

INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

joint Master's degree with the
Cyprus University of Technology

Online applications
until April 23, 2015
at www.ouc.ac.cy

SCOPE OF THE MASTER PROGRAMME

This is a forward-thinking and intellectually rigorous Master's degree programme, which aims to offer the opportunity to career minded individuals, irrespective of their academic background, to enter the fascinating and globally career promising world of tourism. At the same time, the programme offers the opportunity to professionals already in the industry to enhance their career progression to senior managerial positions.

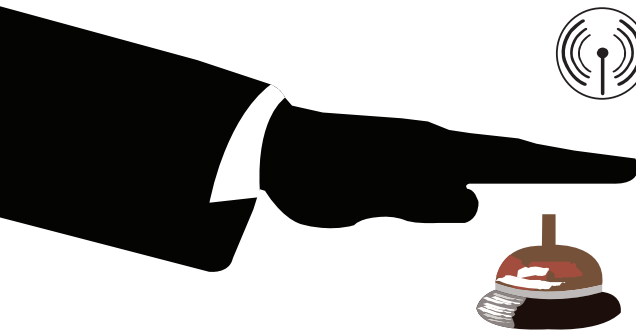
The "International Hospitality & Tourism Management" programme leads to a joint Master's degree, which is awarded by the Open University of Cyprus and the Cyprus University of Technology.

WHY CHOOSE THIS PROGRAMME

The programme:

- Is designed to provide students with essential knowledge surrounding the operational and organizational side of the hospitality & tourism industry as well as lay the foundations on the managerial and strategic business skills needed to excel in this sector.
- Is designed to enable students to stimulate critical thinking into creating new opportunities whilst tackling specific industry challenges, hence opening up new horizons for the industry at large, as well as for the development of the next generation of self-instinctive hospitality and tourism managers.
- Equips students with the ability to tackle complex business situations, touches upon global issues and trends in the sector and deals with competing demand, strategic planning, strategic marketing, human resource management, service quality, and corporate social responsibility.





Open University of Cyprus (OUC) is a modern, innovative, public university devoted entirely to open and distance education. OUC offers interdisciplinary, well-planned, career-oriented and high quality accredited programmes at all levels of higher education (bachelor, master, doctoral), utilizing open and distance education approaches and an innovative eLearning platform. In a true collaborative environment, students are constantly supported by the University's academic and administrative staff through continuous targeted guidance and communication.

The degrees awarded by OUC are equivalent to those of all accredited universities worldwide, regardless of the educational methodology used. All OUC programmes are also accredited by the National Academic Recognition Information Centre of Greece (DOATAP).

Cyprus University of Technology (CUT) is a public applied research oriented University which offers education and high level research in leading branches of science and technology which have high impact on the economic, technical, and scientific sectors. Alike the OUC, it awards accredited degrees, which are globally accredited.

OPEN UNIVERSITY OF CYPRUS :
your place, your pace, your education

TARGET AUDIENCE

This world-class integrated Master's degree programme is explicitly designed at preparing future professionals to strategically manage the challenges in contemporary tourism and hospitality. It seeks to attract anyone (irrespective of his/her academic background) with genuine interest in the fascinating world of tourism and hospitality. In addition, those people who are already employed in industry and wish to enhance their qualifications and progress to higher levels of authority are also welcomed.

STRUCTURE OF THE PROGRAMME

The language of instruction is English. For the completion of the joint Master's degree programme, students must successfully complete the academic requirements of six (6) semester Thematic Units and successfully complete a Master's thesis.

For more in depth information about the programme please visit the OUC website:

<http://www.ouc.ac.cy/web/guest/s3/progrspoudon/ih/>



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