



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

Master of Science (MSc) in Innovative Hospitality Management

Programme Description

The Master of Science (MSc) in Innovative Hospitality Management aims at equipping current and future managers with advanced knowledge and skills at the forefront of hospitality management and digital innovation. They focus on the rapidly evolving landscape of the hospitality industry, emphasizing the crucial role of innovative technologies in transforming guest experiences and operational efficiencies. With an emphasis on innovation and human-AI collaboration, the programme develops skills in design thinking and digital strategies, and cultivates the leadership capabilities needed to succeed in a highly dynamic and tech-driven hospitality environment. The programme includes the following learning modules:

- Hospitality and Technology
- Management
- Project Report or Internship & Report

Programme Highlights

- ✓ Possibility of taking up to 9 credit hours of taught courses from selected postgraduate programmes offered by higher education institutions recognised by UTM.

Modules and Courses

Course Category	Credit (Total: 30 credits)
Hospitality and Technology (3 credits / course) <ul style="list-style-type: none"> • Leadership and Organisational Behaviour in Hospitality • Digital Transformation in Hospitality Operations • Innovative Technology for Guest Experience • Data and Analytics and Visualization • Contemporary Issues in International Hospitality and Tourism 	15
Management (3 credits / course, choose any three courses below) <ul style="list-style-type: none"> • Research Methods • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management 	9
Project Report <u>OR</u> Internship & Report* (6 credits/ 6 credits)	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 internship duration is 600 training hours.

Remarks:

- For those who passed all courses but fail to complete / pass the Project Report or Internship & Report will be awarded a postgraduate diploma upon fulfilling the corresponding credit requirement.
- Some course materials may be co-delivered by a third-party collaborator whereas UTM assumes the primary responsibility of its teaching quality and excellence.

Course Description

Module	Course Title	Course Description
Hospitality and Technology	Leadership and Organisational Behaviour in Hospitality	This course integrates leadership theories, organizational behaviour, and Human-AI Collaboration (HAC) principles to prepare students for innovative leadership roles in the hospitality industry. It explores leadership styles and organizational dynamics while applying HAC. Students will learn to foster adaptive, inclusive leadership, enhance workplace efficiency, and improve guest experiences through technology-driven solutions in dynamic hospitality environments.
	Digital Transformation in Hospitality Operations	Digital Transformation in Hospitality Operations integrates the principles of service and product operations management with digital technologies, serving as a core discipline in modern hospitality management. This course aims to equip students with the competence to strategically manage and transform daily operations through digital innovation, addressing the unique challenges that managerial staff encounter in a technology-driven hospitality landscape. Topics include, but are not limited to, digital revenue management systems, optimizing service delivery flows via digital tools, enhancing resource productivity through data analytics, and the implementation of AI-powered solutions to streamline operational processes.
	Innovative Technology for Guest Experience	This course explores user research, prototyping, and usability testing to create guest-focused digital interfaces (e.g., booking apps, loyalty programmes, smart room controls) that enhance guest experience and satisfaction. It focuses on integrating user-centric principles with digital innovation to create exceptional and personalized guest experiences in the hospitality industry. The course emphasizes the balance between technological innovation and human-centric service, enabling students to create seamless, meaningful experiences that align with the evolving expectations of modern hospitality guests.
	Data and Analytics and Visualization	With the advancement in IT, numerous social media have emerged and brought us high-volume, high-velocity data of various types, resulting in the big data phenomenon. This course is a contemporary study about how to obtain relevant content from big data and generate useful results, where analysts can interpret the data to understand the trends and to perform predictive analyses. Data analytics and visualisation is an emerging field concerned with analysing, modelling, and visualising complex high dimensional data. This course will introduce state-of-the art modelling, analysis and visualisation techniques. It will emphasise practical challenges involving complex real world data and include several case studies and hands-on work with visualisation tools.
	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	Research Methods is an intermediate level course that emphasises the practice and techniques of conducting research. The course is both conceptual and technical in orientation. Ideally, students should already have taken introductory courses in research methods, statistics, quantitative methods, and social psychology or business management. At the end of the course, students will be expected to demonstrate a good understanding of research methods principles, designs, techniques, and procedures. Students will also be expected to develop and plan a detailed research through the preparation of a research proposal. Students will also have the chance to develop skills associated with planning and carrying out research activities and the ability to critically analyze research articles and reports.
	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. The ultimate goal of this subject is to equip the managers (or future managers) with knowledge, skills, and tools to think strategically and creatively, and effectively create a portfolio of competitive methods / strategies that will ensure long-term prosperity for the

		hospitality and tourism business and its main stakeholders. To achieve this, the students will learn to create (or maintain) sustainable competitive advantage, taking into consideration the external environment that the business is faced with and its major internal resources available. 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.
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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.