



澳門旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA DE MACAU
Macao Institute for Tourism Studies



Registration Open

UNWTO Academy-IFTM “Partnerships in Education”

IFTM and UNWTO Academy jointly offer courses within IFTM’s postgraduate programmes under UNWTO Academy’s “Partnerships in Education” Scheme



UNWTO-IFTM Collaborative Courses

TSMT501
Destination and
Attractions
Management

TSMT502
Trends and
Issues in
Tourism and Leisure

TSMT503
Sustainable Tourism
Planning and
Development

Macao Institute for Tourism Studies (IFTM)

General Information

Macao Institute for Tourism Studies (IFTM) is a public institution of higher education that falls under the governance of the Secretary for Social Affairs and Culture of the Macao SAR Government. The mission of IFTM is to become a leading higher education institution in tourism and service industry studies that equips students with professional knowledge and technical competence in preparation for their future leadership responsibilities in the industry.



Global Horizon

IFTM collaborates with 158 institutes and organisations in 33 countries and regions, providing global exposure opportunities to students. More than 700+ organisations offer internship opportunities which benefit their future career development.

Quality Education

IFTM is the first institution in the world to attain the UNWTO.TedQual certification in 2000. Currently, the Institute is the **1st** in the world to attain the certification and offering the greatest number of certified bachelor's degree programmes. Since 2000, IFTM has passed successfully regular re-audits. IFTM ranks **30th** globally on QS World University Subject Ranking for Hospitality and Leisure Management in 2021.

UNWTO Academy

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organisation in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability. It offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.



It is important also to note that the human capital needs of the tourism sector today will not be the same in the future. UNWTO foresees the emergence of new types of tourism businesses, products, services and professions, requiring different competencies, knowledge and personality attributes. Meeting new demands will require concerted efforts between the UNWTO Academy (former UNWTO.Themis Foundation) and leading tourism education institutions.

UNWTO Academy-IFTM “Partnerships in Education”



Macao Institute for Tourism Studies (IFTM) is *the first higher education institution* in Asia to collaborate with the UNWTO Academy to offer tourism courses within its postgraduate programmes. The courses will be jointly delivered by IFTM faculty and UNWTO experts. Public participants are welcome to take this valuable opportunity to advance their knowledge and gain joint recognition of UNWTO Academy and IFTM.

For IFTM MSc and PgD students

These courses are included in your programme if you are studying in



- **MSc in International Tourism Management**
- **MSc in Hospitality and Tourism Management**
- **PgD in Tourism Management**

For public participants, these are graduate-level courses, and are suitable for applicants who have a bachelor degree and are highly proficient in spoken and written English. Qualification verification will be needed before class commencement. The special handling fees will be **NON-REFUNDABLE** if you are not eligible to apply for the course(s).

Note: For public participants, course certificates can be used to apply for credit exemption in relevant IFTM postgraduate programmes.



For enquiries, please contact the Postgraduate Programme Admin:

■ Ms. Virginia Hong : virginiahong@iftm.edu.mo

SPECIAL HANDLING FEES

For public participants*:

The number of participants is limited to 40 on a first-come-first-served basis. Registration confirmation will be emailed before the course starts.

MOP1,200 per course

*Cancellation policy: If cancelled one day before the course starts, 50% of the paid fees will be refunded. After the deadline, all cancellations will be NON-REFUNDABLE. All cancellations must be communicated formally by email to the Postgraduate Programme Admin. The fees will be refunded in MOP directly to the original payment channels used to make registration payment.



For IFTM postgraduate students (only if applicable):

There is a special handling fee of MOP1,200 per course if you wish to be issued a certificate co-signed by IFTM and UNWTO Academy upon satisfactory completion of the course and formal assessment activities.

All students must fulfill the specific requirements of each course and obtain a minimum attendance rate of 75% in order to take the final assessment for the courses.



TSMT501 Destination and Attractions Management

Course Description

This course explores major aspects of managing a destination and visitor attractions. It provides a comprehensive review (both theoretical and empirical) and critique of destination and attractions management. Special focus will be on the role of Destination Management Organisations (DMO) in tourism development, marketing promotion, and the essence of collaborating with various stakeholders for successful management. The various approaches in managing destinations and attractions are also discussed, analysed, and evaluated.

- ▶ **Course Schedule: 15 February - 21 March 2022**
- Every Monday - Wednesday**
- From 19:00 to 22:00 (GMT+ 8)**
- Format: Physical / Virtual**

*Registration: https://apps.ift.edu.mo/conf_ITRC/Frontend/Event/UNWTO

REGISTRATION



Upon completion of this course, students will be able to:

appreciate the role and characteristics of destination and attractions management.

explain how a destination management organisation and/or attraction is managed and operated.

explain how an attraction is developed and identify the keys to success.

analyse, critique & evaluate a destination and/or attraction.

provide solutions in response to various destination and/or attraction problems and issues.

identify and evaluate trends & contemporary issues which impact the management of destinations and attractions.

TSMT502 Trends and Issues in Tourism and Leisure **Course Description**

This course familiarises students more extensively with the current trends and issues that impact the tourism and leisure industry. Trends and issues such as accessibility in tourism and leisure, tourism sustainability, changes in technology, internationalisation, security issues in global tourism, climate change and the rise of a range of special interest tourism products are examined. Future potential changes to lifestyle and leisure consumption are also considered. This seminar-based course is

designed to discuss, analyse, and evaluate trends and specific issues that arise within the tourism and leisure industry, which have been identified in the literature (both academic and professional) and by academicians and industry professionals alike. It provides students opportunity to synthesise and apply the knowledge acquired in tourism and leisure courses and to also evaluate the impacts and implications upon the industry.

- ▶ **Course Schedule: 22 March - 27 April 2022**
- Every Monday - Wednesday**
- From 19:00 to 22:00 (GMT+ 8)**
- Format: Physical / Virtual**

*Registration: https://apps.ift.edu.mo/conf_ITRC/Frontend/Event/UNWTO

REGISTRATION



Upon completion of this course, students will be able:

identify and evaluate recent trends and issues in a range of tourism/ hospitality and leisure sectors, which will inspire students about their academic and career interests.

display their creative and analytical skills in addressing contemporary issues from a holistic perspective.

synthesise information and provide solutions and decisions in response to issues, problems, impacts and controversies in contemporary tourism/ hospitality and leisure sectors.

form sound critical judgements, evaluate and examine the implications of identified issues from various stakeholders' perspectives.

TSMT503 Sustainable Tourism Planning and Development **Course Description**

This course provides students with the theoretical knowledge of tourism planning and development tools at different scales, and illustrates their practical application through the discussion of a wide range of contemporary case studies, with sustainability and sustainable tourism being the underpinning philosophies. Students are encouraged to critically reflect on the nature of tourism planning, the context in which it takes place and its sustainability. It will also prepare students to appreciate and incorporate emerging challenges into future planning and development efforts.

► **Course Schedule: 28 June - 2 August 2022**

Every Monday - Wednesday

From 19:00 to 22:00 (GMT+ 8)

Format: Physical / Virtual

*Registration: https://apps.ift.edu.mo/conf_ITRC/Frontend/Event/UNWTO

REGISTRATION



Upon completion of this course, students will be able to:

demonstrate relevant knowledge & understanding of the theories, concepts, problems & issues concerning sustainable tourism planning and development.

explain how a destination management organisation &/ or attraction is managed and operated.

analyse and critique a wide range of data as needed in preparing or evaluating a tourism plan or project.

develop a deep understanding of the variety of impacts associated with tourism planning and development and the strategies to manage those impacts.

improve analytical and critical thinking, problem-solving ability, as well as communication skills.

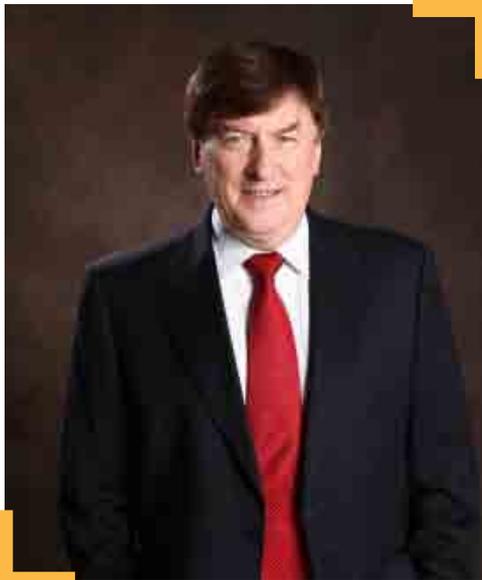
FACILITATORS



TSMT 501

Prof. Alastair M. Morrison

Research Professor
University of Greenwich



Professor Alastair M. Morrison is Research Professor at the Greenwich Business School, University of Greenwich in London, UK. He is an award-winning teacher and professional trainer. Professor Morrison has published approximately 300 academic articles and conference proceedings, and over 50 research monographs related to marketing, destination management, and tourism. He is the author of seven books on tourism, marketing, development and urban tourism, the Co-Editor of the Routledge Handbook of Tourism Cities and the Co-Editor-in-Chief of the International Journal of Tourism Cities. Professor Morrison has conducted training programmes and provided marketing and development advice for many countries and cities around the world.

Prof. John Ap

Director of Global Centre for Tourism Education and Training
Professor
Macao Institute for Tourism Studies



John Ap Ph.D. (Texas A&M) is a Professor in Tourism Management and Director of IFTM's Global Centre for Tourism Education and Training. His priority with research & publications is quality not quantity and he is internationally known for his work on tourism impacts. Prof. Ap started his academic career at HK PolyU having spent 21 years there. Before joining IFTM in 2016, he worked at Stenden University Qatar and prior to becoming an academic, he worked professionally for 11½ years as a town planner specialising in recreation & tourism planning. He also has extensive experience providing advice and/or consultancy services for various industry organisations and government agencies.

TSMT 502

Prof. Dimitrios Buhalis

Director of the eTourism Lab & Deputy Director of the International Centre for Tourism and Hospitality Research
Bournemouth University Business School, England;
Visiting Professor, School of Hospitality and Tourism Management
The Hong Kong Polytechnic University



Professor Dimitrios Buhalis is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University Business School in England. He is the Editor in Chief of the most established Journal in Tourism: *Tourism Review*, now and SSCI Journal in its 76th volume and the Editor in Chief of the *Encyclopedia of Tourism Management and Marketing*. Professor Buhalis is a well-known international speaker on trends, technology, marketing, tourism and Hospitality and works closely with the UNWTO. Professor Buhalis has written and co-edited more than 20 books and 250 scientific articles. His research is referenced widely, being the 2nd most cited for tourism and 1st most cited for hospitality 10th on strategy and 26th in Marketing on Google Scholar with more than 54000 citations and h-index 100.

Dr. Joe Yong Zhou

Deputy Coordinator for Tourism Event Management Programme
Assistant Professor
Macao Institute for Tourism Studies



Dr. Joe Yong Zhou had years of hotel industry experience after completing his bachelor's degree in Tourism. Thereafter he obtained MSc in Tourism Planning and Ph.D. in tourism. Joe devotes himself to tourism higher education in Macao since then and teaches a variety of tourism courses at both undergraduate and graduate levels and supervises graduate student dissertations. His research interests center around destination development, tourism impact and community perception study, and event & festival tourism..

Prof. Kazem Vafadari

Professor
Ritsumeikan Asia Pacific University



Professor Kazem Vafadari (PhD) is Director of International Center for Asia Pacific Tourism (iCAPt); Academic Director of the Kunisaki City Research Centre for World Agriculture Heritage, Oita, Japan and Division Head, Graduate School of Ritsumeikan Asia Pacific University (APU) Tourism and Hospitality (THP), Beppu, Japan. He worked with United Nations University and Kanazawa University in Japan before joining APU in 2011. He is an expert on tourism landscape planning and management including tourism applications of agriculture heritage landscapes. His research background also includes community building and rural revitalisation and destination branding. He worked with United Nations Food and Agriculture Organization (FAO) as an advisor and scientific committee member for the Globally Important Agriculture Heritage Systems (GIAHS) programme. He works with UNWTO as advisory board member for UNWTO.QUEST programme. His latest initiative as associate curator is the Smart Community Tourism (SCoT) webinars series.

Dr. Max Zhao

Acting Vice Director of the School of Tourism Management
Assistant Professor
Macao Institute for Tourism Studies



Dr. Zhao obtained his Ph.D. in Tourism Management from the University of Calgary, Canada. He has served IFTM for thirteen years, focusing on teaching tourism courses. Dr. Zhao published widely in internationally reputable journals in the field. In addition, he is also active in conducting policy and applied research and has assisted a range of government agencies, NGOs and corporations in improving their practices and strategic planning.



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