



**EAST BRIDGE
UNIVERSITY**
PARIS, FRANCE



Master of Social Sciences in Tourism, Hospitality, and Event Management

MASTER OF SOCIAL SCIENCES

in Tourism, Hospitality, and Event Management

Develop strategic leadership, operational mastery, and market insight with our Master of Social Sciences in Tourism, Hospitality, and Event Management, designed to equip future industry leaders to innovate and compete in the global service economy.

As the industries of tourism, hospitality, and event management continue to evolve at a rapid pace, it is now imperative that professionals have an intricate knowledge of customer expectations, global patterns, and service delivery dynamics. As hotels, travel spots, and events keep changing, businesses need to project carefully to keep up and attract the right people. At East Bridge University, we have organised the course content to impart the theory of tourism, hospitality, and event management, in addition to the hands-on abilities necessary to do well in these industries. A successful career in these industries is based on the ideal mix of customer service, strategic planning, and innovative solutions that build enduring relationships between tourists, event visitors, and brands.

WHY PURSUE A

Master of Social Sciences in Tourism, Hospitality, and Event Management?

- Understand the core principles driving the tourism, hospitality, and event industries.
- Apply strategic insights to real-world scenarios in destination marketing and service Management.
- Develop leadership skills tailored for global hospitality and tourism operations.
- Manage large-scale events with expertise in logistics, customer experience, and safety.
- Gain cross-cultural competence and explore gender perspectives in global tourism.
- Master crisis response and occupational health protocols in hospitality settings.
- Build policy and advisory capabilities to influence the future of tourism.
- Craft research-based solutions to tackle contemporary challenges in the industry.
- Embrace sustainable practices and innovation in tourism development.
- Earn your degree 100% online, at your own pace, from anywhere in the world

ABOUT

East Bridge University (EBU)

East Bridge University is a worldwide higher-learning educational institution that provides online and affordable higher education degrees, diplomas, and certified courses to all. Tailored to suit the changing needs of the 21st century, our programs are a unique blend of robust theoretical knowledge and real-world practical exposure. We aim to empower adult learners and professionals with the best industry-specific courses that enable them to navigate the dynamic and ever-evolving professional landscape seamlessly. At East Bridge University, we greatly foster critical thinking, analytical skills, and leadership qualities among our students.

East Bridge University is legally incorporated in Paris and has received authorisation from the Rector Office of the Paris Academy, which is under the jurisdiction of the Ministry of National Education. This prestigious recognition positions EBU as a legitimate, respected, and independent distance learning institution.

WHAT MAKES EBU'S Programs Unique?



Find work-life balance with our online, flexible program.



The course is endorsed by global partners and education bodies.



Gain a deeper understanding of the functional disciplines of your profession.



Get the opportunity to conduct action-based research work solving real-world challenges.



Enhance your career prospects by earning academic credentials.



Be able to promote positive change and growth in your industry.



Become an industry expert and thought leader in your field.



Open your doors towards doctorate-level academic pursuits.



Address real-world problems with a strong academic understanding.

EAST BRIDGE UNIVERSITY'S MEMBERSHIPS AND ACCREDITATIONS

Membership



Association to Advance Collegiate Schools of Business (AACSB)



Continuing Professional Development (CPD)



British Quality Foundation (BQF)



European Association for International Education (EAIE)



European Council of Leading Business Schools (ECLBS)



International Vocational Education and Training Association (IVETA)



Association for Teacher Education in Europe (ATEE)



European Society for Research on the Education of Adults (ESREA)

Accreditations



European Agency for Higher Education Advancement (EAHEA)



Education Quality Accreditation Commission (EQAC)



Edu.Int - Inter-Governmental Organization



International Association for Quality Assurance in Pre-Tertiary & Higher Education (QAHE)



International Education Accreditation Council (IEAC)



OTHM Qualifications



Mercosul Accreditation Agency (MACCA)

MASTER OF SOCIAL SCIENCES

in Tourism, Hospitality, and Event Management

Course Structure

► Foundation: (10 Credits)

- Conducting Accurate Internet Research
- Digital Transformation

► Core: (60 Credits)

- English as an International Language
- Globalisation and Development
- Occupational Health and Safety
- Cross-Cultural Studies
- Gender Studies
- Global Challenges and Crisis Response

► Specialisation: (40 Credits)

- Tourism Management
- Hospitality Management
- Event Management
- Social Insights into Tourism, Hospitality, and Event

► Capstone Project (Choose any 1): 10 Credits

- Prepare a paper on any topic by attending a live online webinar– 2000 words
- Attend any seminar on the specialisation subject in your region and create a reflective paper on the same - 2000 words
- Research Paper on topic related to your subject - 2000 words



Eligibility Criteria

To be eligible to pursue a Master of Social Sciences in Tourism, Hospitality, and Event Management, an applicant must meet the following criteria:

- A recognised bachelor's degree in any field, or its equivalent.
- Prior work experience and learning credits from previous courses.
- A basic English Proficiency Level (IELTS Level 5.0, or studied all subjects in English at High School, or at least 55% of marks in English at High School).
- Knowledge of conducting basic online research through internet browsing and proficiency in MS Word is desired.



EAST BRIDGE UNIVERSITY

**Start your path to leadership in the
dynamic world of tourism, hospitality, and
event management.**

*Join the Master of Social Sciences in Tourism, Hospitality, and
Event Management at East Bridge University.*

For more details, visit :

<https://www.ebu.ac/mss-in-tourism-hospitality-and-event-management.php>



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