

# Bachelor (Honours) in Travel and Tourism

MQF Level 6 | 180 ECTS





ACADEMY



## ABOUT US

Founded in 2005 as IDEA Leadership and Management Institute, IDEA Academy has since evolved into one of Malta's leading higher education institutions accredited by the Malta Further and Higher Education Authority. We offer a selection of accredited, industry-led programmes in a wide variety of fields, from foundation programmes right up to doctorate.

Our mission is to provide quality, industry-driven education to adult students who are already practitioners and professionals. In doing so, we adopt a student-centric blended approach to learning that is flexible and allows one to balance between personal, professional, and student life.



**ALSO  
AVAILABLE  
ONLINE**



# Bachelor (Honours) in Travel and Tourism

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## COURSE DESCRIPTION

The first year of the programme focuses on providing students with a solid foundation of the underlying principles in Travel and Tourism. Students will undertake study units in Hospitality Management, Travel Geography and Destination Management.

The second year of the programme builds on the knowledge of the first year and delves into the Financial, Human Resources and Operational principles within the travel and tourism industry. Students will also be exposed to knowledge and skills in Event Management and Tourism Marketing. Beyond the core units, students will undertake a project, hence get the opportunity to focus on a particular area that is of interest to them as well as acquiring skills in project planning.

The final year consolidates on the first two years of the programme. Students will have an opportunity to further develop their critical skills and deepen their knowledge of complex issues surrounding the travel and tourism industry. Learners will obtain knowledge on sustainable tourism, tourism law and policy, cross-cultural communication, and the diverse interests of tourists.

Besides solidifying their knowledge regarding important topics in travel and tourism, this qualification also promotes the development of transversal skills in students through modules such as Academic Writing, Critical Thinking and Communication. Furthermore, this programme consolidates the research skills of students through the Research Methods module, the Project, and the Dissertation.

## PROGRAMME OBJECTIVES

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This programme will equip students with the necessary competencies to:

1. Fulfil a variety of roles in the travel and tourism sector.
2. Make responsible and informed decisions within the field.
3. Develop and exhibit critical thinking and academic writing skills.
4. Analyse, investigate, and solve a real problem within the travel and tourism industry, enhancing their research and practical skills.

## STRUCTURE & ASSESSMENT

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This is a part-time course that will typically take 38-54 months to complete. The programme consists of a total of 16 modules.

### The course comprises:

- Lectures per module depending on the number of ECTS (once or twice a week);
- 3-hour lectures;
- Guided learning, presentations, comprising synchronous online discussions, tutorials and/or videos;
- Self-study hours comprising research, reading and assignment work.

## TARGET AUDIENCE

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This program targets:

- Individuals seeking to advance their academic and professional knowledge in Travel and Tourism.
- Individuals wanting to pursue a wide range of career paths in the travel and tourism industry.

## ENTRY REQUIREMENTS

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Candidates who apply for this course must possess:

- A related qualification at MQF Level 4 such as the IATA Foundation in Travel and Tourism Diploma.

### AND/OR

- One 'A' Level or equivalent and a pass in English Language\* and Mathematics at MQF Level 3 ('O' Level or equivalent).

In the case of mature students who do not possess all the formal required academic qualifications, then the Recognition of Prior Learning (RPL) process could be applied such that if evidence of equivalent learning is found then the applicant could still be accepted in the course. Such RPL process will subject applicants to an interview held with a board of experts within the field, chosen specifically by IDEA Academy, so as to verify their experiences and prior learning.

\* Students whose first language is not English and do not possess an 'O' level pass in English Language will be required to demonstrate English language capability at IELTS level 6.0 or equivalent.

## CAREER PATHS

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The potential positions for which this programme aims to prepare could be and are not limited to:

- Travel consultant;
- Operations manager;
- Event organiser/planner/manager;
- Business Development executive;
- Hotel manager;
- Travel agency manager;
- Marketing executive;
- Tour operator.



### Claudio Cauchi | Higher Diploma in Business Management

BB After many years – probably too many – I accepted the fact that I had to improve academically in order to get better career opportunities, as experience alone was not enough.

I knew that juggling family, work and study commitments would be a challenge and therefore finding the right institution that could understand these realities was crucial for me to ensure that I would succeed.

IDEA Academy has indeed ticked all the right boxes. The lecturers were all very knowledgeable and, more importantly, they provided everyday life examples that we could relate to. I also appreciated the Academy's administration. They were extremely supportive and were always willing to listen to our suggestions and address any queries in an efficient and timely manner.



#### Industry-driven courses

Our lecturers also have hands-on experience in the respective fields that they teach. This enables them to provide students with real life examples that may be applied to the workplace.



#### Fits perfectly to one's life

All our courses are held on a part-time basis, with lessons taking place once or twice a week, depending on the course chosen. This ensures that there is flexibility to one's personal and professional life.



### Kevin Camilleri | Higher Diploma in Business Management

BB The lecturers speak our language. You will not be an outsider in class, you are not merely a number – you are their valued student. They understand us and have first-hand experience in our field. Thank you IDEA Academy for this opportunity!



### RoseMary Portelli | Higher Diploma in Business Management

☺ Sometimes, uncomfortable things happen in life that serve to put us directly on the right path to the best thing that will ever happen to us. There I was one day, stuck in a traffic jam, when a huge billboard advertisement caught my attention.

My dream to further develop my knowledge through education in Business Management was right there in front of me. A billboard and a phone call later, plus ample doses of commitment and willingness, and my journey started there.

The lecturers are very qualified, passionate and respectful, full of advice and keen to teach. The course material is very comprehensive and informative. I can testify that IDEA Academy sets out high standards, helping us students to develop our overall character, as well as our academic achievements.



#### Payment plans and funding schemes

We offer the possibility for our students to pay in instalments or to design their own payment plan, completely interest-free. There are also schemes where one can get at least 70% of the course fees back.



#### Blended learning

A mix of lecture-led classroom activities and online learning allows students the flexibility to customise their learning experiences.



### Miriam Mifsud | Higher Diploma in HR Management

☺ After a long break from studying, I decided to leave my comfort zone and embark upon a new adventure. But I must say that as soon as the lectures started, I felt at home, and help was forthcoming both from the students – whom I now call my friends – as well as from my lecturers. I am proud to have made the right decision for both my personal goals and for my career.

This course served as a growth plan to new projects and to whatever the future has in store for me. Life is all about growing, and this course led me to new opportunities and to continue growing and learning new skills that I can employ in both my personal life and at the workplace.



## COURSE PROGRESSION MAP

The following progression map depicts your journey towards achieving the Bachelor (Honours) in Travel and Tourism. The map illustrates the interim exit points that lead up to the full bachelor's degree (180 ECTS).

### Modules 1-3

MQF 5  
30 ECTS

Undergraduate Certificate in  
Travel and Tourism  
Duration: 12 months

### Modules 1-6

MQF 5  
60 ECTS

Undergraduate Diploma in  
Travel and Tourism  
Duration: 24 months

### Modules 1-11

MQF 5  
120 ECTS

Undergraduate Higher Diploma in  
Travel and Tourism  
Duration: 46-48 months

### All compulsory modules + dissertation

MQF 6  
180 ECTS

Bachelor of Science (Honours) in  
Insurance Studies  
Duration: 38-54 months

## COST

Reading for the entire Bachelor of Science (Honours) in Travel and Tourism as presented in this brochure costs €9,000.\*

The cost for the different exit points is as follows:

- Undergraduate Certificate in Travel and Tourism: €2,000
- Undergraduate Diploma in Travel and Tourism: €4,000
- Undergraduate Higher Diploma in Travel and Tourism: €6,000

Upon successful completion of each exit point, students will be eligible for a 70% refund of the cost through the 'Get Qualified' scheme.\*\*

Due to the modular structure of the course, you may also opt to take individual modules as standalone. The entry requirements still apply.\*\*\*

\* Prices are applicable to students who reside in Malta at the time of applying.

\*\* Terms and Conditions apply.

\*\*\* For the price of individual modules, please contact the IDEA Academy team.



## PROGRAMME OUTLINE

MODULE/UNIT TITLE	COMPULSORY OR ELECTIVE	ECTS
1. Principles of Tourism	Compulsory	12 ECTS
2. Hospitality Management	Compulsory	12 ECTS
3. Academic Writing	Compulsory	6 ECTS
4. Critical Thinking and Communication	Compulsory	10 ECTS
5. Travel Geography	Compulsory	10 ECTS
6. Destination Management	Compulsory	10 ECTS
7. Tourism Business Management	Compulsory	24 ECTS
8. Event Management	Compulsory	6 ECTS
9. Tourism Marketing	Compulsory	10 ECTS
10. Research Methods	Compulsory	10 ECTS
11. Project	Compulsory	10 ECTS
12. Sustainable Tourism	Compulsory	10 ECTS
13. Niche Tourism	Compulsory	20 ECTS
14. Tourism Law and Policy	Compulsory	6 ECTS
15. Cross-cultural Communication	Compulsory	6 ECTS
16. Dissertation	Compulsory	<b>18 ECTS</b>

You are required to complete all 15 compulsory modules (162 ECTS), as well as the dissertation (18 ECTS) to fulfil the requirements of this bachelor degree.

**Total credits: 180 ECTS**



# Change your life without disrupting your career.

Student-centric, industry-driven study programmes that equip you with the tools to help you stand out at your workplace.



[mt.ideaeducation.com](https://www.mt.ideaeducation.com)

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