

Redirecting Tourism towards Culture

In spite of general growth rates, the tourism industry in Tanzania is facing challenges concerning natural sustainability, economic integration, and socio-cultural compatibility. In the most dominant market segment, wildlife management, the employment market shows signs of saturation. Consequently, the local communities' participation and benefit in tourism development appears to be restricted. These challenges suggest the need for a structural redirection of the industry towards the promotion of small- and medium-scale businesses that tap on easily accessible and utilisable attraction resources. Culture is one of such resources.

Cultural Tourism for Sustainability and Development

Culture lends itself for a new tourism product as various cultural resources can be conserved, transformed and marketed for tourism. The Tanzanian society is made up of social groups with diverse cultural backgrounds, each of which is unique and potentially of interest to people from around the world. If the tourism industry tapped this diverse cultural heritage in a socially compatible way, the sector could become more sustainable and beneficial to the larger population.

The Master Programme's Contribution

The Master of Arts in Tourism, Culture, and Society (MATCAS) is designed to foster the suggested structural change of the tourism industry through producing academic excellence in tourism and cultural studies and providing the market with a highly skilled, creative, sensitive, and entrepreneurial minded workforce in cultural tourism and heritage management.



Does this Master Fit my Profile?

The programme conveys knowledge and skills for professional leadership in cultural tourism and tourism entrepreneurship in Tanzania and East Africa. In particular it supports the following qualifications:

1. Intellectually talented students who wish to pursue an academic career in cultural/social studies and tourism.
2. Experienced employees, functionaries and stakeholders from the tourism industry who intend to upgrade their formal education.
3. Representatives from local communities with the vision of local empowerment in culture conservation and tourism destination design.
4. Students oriented towards self-employment in cultural tourism and heritage entrepreneurship.

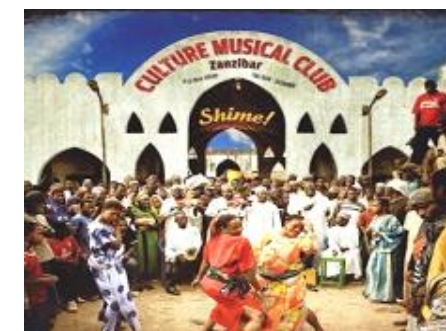
What Will I Learn?

In line with its overall objectives, the programme strives to equip students with a range of skills including the following:

- To demonstrate good communication skills and sensitivity to needs and values of people from diverse cultural backgrounds
- To relate theories, themes and research skills to applied professional contexts
- To show adaptability and creativity in the commoditization of culture for sustainable tourism and development



- To organize and manage cultural centres, museums, events, festivals, and other projects in view of creating opportunities for local communities and self employment
- To develop, plan, administer, and market tourism destinations and destination facilities
- To apply multidisciplinary approaches to plan, design, and undertake relevant research to generate knowledge in social sciences and tourism



Which Courses am I Going to Study?

The courses in the Master of Arts in Tourism, Culture and Society programme are divided into four major skill clusters:

A) Theoretical Foundations and Subject Areas

- Theories of Culture and Society
- Readings in Tourism and Culture
- Intercultural Communication
- Readings in Culture, Ethnicity and Modernization
- Gender Issues

B) Practical Application Fields

- Entrepreneurial Skills for Tourism
- Cultural Heritage Management and Tourism Planning
- Applied Entrepreneurial Skills for Tourism and Cultural Heritage Management
- Cultural Events and Festival Tourism
- Exhibiting Cultures in Museums
- Tourism and Community Development
- Sustainable Tourism in the International and Local Context

C) Research Training

- Advanced Research Methodology
- Applied Research Methods
- Research Proposal Defence
- Research Study for Master Dissertation

D) Enhanced Professional Skills

- Academic and Professional Skills
- Foreign Languages: German, Italian and French



Contact:

Department of Tourism

Faculty of Arts and Social Sciences

University of Iringa (Uoi)

P.O. Box 200, Iringa, Tanzania

Tel.: 00255 – (0)767 – 888726

Fax: 00255 – (0)26 – 2720904

Homepage: www.uoi.ac.tz

Email: bacat09@googlemail.com

MASTER OF ARTS IN TOURISM, CULTURE AND SOCIETY



UNIVERSITY OF IRINGA (Uoi)