

5 Towards Education Excellence

TOURISM COLLEGE OF MACAO

Bachelor Degree Programmes

From 2002/03 onwards, the Institute For Tourism Studies offers two four-year bachelor degree programmes: Bachelor of Tourism Business Management and Bachelor of Hotel Management. These are two-phase programmes, with students achieving a Higher Diploma ('Bacharelato') after the first three years of study in one of the two disciplines mentioned above. After graduating from the Higher Diploma ('Bacharelato') Programme, students of Tourism Business Management or of Hotel Management may apply for admission to the 4th supplementary year leading to Bachelor of Tourism Business Management or Bachelor of Hotel Management.

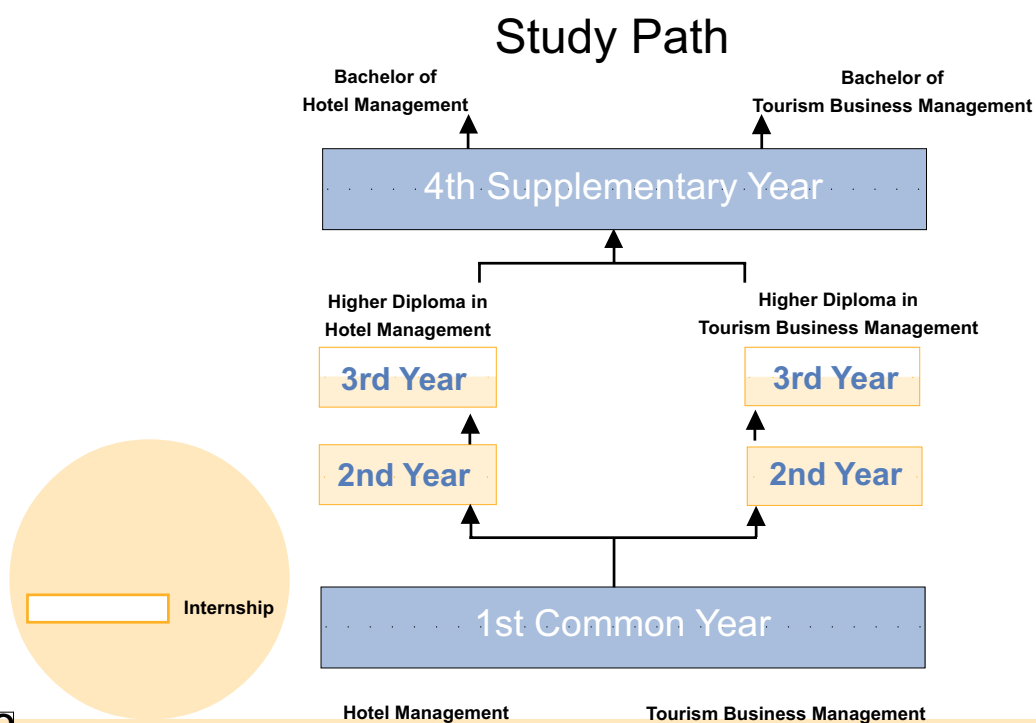
Students who have obtained their Higher Diplomas from overseas institutions can also apply to attend the 4th supplementary year, subject to the approval of IFT's Academic Review Committee.

Curriculum Enhancement

At the beginning of 2002, a comprehensive review of the original curriculum, for both undergraduate programmes in tourism and in hotel management, was undertaken by IFT. A series of enhancements had been carried out then. The new curriculum has included some new courses for tourism and hotel management studies, e.g. Event Management (or MICE), Recreation and Leisure Management, Development and Management of Attractions, etc. Having been approved by the Macao SAR government, the new study plans came into effect in the academic year 2002/03.

Study Path

Students who were admitted in the academic year 2002/03 and thereafter will follow this curriculum.



Higher Diploma in Hotel Management

| Semester 1 | | | | | Semester 2 | | | | | | |
|-----------------|---|--------------|--------|----|-------------|---|--------------|--------|--|----|----|
| 1st Common Year | | | | | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | | Course Code | Course Name | Hours / Week | Credit | | | |
| ENGL111 | English - Intermediate I | 3 | 3 | | ENGL112 | English - Intermediate II | 3 | 3 | | | |
| MAND111 | Mandarin I or Japanese I or Portuguese I* | 3 | 3 | | MAND112 | Mandarin II or Japanese II or Portuguese II* | 3 | 3 | | | |
| / JAPN111 | | | | | / JAPN112 | | | | | | |
| / PORT111 | | | | | / PORT112 | | | | | | |
| INFO111 | Computer Applications I | 3 | 3 | | INFO112 | Computer Applications II | 3 | 3 | | | |
| MATH111 | Business Mathematics | 3 | 3 | | ECON111 | Economics | 3 | 3 | | | |
| MGMT111 | Introduction to Tourism and Hospitality | 3 | 3 | | TSMT111 | Tourism Destinations | 3 | 3 | | | |
| MGMT112 | Principles of Management | 3 | 3 | | MGMT113 | Organizational Behaviour | 3 | 3 | | | |
| ACCT111 | Accounting I | 3 | 3 | | ACCT112 | Accounting II | 3 | 3 | | | |
| PTCM111 | Practicum I** | --- | --- | | PTCM112 | Practicum II** | --- | --- | | | |
| Total | | | | 21 | 21 | Total | | | | 21 | 21 |
| 2nd Year | | | | | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | | Course Code | Course Name | Hours / Week | Credit | | | |
| ENGL211 | English Communications I | 3 | 3 | | ENGL212 | English Communications II | 3 | 3 | | | |
| MAND211 | Mandarin III or Japanese III or Portuguese III* | 3 | 3 | | MAND212 | Mandarin IV or Japanese IV or Portuguese IV* | 3 | 3 | | | |
| / JAPN211 | | | | | / JAPN212 | | | | | | |
| / PORT211 | | | | | / PORT212 | | | | | | |
| HMG211 | Introduction to Food and Beverage | 3 | 3 | | HMG212 | Food and Beverage Management | 3 | 3 | | | |
| HMG213 | Club Management | 3 | 3 | | HMG215 | Wine Studies | 2 | 2 | | | |
| HMG214 | Lodging Management | 3 | 3 | | SOCI211 | Socio-cultural Issues in Tourism | 3 | 3 | | | |
| MGMT212 | Financial Management | 3 | 3 | | MATH211 | Statistics | 3 | 3 | | | |
| MKTG211 | Tourism and Hospitality Marketing | 3 | 3 | | INFO211 | Management Information System for Tourism and Hospitality | 3 | 3 | | | |
| Total | | | | 21 | 21 | Total | | | | 20 | 20 |
| 3rd Year | | | | | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | | Course Code | Course Name | Duration | Credit | | | |
| MAND311 | Mandarin V or Japanese V or Portuguese V* | 3 | 3 | | INSH311 | Internship** | 6 months | --- | | | |
| / JAPN311 | | | | | | | | | | | |
| / PORT311 | | | | | | | | | | | |
| HMG311 | Hotel Operations | 3 | 3 | | | | | | | | |
| HMG312 | Facilities and Properties Management | 3 | 3 | | | | | | | | |
| HMG313 | Food and Beverage Cost Control | 3 | 3 | | | | | | | | |
| MGMT311 | Event Management | 3 | 3 | | | | | | | | |
| MGMT312 | Human Resources Management | 3 | 3 | | | | | | | | |
| LLAW311 | Tourism and Hospitality Legislation | 3 | 3 | | | | | | | | |
| Total | | | | 21 | 21 | | | | | | |

Minimum credits for graduation: 104

*Students should select only one foreign language to study throughout the three years.

**Students are required to obtain a passing grade.

Bachelor of Hotel Management

| 4th Supplementary Year | | | | | | | | | | | |
|------------------------|--|--------------|--------|----|-------------|------------------------------------|--------------|--------|--|----|----|
| Course Code | Course Name | Hours / Week | Credit | | Course Code | Course Name | Hours / Week | Credit | | | |
| MKTG411 | Consumer Behaviour | 3 | 3 | | MKTG412 | Marketing Management | 3 | 3 | | | |
| MGMT411 | Research Methods | 3 | 3 | | ECON411 | Tourism Economics | 3 | 3 | | | |
| MGMT412 | Service Quality Management | 3 | 3 | | MGMT414 | Tourism Product Management | 3 | 3 | | | |
| MATH411 | Quantitative Methods for the Service Sector | 3 | 3 | | MGMT415 | Strategic Management | 3 | 3 | | | |
| MGMT413 | Special Topics in Human Resources Management | 3 | 3 | | MGMT416 | Seminar in Tourism and Hospitality | 3 | 3 | | | |
| Total | | | | 15 | 15 | Total | | | | 15 | 15 |

Minimum credits for graduation: 30

- Notes:
1. Courses may be swapped between semesters in each academic year.
 2. Course content may be subject to modification each year.

Higher Diploma in Tourism Business Management

| Semester 1 | | | | | Semester 2 | | | | | | |
|-----------------------------|---|--------------|--------|-----------|-----------------------------|---|--------------|--------|--|-----------|-----------|
| 1st Common Year | | | | | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | | Course Code | Course Name | Hours / Week | Credit | | | |
| ENGL111 | English - Intermediate I | 3 | 3 | | ENGL112 | English - Intermediate II | 3 | 3 | | | |
| MAND111 / JAPN111 / PORT111 | Mandarin I or Japanese I or Portuguese I* | 3 | 3 | | MAND112 / JAPN112 / PORT112 | Mandarin II or Japanese II or Portuguese II* | 3 | 3 | | | |
| INFO111 | Computer Applications I | 3 | 3 | | INFO112 | Computer Applications II | 3 | 3 | | | |
| MATH111 | Business Mathematics | 3 | 3 | | ECON111 | Economics | 3 | 3 | | | |
| MGMT111 | Introduction to Tourism and Hospitality | 3 | 3 | | TSMT111 | Tourism Destinations | 3 | 3 | | | |
| MGMT112 | Principles of Management | 3 | 3 | | MGMT113 | Organizational Behaviour | 3 | 3 | | | |
| ACCT111 | Accounting I | 3 | 3 | | ACCT112 | Accounting II | 3 | 3 | | | |
| PTCM111 | Practicum I** | --- | --- | | PTCM112 | Practicum II** | --- | --- | | | |
| Total | | | | 21 | 21 | Total | | | | 21 | 21 |
| 2nd Year | | | | | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | | Course Code | Course Name | Hours / Week | Credit | | | |
| ENGL211 | English Communications I | 3 | 3 | | ENGL212 | English Communications II | 3 | 3 | | | |
| MAND211 / JAPN211 / PORT211 | Mandarin III or Japanese III or Portuguese III* | 3 | 3 | | MAND212 / JAPN212 / PORT212 | Mandarin IV or Japanese IV or Portuguese IV* | 3 | 3 | | | |
| TSMT211 | Travel Agency Operations | 3 | 3 | | TSMT213 | Travel Services Management | 3 | 3 | | | |
| TSMT212 | Passenger Transport Management | 3 | 3 | | HMTG215 | Wine Studies | 2 | 2 | | | |
| MGMT211 | Recreation and Leisure Management | 3 | 3 | | SOCI211 | Socio-cultural Issues in Tourism | 3 | 3 | | | |
| MGMT212 | Financial Management | 3 | 3 | | MATH211 | Statistics | 3 | 3 | | | |
| MKTG211 | Tourism and Hospitality Marketing | 3 | 3 | | INFO211 | Management Information System for Tourism and Hospitality | 3 | 3 | | | |
| Total | | | | 21 | 21 | Total | | | | 20 | 20 |
| 3rd Year | | | | | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | | Course Code | Course Name | Duration | Credit | | | |
| MAND311 / JAPN311 / PORT311 | Mandarin V or Japanese V or Portuguese V* | 3 | 3 | | INSH311 | Internship** | 6 months | --- | | | |
| TSMT311 | Tourism Planning and Development | 3 | 3 | | | | | | | | |
| TSMT312 | Special Interest Tourism | 3 | 3 | | | | | | | | |
| TSMT313 | Development and Management of Attractions | 3 | 3 | | | | | | | | |
| MGMT311 | Event Management | 3 | 3 | | | | | | | | |
| MGMT312 | Human Resources Management | 3 | 3 | | | | | | | | |
| LLAW311 | Tourism and Hospitality Legislation | 3 | 3 | | | | | | | | |
| Total | | | | 21 | 21 | | | | | | |

Minimum credits for graduation: 104

*Students should select only one foreign language to study throughout the three years.

**Students are required to obtain a passing grade.

Bachelor of Tourism Business Management

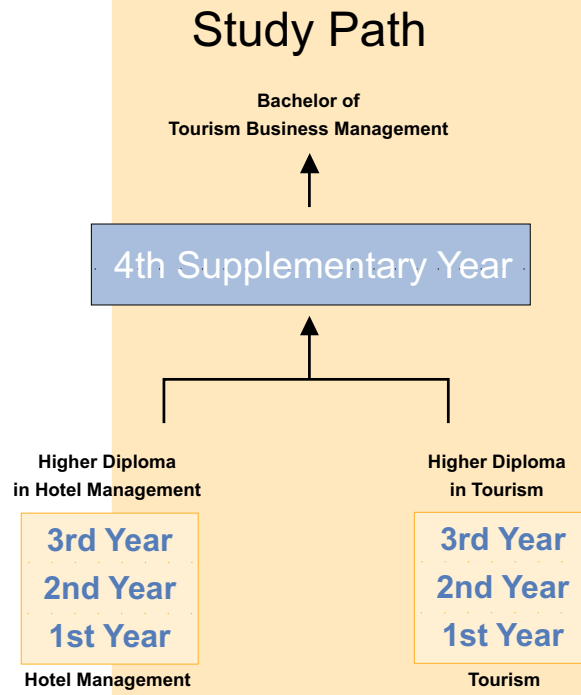
| 4th Supplementary Year | | | | | | | | | | | |
|------------------------|--|--------------|--------|-----------|-------------|------------------------------------|--------------|--------|--|-----------|-----------|
| Course Code | Course Name | Hours / Week | Credit | | Course Code | Course Name | Hours / Week | Credit | | | |
| MKTG411 | Consumer Behaviour | 3 | 3 | | MKTG412 | Marketing Management | 3 | 3 | | | |
| MGMT411 | Research Methods | 3 | 3 | | ECON411 | Tourism Economics | 3 | 3 | | | |
| MGMT412 | Service Quality Management | 3 | 3 | | MGMT414 | Tourism Product Management | 3 | 3 | | | |
| MATH411 | Quantitative Methods for the Service Sector | 3 | 3 | | MGMT415 | Strategic Management | 3 | 3 | | | |
| MGMT413 | Special Topics in Human Resources Management | 3 | 3 | | MGMT416 | Seminar in Tourism and Hospitality | 3 | 3 | | | |
| Total | | | | 15 | 15 | Total | | | | 15 | 15 |

Minimum credits for graduation: 30

- Notes:
1. Courses may be swapped between semesters in each academic year.
 2. Course content may be subject to modification each year.

Study Path

Students who were admitted prior to the academic year 2002/03 will follow this curriculum.



Higher Diploma in Hotel Management

| Semester 1 | | | | Semester 2 | | | |
|-------------------|---|--------------|--------|-------------------|--|--------------|--------|
| 1st Year | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | Course Code | Course Name | Hours / Week | Credit |
| ENGL101 / ENGL102 | English - Elementary I / Intermediate I* | 5 | 2 | ENGL103 / ENGL104 | English - Elementary II / Intermediate II* | 5 | 2 |
| PORT101 | Portuguese I | 4 | 2 | PORT102 | Portuguese II | 4 | 2 |
| HMG101 | Theory and Practice of Restaurant and Bar** | 12 | 2 | HMG105 | Theory and Practice of Front Desk** | 12 | 2 |
| HMG102 | Theory and Practice of Kitchen and Pastry** | 12 | 2 | HMG106 | Theory and Practice of Housekeeping** | 12 | 2 |
| INFO101 | Introduction to Computers I | 2 | 2 | INFO102 | Introduction to Computers II | 2 | 2 |
| MATH101 | Mathematics I | 2 | 2 | MATH102 | Mathematics II | 2 | 2 |
| MGMT101 | Introduction to Business | 2 | 2 | MGMT102 | Principles of Management | 2 | 2 |
| HMG103 | Introduction to Food and Beverage | 3 | 3 | HMG107 | Food and Beverage Control | 3 | 3 |
| HMG104 | Nutrition | 2 | 2 | HMG108 | Oenology | 2 | 2 |
| SOCI101 | Intercultural Relations | 3 | 3 | HMG109 | Professional and Food Hygiene | 2 | 2 |
| --- | --- | --- | --- | SOCI102 | Social Psychology | 2 | 2 |
| --- | --- | --- | --- | INSH101 | Internship in Food and Beverage | 2 months | 3 |
| Total | | 35 | 22 | Total | | 36 | 26 |
| 2nd Year | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | Course Code | Course Name | Hours / Week | Credit |
| ENGL201 | English - Communication Skills I | 5 | 2 | ENGL202 | English - Communication Skills II | 5 | 2 |
| PORT201 | Portuguese III | 4 | 2 | PORT202 | Portuguese IV | 4 | 2 |
| ACCT201 | Accounting I | 5 | 3 | ACCT202 | Accounting II | 5 | 3 |
| ECON201 | Economics I | 3 | 3 | ECON202 | Economics II | 3 | 3 |
| HMG201 | Rooms Management I | 3 | 2 | HMG205 | Rooms Management II | 3 | 2 |
| HMG202 | Food and Beverage Management I | 4 | 2 | HMG206 | Food and Beverage Management II | 4 | 2 |
| HMG203 | Purchasing and Inventory Management I | 2 | 2 | HMG207 | Purchasing and Inventory Management II | 2 | 2 |
| HMG204 | Hospitality Industry I | 2 | 2 | HMG208 | Hospitality Industry II | 2 | 2 |
| INFO201 | Computer Applications I | 2 | 2 | INFO202 | Computer Applications II | 2 | 2 |
| MATH201 | Statistics I | 2 | 2 | MATH202 | Statistics II | 2 | 2 |
| MKTG001 | Marketing | 2 | 2 | MKTG201 | Hotel Marketing | 2 | 2 |
| TSMT201 | Tourism and Environment | 2 | 2 | HMG209 | Planning and Facilities Management*** | 2 | 2 |
| --- | --- | --- | --- | INSH201 | Internship in Front Office | 2 months | 3 |
| Total | | 36 | 26 | Total | | 36 | 29 |
| 3rd Year | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | Course Code | Course Name | Hours / Week | Credit |
| ENGL301 | Advanced English I | 5 | 2 | ENGL302 | Advanced English II | 5 | 2 |
| PORT301 | Portuguese V | 4 | 2 | PORT302 | Portuguese VI | 4 | 2 |
| ACCT301 | Cost Accounting I | 5 | 3 | ACCT302 | Cost Accounting II | 5 | 3 |
| HMG301 | Hotel Operations I | 2 | 2 | HMG302 | Hotel Operations II | 2 | 2 |
| INFO301 | Information System Management I | 2 | 2 | INFO302 | Information System Management II | 2 | 2 |
| MGMT301 | Human Resources Management I | 3 | 3 | MGMT303 | Human Resources Management II | 3 | 3 |
| LLAW301 | Tourism and Hotel Legislation | 2 | 2 | HMG303 | Project | 3 | 2 |
| MGMT302 | Financial Management | 3 | 3 | MGMT306 | Recreation Management | 2 | 2 |
| MGMT305 | Strategic Management | 2 | 2 | SOCI301 | Deontology | 2 | 2 |
| TSMT305 | Tourism Geography | 2 | 2 | SOCI302 | Public Relations | 3 | 3 |
| TSMT306 | Travel Trade Management | 2 | 2 | TSMT307 | Tourism Destination Management | 2 | 2 |
| Total | | 32 | 25 | Total | | 33 | 25 |

Minimum credits for graduation: 153

* Students will be placed in either course.

** 7-week course.

*** First 7-week - Construction and Interior Design; Second 7-week - Planning and Equipment Management

Bachelor of Tourism Business Management

| 4th Supplementary Year | | | | | | | |
|------------------------|--|--------------|--------|-------------|---|--------------|--------|
| Course Code | Course Name | Hours / Week | Credit | Course Code | Course Name | Hours / Week | Credit |
| FINC401 | Financial Management Policy | 3 | 3 | ECON401 | Tourism Economics | 3 | 3 |
| MATH401 | Quantitative Methods for Decision-Making | 3 | 3 | FINC402 | Project Evaluation Analysis | 3 | 3 |
| MGMT401 | Advanced Human Resources Management for Tourism Services | 3 | 3 | MGMT402 | Tourism Product Management | 3 | 3 |
| MGMT405 | Organizational Behaviour and Interpersonal Relations | 3 | 3 | MGMT403 | Quality Management | 3 | 3 |
| MKTG401 | Marketing Research | 3 | 3 | MGMT404 | Seminar in Tourism | 3 | 3 |
| MKTG402 | Consumer Behaviour | 3 | 3 | MKTG403 | Marketing Management for Tourism Services | 3 | 3 |
| Total | | 18 | 18 | Total | | 18 | 18 |

Minimum credits for graduation: 36

Notes: 1. Courses may be swapped between semesters in each academic year.

2. Course content may be subject to modification each year.

3. Average lecture hours per week are calculated on a semester basis.

Higher Diploma in Tourism

| Semester 1 | | | | Semester 2 | | | | | |
|-------------------|---|--------------|-----------|-------------------|---|--------------|--------|-----------|-----------|
| 1st Year | | | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | Course Code | Course Name | Hours / Week | Credit | | |
| ENGL101 / ENGL102 | English - Elementary I / Intermediate I* | 5 | 2 | ENGL103 / ENGL104 | English - Elementary II / Intermediate II * | 5 | 2 | | |
| PORT101 | Portuguese I | 4 | 2 | PORT102 | Portuguese II | 4 | 2 | | |
| JAPN101 / MAND101 | Japanese I / Mandarin I** | 4 | 2 | JAPN102 / MAND102 | Japanese II / Mandarin II ** | 4 | 2 | | |
| INFO101 | Introduction to Computers I | 2 | 2 | INFO102 | Introduction to Computers II | 2 | 2 | | |
| MATH101 | Mathematics I | 2 | 2 | MATH102 | Mathematics II | 2 | 2 | | |
| MGMT101 | Introduction to Business | 2 | 2 | MGMT102 | Principles of Management | 2 | 2 | | |
| TSMT102 | Travel Agency Techniques I | 3 | 2 | TSMT105 | Travel Agency Techniques II | 3 | 2 | | |
| TSMT103 | Introduction to Tourism Industry I | 3 | 3 | TSMT106 | Introduction to Tourism Industry II | 3 | 3 | | |
| TSMT104 | Tourism Geography I | 3 | 2 | TSMT107 | Tourism Geography II | 3 | 2 | | |
| SOCI101 | Intercultural Relations | 3 | 3 | HIST101 | History of Macau | 2 | 2 | | |
| SOCI103 | Sociology in Tourism | 2 | 2 | INSH100 | Internship in Travel Agency I | 2 months | 3 | | |
| Total | | | 33 | 24 | Total | | | 30 | 24 |
| 2nd Year | | | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | Course Code | Course Name | Hours / Week | Credit | | |
| ENGL201 | English - Communication Skills I | 5 | 2 | ENGL202 | English - Communication Skills II | 5 | 2 | | |
| PORT201 | Portuguese III | 4 | 2 | PORT202 | Portuguese IV | 4 | 2 | | |
| JAPN201 / MAND201 | Japanese III / Mandarin III** | 4 | 2 | JAPN202 / MAND202 | Japanese IV / Mandarin IV** | 4 | 2 | | |
| ACCT201 | Accounting I | 5 | 3 | ACCT202 | Accounting II | 5 | 3 | | |
| ECON201 | Economics I | 3 | 3 | ECON202 | Economics II | 3 | 3 | | |
| INFO201 | Computer Applications I | 2 | 2 | INFO202 | Computer Applications II | 2 | 2 | | |
| MATH201 | Statistics I | 2 | 2 | MATH202 | Statistics II | 2 | 2 | | |
| HIST201 | History of Art | 2 | 2 | HMG200 | Principles of Hotel Industry | 3 | 2 | | |
| LLAW201 | Tourism Legislation | 2 | 2 | MGMT306 | Recreation Management | 2 | 2 | | |
| TSMT201 | Tourism and Environment | 2 | 2 | TSMT204 | Principles of Transportation | 2 | 2 | | |
| TSMT203 | Travel Services Management | 2 | 2 | INSH200 | Internship in Travel Agency II | 2 months | 3 | | |
| Total | | | 33 | 24 | Total | | | 32 | 25 |
| 3rd Year | | | | | | | | | |
| Course Code | Course Name | Hours / Week | Credit | Course Code | Course Name | Hours / Week | Credit | | |
| ENGL301 | Advanced English I | 5 | 2 | ENGL302 | Advanced English II | 5 | 2 | | |
| PORT301 | Portuguese V | 4 | 2 | PORT302 | Portuguese VI | 4 | 2 | | |
| JAPN301 / MAND301 | Japanese V / Mandarin V** | 4 | 2 | JAPN302 / MAND302 | Japanese VI / Mandarin VI** | 4 | 2 | | |
| ACCT301 | Cost Accounting I | 5 | 3 | ACCT302 | Cost Accounting II | 5 | 3 | | |
| INFO301 | Information System Management I | 2 | 2 | INFO302 | Information System Management II | 2 | 2 | | |
| MGMT301 | Human Resources Management I | 3 | 3 | MGMT303 | Human Resources Management II | 3 | 3 | | |
| MGMT302 | Financial Management | 3 | 3 | MKTG301 | Tourism Marketing | 2 | 2 | | |
| MKTG001 | Marketing | 2 | 2 | SOCI301 | Deontology | 2 | 2 | | |
| TSMT301 | Air Travel Management | 3 | 3 | SOCI302 | Public Relations | 3 | 3 | | |
| TSMT302 | Tourist Destinations Planning and Development | 3 | 2 | TSMT303 | Airport Management*** | 2 | 2 | | |
| --- | --- | --- | --- | TSMT304 | Project | 3 | 2 | | |
| Total | | | 34 | 24 | Total | | | 35 | 25 |

Minimum credits for graduation: 146

* Students will be placed in either course.

** Students should select only one foreign language to study throughout the three years.

*** Responsible by Administration of Airport Ltd (ADA).

Bachelor of Tourism Business Management

| 4th Supplementary Year | | | | | | | | | |
|------------------------|--|--------------|-----------|-------------|---|--------------|--------|-----------|-----------|
| Course Code | Course Name | Hours / Week | Credit | Course Code | Course Name | Hours / Week | Credit | | |
| FINC401 | Financial Management Policy | 3 | 3 | ECON401 | Tourism Economics | 3 | 3 | | |
| MATH401 | Quantitative Methods for Decision-Making | 3 | 3 | FINC402 | Project Evaluation Analysis | 3 | 3 | | |
| MGMT401 | Advanced Human Resources Management for Tourism Services | 3 | 3 | MGMT402 | Tourism Product Management | 3 | 3 | | |
| MGMT405 | Organizational Behaviour and Interpersonal Relations | 3 | 3 | MGMT403 | Quality Management | 3 | 3 | | |
| MKTG401 | Marketing Research | 3 | 3 | MGMT404 | Seminar in Tourism | 3 | 3 | | |
| MKTG402 | Consumer Behaviour | 3 | 3 | MKTG403 | Marketing Management for Tourism Services | 3 | 3 | | |
| Total | | | 18 | 18 | Total | | | 18 | 18 |

Minimum credits for graduation: 36

Notes: 1. Courses may be swapped between semesters in each academic year.

2. Course content may be subject to modification each year.

3. Average lecture hours per week are calculated on a semester basis.

Higher Diploma in Cultural Tourism Organised Jointly By IFT and the Institute For European Studies of Macao (I.E.E.M.)

The programme is stepping into its third year. Students from the 3rd intake began their courses in September 2003. They have come from Macao as well as different cities of Mainland China.

Residential Research Grants for Scholars Overseas and Within the Country

Launched in the academic year 2002/03, the aim of this scheme is to bring in tourism and hospitality scholars from around the world to conduct research in IFT so as to help enhance the research base at the Institute. Under the scheme, the Institute provides monetary support for research on tourism-related strategic issues centred around the Pearl River Delta and Macao. A grant receiver spends a period of time in Macao. In addition to conducting research, the receiver also gives seminars and classes in the Tourism College of Macao. Since the launch of the scheme, 5 renowned scholars in the field of hospitality and tourism have been awarded the grants. They come from Hua Qiao University of Fujian of Mainland China, City University of Hong Kong, University of Surrey of the United Kingdom and Purdue University of the USA.

Other Activities

Mr. Paul Hugentobler, the General Manager of the Hyatt Regency Macau, and Mr. Akram Touma, the General Manager of the Westin Resort Macau, had been invited, by IFT, as the guest speakers for the Colloquium Series on "Hotel Management in Troubled Times". Mr. Hugentobler talked about the "Perspectives from the Top" on 16 April 2003, while Mr. Touma delivered a seminar on "Strategies for Survival and Recovery" on 18 May 2003.

Requested by The Venetian, 52 IFT year-three students had helped at the Venetian Job Fair held from 7 to 10 March 2003. Before the Fair, briefings were given to explain the nature of the activity to the students. During the Fair, students were assigned to help in different areas: reception, information provision and application assistance. The Fair was a huge success and the Venetian felt satisfied with the performance of the students.

Pedagogic Innovation

Problem-based Learning (PBL)

Problem-based Learning approach continues to be adopted in the 2nd and 3rd years of the Hotel Management programme. This approach is designed to make classes more interesting and to enable students to have more autonomy in learning. Creativity, inter-disciplinary learning, teamwork spirit and lecturer-as-coach mentorship are central principles. By fine-tuning the pedagogic methodology continuously, the Institute believes that the first class of graduates equipped with new thinking will be produced before long.

Tourism Industry Experience Scheme (TIES)

TIES was launched in this academic year and proved to be very successful. Undertaking internships in different areas of the tourism industry, tourism major freshmen are exposed to the realities of professional life. They can gain self-confidence and social skills through participation in front-line work and interaction with tourists. More importantly, this scheme helps to generate the interest of first-year students in pursuing a career in the tourism industry. This year, a total of 50 students were placed in 22 different tourism-related organisations for their internships.

Faculty Expansion

IFT has recruited new academic staff in order to cope with its rapid development. New academic staff include:

Ms. Frances Kong Weng Hang

Teaching Assistant

Kong Weng Hang obtained her first degree in Taiwan and her Master degree of Arts in Tourism Resources Management in the United Kingdom. In addition to assisting in teaching, she is also responsible for overseeing the new TWA (Tourism Work Assignment) for 2nd year tourism major students, while coordinating other research projects.

Ms. Catarina Nunes

Graduate Assistant

Catarina Nunes got a first degree in Accountancy and an MSc in Management Science and Operational Research from the United Kingdom.

Visiting Professors

IFT has been inviting international scholars and industry practitioners to take part in teaching tasks and other projects of the Tourism College of Macao. During this academic year, the visiting professors are:

- Prof. Dexter Choy, Doctor of Philosophy in Economics at the University of Hawaii, USA
- Magiel Venema, senior lecturer of the Department of Tourism and Leisure Studies in NHTV Breda University of Professional Education in the Netherlands
- Peter Semone, Vice President of Development of Pacific Asia Travel Association (PATA)
- Prof. Walter Jamieson, Dean of the School of Travel Industry Management of the University of Hawaii at Manoa
- Prof. William Gartner, Professor of Applied Economics and Minnesota Extension Educator with the Tourism Centre, University of Minnesota
- Dr. Amitabh Upadhyya, Assistant Professor in Skyline College, Sharjah, United Arab Emirates (UAE)

Media Relations

Besides teaching and carrying out research projects, IFT faculty members have also participated in different tourism forums in Macao, so as to increase community awareness of Macao tourism and to strengthen the foundation of positive tourism development. In 2002/03, several faculty members were interviewed by radio and television.

PROFESSIONAL AND CONTINUING EDUCATION SCHOOL (PACES)

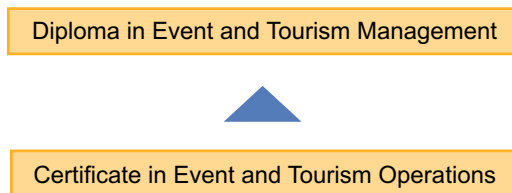
In the academic year 2002/03, the Professional and Continuing Education School continued its effort in developing training programmes in response to the needs for social and economic growth of the community. More than 6,700 students had enrolled in different training programmes and participated in various skill assessments.

Certificate and Diploma Programmes in the area of Event, Tourism and Hospitality

From the academic year 2003/04 onwards, the Institute For Tourism Studies offers two Certificate and Diploma Programmes, namely: Certificate in Event and Tourism Operations, Certificate in Hospitality Industry Operations, Diploma in Event and Tourism Management and Diploma in Hospitality Management.

After graduating from the Certificate in Event and Tourism Operations, students may apply for admission to the Diploma in Event and Tourism Management while students graduating from the Certificate in Hospitality Industry Operations may apply for admission to the Diploma in Hospitality Management.

Study Path



Programme of study

Certificate in Event and Tourism Operations

| Semester 1 | | | | Semester 2 | | | |
|-------------|---|-----------------------|-----------|-------------|--|-----------------------|-----------|
| Course Code | Course | Number of hours/ week | Credit | Course Code | Course | Number of hours/ week | Credit |
| S363 | English I | 4 | 4 | S369 | English II | 4 | 4 |
| S364 | Mandarin I | 4 | 4 | S370 | Mandarin II | 4 | 4 |
| S365 | Tourism and Hospitality Industry in Macao | 3 | 3 | S371 | Best Practices in Event and Tourism Management | 3 | 3 |
| S366 | Introduction to Event Industry | 2 | 2 | S372 | Introduction to Marketing | 3 | 3 |
| S367 | Hospitality Services I | 4 | 4 | S373 | Hospitality Services II | 4 | 4 |
| S368 | Event Coordination and Planning | 3 | 3 | | | | |
| | | Total | 20 | | | Total | 18 |

Diploma in Event and Tourism Management

| Semester 1 | | | | Semester 2 | | | |
|-------------|-----------------------------|-----------------------|-----------|-------------|-----------------------------------|-----------------------|-----------|
| Course Code | Course | Number of hours/ week | Credit | Course Code | Course | Number of hours/ week | Credit |
| S374 | English III | 4 | 4 | S380 | English IV | 4 | 4 |
| S375 | Mandarin III | 4 | 4 | S381 | Mandarin IV | 4 | 4 |
| S376 | Principles of Accounting | 3 | 3 | S382 | Risk Management | 3 | 3 |
| S377 | Event and Tourism Marketing | 3 | 3 | S383 | Special Events | 3 | 3 |
| S378 | Destination Management | 4 | 4 | S384 | Human Resources Management | 3 | 3 |
| S379 | Legal Issues in Tourism | 2 | 2 | S385 | Social-cultural Issues in Tourism | 3 | 3 |
| | | Total | 20 | | | Total | 20 |

Study Path

Diploma in Hospitality Management



Certificate in Hospitality and Industry Operations

Programme of study

Certificate in Hospitality Industry Operations

| Semester 1 | | | | Semester 2 | | | |
|-------------|---|-----------------------|--------|-------------|--------------------------------|-----------------------|--------|
| Course Code | Course | Number of hours/ week | Credit | Course Code | Course | Number of hours/ week | Credit |
| S341 | Front Desk Service | 5 | 5 | S346 | Restaurant Service | 5 | 5 |
| S342 | Housekeeping Service | 4 | 4 | S347 | Customer Service | 4 | 4 |
| S343 | English I | 4 | 4 | S348 | Introduction to Event Industry | 3 | 3 |
| S344 | Mandarin I | 4 | 4 | S349 | English II | 4 | 4 |
| S345 | Tourism and Hospitality Industry in Macao | 3 | 3 | S350 | Mandarin II | 4 | 4 |
| Total | | | 20 | Total | | | 20 |

Diploma in Hospitality Management

| Semester 1 | | | | Semester 2 | | | |
|-------------|-----------------------------------|-----------------------|--------|-------------|-------------------------------------|-----------------------|--------|
| Course Code | Course | Number of hours/ week | Credit | Course Code | Course | Number of hours/ week | Credit |
| S351 | Principles of Management | 3 | 3 | S357 | Food & Beverage Management | 3 | 3 |
| S352 | Principles of Accounting | 3 | 3 | S358 | Tourism and Hospitality Marketing | 3 | 3 |
| S353 | Social-cultural Issues in Tourism | 3 | 3 | S359 | Rooms Management | 3 | 3 |
| S354 | Mandarin III | 4 | 4 | S360 | Tourism and Hospitality Legislation | 3 | 3 |
| S355 | English III | 4 | 4 | S361 | Mandarin IV | 4 | 4 |
| S356 | Human Resources Management | 3 | 3 | S362 | English IV | 4 | 4 |
| Total | | | 20 | Total | | | 20 |

Professional Knowledge and Skills Training Programme

One of the major policy address items of the Macao SAR in 2002 was the 4 billion programme through which the government aimed to provide opportunities for the unemployed, those who had not completed secondary education, or who had an intention to join the service industry, or university / higher diploma graduates who were still looking for jobs. This programme offered 4,000 training placements hoping to improve these people's educational and skill level so as to become more competitive in the job market.

Three public higher education institutes, namely, University of Macao, Macao Polytechnic Institute and Institute For Tourism Studies were appointed to conduct different courses for their target groups. IFT offered 1,200 placements for those who intend to join the service industry.

The Professional Knowledge and Skills Training Programme started in April 2002, and attracted 2,396 applicants.

The most popular courses were Housekeeping (23.4% of the total number of applicants; also 8 times the number of placement offered), MICE Management (25.7% of the total number of applicants; also twice the placement number offered) and Restaurant Services (24.4% of the total number of applicants; also 8 times the placement number offered).

By the end of September 2003 when the whole programme completed, 1,005 students have graduated. The tables below show that in the first phase of the programme, most graduates who can get jobs are from courses such as: Tour Guiding (84.78%), Restaurant Services (78.57%) and Housekeeping (76.92%) .

First Phase

| Courses | Number of places | Drop-out rate | Failure rate | Success rate | Graduation date | Employment rate by October 2003 |
|-----------------------|------------------|------------------------|-----------------------|-------------------------|-----------------|---------------------------------|
| Tour Guiding | 60 | 10 (16.67%) | 4 (6.66%) | 46 (76.67%) | 31/07/2002 | 84.78% |
| Housekeeping 1 | 16 | 2 (12.50%) | 1 (6.25%) | 13 (81.25%) | 31/07/2002 | 76.92% |
| Front Desk Services | 60 | 19 (31.67%) | 6 (10.00%) | 35 (58.33%) | 30/09/2002 | 54.29% |
| Restaurant Services 1 | 20 | 5 (25.00%) | 1 (5.00%) | 14 (70.00%) | 31/10/2002 | 78.57% |
| MICE Management | 72 | 23 (31.94%) | 4 (5.56%) | 45 (62.50%) | 31/03/2003 | 42.22% |
| Hotel Operations | 72 | 23 (31.94%) | 5 (6.95%) | 44 (61.11%) | 31/03/2003 | 45.45% |
| Total | 300 | 82 (27.33%) | 21 (7.00%) | 197 (65.67%) | | 59.90% |

Second Phase

| Courses | Number of places | Drop-out rate | Failure rate | Success rate | Graduation date | Employment rate by October 2003 |
|-----------------------|------------------|-----------------------|-----------------------|-------------------------|-----------------|---------------------------------|
| Housekeeping 2 | 29 | 4 (13.79%) | 4 (13.79%) | 21 (72.42%) | 31/01/2003 | 38.10% |
| Housekeeping 3 | 29 | 5 (17.24%) | 2 (6.90%) | 22 (75.86%) | 30/06/2003 | 54.55% |
| Restaurant Services 2 | 29 | 6 (20.69%) | 3 (10.34%) | 20 (68.97%) | 30/04/2003 | 60.00% |
| Restaurant Services 3 | 29 | 4 (13.79%) | 2 (6.90%) | 23 (79.31%) | 30/09/2003 | - |
| Dim Sum | 272 | 19 (6.99%) | 4 (1.47%) | 249 (91.54%) | 30/09/2003 | - |
| Chinese Cuisine | 272 | 20 (7.35%) | 14 (5.15%) | 238 (87.50%) | 30/09/2003 | - |
| Western Cuisine | 136 | 17 (12.50%) | 9 (6.62%) | 110 (80.88%) | 30/09/2003 | - |
| Pastry/Bakery | 136 | 7 (5.15%) | 4 (2.94%) | 125 (91.91%) | 30/09/2003 | - |
| Total | 932 | 82 (8.80%) | 42 (4.50%) | 808 (86.70%) | | 50.79% |

* We did not conduct the first employment survey for Restaurant Services 3, Dim Sum, Chinese Cuisine, Western Cuisine and Pastry/Bakery in October because these courses were only finished in September 2003.

Certificate in Tourism

Two refresher courses for tour guides were conducted, by PACES, in September 2002 and April 2003. In order to enable participants to have a better understanding of the future tourism products of Macao, a representative from a new casino company was invited to explain their development project in Macao in the seminar held in April 2003. A staff from the Gabinete para o Desenvolvimento de Infra-estruturas (Office for Development of Infrastructure) also shared with the participants, in the same seminar, the government's plan for various new infrastructures.

In 2002/03, there were 111 graduates from the Certificate Course in Tourism. Among them, 54 had Cantonese as their medium of instruction, while 57 used Mandarin.

Besides, 83 in-service tour guides had passed the assessments and got licenses in various languages such as: Cantonese, Mandarin, English, Japanese and French.

Tourism Programme for Secondary Schools

The Tourism Programme for Secondary Schools was launched in the academic year 1999/2000 with an aim to initiate a tourism programme in secondary schools. The programme was re-structured in the academic year

2001/02. At present, it comprises 6 modules. Students can have the opportunity to meet with industry professionals to understand more about the career opportunities that the industry can offer. They can also participate in study tours in which they learn about cultural heritage, visit hospitality companies and gain interpersonal skills. This year, more than 700 students had participated in this programme.

Tourism Awareness Campaign

The Tourism Awareness Campaign has been launched, by PACES, in secondary schools since the academic year 1998/99. This campaign is divided into 2 parts: 1) a workshop where students can have the opportunity to learn more about local tourism products, and 2) a competition in which students can bring into full play their creativity.

The topics of the competition for the past 5 years were:

98/99 - Our Cultural Heritage -Essay Competition

99/00 - Macao - A Memorable Experience

00/01 - Location Signage

01/02 - Postcard Design

02/03 - Radio Broadcasting Script

This year, PACES received more than 100 entries from secondary school students.

Beside conducting this campaign in secondary schools, PACES held similar activity in primary schools for the first time this year, with very satisfactory results. More than 2,000 students had attended the workshop.

Language and Communication Skills Training

In addition to regular evening language and communication skills training courses offered to the general public, PACES had also conducted several specific language programmes for the Security Forces of Macao including the Serviço de Migração (Immigration Department), the Polícia de Segurança Pública (Police Department) and the Corpo de Bombeiros (Fire Brigade). Words of courtesy, complaint-handling procedures, information of tourist attractions and interpersonal skills were also included in the courses. During this year, more than 1,000 officials had attended these programmes.

Executive Development and Training Programmes

MICE Management and Planning Programme for Key Executives of Macao Government Tourism Office (MGTO) in April, 2003

A 3-day programme "Introduction to MICE Management" was arranged for MGTO. This programme probed into MICE management issues, as well as the role of a national tourism organisation (NTO) in MICE operations. A lot of case studies had been shown to help illustrate bidding formats and techniques. Constructive information that could facilitate the development of Macao MICE sector had also been provided.

Management Programmes for Professionals from Mainland China

Three groups of professionals from Xian and Inner Mongolia had attended the management programmes organised by PACES. The courses included: Quality Management, Train-the-Trainer, F&B Cost Control, Experience Management, New Trends in F&B, Tourism Product Management, Heritage Tourism, Destination Management, Sustainable Tourism Planning and Development, Cross Cultural Awareness, Hotel Operations Management, Service Excellence, Leadership, Hospitality Management Models, International Hospitality Trends, Marketing Strategy for Tourism and Hospitality, Revenue Management, Hotel Facilities Management and so on.

The topics of the 12-day training for the group of executives of Inner Mongolia Tourism Board included current issues and trends on the marketing of hotels, particularly those of Macao hospitality industry. The participants had been taught the techniques for increasing and maintaining higher occupancy and room rates. They had also learnt how to work with tourism partners to increase visitor arrivals in Inner Mongolia.

Train-the-Trainer Programme

During the second trimester of year 2003, Macao's tourism industry had been greatly affected by SARS. The Government realised that it was the best time to provide professional training to those underemployed industry staff, so as to improve their quality of service. For this reason, several subsidised training courses had been launched. To cope with this policy, PACES had arranged a Train-the-Trainer workshop to equip industry professionals with the skills to conduct training to tour guides, drivers and tour leaders. The courses included: Service Excellence, Tourist Attractions, History of Macao and Training Techniques.

Macao Tourism and Casino Career Centre

To cope with the development of the tourism and gaming industry of the territory, the Government decided, in the beginning of 2003, to establish the Macao Tourism and Casino Career Centre, which is a vocational training centre managed jointly by Macao Polytechnic Institute and Institute For Tourism Studies.

In support of the government's social and economic development strategies, the Macao Tourism and Casino Career Centre provides pre-service training to those who wish to seek employment in the tourism and gaming industry or offers present employees on-the-job training so as to enhance their service quality.

The centre plans to train, per year, approximately 3,000 professionals in various tourism and gaming areas such as: casino dealer, food and beverage, housekeeping, front desk and customer service.

The first student recruitment was conducted in July 2003, with about 2,400 applicants. After the admission written examination and interview, 300 applicants were invited to enroll in the first batch dealer course commenced in August 2003.

Macao Occupational skills Recognition System (MORS)

Since MORS was launched in 2001, there has been an unceasing collaboration with the industry, so as to upgrade the quality of human resources in the local tourism industry. The following table shows the number of participants in MORS courses and assessments until now:

| Course Name | No. of Participants (Course + Assessment) | | | No. of Participants (Assessment Only) | | | Total no. of participants |
|-----------------------------------|--|-----------|-----------|--|------------|-----------|---------------------------|
| | 2001 | 2002 | 2003 | 2001 | 2002 | 2003 | |
| Waiter/Waitress | | | | | | | |
| Entry Level Staff (bronze pin) | 23 | --- | --- | 67 | 20 | 28 | 138 |
| Trainer (silver pin) | 23 | --- | --- | --- | 11 | 3 | 37 |
| Assessor (silver pin) | 22 | --- | --- | --- | 10 | --- | 32 |
| Room Attendant | | | | | | | |
| Entry Level Staff (bronze pin) | 45 | 14 | 53 | --- | 124 | 33 | 269 |
| Trainer (silver pin) | 22 | --- | --- | --- | 23 | 6 | 51 |
| Assessor (silver pin) | 21 | --- | --- | --- | 24 | --- | 45 |
| Front Desk Agent | | | | | | | |
| Entry Level Staff (bronze pin) | 18 | --- | --- | --- | 24 | 11 | 53 |
| Trainer (silver pin) | 6 | --- | --- | --- | 12 | 1 | 19 |
| Assessor (silver pin) | 6 | --- | --- | --- | --- | 2 | 8 |
| Travel Consultant | | | | | | | |
| Entry Level Staff (bronze pin) | 18 | --- | --- | --- | 6 | --- | 24 |
| Trainer (silver pin) | 17 | --- | --- | --- | --- | --- | 17 |
| Assessor (silver pin) | 1 | --- | --- | --- | --- | --- | 1 |
| Assistant Cook | | | | | | | |
| Entry Level Staff (bronze pin) | --- | 10 | --- | --- | --- | --- | 10 |
| Trainer (silver pin) | --- | 9 | --- | --- | --- | --- | 9 |
| Assessor (silver pin) | --- | --- | --- | --- | --- | 1 | 1 |
| Customer Relations Officer | | | | | | | |
| Entry Level Staff (bronze pin) | --- | 23 | --- | --- | --- | 4 | 27 |
| Trainer (silver pin) | --- | 22 | --- | --- | --- | 1 | 23 |
| Assessor (silver pin) | --- | --- | --- | --- | --- | 3 | 3 |
| Total | 222 | 78 | 53 | 67 | 254 | 93 | 767 |

MACAO-EUROPE CENTRE FOR ADVANCED TOURISM STUDIES (ME-CATS)

The "Macao-Europe Centre for Advanced Tourism Studies" (ME-CATS) at IFT was established jointly by the European Union and by IFT in May 1999. The Centre incorporates modern tourism and hospitality management theories from Europe into the tourism development of the Asia Pacific region, promoting exchange of experiences, knowledge and views between institutes of higher learning in Europe and in the Asia Pacific region. ME-CATS has the following main functions:

1. Research
2. Education and training
3. Information and documentation

The Institute organised a "Visionary Workshop" in September 1999. Industry professionals in the Asia Pacific region were invited to the workshop to identify the future development of the tourism industry within the region, thus formulating suitable projects on education, research and training. The following ten courses were recommended by these industry professionals in the "Visionary Workshop":

1. IT Travel
2. MICE Development and Management
3. Teach-the-Teacher
4. Sustainable Tourism Planning and Development
5. New Trends in F&B
6. Experience Management
7. Heritage Tourism
8. Leisure Management
9. Essential Management Skills for Executive Chefs and Sous Chefs
10. Proficiency in Wine

In order to benefit more people in the region, there is a need to make available these professional courses in e-learning format. For this reason, the first five courses have been successfully developed by IFT as e-learning programmes. Unlike traditional classroom sessions, students in such programmes can communicate with their course facilitators and fellow students through Internet. Online courses have the advantage of allowing individuals to pace their own study plan.