



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

Postgraduate Diploma (PgD) in Tourism Management

Programme Description

The Postgraduate Diploma (PgD) in Tourism Management aims at equipping the managers and future managers a combination of most advanced knowledge and management know-how in the international tourism context. The program features a focus of internationalization, a highlight on research and analytical competency development, an innovation orientation, as well as an exposure to real life management scenarios, all of which allow graduates to operate and manage in a highly dynamic tourism environment. The program includes the following learning modules:

- Tourism Module
- Management Module

Programme Highlights

- ✓ Highly customisable based on individual students' needs, with PgD Programmes which are fully convertible to the MSc level.
- ✓ Possibility of taking up to 9 credit hours of taught courses from selected postgraduate programmes offered by higher education institutions recognised by IFTM.
- ✓ Possibility of shortening campus time at IFTM and/or conducting dissertation at the home country/region.

Modules and Courses

● Internationalisation (9 credits)

- Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism
- Contemporary Issues in International Hospitality and Tourism
- Study Tour

● Hospitality (9 credits)

- Hospitality Operations Management
- Leadership and Organisational Behaviour in Hospitality
- Innovative Hospitality Technologies

● Tourism (9 credits)

- Destination and Attractions Management
- Trends and Issues in Tourism and Leisure
- Sustainable Tourism Planning and Development

● Sustainability of a Globalised Diet (9 credits)

- Globalisation of Food and Beverage System: Identifying Trends
- Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism
- Sustainability and the Food and Beverage Industry

● Modernisation of the Food and Beverage Industry (9 credits)

- Organoleptics: Advanced Menu Engineering
- Entrepreneurship in Food and Beverage Industry
- Food, Beverage and Mass Media

● Food and Gastronomy (9 credits)

- Anthropology of Food - Social and Cultural Dimensions
- Gastronomic Tourism
- History of Food and Gastronomy

● Issues of Food (9 credits)

- Contemporary Nutrition and Food Technologies
- Food Security
- Eco-gastronomy and the Tropics

Management (12 credits, choose any 4 below)

- Research Methods (compulsory for MSc)
- Human Resources Management
- Marketing Management
- Finance and Accounting
- Strategic Management

1 Module (9 credits)	12 credits	Postgraduate Diploma (Total: 21 credits)
Internationalisation	Management	International Hospitality and Tourism Management
Hospitality		Hospitality Management
Tourism		Tourism Management
Sustainability of a Globalised Diet OR Modernisation of the Food and Beverage Industry		International Food and Beverage Management
Food and Gastronomy OR Issues of Food		International Gastronomy Management

Remarks:

- The Management Module is common to all paths. The dissertation is a capstone requirement for MSc students only.
- Bridging course(s) may be required depending on the educational and professional background of MSc students.
- Both the International Food and Beverage Management and the International Gastronomy Management programmes are management-rich food studies programme. They are predominantly class-based teaching and are marginally related to practical cooking. As such, admission requires competencies in related fields of food studies - whether cooking 'per se' or not, which will be determined on a case-by-case basis.
- Each MSc candidate will be required to complete a research dissertation (15,000 - 40,000 words).
- PgD graduates can complete the additional required credits and top up to the corresponding MSc degree no later than 7 years upon completion of the PgD. Applicants should note that there may be changes to the curriculum, top-up requirements and completion duration in the interim, subject to the approval of IFTM.

Postgraduate Diploma (PgD) Programmes & Master of Science (MSc) Programmes

Module	Course Title	Course Description
Internationalisation (9 credits)	Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism (3 credits)	In the current era of globalisation, it is important to understand what this term actually means, given that it is a multi-faceted concept affecting nearly all aspects of modern society. The term ‘international’ is often used to describe the globalisation phenomenon, which is an inevitable trend; however, many do not have a true and proper understanding of it. Confusion exists regarding what internationalisation entails and lip service pervades. The key to international success is very much bound-up in understanding the local culture as well as the management or service of culturally diverse populations/ workforces and adapting business models accordingly. This course is designed to examine the foundation and concepts of internationalisation, and provide a proper understanding of it. Topics covered in this introductory course are theories, concepts and trends of internationalisation, inter-cultural theories and studies, and internationalisation issues, within the context of the hospitality and tourism industry.
	Contemporary Issues in International Hospitality and Tourism (3 credits)	An inherent aspect of the hospitality and tourism industry is its international character, where non-domestic tourists will inevitably visit a destination. This seminar-based course is designed to discuss, analyse, and evaluate specific issues of an international nature that arise within the hospitality and tourism industry, which have been identified in the literature (both academic and professional) and by academics and industry professionals alike. It provides an opportunity to apply the knowledge acquired in the introductory ‘Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism’ course and also evaluate the impacts and implications upon the industry. Topics covered will vary according to recent and contemporary industry issues of the day.
	Study Tour (3 credits)	This course builds on the introductory ‘Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism’ and ‘Contemporary Issues in International Hospitality and Tourism’ courses, where students are provided the opportunity to undertake a study tour to obtain some hands-on experience to address an industry-related topic or issue at that destination. This course involves preparation (topic selection and desk research), typically one to two weeks to visit to a destination, depending on the selected location, and presentation of a project report.

Module	Course Title	Course Description
Hospitality (9 credits)	Hospitality Operations Management (3 credits)	Hospitality Operations Management is the mix of service and product operations management, and is one of the core disciplines in the hospitality management field. To equip students with the competence to manage daily operations strategically, this course explains particular challenges that staff at managerial positions will face from various dimensions of hospitality business. Topics include, but are not limited to, revenue management, service delivery flow efficiency, resource productivity, and inventory management.
	Leadership and Organisational Behaviour in Hospitality (3 credits)	This course offers students a comprehensive, integrative, and practical focus on leadership and organisational behavior (OB). It is based upon a framework that analyses leadership and organisational behavior at different levels: individual, team, and organisation. The course covers contemporary leadership and OB theories/concepts. It also provides students the opportunity to apply these theories and concepts through case analysis and to enhance personal skill development through self-assessment exercises. Topics included in this course are ethics, networking, coaching, organisational culture, diversity, strategic leadership, and crisis leadership.
	Innovative Hospitality Technologies (3 credits)	To meet the needs of tech-savvy customers in the digital era, this course aims to cover current technological trends that can help streamline operations in the hospitality industry, and explores their impacts on the hospitality business and its e-commerce environment. Topics in this course include, but are not limited to, social media, apps for mobile devices, service automation, self-service technology, and tech applications in on-line travel agencies (OTA) and the hospitality industry.

Module	Course Title	Course Description
Tourism (9 credits)	Destination and Attractions Management (3 credits)	This course explores major aspects of managing visitor attractions and destinations such as amusement parks, theme parks, museums, integrated resorts, and heritage sites. It provides a comprehensive and critical theoretical and empirical review relevant to destination and attraction management. Special focus will be on the roles of Destination Management Organisations (DMO) in tourism development, promotion and management and the essence of collaborating with various stakeholders for successful destination management. The various approaches in managing attractions and destinations are also critically analysed and discussed.
	Trends and Issues in Tourism and Leisure (3 credits)	This course familiarises students more extensively with the current trends and issues that impact the tourism and leisure industry. Trends and issues including accessibility in tourism and leisure, changes in technology, security issues in global tourism, climate changes and the rise of a range of special interest tourism products are examined. Their influence on delivery of tourism and leisure products and services are critically analysed. Future potential changes to lifestyle and leisure consumption are also considered.
	Sustainable Tourism Planning and Development (3 credits)	This course provides a systematic overview of the different facets of tourism, the concept of sustainability and sustainable approaches to the planning, development and management of tourism. It provides a detailed and critical examination of the theoretical and empirical issues underpinning the principles of sustainable development that are applied in tourism. The relationship between sustainable development and sustainable tourism, the techniques and tools to manage the impacts of tourism, the processes involved in tourism policy-making and planning and the extent to which the processes facilitate community participation and inclusiveness are discussed.

Module	Course Title	Course Description
Sustainability of a Globalised Diet (9 credits)	The Globalisation of the Food and Beverage System: Identifying Trends (3 credits)	Students of this course will gain an understanding of globalisation of the food and beverage product. Information will be explored and analysed through many and varied lenses including free trade, free capital mobility, and to some extent, the freedom of migration among numerous other aspects. This evaluation aids in understanding the difference between globalisation and internationalisation. In learning and applying these skills at an early stage, students of the course will be able to identify subtle and sometimes profound differences that will empower students to fully engage and apply the knowledge in the rest of the coursework as well as in the industry ahead.
	Internationalisation: Concepts, Trends and Issues in Hospitality and Tourism (3 credits)	In the current era of globalisation, it is important to understand what this actually means, given that it is a multi-faceted concept affecting nearly all aspects of modern society. The term ‘international’ is often used to describe the globalisation phenomenon, which is an inevitable trend; however, many do not have a true and proper understanding of it. Confusion exists about what internationalisation entails and lip service pervades. The key to international success is very much bound-up in understanding the local culture and adapting business models accordingly. This course is designed to examine the foundation and concepts of internationalisation, and provide a proper understanding of it. Topics covered in this introductory course are theories, concepts and trends of internationalisation, inter-cultural theories and studies, and internationalisation issues.
	Sustainability and the Food and Beverage Industry (3 credits)	During this course, students will come to understand that global sustainability within the food and beverage industry is a major strategic issue for all stakeholders. From supply to end users, students come to evaluate what the issues are and explore ways in which issues of sustainability can be addressed. From agriculture, ingredients and product manufacturing, to packing, and distribution, the food and beverage industry must now demonstrate to all that they have environmental obligations to preserve the Earth’s natural resources. Students in turn apply this understanding throughout their coursework. Consequently, students gain a better understanding of the holistic and interwoven nature of sustainability issues, particularly within the F&B sector.

Module	Course Title	Course Description
Modernisation of the Food and Beverage Industry (9 credits)	Organoleptics: Advanced Menu Engineering (3 credits)	Many Food and Beverage managers, chefs and assistant managers, to name a few, might be asked to comment on a particular dish's tastes and flavours with a view to pairing certain beverages for their meal among other things. Pairing foods and beverages is an art form with little right or wrong, yet in the wider sense through this course, students come to understand the importance of, not only this skillset but also the enjoyment of every day food and beverage intake. In many instances organoleptics (the awareness and appreciation of food and drink by the body's senses) can be natural but it can also be learned. Students on this course will explore and evaluate the organoleptic phenomenon through a series of lectures and tastings. In the process, they will raise awareness and empower themselves to apply these techniques to the real world.
	Entrepreneurship in Food and Beverage Industry (3 credits)	This course creates awareness and expands the student's understanding of entrepreneurship as it exists in the food and beverage (F&B) industry. This aids in the evaluation of current concepts, trends & issues. Further applying what students have evaluated and examined during their coursework, allows students to better comprehend the pros and cons of current F&B business models. In doing so, this course encourages the application of taught analytical skills in the planning and execution of their final project – a full and comprehensive food and beverage business plan.
	Food, Beverage and Mass Media (3 credits)	Further studies within the catchall of 'Food and Beverage' industries include the Mass Media, in which many established and new channels (social media, food guides, industry publications/websites, blogs, and newsletters) of dissemination are increasingly becoming mainstream. Students will come to understand that the media are driving a food-dialogue that is having a real and tangible effect on the food choices people make. This is true in all aspects of people's lives including food and nutrition, health, income, education, desire and age as well as numerous other variables that are beginning to shape a new food landscape.

Module	Course Title	Course Description
Food and Gastronomy (9 credits)	Anthropology of Food - Social and Cultural Dimensions (3 credits)	An anthropological approach to the study of food allows students to evaluate an overview of the subject as it draws heavily on other disciplines. Whether agronomy, the science of nutrition, economics, history or literature, students gain an understanding of the breadth and scope of food's social and cultural dimensions. Food, although a fundamental human necessity essential to life, is also associated with pleasure and sometimes even luxury. In studying the anthropology of food, students discover and critically evaluate some of the cultural do's and don'ts of particular cultural foodways. This empowers the students with a greater understanding of different cultural foodways, benefitting them in their future careers.
	Gastronomic Tourism (3 credits)	In this course, students come to understand that increasing emphasis is being placed, not solely on the consumption of food by tourists, but also on experiences and attractions related to food. By way of example, students explore ideas that gastronomic tourism includes such things as visits to restaurants and other eateries like street food and food festivals etc., but which in reality equally applies to food and beverage producers, wineries, distilleries, breweries, and other specific locations where food and/or beverages are the main reasons for the trip. Furthermore, participants of this course apply this growing knowledge base in the context of the whole food tourism sector, analysing various gastronomic tourism contexts which strengthen their future careers.
	History of Food and Gastronomy (3 credits)	Students of this course come to understand the difference between 'culinary' (of, or related to the preparation, cooking and presentation of food) and 'gastronomy' (the study of the relationship between food and culture), often a point of confusion and conjecture. In this course, the students evaluate the history of both fields in the context of the whole. During their studies, participants of the course also analyse the various points of crossover which lead many to question the legitimacy of both fields as individuals. Armed with this knowledge, students can apply what they have learned to both the course and real-life scenarios.

Module	Course Title	Course Description
Issues of Food (9 credits)	Contemporary Nutrition and Food Technologies (3 credits)	Students of this course will come to understand the complex historic, scientific and political origins that have resulted in today's nutritional legacy. Participants engage with history and follow the various multi-faceted socio-political threads that start with the enlightenment period leading through the First and Second World Wars. From here, students take a tour of the science behind daily dietary guidelines, from their inception to present day World Health Organisation's and others' recommendations. In the end, participants of this course will be able to understand what the daily requirements are, the guidelines themselves and how they came to exist.
	Food Security (3 credits)	This course familiarises students with the notion that Food Security is the condition in which "all people, at all times, have physical, social and economic access to sufficient safe and nutritious food that meets their dietary needs and food preferences for an active and healthy life" (UN). In coming to understand this status, students will explore many apparent complex and divergent threads before finally evaluating and analysing the facts and deciding on a conceptual model that best applies to the evidence uncovered.
	Eco-gastronomy and the Trophics (3 credits)	Eco-gastronomy is an approach to the consumption of food that stresses the importance of reducing the impact on the environment through a multitude of initiatives. Students on this course, through evaluation and analysis of the coursework, come to understand the many ways of mitigating food's impact on the environment from sustainability of production through to an understanding of trophics. Trophics describes food chains and how they interact and at what cost. It is also one strategy that students can apply as one method of sustainability. Students will also come to analyse and understand the many and varied ways in which food chains and ecological accounting are used in an attempt to balance the Earth's finite resources.

Module	Course Title	Course Description
Management (12 credits, choose any 4)	Research Methods (Compulsory for MSc) (3 credits)	This course aims to develop students' intermediate levels of understanding and skills enabling them to apply different methods of research to address broad real-life management problems and also in the specific context of hospitality and tourism. At the end of the course, students will be expected to have obtained the necessary knowledge and confidence in applying the most established research methodologies, following the basic framework of identifying research problems, formulating appropriate research design, conducting scientific data collection and analysis, as well as interpreting, presenting, and communicating research findings.
	Human Resources Management (3 credits)	This subject aims at helping managers and/or future managers recognise the importance of human resources to the successful operation of hospitality and tourism companies by providing a comprehensive review of essential human resource concepts and theories, so as to help develop and implement effective human resource policies and practices to achieve competitive advantage. Both macro- and micro-perspectives are included in this subject to facilitate analysis of contemporary HRM issues, and guide students to make managerial decisions and develop solutions accordingly.
	Marketing Management (3 credits)	This course aims to develop students' conceptual foundation for undertaking critical analysis and decision-making about various issues, problems, and challenges in marketing management, particularly in the context of the hospitality, tourism, and events industries. The course will generally adopt a case learning approach whereby students are expected to develop and master skills such as identifying, framing, and analysing marketing problems, identifying options and alternatives for marketing action plans, designing and implementing appropriate marketing programmes, and communicating, as well as discussing with and persuading others of appropriate marketing decisions using logical marketing management framework and analyses.
	Finance and Accounting (3 credits)	This subject helps students understand the main principles of finance and accounting and demonstrate the importance of these to management decision making in hospitality and tourism companies. The subject will enable the students to apply accounting principles and approaches to decision making in contemporary hospitality and tourism business organisations. The students will also be able to understand, analyse, and interpret financial information and integrate the result into decision making in the management level.
	Strategic Management (3 credits)	This subject provides an opportunity for managers (or future managers) of hospitality and tourism companies to understand, apply, develop, and critically evaluate business strategies. It also offers an understanding and critical evaluation of the factors that contribute to successful strategic management. Common strategies in the hospitality and tourism industry are embedded in the course content. Real hospitality companies will be invited to showcase real life strategies and co-develop solutions.

Module	Course Title	Course Description
Capstone Module (6 credits)	Dissertation (6 credits)	The purpose of this subject is to help students demonstrate their abilities to conduct an independent research / practical project using different techniques in the hospitality and tourism context. For the dissertation, students will develop and apply skills to conduct a critical review of the literature on selected topics, and learn how to analyse research data in a systematic way and to a professional standard. For projects, students will be able to provide practical solutions or applications to a hospitality or tourism business based on their knowledge and skills in this area.