curricular activities allow students to provide input on curriculum improvements, guest speakers and case study selections.

**Example:** A student interested in sustainable event management may collaborate with a local festival organiser to conduct an environmental impact assessment as part of their capstone project, integrating sustainability research with hands-on experience.

### Module Level

At the module level, students take an active role in shaping the learning experience by engaging in self-directed projects, industry collaborations, and applied research. The module learning outcomes encourage students to apply theories to real-world challenges, critically evaluate industry trends, and develop innovative solutions.

How students co-create their learning:

**Student-Led Case Studies:** In the module “Critical Perspectives in Global Tourism, Hospitality and Event Management”, students select and analyse emerging trends or challenges in a global tourism destination, tailoring their learning to their interests.

**Customised Industry Engagements:** In “Leadership and Professional Practice for Tourism and Hospitality”, students can propose customised work-based learning projects, choosing to engage with hotel chains, event companies or tourism boards based on their career aspirations.

**Flexible Learning Pathways:** Modules like “Venture Creation and Corporate Innovation in Hospitality, Tourism and Event Management” allow students to focus on either entrepreneurship or intrapreneurship, empowering them to apply learning outcomes to their own business ideas or corporate innovation strategies.

**Example:** A student passionate about digital transformation in the hospitality sector may focus their coursework on AI-driven customer experience strategies, developing a consultancy report for a local boutique hotel.

#### Assessment Level

The assessment strategy incorporates practice-based, experiential, and reflective assessments, allowing students to demonstrate their learning in ways that align with their personal and professional goals. Assessments are flexible, student-driven, and industry-relevant.

How students co-create their learning:

**Live Consultancy Projects:** In “Visitor Attractions and Events Management”, students develop a portfolio analysing real-world attractions, selecting a case study based on their area of interest.

**Entrepreneurial Assessments:** The Lean Canvas Model and Business Plan in “Venture Creation and Corporate Innovation” allow students to develop new business ideas or corporate innovation proposals, shaping their learning based on their entrepreneurial ambitions.

**Digital Storytelling & Presentations:** The use of electronic posters, vlogs and case study presentations empowers students to communicate their learning in formats that align with modern industry expectations.

**Capstone Flexibility:** The Capstone Research Project offers two options:

Traditional dissertation—for students interested in academic research.

Strategic expansion strategy—for students seeking an industry-focused project, such as market entry strategies for hospitality firms.

**Example:** A student aiming to become a destination marketing consultant may choose to develop a digital marketing campaign proposal for a heritage tourism site as their capstone project, rather than a traditional research dissertation.

With the Masters awards these aims will be realised in full. For earlier exit awards, achievement of the aims will be:

For the Diploma, all aims stated above except for completion of dissertation outcomes.

For the Certificate exit award, aims will be achieved at an initial core, but not specialist level.

<b>11. Programme learning outcomes</b>
--

<b>Programme - Knowledge and Understanding</b>
--

On completion of this programme the successful student will have a knowledge and understanding of:

1. Key hospitality and events, business management and social science theories and frameworks which can critically apply to real-life scenarios;
2. Economic, political and socio-cultural contexts and other complex contemporary issues and challenges influencing hospitality and events businesses;
3. The dynamics of hospitality and events demand and supply, and their influence and impact on business development at macro and micro levels;
4. Human Resource Management and Development within the hospitality and events industry;
5. Paradigms and research methodologies appropriate for a masters' level and research ethics.

<b>Programme - Skills</b>
---------------------------

On completion of this programme the successful student will be able to:

6. Critically discuss issues of sustainability for hospitality and events in a range of complex situations;
7. Critically plan, design and execute independent qualitative and quantitative research using business and social science theories and frameworks both theoretically and practically in the tourism, hospitality and events industries;
8. Critically evaluate and present a range of perspectives on an issues within tourism, hospitality and events in a professional manner using oral and written formats as an individual and as part of a team;
9. Appraise a range of career opportunities in the tourism, hospitality and events industries including entrepreneurial ventures;
10. Recognise the need as a professional to respond to moral, ethical and sustainability issues pertaining to the study of tourism, hospitality and events management.

<b>12. Teaching/learning methods</b>
--------------------------------------

Students develop their skills through discussion, debate and participation in lectures, seminars and physical or virtual field visits, problem solving, undertaking formative assessment and engaging with feedback. This is enhanced by drafting and producing written work, debating with peers and with lecturers, using various forms of technology and working towards their dissertation. In addition, they develop skills through tasks in the physical or virtual field trip where they will also examine and debate different approaches to the situations that they discover.

Students' skills are assessed by critical analysis in a range of contexts such as coursework including reports and different presentations as seminar activities such as debates. In

<p>addition, presentations and critical reflections such as learning diaries are grounded in the specific criteria of individual modules.</p>
<p>1Approx. number of timetabled hours per week (at each level of study, as appropriate), including on-campus and online hours</p> <p>FT</p> <p>10</p> <p>PT</p> <p>5</p> <p>Approx. number of hours of independent study per week (at each level of study, as appropriate)</p> <p>FT</p> <p>40</p> <p>PT</p> <p>20</p> <p>Approx. number of hours on placement (including placement, work-based learning or year abroad, as appropriate). Where relevant, provide further details under 13c below.</p> <p>FT</p> <p>1680</p> <p>(12 months)</p> <p>PT</p> <p>n/a</p>

<b>13. Employability</b>
<b>13a Development of graduate competencies</b>
<b>13b Employability development</b>
<p>Many students perceive careers in hospitality and events as primarily centred around hotel management and event coordination. However, these dynamic industries encompass a vast array of roles, many of which operate behind the scenes. A key objective of this programme is to illuminate this diversity, showcasing opportunities across tourism, hospitality management, events management, marketing and destination management. Each of these fields offers a multitude of career paths, spanning data collection and analysis, policymaking and evaluation.</p> <p>The programme critically examines the role of the state and public sector institutions in fostering</p>

sustainability, unveiling employment prospects in areas such as land-use planning, partnership management and policy development. These extend to sectors as varied as training, environmental management, infrastructure and transport planning.

Through an interdisciplinary lens, the curriculum highlights the financial, operational, and human resource dimensions of the industry. Topics such as revenue management, workforce retention strategies, and supply chain logistics equip students with specialised expertise essential for leadership roles in a sector characterised by high labour mobility.

For professionals returning to education after a career break, this programme serves as a catalyst for advancement, broadening prospects for leadership and strategic roles. The Careers and Employability Service further supports postgraduate students in navigating their career trajectory, ensuring they are well-positioned for success in this global and ever-evolving industry.

Employability is embedded within the program through a combination of curriculum design, industry engagement, and practical skill-building activities aimed at preparing students for a dynamic global job market. Career readiness is supported by industry-specific workshops focusing on CV writing, interview preparation and professional branding tailored to careers in hospitality and tourism. Guest lectures and masterclasses delivered by industry experts provide insights into current trends, challenges and opportunities.

The capstone project, which offers students the choice between a dissertation or a strategic expansion strategy, enables the practical application of academic learning to real-world challenges. The program actively engages employers through collaborations on case studies, live projects, and field visits, while career fairs and alumni panels provide valuable networking opportunities. Employability development is evaluated through employer feedback on student preparedness, graduate destination surveys and metrics such as the percentage of students employed in relevant roles within six months of graduation.

Regular student feedback via Program Voice Groups and module evaluations further ensures continuous improvement, equipping students with the skills, networks and confidence needed for successful careers.

### **13c Placement and work experience opportunities (if applicable)**

N/A

### **13d Future careers / progression**

Graduates will access diverse career and study pathways in global hospitality, tourism and events. Opportunities include hotel management, destination marketing, event planning, revenue management and strategic leadership, alongside specialised roles in sustainability, digital marketing and supply chain management.

The programme fosters entrepreneurial skills, supporting business ventures and corporate innovation. It also provides a foundation for doctoral research and prepares graduates for senior management roles, integrating emerging trends and technologies in the sector.

## **14. Assessment methods**

Students' knowledge and understanding and skills required by this program's learning outcomes will be assessed by a range of methods including digital poster design and presentation; digital portfolio analysing real-world cases; developing a Business plan; designing and creating new tourism products; critically evaluating current cultural and

creative tourism development; reflecting on industry-related field trips and applying Tourism, Hospitality and Event Management theories and concepts to conduct a research work.

**15. Programme Structure (level of study, modules, credits and progression requirements)**

Structure is indicative for Part-time routes.

Students must take all of the compulsory modules and choose following programme requirements from the optional modules.

Non-compensatable modules are noted below.

**Available Pathways**

MSc International Tourism, Hospitality and Event Management with Professional Experience (24 months)

**MSc International Tourism, Hospitality and Event Management with Professional Experience (24 months)**

**Year 1 FT**

<b>Code</b>	<b>Type</b>	<b>Module Title</b>	<b>Credits at FHEQ Level</b>
MKT4747	Compulsory	Capstone Research Project 2025-26	60 at Level 7
TOU4125	Compulsory	Critical Perspectives in Tourism, Hospitality and Event Management 2025-26	30 at Level 7
TOU4325	Compulsory	Venture Creation and Corporate Innovation 2025-26	30 at Level 7

TOU4229	Compulsory	Leadership and Professional Practice for Tourism and Hospitality 2025-26	30 at Level 7
TOU4425	Compulsory	Visitor Attractions and Events Management 2025-26	15 at Level 7

### **Year 1 FT Optional Modules**

<b>Code</b>	<b>Type</b>	<b>Module Title</b>	<b>Credits at FHEQ Level</b>
TOU4525	Optional	Emerging Trends and Sustainable Experiences in Tourism 2025-26	15 at Level 7
TOU4625	Optional	Culture and Creativity in Tourism 2025-26	15 at Level 7

### **Year 1 MSc International Tourism, Hospitality and Event Management with Professional Experience (24 months)**

<b>Code</b>	<b>Type</b>	<b>Module Title</b>	<b>Credits at FHEQ Level</b>
MGT4942	Compulsory	Preparing for the Professional Placement 2025-26	0 at Level 7

### **Year 2 PT**

<b>Code</b>	<b>Type</b>	<b>Module Title</b>	<b>Credits at FHEQ Level</b>
MKT4747	Compulsory	Capstone Research Project 2026-27	60 at Level 7

TOU4229	Compulsory	Leadership and Professional Practice for Tourism and Hospitality 2026-27	30 at Level 7
TOU4425	Compulsory	Visitor Attractions and Events Management 2026-27	15 at Level 7

**Year 2 MSc International Tourism, Hospitality and Event Management with Professional Experience (24 months)**

Code	Type	Module Title	Credits at FHEQ Level
MKT4182	Compulsory	Postgraduate Placement - 12 months 2026-27	0 at Level 7
MKT4183	Compulsory	Business Transformation Project 2026-27	0 at Level 7

**Year 2 PT Optional Module**

Code	Type	Module Title	Credits at FHEQ Level
TOU4525	Optional	Emerging Trends and Sustainable Experiences in Tourism 2026-27	15 at Level 7
TOU4625	Optional	Culture and Creativity in Tourism 2026-27	15 at Level 7

\*Please refer to your programme page on the website re availability of option modules

<b>16. Programme-specific support for learning</b>
Program-specific support for learning is tailored to meet the needs of students and aligns with the requirements of TMI accreditation (tmi.org.uk). Academic advising is available on request through the Program Leader or other members of the teaching staff on the PGT program, providing personalised guidance on academic progress, module selection and career development. Additional support includes workshops on research methods,

dissertation planning and academic writing to ensure students excel in their assessments. Specialist resources are provided to support students in meeting the professional standards outlined by TMI, including access to industry-specific case studies, research databases and tools for analysing trends in tourism, hospitality and events. Guest speakers, industry mentoring opportunities, and tailored career guidance sessions through University Employability Service further enhance students' learning and professional growth. These resources ensure students are well-prepared to meet both academic and industry expectations.

Placement and work experience opportunities within the program are facilitated through collaboration with the MET Employability Lead and University Employability Service. These services provide tailored support for students seeking to gain industry experience, including guidance on securing internships, part time roles, and project-based opportunities within the hospitality, tourism and events sectors. While there are no mandatory employability requirements within the program, students are encouraged to engage with these resources to enhance their professional development and career prospects. The optional nature of these opportunities allows students the flexibility to tailor their employability experiences to align with their personal career goals and commitments.

<b>17. HECos code(s)</b>	000000: Not applicable
--------------------------	------------------------

<b>18. Relevant QAA subject benchmark(s)</b>	
--	--

<b>19. University Regulations</b>
This programme will run in line with general University Regulations: <a href="#">Policies   Middlesex University</a>

<b>20. Reference points</b>

<b>21. Other information (if applicable)</b>

Please note programme specifications provide a concise summary of the main features of the programme and the learning outcomes that a typical student might reasonably be expected to achieve if they take full advantage of the learning opportunities that are provided. More detailed information about the programme can be found in the rest of your programme handbook and the university regulations.

### Mapping by level of study and module

Module Title	Module Code by Level of study	A1	A2	A3	A4	A5	B1	B2	B3	B4	B5
Critical Perspectives in Tourism, Hospitality and Event Management	TOU4125	X	X	X			X	X	X		X
Leadership and Professional Practice for Tourism and Hospitality	TOU4229	X	X	X	X			X	X	X	
Visitor Attractions and Events Management	TOU4425	X						X	X		X
Venture Creation and Corporate Innovation	TOU4325			X	X	X		X		X	X
Capstone Research Project	MKT4747					X			X		
Culture and Creativity in Tourism	TOU4625	X					X	X	X		

Emerging Trends and Sustainable Experiences in Tourism	TOU4525	X	X				X	X			
Postgraduate Placement	MKT4182						X	X	X	X	X
Business Transformation Project	MKT4183						X	X	X	X	X
Preparing for the Professional Placement	MGT4929						X	X	X	X	X