

Module 1: Setting the Framework: The Past (10 weeks)		
<b>Theoretical Perspectives on Leisure and Tourism (10 EC)</b> Scheduled teaching activities: 90 hours (lectures and seminars) for the module Independent study: 210 hours for the module Assessment: 60% Exam Individual & 40% Coursework (in groups of 3 max)	<b>Research 1: Defining a Contemporary Topic (5 EC)</b> Scheduled teaching activities: 40 hours (lectures and PBL) for the module Independent study: 110 hours for the module Assessment: 100% Coursework Individual	
Module 2: Operationalizing the Framework: The Present (10 weeks)		
<b>Quality of Leisure and Tourism (10 EC)</b> Scheduled teaching activities: 75 hours (lectures and student-led seminars) for the module Independent study: 225 hours for the module Assessment: 60% Exam Individual & 40% Coursework (in groups of 3 max)	<b>Research 2: Thesis Proposal (5 EC)</b> Scheduled teaching activities: 40 hours (lectures and Problem-Based Learning (PBL)) for the module Independent study: 110 hours for the module Assessment: 100% Coursework Individual	
Module 3: Beyond the Framework (10 weeks)		
<b>Policy and Planning &amp; the Future of L&amp;T (10 EC)</b> Scheduled teaching activities: 150 hours (lectures and seminars) for the module Independent study: 150 hours for the module Assessment: 50% Exam Individual & 50% Coursework Individual	<b>Research 3: Data Collection (5 EC)</b> Scheduled teaching activities: 22 hours (lectures, seminars and tutorials) for the module Independent study: 128 hours for the module Assessment: 100% Coursework Individual	
Module 4: Master Thesis (10 weeks)		
<b>Elective 1: Managing Events Organisations (5 EC)</b> Scheduled teaching activities: 45 hours (lectures and seminars) for the module Independent study: 105 hours for the module Assessment: 100% Coursework Individual	<b>Elective 2: Entrepreneurship and Innovation (5 EC)</b> Scheduled teaching activities: 45 hours (Real World Grounded Research) for the module Independent study: 105 hours for the module Assessment: 100% Coursework	<b>Research 4: Analysis and writing (10EC)</b> Scheduled teaching activities: 15 hours (tutorials) for the module Independent study: 285 hours for the module Assessment: 100% Coursework Individual

www.stenden.edu.qa



Stenden  
Qatar



## General Information

### Admission requirements

- a) An official copy or the original of your degree certificate  
 Academic: Bachelor's Degree (internationally recognized), preferably in Leisure & Events, Tourism, Economics or Business Studies. Students with other Bachelor's degrees are evaluated on a case-by-case basis. Work experience in related fields is not required but is recommended.
- b) English Language Proficiency
- › Academic IELTS 6.0 (with a minimum of 5.0 for each skill)
  - › TOEFL 550 (paper based), 213 (computer-based) and 80 (internet based)
  - › Cambridge ESOL score FCE-C (169, or higher)
  - › TOEIC 670 (Listening and Reading) and 290 (Speaking and Writing)
  - › An official copy or the original of the English language proficiency exam is required
  - › Alternatively a letter issued by your previous educational institution stating that you have been studying in English for at least 3 years.

### Entrance Interview

After processing your written application and meeting the overall requirements you will be given a date for a University entrance interview. The result of this interview will determine if you will enter our MA Programme at SUAS-Q. After the entrance interview, you will receive an offer of entry.

Please visit our website <http://www.stenden.edu.qa/> to learn more about our Admissions and Application procedure.

### Programme Start Dates

You can start this programme in September. The programme is offered full time.

### Tuition fees

Actual tuition fees are published on <http://www.stenden.edu.qa>  
 Please note that the tuition fees may be subject to change.

Meet Stenden University of Applied Sciences-Qatar

Do you want to have a clear picture of the study programme you have in mind? Visit SUAS-Q's open days and experience our education first hand by meeting our lecturers and fellow students.

### The right choice?

Do you still have doubts about the study of your choice? Do you prefer to study part time? Have a look at our other Master's programme in International Hospitality and Service Management. For more information visit: <http://www.stenden.edu.qa>

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*Stenden Qatar has opened doors for me; this is the place where I have been able to pursue my dreams and accomplish my aspirations. For me, the highlight of the programme is the emphasis on contemporary issues and future perspectives which make me feel ready for tomorrow's uncertainties!*

**Maryam Al Maarej**  
 Alumna and Student of Stenden University of Applied Sciences - Qatar

## The Programme

Do you want to be a leisure, tourism and events specialist, managing projects and developments at the forefront of the industry? Are you creative, innovative, good at identifying opportunities to create business or to improve people's quality of life? Do you want to learn the skills necessary for steering the future of the sector? This programme prepares you to do just that.

The Master's degree in International Leisure, Tourism and Events Management (ILTEM) provides in-depth knowledge to improve your international career perspectives. Leisure, tourism and events are regarded as key drivers for economic progress given its power to generate jobs and income. The social and environmental impacts should not be overlooked: tourism affects the quality of life of tourists and locals. The programme prepares you to become a responsible future leader. Within the programme, emphasis is placed on a sustainable approach towards leisure and tourism and the impacts of leisure and tourism on the quality of life.

## Why ILTEM?

The programme is accredited with a triple good rating by the Dutch and Flemish Accreditation Organization. This makes the programme one of the best in its field.

Active involvement in real research projects as part of the European Tourism Futures Institute (ETFI). ETFI is a leading institute with a unique position in Europe and is a specialist in the field of future studies and scenario planning for leisure and tourism. ETFI supports the tourism industry with research to design strategies, business models and concepts for the future.

Getting to know how to work with scenario planning, an essential skill for leisure and tourism managers.

## Programme Overview

### Theoretical Perspectives on Leisure and Tourism

In this module, you will learn to explore and explain contributions that philosophy, psychology, sociology, geography, and economics make to the field of leisure and tourism. The module has a strong emphasis on the relationship between leisure and tourism and sustainability.

### Quality of Leisure and Tourism

The concept of quality of life has become increasingly important in the field of leisure and tourism. Assessing and interpreting the quality of life in relation to leisure and tourism requires critical and analytical thinking. The complexity of quality of life is the central aspect of the module and you will be challenged to critically analyse this.

### Policy and Planning

This module focuses on the understanding and critical analysis of leisure and tourism public policy and planning processes, contexts and settings. It is essential for future decision makers in the leisure and tourism industry to develop a clear understanding of the theories and approaches from which policy and planning can be developed; the forces which shape leisure and tourism policy, planning, and development; and the impact policy has on society and the political system.

### Research (1-3)

The three research modules prepare you to write your independent thesis by exploring how to define a contemporary leisure and tourism research topic, how to write a well-balanced and detailed research proposal, and how to perform appropriate data collection and analysis.

## Electives

You will have a choice of two electives:

### Entrepreneurship & Innovation

This includes entrepreneurship, innovative concepts and business perspectives. This module is an accelerated research based programme. It is designed to provide you with the opportunity to accrue the skills, framework, and learning experiences necessary to create business opportunities in service oriented organisations, or new companies, by applying entrepreneurial and innovative initiatives.

### Managing Events Organisations

This elective addresses key concepts that help to understand how to manage an events organisation and how to create competitive advantages imperative to success.

## Study Coach

At the start of the programme, you are assigned a coach who will personally guide you during the entire programme and will help you to think critically about yourself, your way of learning and your future career.

*That is the strength of Stenden University of Applied Sciences - Qatar : in a rapidly changing world, our people make the impossible possible.*



# International Leisure, Tourism & Events Management

## MASTER'S DEGREE

By expanding your boundaries, there is no telling what you might accomplish. That is why we challenge our students, staff and partners every day to discover and develop their talents, as part of a journey that transcends the limits of their own professional field and immediate environment. The future calls for enterprising and resourceful professionals who know how to translate their knowledge into innovative solutions and who have the vision and courage needed to look beyond their own professional field.

## Master's degree in ILTEM

The Master's degree in International Leisure, Tourism and Events Management is characterised by an underlying past - present - future structure. Established theory will be explored (the past), and current cases and contemporary issues will be examined and debated (present). To provide a future perspective, scenario planning will feature in the development of policy and planning in leisure and tourism. You are stimulated to think creatively about the future direction of the industry and your career. You will deepen your professional knowledge and identify new opportunities for career and personal development.

## A programme designed for tomorrow's world

This is your chance to study at one of the most respected institutions of higher education in hospitality and tourism in Europe. Our multicampus university of applied sciences encompasses an international focus which provides you with an international experience. You get the chance to study a module in the main campus in Holland as part of this programme. This is a unique way for students and graduates to distinguish themselves in the tourism industry and a great opportunity to expand their international network.