



澳門旅遊大學  
UNIVERSIDADE DE TURISMO DE MACAU  
Macao University of Tourism

# **Master of Science (MSc) in International Tourism Management**

## **Programme Description**

The Master of Science (MSc) in International Tourism Management is designed to equip managers and future managers with the most advanced knowledge and management skills in the context of international tourism. The programme is international in character, innovative in orientation, and focuses on developing students' research and analytical skills while exposing them to real-world management scenarios, thus enabling graduates to operate and manage in a highly dynamic tourism environment. The program includes the following learning modules:

- Tourism
- Management
- Project Report OR Internship & Report

## **Programme Highlights**

- ✓ Seamless conversion: all credits from PgD programme can be converted to MSc degree programme.
- ✓ Credit exemption: possibility of transferring up to 9 credit hours of taught courses from select postgraduate programmes offered by higher education institutions recognised by IFTM.

# Modules and Courses

Course Category	Credit (Total: 30 credits)
<b>Tourism (3 credits / course)</b> <ul style="list-style-type: none"> <li>• Destination and Attractions Management</li> <li>• Trends and Issues in Tourism and Leisure</li> <li>• Sustainable Tourism Planning and Development</li> <li>• Contemporary Issues in International Hospitality and Tourism</li> </ul>	12
<b>Management (3 credits / course, choose any four courses below)</b> <ul style="list-style-type: none"> <li>• Research Methods (<i>compulsory for MSc</i>)</li> <li>• Human Resources Management</li> <li>• Marketing Management</li> <li>• Finance and Accounting</li> <li>• Strategic Management</li> </ul>	12
<b>Project Report OR Internship &amp; Report* (3 credits/ 6 credits)</b>	6

\* The Project Report OR Internship & Report must be related to the programme, and should be conducted after the successful completion of all taught courses. If students choose Internship & Report, the total internship hours must be at least 600 hours.

## Remarks:

- Bridging course(s) may be required depending on the educational and professional background of postgraduate students.
- 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.
- Some course materials may be co-delivered by a third-party collaborator whereas IFTM assumes the primary responsibility of its teaching quality and excellence.

# Course Description

Module	Course Title	Course Description
Tourism	Destination and Attractions Management	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	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	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.
	Contemporary Issues in International Hospitality and Tourism	The hospitality and tourism industries are dynamic and constantly changing, involving new offerings, technological innovations, novel business models, new types of marketing strategies, and many more features. The industry is also influenced by the changes in customers' interests. Therefore, a clear understanding of the contemporary issues and phenomena in the industry and fast responses to changing markets and customer demand are of great importance today. Thus, this course is designed to bring together contemporary issues and phenomena in hospitality and tourism to offer insights for students to keep pace with the times and broaden horizons. Topics covered will vary according to recent and contemporary industry issues of the day.

Module	Course Title	Course Description
Management	Research Methods	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	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	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	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	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
Project Report <u>OR</u> Internship & Report	Project Report	The purpose of this course is to help students build and demonstrate their abilities to conduct an independent applied project using appropriate research techniques. Students have to identify a business or industry problem, conduct research and propose practical solutions or create new applications for business/industry development in general or for enterprises in particular.
	Internship & Report	Applying the principles of experiential learning, this course provides students an extended opportunity to connect theoretical knowledge and practical learning through training in a real work environment. After the internship, students need to complete a report to deeply reflect on the gains from the training in knowledge, skills, attitudes and values, and make suggestions for improving business practices.