



L-Università ta' Malta
Institute for Tourism,
Travel & Culture

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for tourism and culture**

An experience which
serves you a lifetime

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Online courses for the Tourism Workforce

Offered by the
Institute for Tourism, Travel and Culture (ITTC)
UNIVERSITY OF MALTA



Malta
Tourism Authority



**L-Università
ta' Malta**



MINISTRY FOR TOURISM
AND CONSUMER PROTECTION

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Introduction to Institute for Tourism, Travel and Culture Academic Online Programmes 2020

Tourism education at the University of Malta was significantly strengthened in 2010 with the setting up of the ITTC. Prior to that, tourism studies had been embedded since 1995 within formal programmes offered by the Faculty of Economics, Management and Accountancy (FEMA).

The Institute evolved from offering just one study unit in Tourism Studies in the 1990s, to becoming a Department within FEMA, and finally morphing into a fully-fledged Institute. Today, it is housed in a 3-storey block within the 'New Humanities' area of the Msida campus, with modern offices, a fully equipped administration office on the ground floor, a kitchenette, a lecture room and a state-of-the-art boardroom.

At ITTC, we offer a range of tourism and culture courses at undergraduate and postgraduate level, and we have a number of Ph.D. students completing cutting-edge research. Year on year, we have witnessed a steady stream of students. Each of our programmes is designed to challenge students intellectually and expose them to a broad range of industry practices.

We are active in research and are involved in a range of EU-funded research projects. At ITTC, we work closely with local tourism and culture stakeholders and our academics collaborate with tourism academics at several European universities. These links ensure that [programmes of study](#) offered by our Institute are relevant and useful to people who wish to pursue a career in the tourism or culture sectors.

We look forward to welcoming you today as students of our Institute so as to go on to become our partners in this wonderful industry which requires passion and knowledge so as to grow sustainably in the future.

**Dr Marie Avellino,
Director of the Institute for Tourism, Travel and Culture**

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Undergraduate Programmes

Master Chef Diploma

MQF Level 5

We are offering a number of study units from the Master Chef Diploma. The study units were identified as they can be offered fully online and will give students the skills to achieve higher standards and quality in the food service industry.

These will run between June and September 2020.

TTC1401 Communication, Writing and Research Skills	4 ECTS
TTC1402 Food Culture	4 ECTS
RFS1420 Food Sustainability	4 ECTS
TTC1407 Sociology and Anthropology of Food	6 ECTS

This programme of study is governed by “The General Regulations for University Undergraduate Awards, 2019” and by the Bye-Laws for the award of Master Chef Diploma - M. Chef Dip. - under the auspices of the Institute for Tourism, Travel and Culture. Applicants must satisfy the Entry Requirements for admission.

For registrations click [here](#)



It-Turiżmu f'Għawdex – 2 Modules (3 study units)

Programme for Tourism Operators in Gozo

Module 1

TTC1500 Tourism in Gozo – 4 ECTS

<https://www.um.edu.mt/courses/studyunit/TTC1500>

This study-unit allows the students to deepen their knowledge of the concepts of tourism, hospitality and vacationing. It also introduces the concepts of resources and their variations ranging from human, social, cultural, physical and environmental and how they are nuanced by the specificities of islandness and smallness.

The study-unit will enable the student to evaluate and appraise the value within these resources as s/he will be able to reflect on how these can be maximized whilst simultaneously keeping sustainable values at the forefront.

The unit provides ample opportunities to discuss and imagine Gozo with a fresh pair of eyes, enhancing the knowledge and awareness of tourism operators on that island, allowing them to add value to what they do.

TTC1501 The Gozo Experience – 4ECTS

<https://www.um.edu.mt/courses/studyunit/TTC1501>

This unit introduces the concept of Gozo as distinct and yet connected to mainland Malta. It will explore its diverse product offer based on local resources such as flora, fauna, gastronomy, festivals, etc. This will be done through a conceptualization of maps or palimpsests composed of different layers such as history, culture, sound, scents, tastes and other senses other than just the physical geography of the landscape. It will also allow students to explore impacts on the island such as connectivity and the future direction.

Module 2

TTC1502 Gozo - History and its Interpretation - 8ECTS

This study-unit introduces the concept of Gozo as distinct and yet connected to mainland Malta. It will explore its diverse product offer based on local socio-cultural and historical events. This will be done through a conceptualization of events, maps, time charts and a multi-disciplinary interpretative approach, including aspects of history, religion, geography, geology, culture, anthropology and other applicable disciplines. It will also allow students to explore impacts on the island such as connectivity and the future direction.

For registrations click [here](#)

Note: These modules are intended for front-liners working or aspiring to work in the Tourism Industry in Gozo. As a special concession, applicants will be accepted as long as they have experience and interest in the tourism industry in Gozo together with an acceptable standard of education that will allow them to benefit from this course. A board appointed by ITTC will interview prospective students who do not have the entry requirements to read for a degree at the UM.



Bachelor of Arts (Honours) (Tourism Studies)

MQF Level 6

We are recommending a number of study units from the Bachelor of Arts Honours in Tourism Studies programme which will provide a comprehensive background to the local and international dimensions of the tourism industry. They will equip students with skills to critically analyse the tourism industry and its impacts on society, the environment and the economy. It takes an inter-disciplinary approach with a wide range of subjects. Besides these study units we can offer many others which can be accessed from this link: <https://www.um.edu.mt/courses/overview/UBAHTRS9-2019-0-0>

This programme of study is governed by “The General Regulations for University Undergraduate Awards, 2019” and by the Bye-Laws for the award of Bachelor of Arts (Honours)(Tourism Studies) - B.A. (Hons)(Tourism Studies) - under the auspices of the Institute for Tourism, Travel and Culture. Applicants must satisfy the General Entry Requirements for admission.

Selection of Bachelors Level Study Units -MQF Level 5/6_(Other study units are available on request)

Finance & Business

TRS1181	Basic Economics for Tourism	4 ECTS
TTC1103	The Business Environment of Tourism and Culture	4 ECTS

Tourism

TRS2221	Sustainable Tourism	4 ECTS
TTC1101	Introduction to Tourism	4 ECTS
TRS1151	Tourism, Travel and Destinations	4 ECTS

Management & Planning

TTC1102	Managerial Leadership for Tourism and Culture Organisations	4 ECTS
TTC3109	Managing Tourism Projects	4 ECTS
TTC3110	Event Management and Planning	4 ECTS

Culture & Heritage

TRS1131	Introduction to Heritage and Culture	4 ECTS
TTC3107	Web 2.0 and its Applications in Tourism, Culture and Heritage	4 ECTS

For registrations click [here](#)



Postgraduate Programmes

Master of Arts in Tourism and Culture

MQF Level 7 90ECTS

Duration 3 Semesters, One Year

The programme of studies is designed to develop the intellectual abilities of the students through the provision of study-units that promote deeper understanding of the current themes facing the cultural sector and its connection with tourism. As the statistics of tourism in Malta show, the number of visitors to cultural venues is on the rise and this is not a phenomenon peculiar to Malta. This segment of tourism needs professionals who know how to present and offer cultural products in the best way so as to offer a better service to more and more tourists and thus help to strengthen the industry in this segment. These professionals need to know the subject matter well and master its application so as to present a strong product to the interested tourist and be in a position to attract those who may as yet not be appreciative enough of the cultural products on offer. The areas of culture in which the students will gain a deeper knowledge and understanding of include the built and rural heritage, cities of culture, artistic manifestations, traditions, legislation, Mediterranean culture, religious heritage, and cultural tourism.

Programme of Study

This Masters programme currently runs over 2 years, however especially for this scheme we will be offering it FREE and have it run over 1 year (3 Semesters) : Semester 3, Summer (commencing in June 2020), Semester 1, Autumn (commencing in October 2020) and Semester 2, Spring (commencing February 2021).

Lectures will be delivered remotely, meaning online. When the country returns to normality, the lectures will be delivered outside office hours, say after 17:00.

For registrations click [here](#)

Master of Arts in Tourism and Culture E-Learning
(M.A.(Melit.))

(for courses commencing June 2020)

2020-2021

YEAR ONE

Semester 3

June 2020 to September 2020

Compulsory Units (All students must register for this/these unit/s)

TTC5004	Research Methods in Cultural Tourism	5 ECTS
TTC5005	Cities of Culture	5 ECTS
TTC5009	Exhibiting Cultures: The Arts and the Media	5 ECTS
TTC5010	Mediterranean Cultural Values	5 ECTS
TTC5012	Development of Cultural Identities	5 ECTS
TTC5100	International Event and Festival Management	5 ECTS

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Semester 1

October 2020 to February 2021

Compulsory Units (All students must register for this/these unit/s)

TTC5001	Cultural Tourism and the European Dimension	5 ECTS
TTC5002	Cultural Legislation and Policy	5 ECTS
TTC5003	The Marketing and Management of Culture	5 ECTS
TTC5006	Practicum in the Cultural Sector	5 ECTS
TTC5006	Traditions and the Tourism Product	5 ECTS
TTC5008	Religious Heritage and Niche Tourism	5 ECTS

Semester 2

February 2021 to 6 July 2021

Compulsory Units (All students must register for this/these unit/s)

TTC5013	Dissertation	30 ECTS
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*Work on the dissertation is expected to start in Semester 1 and continue up to the end of Semester 2.

This programme of study is governed by "The General Regulations for University Postgraduate Awards, 2008" and by the Bye-Laws for the award of the degree of Master of Arts in Cultural Sustainability and Tourism - M.A. - under the auspices of the Institute for Tourism, Travel and Culture.

Master of Arts in International Hospitality and Tourism Experience Management

MQF Level 7 90 ECTS

Duration 3 Semesters, One Year

The current trend in Tourism and Hospitality is to design and provide unique and memorable tourism experiences. The Master of Arts in International Hospitality and Tourism Experience Management programme is designed for students wishing to develop a successful career at management and senior levels. The specific focus of the programme is to provide the student with a systematic understanding of the concepts and characteristics of international tourism and hospitality as an area of academic and applied study, together with an in-depth examination of both the nature and characteristics of international tourism and hospitality operations. It also coaches students in the ability to evaluate products, services and operational issues within the international tourism and hospitality industry and tourism and hospitality environments, and foster comprehensive independent study and research.

Programme of Study

This Masters programme currently runs over 2 years, however especially for this scheme we will be offering it FREE and have it run over 1 year (3 Semesters) : Semester 3, Summer (commencing in June 2020), Semester 1, Autumn (commencing in October 2020) and Semester 2, Spring (commencing February 2021).

Lectures will be delivered remotely, meaning online. When the country returns to normality, the lectures will be delivered outside office hours, say after 17:00.

For Registration click [HERE](#)

Master of Arts in International Hospitality and Tourism Experience Management E-Learning

(M.A.(Melit.))

(for courses commencing June 2020)

YEAR ONE 2020-21

Semester 3

June 2020 to September 2020

Compulsory Units (All students must register for this/these unit/s)

TRS5211	Advanced Research In Hospitality and Tourism	5 ECTS
TTC5102	Advanced Marketing for Tourism and Hospitality	5 ECTS
TTC5104	Principles of Management in Tourism and Hospitality	5 ECTS
TTC5200	Managing the Visitor Experience	5 ECTS
TTC5006	Practicum in the Cultural Sector	5 ECTS
TTC5007	Traditions and the Tourism Product	5 ECTS

Semester 1

October 2020 to February 2021

Compulsory Units (All students must register for this/these unit/s)

TTC5014	Customer Relationship Management (for Tourism and Hospitality services)	5 ECTS
TTC5103	Tourism, the Hospitality Industry and the Environment	5 ECTS
TTC5105	Island Tourism	5 ECTS
TTC5100	International Event and Festival Management	5 ECTS
TTC5203	Intercultural Competencies for Management	5 ECTS
TRS5251	Innovative Tourism Management Practices	5 ECTS

Semester 2

February 2021 to 6 July 2021

Compulsory Units (All students must register for this/these unit/s)

TTC5208*	Dissertation	30 ECTS
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*Work on the dissertation is expected to start in Semester 1 and continue up to the end of Semester 2.

This programme of study is governed by "The General Regulations for University Postgraduate Awards, 2008" and by the Bye-Laws for the award of the degree of Master of Arts in International Hospitality and Tourism Experience Management - M.A. - under the auspices of the Institute for Tourism, Travel and Culture.

Delivery of Services

Delivery will be fully online using the University of Malta Virtual Learning Environment Platform (VLE). Each study unit is accredited and carries an ECTS value (ECTS is a widely used system in universities in the European Higher Education area, 1 credit nominally represents 25 hours of learning, of which 5 to 7 hours are normally direct teaching). To ensure quality we will cap the class to a maximum of 15 (Masters level is capped at 10 students) students - although in a few study units we may extend this to a few more.

To be accepted on a course, students will need to satisfy the entry requirements and upon successful completion of study units will lead to an AWARD transcript issued by the University of Malta (These can be utilised so that a student can continue studying up to Certificate/Diploma/ Degree at a later stage).

In the case of the Masters programmes the Course shall be open to applicants in possession of:

- (a) a Bachelor degree from this University, or another recognised university, with at least Second Class Honours or Category II in Tourism Studies or in other related areas deemed suitable by the Board or
- (b) a Bachelor degree from this University, or another recognised university, obtained with Third Class Honours or Category III, in Tourism Studies or related areas deemed suitable by the Board, provided that they have obtained other qualifications, including relevant experience, following their first cycle degree.

If you do not have these qualifications but have worked for more than 6 years in a management position please read the next page about our Recognition of Prior Learning Programme. For more detailed information pertaining to admission and progression requirements please refer to the by-laws for the course available [here](#).



Recognition of Prior Learning

We will consider applications from prospective students who do not fulfil the full programme requirements through a system known as RPL. The Recognition for Prior Learning (RPL) is the process of recognising learning obtained through formal, non-formal and informal learning other than the mainstream certification.

The Recognition for Prior Learning (RPL) is the process of recognising learning obtained through formal, non-formal and informal learning other than the mainstream certification.

Such learning can also include the acquisition of competencies gained through educational institutions such as schools, colleges, workplaces, life and work experiences, or even through personal interests.

Access this site for further information: [Recognition for Prior Learning](#)

During the RPL process University applicants will be assisted to collate a portfolio of their learning experiences, that can be verified and validated. This portfolio will be developed together with a Student Advisor (RPL Coordinator) and would typically include:

- A detailed C.V.
- Certificates confirming participation in training
- The scope of duties performed to date
- A report from an internship/apprenticeship agreement
- Professional certification
- Articles or other works written by the applicant
- Reference letter/s issued by an employer, manager or leader of an organisation
- Evidence of participation in a project and the scope of the duties involved
- Evidence of participation in foreign exchange periods
- Examples of work performed (e.g. prepared reports, budget sheets, plans, etc.)
- A letter explaining your motivation for joining University

In addition to submitting a learning portfolio, an RPL applicant may also be invited to:

- Undertake a project
- Sit for an interview/oral examination
- Undergo simulation/practice observation
- Undertake a proficiency test in English

Prospective applicants are to contact the Students Advisor Services in order to start the RPL process and identify the learning outcomes achieved through prior certified and experiential learning. Applicants are advised to start this process eight months ahead of the deadline for submission of applications.

PLEASE READ AND ACT ON THIS IMPORTANT NOTIFICATION

Application Eligibility

Following popular demand, the scheme application eligibility is being extended with immediate effect to include full time students and persons who have worked in the tourism industry and are currently unemployed.

Student applicants have to be full time registered students. Therefore, such applicants have to provide evidence that they are currently registered as full-time students with a local or foreign training institution.

Unemployed applicants are requested to provided provide their ETC social security registration confirming they are unemployed and a recently dated copy of their employment history from JobsPlus which show that they have recently been employed in the tourism sector.

Employees of the University of Malta and its subsidies cannot apply for the courses offered by ITTC.

As soon as you have registered you must send an email to ittc@um.edu.mt with the following details

1. Name and Surname of applicant
2. **ID number/Maltese Residency + card scan**
3. Job title – Together with a **letter of employment** document from your employer verifying your status. If you are employed/engaged as a service provider i.e. (private rental, Airbnb etc) you may submit the license as proof. Part timers can also apply even if they are students or pensioners, providing they can present a current letter from employer confirming their employment. The letter from employer is simply a declaration that they are currently employed and their job title. Dated and signed by the HR, manager or director. You may wish to put this clarification on your dedicated page to help avoid incessant queries as to the nature of this letter. Self-employed individuals in the tourism industry in lieu of the employer's letter need to provide a scan of either their relevant licence such as in the case of tourist guides, or if not licensed such as a consultant, scans of evidence of their capacity – e.g. webpage, linked in profile, social media page, etc. in the case of self-employed persons the following documentation is requested:
 - The VAT registration form which confirmed the NACE code applied to the organisation. The NACE code needs to be tourism related for the applicant to be eligible. The NACE codes can be found on the NSO website or through this link <https://nso.gov.mt/metadata/classifications/NACE%20Rev2.pdf> .
 - A recently dated JobsPlus confirmation that the applicant is registered as a self-employed person.
4. Email address
5. Phone number
6. Course title applied for
7. Date of Application
8. Time of application submitted
9. **Acceptance of GDPR disclaimer signed and scanned**



The Chairperson of the Institute is Professor Godfrey Baldacchino, Pro-Rector for International Development and Quality Assurance at University of Malta. The Director of the Institute is Dr Marie Avellino. They are supported by the Administrative, Technical and Academic staff, who together with various board members from other entities contribute to the running of this small but dynamic institute.

We look forward to welcoming you as a student with our ITTC.

DISCLAIMER: We have used our best endeavours to ensure that the URLs referred to in this publication are correct and active at the time of publication.

