

# Practical information

## ADMISSIONS REQUIREMENTS

### Academic:

Bachelor degree, preferably in Leisure, Tourism, Economics or Business Studies. Students with other Bachelor's degree are evaluated on a case-by-case basis. Work experience in related fields is not required but is recommended.

## LANGUAGE

IELTS score 6.5, with a minimum score of 5.5 in each of the parts.

## STUDY LOAD, ACCREDITATION & DOUBLE DEGREE

The 1,680 credit-hour programme (exclusive study trip) is accredited by the Dutch accreditation organisation NVAO and leads to the Stenden degree of (professional) Master in International Leisure and Tourism Studies. The 1,800 credit-hour programme (including study trip to London) also leads to an internationally recognised Master of Arts degree (MA) in International Leisure and Tourism Studies, issued by London Metropolitan University. The programme was in 2011 accredited by the international FIBAA Accreditation Commission for Institutional Procedures. In 2012, associate membership of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) was awarded.

## APPLICATION

Applications for MAILTS can be made online at [www.stenden.com](http://www.stenden.com) by clicking on 'Apply Now'.

## QUESTIONS ABOUT THE PROGRAMME

For further information on the programme and the application procedure, please contact: Office Academic Affairs, tel: +31 (0)58 244 1442, [masters@stenden.com](mailto:masters@stenden.com)

## PROGRAMME START DATES

You can start this programme in September

## LOCATION

Leeuwarden

## MEET STENDEN

If you want to get a really good impression of the degree programme you want to do, come and visit Stenden, get a taste of the atmosphere, have a look around and talk to students and teachers. Come to one of our Open Days or information days - you can even come and try a taster session.

For a full overview of dates, go to [www.stenden.com/kennismaking](http://www.stenden.com/kennismaking).

## FACILITIES

You'll find everything a student needs on the Leeuwarden campus, from free internet and an electronic learning environment to a media centre and, of course, a restaurant.



Stenden

Stenden offers programmes in the fields of:

- › Economics & Management
- › Technology
- › Health Care & Education

STENDEN UNIVERSITY OF APPLIED SCIENCES LEEUWARDEN

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# Stenden

# Hello World!

2013-2014

# Career perspective

The Master of International Leisure and Tourism Studies focuses primarily, but not exclusively on the public and semi-public sector at local and regional level.

Our graduates typically find jobs in:

- › POLICY AND PLANNING (e.g. policymakers at local, regional and national level);
- › MANAGEMENT CONSULTANCY in larger Leisure and Tourism companies, such as hotel chains and leisure parks;
- › RESEARCH AND EDUCATION (e.g. lecturer in tourism, or to do a PhD);
- › CONSULTANCY AND DEVELOPMENT (e.g. at a consultancy firm or research institute);
- › MANAGEMENT AND COORDINATION of the interests of different industries and stakeholders (e.g. in NGOs and other intermediary, bi-lateral and multi-lateral organisations).

## Programme overview

### THEORETICAL PERSPECTIVES OF LEISURE AND TOURISM

The module seeks to explore and explain the conceptual contributions that philosophy, psychology, sociology, geography, and economics have made and can make to the field of leisure and tourism. The module will develop conceptual thinking of the student and will stimulate an interdisciplinary approach.

### MARKET VALUE CREATION

This module reflects on the broader societal and economic aspects of the emergence of the service society and the experience economy and the way organisations create market value. It focuses on different ways of improving service performance and creating market value while avoiding the pitfalls of an exclusive focus on financial indicators.

### SUSTAINABLE VALUE CREATION

This module addresses issues concerning the service society, quality of life and the role of business in society from the perspective of sustainability. It emphasises the interconnectedness of the personal, organisational and societal levels of sustainability. The aim is to provide insight in the role of sustainability in service organizations, both private and public.

### QUALITY OF LEISURE AND TOURISM

This module examines in a multidisciplinary and interdisciplinary manner the variety of quality aspects of leisure and tourism, placing them in the broader context of quality perspectives on human life. The complexity of quality questioning will be the central issue. The module has an integrative function by bringing together a range of issues and themes from the previous modules.

### RESEARCH

This module focuses on issues related to the research process necessary to write a Master Thesis. Attention is given to techniques of data collection, analysis, academic reading and writing skills. The module aims to equip participants with a critical understanding of the research process and the outcomes of research studies. A variety of research methods will be critically examined and applied.

### POLICY AND PLANNING

Given the complex and dynamic nature of leisure and tourism policy making, it is essential to develop a clear understanding of the theories and approaches from which leisure and tourism policy and planning can be developed and the impact policy has on society and the political system. The module focuses on the understanding and critical analysis of leisure and tourism public policy and planning processes, contexts and settings.

### PERSONAL VALUE CREATION

This module explores possible paths for leadership development. This is done by encouraging the development of the participant's personal qualities and professional management competencies. The focus is on the achievement of a high degree of interpersonal skills (interdependency), self-confidence, initiative and entrepreneurship, and an appropriate attitude to work related situations (independency).

### ELECTIVES

The elective modules provide the opportunity to broaden and deepen the student's knowledge of specific subjects. Electives will be offered depending on the number of prospective participants.

### MASTER THESIS

A Master Thesis is the most appropriate form for testing the ability of a systematic exploration of a self-elected area of study by the student. Presenting an original piece of research is the clearest expression of the student's ability to study at Master's level.

### EDUCATIONAL METHODS

We use the following methods:

- › Seminars
- › Workshops
- › Lectures
- › Presentations
- › Small group work
- › Guest lectures

### INTERNATIONAL ACTIVITIES

**London Fieldtrip**  
Each year, a study fieldtrip is organized to visit London Metropolitan University and the vibrant city of London. The trip includes an educational seminar and assignment offered by our partner university.

### EXCHANGE

In 2012 an Exchange Agreement with Auburn University, Alabama was signed, which will allow students to spend a 10 weeks period in the USA as an Elective.

# MASTER IN INTERNATIONAL LEISURE AND TOURISM STUDIES

MASTER DEGREE

FULL-TIME

Our current society is dominated by the service sector of the economy and tourism constitutes one of the largest sub-sectors. Tourism is regarded as a key driver for economic progress for its power to generate jobs and income. But the social and environmental impacts should not be overlooked: tourism affects the quality of life of the residents in the destination communities and their sense of place. For tourism development to be sustainable it must serve the needs of humanity; it must serve the community and all its values. Tourism supply and demand have to be brought together within the limits of acceptable change of the destination community, a basic element of modern tourism. Maximizing benefits and minimizing costs require knowledge and understanding, careful analysis, visioning, planning and leadership, in which process is emphasized over product.

So, the master programme addresses the phenomenon of tourism as the most important leisure time spending of our time; it addresses the interdependent relationship between leisure, tourism and other leisure fields; it addresses the diverse implications of leisure and tourism for the quality of life of the people involved; it addresses the issue of leadership and how to create and align sustainable value for the community, the industry and the individual; and it addresses the changing organization of societies, the changing configuration of the tourism industry, and the major transformations of social and cultural issues and how these affect tourism policy, planning and development.

1

YEAR  
UNIT 1

**Setting the framework:**  
understanding the key perspectives of leisure and tourism as well as of value creation

**SUBJECTS (SEE ABOVE):**

1. Theoretical Perspectives of Leisure and Tourism
2. Market Value Creation
3. Sustainable Value Creation

UNIT 2

**Making the framework operational:**  
analysing leisure and tourism in the context of quality of life and designing research

1. Quality of Leisure and Tourism
2. Research

UNIT 3

**Beyond the framework:**  
understanding strategic policy and planning processes and personal value creation

1. Policy and Planning
2. Personal Value Creation
3. Master Thesis

UNIT 4

**Elective & Master Thesis:**  
doing research and specializing

1. Elective
2. Master Thesis