



OVERVIEW TO
ONLINE/BLENDED CERTIFIED
Undergraduate Diploma in Tourism Studies
(EQF/MFQ LEVEL 5 being processed)

2020-21

Mission Statement

“Advenio eAcademy is committed to the design, development and implementation of quality, certified and non-certified, on-line and blended learning courses in Entrepreneurship and related fields. These programmes are designed to provide executives in the SME sector with EU recognised qualifications and quality courses that assist them in the running of their businesses and demonstrate their competence and professionalism.

Advenio eAcademy develops local and international collaborations with Higher Education Institutes, professional bodies, NGOs and private sector firms, to develop customised elearning solutions which meet the requirements of specific market segments and user groups.”

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Introduction

The Undergraduate Diploma in Tourism Studies is a programme awaiting accreditation by the NCFHE at 64 ECTS Credits at Level 5. It is awarded by Advenio eAcademy in collaboration with other international partner Universities. It is delivered in the English language both online and as a blended learning programme. It provides middle management within the tourism sector with the necessary management skills, tools and techniques to advance their own personal performance as managers and leaders within tourist driven organisations

The programme focuses on translating theoretical knowledge to practical work situations in a variety of tourist related environments and contexts. It provides students with the necessary knowledge and skill-sets to apply best practices in tourism related sectors. The direct international experience of the relevant Faculty teams provide students with first hand exposure to the realities of a demanding and ever-changing international tourist industry. The programme serves as a framework for further specialized studies in particular aspects of tourism studies thus complementing work experience to serve as a foundation for career development.

This 64 ECTS Level 5 Under Graduate Diploma in Tourism Studies (accreditation pending) is delivered online for students studying on a part-time basis over a period of 74 weeks whilst the duration of more intensive blended learning option is for 52 weeks. The programme consists of five Foundation Courses accredited at 4 ECTS each and twelve Specialist Subject course modules (pending accreditation at 4 ECTS credits each). The final stage of the programme includes a research based project which may be associated to an internship in the tourism industry.

The subject course modules are based on a combination of self-learning and collaborative learning activities. The interactive collaborative elements form an integral part of the on-going student evaluation process required as part of the accreditation related internal quality assurance . The modules typically comprise various learning objects, including:-

- Audio visual presentations – each one hour session is split into 15 minute segments
- PDF presentations to accompany the audio visual presentations
- Frequently Asked Questions with references
- Self-Assessment Test Questions
- Forum Questions
- Live weekly tutorial/workshop classes
- Additional course materials such as reading lists, articles or case studies

Integrative & Evaluation Components

Level 5 accredited courses include an integrative and evaluation component which is critical for the certification process. This component serves as the basis for the collaborative element of the courses providing various opportunities for interactive participation. It includes the forum discussions, the weekly workshop tutorial sessions and allows for downloading of case studies and uploading of student case evaluations.

The forum discussions call for students to review and comment on the forum question set by the Tutor, as well as commenting on the relevance and validity of the other posts being submitted by fellow students. The course Tutor reviews and comments on the students' submissions, providing general direction to the debate. In this way, the Tutor is able to keep the debate more focused on the key issues identified in the various posts submitted.

The weekly tutorial/workshop sessions are a vital part of the programme as they provide the opportunity for students to raise academic issues with the Faculty. It also gives Faculty the chance to get to know each of the students and their motivation for participation in the course. These sessions call for preparation by the students. They need to review the relevant course materials to be discussed and prepare their own issues for discussion.

The course requires students to work on assignments or case studies in each subject module. These are set to present particular situations which students need to address. Some are set for individual completion, whilst others are set as group assignments. The latter require collaboration between the different members of the group for the review and analysis of the issues at hand. Students may use the e-learning platform's inbuilt video conferencing facilities to organise on-line group sessions to review and discuss best practice solutions. A formal assignment report or case study analysis is to be submitted by the students as individuals or as a group, for Tutor evaluation.

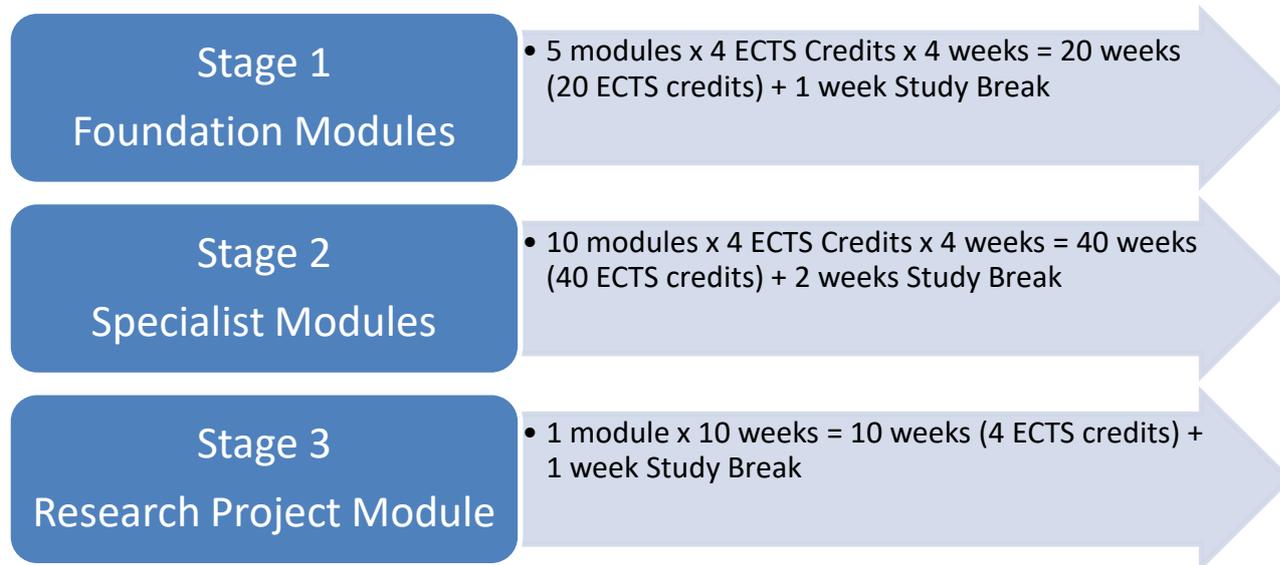
To earn the Certificate credit, students must actively participate in a minimum of **two** forum sessions, must submit evaluations to **two** assignment / case studies per subject module. Students need to achieve at least a pass in their evaluation scores on both of these activities. The case study assignments, forum participation and workshop/tutorial attendance serve as the assessment for the course.

The Award programme is driven by a team of professionals determined to harness state-of-the-art online technologies and higher educational institution partner networks to develop and deliver top quality programmes at very cost effective prices in formats that meet the needs of the more discerning students.

The policies, partnerships with key partners and systems are defined within key documents for each programme, and each is reviewed to ensure that the high standards are maintained to reflect the ECTS accreditation of the programme.

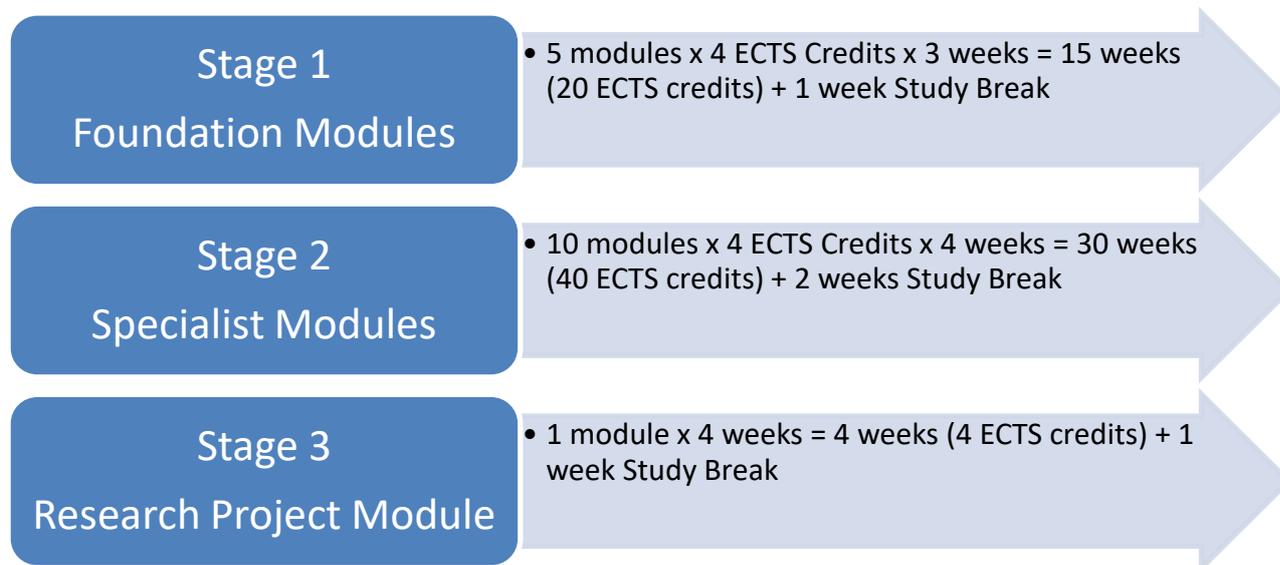
Online Programme Overview

The online programme is designed to cater to the needs of part-time students. It allows for the delivery of each of the programme stages in sequence over a period of 74 weeks as per schedule shown below for the attainment of the required 64 ECTS credits at Level 5.



Blended Learning Programme Overview

The blended learning programme is designed to cater to the needs of full-time students. It allows for the delivery of different stages simultaneously over a period of 52 weeks as per schedule shown below for the attainment of the required 64 ECTS credits at Level 5.



Overview to Foundation Course Modules

The following online and blended learning subject module courses have been level-rated at MQF Level 5 by the Malta Qualifications Council and accredited at 4 ECTS according to the European Credit Transfer & Accumulation System ECTS. Each course is delivered over a period of 4 weeks for the online programmes and over a period of 3 weeks for the blended learning programmes in Malta.

The following is a list of the foundation course modules which are mandatory. It includes outlines of the course content and learning outcomes related to each module. The content shown is indicative and is subject to change as this is updated regularly. Kindly note that Subject Module titles marked with an asterisk (*) are in the process of accreditation by the NCFHE.

F1 SME Core Principles Foundation Course Modules

Developed & Delivered by Advenio eAcademy, Malta

- F1-1 Principles of Management
- F1-2 Principles of Marketing & Sales
- F1-3 Principles of Human Resource Planning
- F1-4 Principles of Accounts
- F1-5 Principles of ICT

F1-1 Principles of Management

1. Fundamental Principles of Management

- Describe the fundamental concepts of management functions and practice;
- Apply planning models in defining the mission of business units;
- Show an understanding of design and implementation of control systems for compliance with an organisation's strategy and risk tolerance;
- Describe how the organisation function is responsible for alignment of interrelationships between planning, leading and control functions to impact organisational effectiveness;

- Demonstrate how coordination is linked with the assignment of authority and responsibilities;
- Describe the main Leadership theories and their correlation with motivation and performance;
- Describe the characteristics of a leader and how these impact organisational performance.

2. Corporate Strategic Planning

- Define the scope of an organisation's Vision, Mission, Goals & Objectives;
- Identify the need for SWOT analysis in strategy formulation and implementation;
- Use SWOT analysis within an organisation to discover its Core Competencies;
- Describe the role of strategic planning in building a long term competitive advantage;
- Analyse the organisation's internal environment by a resource based approach and its external environment through the PEST model;
- Define the requirements of and develop a Business Plan.

3. Organisational Structure & Corporate Culture

- Identify the importance of structuring an organisation to facilitate customer focus;
- Apply best practices in the review of organisational strategy and tactics;
- Identify the various organisational design frameworks;
- Use Gallbraith's Star model to evaluate which structure is most appropriate to an organisation;
- Define the elements of culture, values, norms and how these effect organisational structure;
- Apply best practices to successfully adapt to unfamiliar cultural settings and promote change;
- Describe the concept of the Learning Organisation and how the five disciplines contribute to the organisation's competitive advantage;
- Design a questionnaire to measure the organisation's aptitude for learning.

4. Operations Perspective

- Describe the application of knowledge, skills, tools, and techniques to project activities;
- Apply time management, risk and costing techniques in project planning;
- Identify, prioritise, mitigate and document project's costs/quality/time and risks;
- Use value chain analysis to understand the various operations' relevance;
- Discuss the relevance of the virtual value chain of the firm to growth opportunities;
- Define how quality management contributes to an organisation's competitive advantage;
- Define the core concepts of TQM, Quality Assurance and Quality Control and how these can be applied in the organisation's operations;
- Describe Agile project management and its relevance to situations of uncertainty/variability;

- Show how Kanban and Scrum frameworks function within the organisation.

5. Finance Perspective

- Define the basic accounting structure in an organisation;
- Interpret the accounting data presented in the Debit-Credit system;
- Define the importance of profit & loss statement, balance sheet, cash flow, and application of funds statements have on the business;
- Employ critical thinking skills to analyse data reported in the financial statements;
- Describe the concept of a budget;
- Analyse budget assumptions and variances;
- Identify the role of ratio analysis;
- Use basic Accounting Ratios to monitor financial and operational performance;
- Interpret the results of ratio analysis and how they need to be addressed.

F1-2 Principles of Marketing & Sales

1. Fundamental concepts

- Define Marketing in today's market context and identify components of the marketing process;
- Define the scope of an organisation's Vision, Mission, Goals & Objectives;
- Demonstrate an understanding of the role that an organisation's vision, mission and goals & Objectives have in the marketing process;
- Describe the role that People, Strategy, Organisational structure, Processes and Rewards have in determining Organisational behaviour;
- Identify the importance of structuring to facilitate customer focus;
- Assist in designing organisational processes which are customer driven.

2. The Marketing Mix and Business Relationships

- Define and apply the marketing mix as a tool as part of the organisation's strategy
- Develop a Marketing plan and identify the key issues to develop a Marketing plan;
- Identify the need for a SWOT analysis in the dynamics of Strategy formulation;
- Implement a SWOT analysis within an organisation to discover Core Competencies;
- Define market segmentation and positioning;
- Implement a Market Segmentation and Market Positioning exercise.
- Describe the impact of Branding on Consumer Behaviour;
- Identify new marketing practices throughout the media mix;
- Balance exchange relationships in branding that Marketing should seek;
- Identify the key differences between B2B and B2C best practices in relationship marketing.

3. Managing the Marketing Research Process

- Identify key challenges in the design of a research project,
- Define the particular challenges of quantitative and qualitative research;
- Identify core processes in design and implementation of Market Research;
- Identify key issues in the design of data collection instruments
- Identify the challenges to be overcome in producing accurate and timely market research reports that are not biased and can serve as the basis for decision making.

4. Personal Selling

- Describe the Communication process and best practices in effective communication skills;
- Apply best practices in ethical persuasion;
- Assessing sales calls and selecting the right time to close the sale;
- Perform a Sales Call;
- Apply best practices in ethical persuasion;
- Understand the concept of the Sales Cycle and its constituent elements.

5. Sales Management

- Deal with sales team integration in the organisation's marketing strategies;
- Identify the manner in which marketing and sales efforts need to be integrated and dovetailed to enable a company to reach its marketing and sales objectives;
- Identify and correlate the sales activities and overall marketing campaign;
- Identify the forecasting techniques which are applicable to the organisation;
- Describe the role that sales forecasting has in a marketing plan.

F1-3 Principles of Human Resources Management*

1. Fundamental principles of HRM

- The nature and development of personnel management and human resource management;
- The roles and tasks of HRM function;
- The involvement of line managers in human resource practices;
- ICT tools to HRM;
- Defining organisational development and human capital development;
- Describe HRM from a systemic, strategic perspective, and its relevance to stakeholders;
- Describe the impact of contemporary organisations design, their environments, strategic objectives and policies have on HR Management;
- Describe external factors shape and impact HRM strategies.

2. The Recruitment and Selection Process

- Define interview's role in the context of HR value chain and talent cycle;
- Identify the core processes in assessing the competency needs of an organisation;
- Defining human resource planning;
- Determine issues of bias and prejudice and areas where interview bias most occurs;
- Describe the process of developing comprehensive job profiles for use in interviewing;
- Describe various performance hurdles and how to assess these in an interview;
- ICT tools to Recruitment & Selection;
- Defining how to rate and compare candidates using a rating matrix in an interview;
- Translate the recruitment & interviewing process into a system-driven process.

3. Managing Performance

- Define Performance Management as the process of setting boundaries/expectations for all;
- Outline the performance management cycle;
- Describe the nature of performance management;
- Define the process of job evaluation and the main factors determining remuneration;
- Define and administer common employee compensation and benefit programs;
- List the advantages and disadvantages of different performance appraisal techniques;
- Describe various ICT tools to HR Performance Management;
- Differentiate between performance management and performance appraisal.

4. Human Resource Development

- Observing and assessing HRD needs;
- Defining training & development needs;
- Designing HRD activities, reviewing and evaluating HRD quality;
- ICT tools to HRD;
- HRD service providers and partners;
- Mentoring and the implementation of learning to employees;
- Policy-making and HRD;
- Communities of practice: the knowledge management perspective;
- Determining the future of HRD and its importance to a successful firm.

5. The Legal Perspectives to HRM (Malta legislation)

- Describe how external factors shape and impact on HRM strategies;
- Describe fundamental employment laws in the EU and the challenges of international HRM;
- Describe and identify different types of employment contracts;
- Describe what clauses an employment contract should have and their enforceability;
- Understand the Employment & Industrial Relations Act (EIRA);

- Identify disciplinary actions permitted and how to mitigate their impact and avoid litigation;
 - Describe the different working time regulations that are relevant to different industrial sectors;
 - Identify instances of workplace harassment, discrimination and victimisation;
 - Describe family-based rights (parental leave, urgent family leave and other family entitlements);
 - Identify the applicability of data protection provisions to the employment relationship;
 - Describe the different social security benefits that employees are entitled to.
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F1-4 Principles of Accounts*

1. Fundamental Financial Concepts

- Define company capital structure and dividend policies;
- Define basic ideas, scope and tools of finance based on earnings, profit and cash flow;
- Match the role of different asset classes, their behaviour in isolation and collectively;
- Analyse what are the fundamentals of company investment decisions;
- Estimate cash flows for investment projects;
- Applications of company investment analysis;
- Understand the principal functions of capital markets and working capital management;
- Describe the key concepts in international financial management.

2. Fundamental Accounting Concepts

- Interpret the accounting data presented in the double entry Debit-Credit system;
- Describe the profit & loss statement, balance sheet, cash flow, and source & application of funds statements;
- Describe the role that accounting reporting has in business intelligence;
- Define how the elements of the financial setup affect the operations of a business;
- Demonstrate an understanding of the risks of misinformation;
- Employ critical thinking skills to analyse data reported in the financial statements;
- Identify the role of ratio analysis in evaluating and project business performance;
- Use basic Accounting Ratios to monitor financial and operational performance;
- Interpret the results of ratio analysis and how they need to be addressed;

3. Management Accounting & Internal controls

- Distinguishing characteristics of managerial accounting;
- Define the role of managerial accounting in support of planning, directing and controlling;

- Introduce key production cost components: direct materials, direct labour and overheads;
- Analyse products costs vs period costs;
- Determine categories of inventory and related financial statement implications;
- Describe the concept of a budget;
- Apply the budget concept within the framework of an organisation's strategy;
- Analyse budget assumptions and variances;
- Determine cost behaviour patterns and implications for managing business growth;
- Determine core concepts in job costing and information systems for job costing environments;
- Define accounting internal controls for cost-quality management decision making.

4. Financial Risk Management

- Describe risks and the management of the firm;
- Define business risk reduction, diversification, ROI and insurance coverage;
- Explore and define the different financial markets;
- Describe market mechanisms and efficiency;
- Define the different types of financial risks; Interest-rate, Currency, Equity, Commodity Price;
- Describe the Risk assessment process and determine ways to controlling risk;
- Quantify key financial risks using established financial methods for measuring risk;
- Determine qualitative approaches to risk assessment.

5. Financial Regulatory Framework

- Understand the basic regulatory framework for the various sectors within financial services;
- Apply the financial services requirements as part of his/her company's policies;
- Prepare Company's Policies that are required by regulations;
- Gain awareness of the purpose of the regulations and protections for savers and investors;
- Understand the financial services regulations within the European Union and the role of new players such as ESMA, EIOPA and the European Banking Regulator;
- Define the roles of Money Laundering Reporting Officer (MLRO) & Compliance Officer (CO);
- Prepare Company's policies to address regulatory requirements.

F1-5 Principles of ICT*

1. Fundamental ICT Practices for SMEs

- Introduce basic computer systems, their core components and inter-functionality.
- Provide a sense of perspective regarding currently accepted concepts of ICTS

- Enable research and reporting in these fields
- Introduce major developments in Information Technology
- Introduce theories, principles and practical skills associated with effective communication in relation to Information Technology contexts

2. Concepts of Internet and Relevance to SME Operations

- Introduce organisation's the day to day uses of the internet
- Describe the basic terminology related to the internet
- Use application software and webmail to send e-mails
- Describe different internet safety threats and prevention measures for data protection
- Identify and use web-based solutions to SME operational requirements

3. Concepts of Cloud Based Solutions

- Gain a clearer understanding of the Cloud based technologies;
- Define the application development process, from planning to deployment and maintenance;
- Insight into architectures, protocols, standards, languages, tools and techniques;
- Understand the approaches to more dynamic and mobile content;
- Analyse requirements, plan, design, implement and test a range of web applications.
- Understand the correlation between cloud computing, mobile security, and data analytics

4. Social Media and Digital Marketing for SMEs

- Engage with social media marketing within an overall digital marketing context
- Define the core digital marketing disciplines
- Define the latest methods, techniques and tools for improving a company's Digital Marketing;
- Examine the various tactics for enhancing website's position and ranking with search engines
- Insight to build and maintain an effective SEO strategy;
- Develop, implement and manage effective digital display campaigns.

5. ICT Security and Governance Concepts & Practices

- Define the proper use of information, particularly personal data;
- Explore the threats to information systems from criminals and terrorists;
- Identify information as an area of operation that requires internal control systems for protection;
- Introduce information security systems and the management of information security risks;
- Understand the intricate nature of cybersecurity;
- Demonstrate an understanding of Corporate Governance of ICT policy framework.

Overview to Specialist Course Modules

The following online and blended learning subject module courses have been level-rated at MQF Level 5 by the Malta Qualifications Council and accredited at 8 ECTS according to the European Credit Transfer & Accumulation System ECTS. Each subject cluster is delivered over a period of eighteen or fifteen weeks and includes three course modules each of which is delivered over a period of 6/5 weeks for online and blended courses in Malta respectively. The content shown is indicative and is subject to change as this is updated regularly.

ST Specialist Tourism Subjects

- ST-01 Fundamentals of Sustainable Tourism
- ST-02 Current & Emerging Trends in Tourism
- ST-03 Fundamentals of Tourism Marketing
- ST-04 Fundamentals of Digital Marketing in Tourism
- ST-05 Fundamentals of Gastronomy
- ST-06 Fundamentals of Restaurant Management
- ST-07 Fundamentals of Hotel Management
- ST-08 Fundamentals of Agri-tourism
- ST-09 Fundamentals of Events Management
- ST-10 Fundamentals of Venue Management

Kindly note that the Specialist Subject Module titles require accreditation by the NCFHE.

ST-01 Fundamentals of Sustainable Tourism

This module analyses the background on which sustainable tourism has developed and highlights how this concept has shaped the approach to tourism in the 21st century and how this type of tourism can be effectively implemented.

Learning objectives:

- Understand how the idea of sustainable tourism developed
- Know the different concepts and definitions of sustainable tourism
- Distinguish between the various types of sustainable tourism
- Understand the principles on which sustainable tourism is based
- Know the current strategies to develop sustainable tourism.

The pillars of sustainable tourism: according to Hunter (1997) and Cooper (2013), tourism sustainability can be distinguished according to the different levels of implementation of sustainability and acceptable development of tourism. These four types are connected to each other and are characterized by strong tourism on the one hand and strong sustainability on the other.

They can be summarized as follows:

1. very weak sustainability with a strong push for tourism. The aim is exclusively to satisfy the requests of the tourism sector and tourists, sometimes at the expense of the destination's resources. Often this pattern occurs in the early stages of tourism development in a destination where economic growth is promoted.
2. Weak sustainability with product-oriented tourism. This scenario occurs where tourism remains dominant and sustainability takes second place compared to the development of new products, even if there is awareness of the need to protect resources and manage development.
3. Strong sustainability and environmentally oriented tourism. A common type of sustainable tourism in which environmental management is the fulcrum of destination management; includes eco-tourism among niche tourism products.
4. Very strong sustainability for limited tourism. Tourist activity takes place on a small scale and is partially discouraged if it can cause environmental damage. The use of renewable or non-renewable resources is limited through environmental management techniques. Economic development is not the first goal.

ST-02 Current & Emerging Trends in Tourism

This module analyses the likely changes in tourism, highlighting the key trends that will develop in the future and the possible scenarios for both the tourist and the entire tourism sector.

Learning objectives:

- Acquire tools for the analysis of future trends in the tourism system
- Understand the key trends that will develop in the sector
- Acquire a method of understanding to anticipate the forms that destinations and the entire tourism sector will take in the future
- Gain an awareness of cross-cutting issues that will have an impact on the future of tourism.

Tourism is composed of many elements and has an inconstant market. But it is important to understand in advance the most important trends that will develop in the future of tourism. Many of these scenarios are variable and connected to each other and reinforce each other. For example, the same economic development that fuelled the growth of tourism is also contributing to climate change which threatens to alter the nature of many destinations, these and other combined trends will have a decisive impact on future tourism scenarios and consequently cannot be ignored.

On the other hand, none of these tendencies will dominate alone and each of them will have different consequences. In summary, the trends to be considered in a preventive analysis of tourism can be divided into trends in social change, trend of political-economic change, trends in environmental change and trends in technological change. All this allows you to design the global tourism system according to the future scenarios of the tourism market.

ST-03 Fundamentals of Tourism Marketing

This module analyses tourism marketing as a key component of any tourism organization. Understanding the meaning of marketing also means understanding in the approach and how marketing is implemented in tourism. Finally, marketing planning and the marketing mix will be addressed as fundamental tools and to promote your business.

Learning objectives:

- Understanding the meaning of marketing in tourism
- Understand the logic of the service within tourism marketing
- Understand the role of technology in tourism marketing
- Understand the marketing strategy and planning and the elements of the marketing mix
- Acquire awareness of the concept of tourism product markets.

It is fundamental to understand the marketing dimension for tourism as a science aimed at goods but above all aimed at services. This new approach does not recognize that tourism marketing thinks of the product as a set of both tangible and intangible elements and focuses on the needs of the consumer and his involvement in the creation and participation of the tourist experience.

In this sense, technology, and in particular the internet, has transformed and will continue to transform the tourism sector. Therefore never as at this moment is it fundamental to understand the planning and tourism market strategy together with the elements of the marketing mix focusing on the implications deriving from the particular nature of tourism and its various segments and how the continuous challenges of the tourism market can be addressed.

In order to understand which is the best approach to tourism marketing, two considerations must be taken into account; firstly comma technology and in particular internet comma which has transformed the way tourism marketing is put into practice; and secondly, the very nature of the tourism product and the nature of the purchasing process

ST-04 Fundamentals of Digital Marketing in Tourism

This module trains learners in developing, executing and evaluating digital marketing strategies for tourism and travel industry. Deliver digital travel marketing campaigns to promote online presence and deliver value propositions through the use of various digital marketing channels and platforms.

Learning Objectives:

- Review key performance indicators of digital marketing channels
- Calculate ROI of customer acquisition tools and digital marketing channels
- Develop processes to integrate online and traditional marketing campaigns
- Develop content creation guidelines for target markets across digital marketing channels
- Develop processes to create a seamless online presence over web, social and mobile
- Develop plans to engage and connect with online customers
- Develop organisational guidelines for privacy and appropriate use of personal data
- Adapt technological advances in digital marketing to marketing campaigns

ST-05 Fundamentals of Gastronomy

This module analyses the food and wine heritage as an essential part of the cultural and tourist landscape. According to UNTWO, it is precisely the uniqueness of the intangible cultural heritage that increasingly determines the discriminating factor of tourist competitiveness. With international markets increasingly interested in experiencing tourism as an experience linked to the sense of "terroir", it is necessary to design an offer capable of linking food, culture and environment in an inseparable mix.

Learning objectives:

- Learn the tools to identify gastronomic resources
- To learn the tools to transform gastronomic resources into tourist resources
- Understand the motivations of the gastronomic tourist
- Understanding the evolution in gastronomic trends
- Distinguish the territorial gastronomic diversities for a better segmentation of the markets.

Food is the most immediate gateway to a territory; it is the first experience with which the contemporary traveller seeks contact with the culture and traditions of the place.

The great variety of cultural landscapes and their history reflects the number of "gastronomic access gates", all of which are well known throughout the world; for the tourist market, all this turns into a real field of opportunity. The gastronomic heritage is now part of the "cultural", "identity", "regional", even "national" practices, where part of the legitimacy derives from its historical inscription is in fact a relatively new notion.

The gastronomic products therefore fall within that system of values on which tourism operators are increasingly building the tourism product and which cover and determine that identification which is the basis of the act of purchasing the tourist product but above all of its reiteration over time and of his so-called loyalty.

ST-06 Fundamentals of Restaurant Management

This module addresses the foundation in financial administration, staff management, menu creation, and franchising as you learn how to create a welcoming dining experience. This module will also explore current trends in the industry.

Learning Objectives:

- The ability to run a restaurant that complies with legal requirements and safety regulations
- An understanding of food trends, and the knowledge to create original, cost-effective menus
- Strategies for handling customer complaints, and a grounding in team leadership
- The skills to analyse restaurant budgets, minimise expenses, and boost sales

ST-07 Fundamentals of Hotel Management

This module is designed to introduce students to the scope of the hotel industry and the organizational structure and operational mechanics of how the departments within an individual hotel operate. It starts with an overview of the hotel development process, organizational design and then covers all of the departments within a hotel, their purpose, structures and staffing. In addition, students are introduced to the issues and opportunities inherent in the development and planning of hotels with an emphasis on setting appropriate facilities requirements, understanding industry practice, and implementing properties decisions within a balanced design, operations, and financial framework. This course also provides an overview of the operation of hotel facilities, including operating costs for various types of facilities and the responsibilities of the engineering and maintenance department. The renovation needs of hospitality facilities are examined, and key managerial aspects of renovations are considered. Safety and security as a paramount issue in hotels is also discussed.

Learning Objectives:

- Understand the scope of the hotel industry and the organizational structure and operational mechanics of how the departments within an individual hotel operate.
- analyse the issues and opportunities inherent in the development and planning of hotels
- setting appropriate facilities requirements,
- understanding industry practice,
- understanding properties decisions within a balanced design, operations, and financial framework.

- analyse the operation of hotel facilities, including operating costs for various types of facilities and the responsibilities of the engineering and maintenance department.
- Analyse the Safety and security as a paramount issue in hotels is also discussed.

ST-08 Fundamentals of Agri-tourism

This module presents content focused on rural tourism and introduces agro-eco-tourism as an alternative income from farmlands and as a way of contributing to the diversification of the national tourism product. This module provides the in-depth knowledge you need to successfully plan and manage an agritourism operation. Learn to adapt or expand existing infrastructure to create enjoyable, memorable experiences for visitors.

Learning Objectives:

- How to start Agri Tourism
- Understanding about basic requirements for Agri Tourism.
- Understanding about tourist & hospitality management
- Understanding about Govt schemes for Agri tourism
- Learning about how to become successful in Agri tourism business

ST-09 Fundamentals of Tourism Marketing

This module analyses one of the types of tourism booming in recent decades, linked to the rediscovery of lesser known destinations. In addition to its primary function of producing food and fibre, agriculture can also design the landscape, protect the environment and the territory and conserve biodiversity, manage resources sustainably, contribute to the socio-economic survival of rural areas, guarantee food security. When agriculture adds to its primary role one or more of these functions can be defined as multifunctional, the farm, therefore, as an integral component of the primary agricultural activity.

Learning objectives:

- Understand the evolution of the demand and the agritourism offer
- Understand the functioning of the agritourism market
- Understand the critical factors of the agritourism offer
- Apply the principles of the marketing mix to the agritourism company.

The lower interest in mass tourism destinations has led tourists to visit other types of tourist destinations, revolutionizing the concept of holidays. The new generation tourist understands the holiday as a moment of enrichment of their cultural background and does

not just relax and relax, but also tries to learn what the host territory can transmit to him. This is where research for rural destinations starts, that is, those places that can offer an unchanged and natural rural landscape, where it is possible to get in touch with the culture and traditions of the place.

Rural areas are places that welcome the performance of sporting activities, accompanied by tastings of typical and quality food. The offer of tourism in rural spaces moves thanks to the new tourist, who is looking for contact with different cultures, different traditions, in such a way as to lead to the birth of new cultural, environmental and food and wine tourism.

The rural spaces and the different types of tourism related to these spaces, including the farmhouse, allow tourists to live a tourist experience as a moment of knowledge and learning of the landscape, archaeological, artistic and cultural emergencies of the places visited, evaluated in terms of the quality of the direct relationship with the typical local production places and the ability to welcome the tourist flows by the local hospitality system.

ST-09 Fundamentals of Events Management

This module provides students with an overview of critical understanding of the issues involved in managing leisure and entertainment operations and attractions. It will allow the students to develop an analytical appreciation of management concepts and operational issues using range of topical practical case studies. These will be utilised to evaluate operational and strategic issues. At an operations level issues concerning resources development and policy contexts, visitor profiles and management, guest service, market orientation and marketing, finance, moral and ethical issues, HRM, health and safety and sustainability will be evaluated.

Learning Objectives:

- Analyse issues influencing the growth and range of leisure and entertainment operations in terms of management, sustainability and quality whilst critically appreciating the cultural, social, economic and environmental impacts of such sectors within tourism and hospitality;
- Demonstrate knowledge of underlying trends and potential changes that may impact on leisure and entertainment operations;
- Critically evaluate management policies regarding a range of operational and strategic issues within the sectors - including visitor management, guest service and performance, finance, HRM, marketing, health and safety,

ST-10 Fundamentals of Venue Management

This module introduces students to venue and event management, from pop-ups and club nights, to immersive cinema events. Students will learn the essentials of effective event

management and the best ways to promote events. It will cover the practicalities of managing an event, and how to plan, to ensure everything goes smoothly and what to do when things go wrong.

Learning Objectives:

- Plan for an effective, safe event
- Work effectively in a large events team
- Respond to problems with an effective, creative solution
- Understand the legal responsibilities of planning events

Overview to the Final Project

This stage will include two options of course work to choose from:

Option 1: Embedded Business Development Project

The Internship Programme provides an opportunity to combine theoretical education with applied work experience. Internships are distinguished from independent study in that interns will be working directly with a professional, rather than on their own. Through journal writing, mentor support, a midterm check-in, and a final analytical paper, interns will have the opportunity to gain perspectives on their internship that might otherwise miss in the rush of work. This final paper is to be completed within stipulated period after the completion of a brief internship period. It is to focus on a business development within the host organisation. This final report is to provide full details on the planned development and its implementation.

Option 2: Research Project Module

This research based project compels students to investigate and plan for a new business launch or the growth of an existing business through new product or new market development. It seeks to challenge the students to carry out the level of research, analysis, and preparation that reflect a critical evaluation of the context of the business, the core competencies and skills of the people driving the business, the economic and market realities of the proposed launch and the risk/reward balance that is critical to any investor.

On completion of the module participants will be able to:-

1. Present and describe entrepreneurial and/or managerial issues and research findings using analytical and methodological terminology.
2. Make informed decisions in an independent, professional manner and defend them using rationale and researched data
3. Plan and carry out advanced tasks within specified time limits
4. Acquire knowledge through own desktop-based and/or field-based research as well as providing constructive criticism for other people's findings and recommendations
5. Effectively apply research methods and implement small-scale research projects

Educational Certificate Course Programmes – Level 5

Individual Course Participation Guidelines

The full set of regulations of Advenio eAcademy's (NCFHE Licence number: 2013-FHI-0006) (Higher Education Institute) programmes are published on the AeA website.

Entry requirements:

An applicant must satisfy the general entrance requirements and the programme specific requirements for each programme which is delivered in English. Applicants must possess:-

- A recognised test of proficiency in English which is the language of study and assessment - IELTS Level 5 or equivalent for Level 5 courses
- Academic standard – minimum undergraduate level of education – level 4 & 5 certificates OR
- Work experience of the level set by the programme – 2 years in junior/middle management position.

Students are notified of the status of their registration upon application, submission of documentation and settlement of fees. In the event that application is rejected, students have the right to ask for their personal details to be removed from the system. Alternatively, student details and documentation are kept as per NCFHE requirements.

Registration & Fees:

Once a student is deemed to have registered for a particular course once he or she has requested the particular course and confirmed acceptance of these Terms & Conditions, including the charges for the relevant course/s. A notification, via email, of the acceptance to the programme will be provided to the student. A student is required to pay the set fees for the programme in full prior to the commencement of the course or in accordance to the stipulated dates if the payment is made in separate tranches.

Collaboration:

Advenio eAcademy is able to provide special arrangements for collaboration with commercial partners who are able to attract group intakes. These arrangements include covering costs of on-site tuition sessions as well as financial incentives on student registrations for the programme. In addition, the courses can be customised further with the involvement of flying faculty to travel to the designated location and provide blended learning components to such courses.

Kindly, contact us on admin@aea.academy for further details on registrations and fees.

Studying in Malta

Situated at the middle of the Mediterranean, the Maltese Islands have long been considered as the lifeline between Africa and Europe. This has led to the Islands being ruled by a succession of sovereigns, leaving their imprints on many facets of Maltese culture, ranging from the warm and welcoming character of the Maltese people to the entrepreneurial spirit of the Maltese businessperson.

The small geographic size of the Island makes it relatively quick and easy to get around the island, especially with the many direct bus routes to and from various bus termini. Malta's proximity to other Schengen and EU countries and the numerous direct flight connections make it very easy to explore the Mediterranean region. Malta enjoys a temperate climate with mild winters and warm summers. With a Mediterranean climate similar to that of southern Italy or Greece, the weather in Malta is one reason for the country's popularity with tourists. During summer, daytime temperatures are typically above 30°C (86°F) and in winter not usually lower than 15°C (59°F).

Malta is packed with things to see and do. The country's thriving tourism industry has spurred on the development of its lively nightlife and cultural scenes, as well as a wide range of outdoor activities, from tennis and golf to paragliding and diving. With Mediterranean characteristics, Maltese food is similar to that of neighbouring island Sicily. Fresh fruit, vegetables, pasta and seafood are all key elements. Traditional dishes include rabbit stew, fish pie, *bragioli* (stuffed beef), and *bigilla* (a thick bean dip). Popular for snacking are *pastizzi* (savoury pastries) and *ħobż biż-żejt* (traditional bread with olive oil, tomatoes and a mix of other toppings). There are also lots of restaurants specializing in cuisines from around the world from Italian, British, Indian, Chinese and Arabic.

Students from within the EU, the US and a number of other countries do not require a visa to study in Malta for less than three months. If students plan to stay for longer, check with your nearest Maltese embassy or consulate to find out whether you need a visa. If you do, the visa requirements for Malta ask you to provide:

- Completed visa application form
- Valid travel document (passport)
- Two passport-size photographs
- Proof of access to sufficient funds to cover tuition fees and living expenses
- Letter of acceptance from a Maltese educational institute
- Proof of accommodation arrangements on arrival
- Proof of medical insurance for duration of your stay

All international students planning to study in Malta for more than three months must apply for an e-residence document, which is replacing the old identity card system. This requires many of the same documents and supporting materials listed above, and can be applied for after arrival in the country. Options for accommodation in Malta include private apartment rental or staying with a local host family.

On-site Support Services

The Level 5 on-site support classes component is delivered at Advenio eAcademy's on-site location in Sliema, Malta. This is an accredited educational centre located within the popular English Communication School premises in San Piju V Street in Sliema. The entrance to Advenio eAcademy Centre is through the Lawrenz Street entrance.

Advenio eAcademy Centre, Triq Lawrenz Sliema SLM 1424, Malta

Opening Hours of Centre: Monday to Friday: 9:00 - 13:00 hrs
Tuesdays and Thursdays: 17.00 – 19.30 hrs

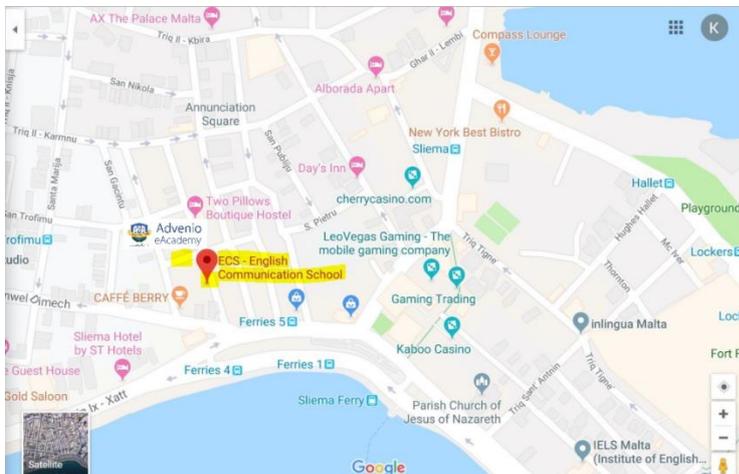


Photo caption: Google map showing the location of Advenio eAcademy Centre in Triq Lawrenz off Triq San Piju V leading down to the Sliema Seafront.



Photo caption: The charming façade of the ECS in Sliema, where Advenio eAcademy also organises classes, tutorials and workshops.



Photo caption: One of the well appointed lecture rooms in which the support classes are held.

National Commission for Further and Higher Education

The National Commission for Further and Higher Education (NCFHE) was officially launched on the 14th September, 2012 and is legislated by the revised Education Act which came into force on the 1st August 2012. Its mission statement is:

“to foster the development and achievement of excellence in further and higher education in Malta through research, effective licensing, accreditation, quality assurance and recognition of qualifications established under the Malta Qualifications Framework.”

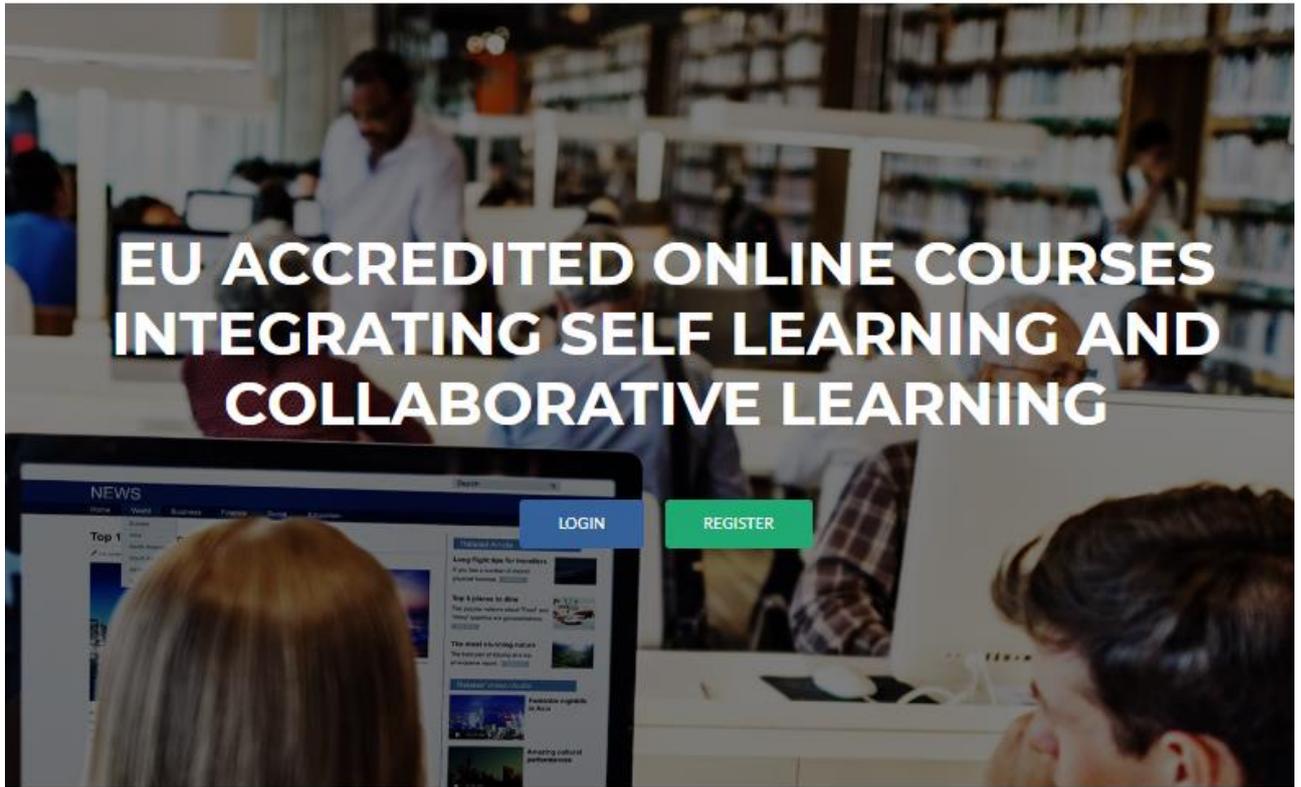
NCFHE acts as a broker between the government and relevant higher education institutions. Over the years it has successfully established a structured dialogue, through a series of regular consultations with all stakeholders to take on suggestions, recommendations and address concerns for the sector. These would serve as input towards the development of national strategies.

NCFHE also oversees the implementation of the national Qualifications Framework, quality assurance and qualifications recognition as part of the Bologna and Copenhagen Processes. It also acts as the National Coordination Point for the European Qualifications Framework, ReferNet and forms part of the ENIC-NARIC Network. NCFHE focuses on:

- providing accreditation to further and higher educational institutions;
- providing accreditation to programmes or courses of studies at further and higher education levels;
- quality assurance of both educational institutions and programmes or courses;
- recognition of obtained national or international qualifications as well as prospective qualifications;
- validation of informal and non-formal learning;
- research and policy recommendation on issues related to further and higher education.

NCFHE is an affiliate member of ENQA, the European Association for Quality Assurance in Higher Education. The Qualifications Recognition Information Centre (QRIC) within NCFHE also forms part of the European Network of Information Centres in the European Region (ENIC) and the National Recognition Information Centres in the European Union (NARIC). The Commission acts also as the National Contact Point for the European Qualifications Framework.

Throughout the years, NCFHE has been a regular contributor to the European forum regulating the European Qualifications Framework and European Meetings of the DG Higher Education, as well as representing Malta on the European Training Foundation Governing Board. More recently, the NCFHE is also participating on the European Working Group on Modernisation of Higher Education which supports EU member states reforms to maximise the potential of higher education systems.



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