Master of Philosophy (MPhil) in International Hospitality and Tourism Management

MPhil in IHTM and specialisations

- MPhil in IHTM (specialisation in Hospitality Management)
- MPhil in IHTM (specialisation in Tourism Management)
- MPhil in IHTM (specialisation in Food and Beverage Management)
- MPhil in IHTM (specialisation in Gastronomy Management)
- MPhil in IHTM (specialisation in Smart Technologies)
- MPhil in IHTM (specialisation in Events Management) *

To be launched in academic year 2024/2025, subject to final approval.

Programme Description

The Master of Philosophy (MPhil) in International Hospitality and Tourism Management (IHTM) is a research programme and enables students to develop research capabilities by focusing on a particular area of interest. The program features a highlight on research and analytical competency development, an innovation orientation, as well as an exposure to real life management scenarios. It can provide a pathway to more advanced research at doctoral level. The program includes the following learning modules:

- Compulsory
- Specialisation (Hospitality Management; Tourism Management; Food and Beverage Management; Gastronomy Management; Smart Technologies; Events Management)
- Elective from Postgraduate-level Courses
- Dissertation

Programme Highlights

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

Modules and Courses

MPhil in IHTM (specialisation in Hospitality Management)

Course Category	Total: 30 credits
Compulsory *(3 credits / course)* • Research Methods • Contemporary Issues in International Hospitality and Tourism	6
Specialisation - Hospitality Management *(3 credits / course)* • Hospitality Operations Management • Leadership and Organisational Behaviour in Hospitality • Seminar in Emerging Technologies	9
Elective from Postgraduate-level Courses *(3 credits / course, select one course from below)* • Hospitality Operations Management • Leadership and Organisational Behaviour in Hospitality • Destination and Attractions Management • Trends and Issues in Tourism and Leisure • Sustainable Tourism Planning and Development • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management • Sustainability and the Food and Beverage Industry • Organoleptics: Advanced Menu Engineering • Entrepreneurship in Food and Beverage Industry • Gastronomic Tourism • History of Food and Gastronomy • Contemporary Nutrition and Food Technologies • Eco-gastronomy and the Trophic • Data Analytics and Visualization • AIoT and Robotics • Geographic Information Systems • Smart Destination and Sustainable Tourism Development • Smart Marketing • Big Data Analysis • Seminar in Emerging Technologies • Immersion module (Introduction to Technology in Tourism and Technical Visit)* ** Immersion module is a 3-credit module which contains two courses "Introduction to Technology in Tourism" and "Technical Visit"*	3
Dissertation	12

MPhil in IHTM (specialisation in Tourism Management)

Course Category	Total: 30 credits
Compulsory *(3 credits / course)* • Research Methods • Contemporary Issues in International Hospitality and Tourism	6
Specialisation – Tourism Management *(3 credits / course)* • Destination and Attractions Management • Trends and Issues in Tourism and Leisure • Sustainable Tourism Planning and Development	9
Elective from Postgraduate-level Courses *(3 credits / course, select one course from below)* • Hospitality Operations Management • Leadership and Organisational Behaviour in Hospitality • Destination and Attractions Management • Trends and Issues in Tourism and Leisure • Sustainable Tourism Planning and Development • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management • Sustainability and the Food and Beverage Industry • Organoleptics: Advanced Menu Engineering • Entrepreneurship in Food and Beverage Industry • Gastronomic Tourism • History of Food and Gastronomy • Contemporary Nutrition and Food Technologies • Eco-gastronomy and the Trophic • Data Analytics and Visualization • AIoT and Robotics • Geographic Information Systems • Smart Destination and Sustainable Tourism Development • Smart Marketing • Big Data Analysis • Seminar in Emerging Technologies • Immersion module (Introduction to Technology in Tourism and Technical Visit)* ** Immersion module is a 3-credit module which contains two courses "Introduction to Technology in Tourism" and "Technical Visit"*	3
Dissertation	12

MPhil in IHTM (specialisation in Food and Beverage Management)

Course Category	Total: 30 credits
Compulsory *(3 credits / course)* • Research Methods • Contemporary Issues in International Hospitality and Tourism	6
Specialisation - Food and Beverage Management *(3 credits / course)* • Sustainability and the Food and Beverage Industry • Organoleptics: Advanced Menu Engineering • Entrepreneurship in Food and Beverage Industry	9
Elective from Postgraduate-level Courses *(3 credits / course, select one course from below)* • Hospitality Operations Management • Leadership and Organisational Behaviour in Hospitality • Destination and Attractions Management • Trends and Issues in Tourism and Leisure • Sustainable Tourism Planning and Development • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management • Sustainability and the Food and Beverage Industry • Organoleptics: Advanced Menu Engineering • Entrepreneurship in Food and Beverage Industry • Gastronomic Tourism • History of Food and Gastronomy • Contemporary Nutrition and Food Technologies • Eco-gastronomy and the Trophic • Data Analytics and Visualization • AIoT and Robotics • Geographic Information Systems • Smart Destination and Sustainable Tourism Development • Smart Marketing • Big Data Analysis • Seminar in Emerging Technologies • Immersion module (Introduction to Technology in Tourism and Technical Visit)* ** Immersion module is a 3-credit module which contains two courses "Introduction to Technology in Tourism" and "Technical Visit"*	3
Dissertation	12

MPhil in IHTM (specialisation in Gastronomy Management)

Course Category	Total: 30 credits
Compulsory *(3 credits / course)* • Research Methods • Contemporary Issues in International Hospitality and Tourism	6
Specialisation - Gastronomy Management *(3 credits / course)* • Gastronomic Tourism • History of Food and Gastronomy • Contemporary Nutrition and Food Technologies	9
Elective from Postgraduate-level Courses *(3 credits / course, select one course from below)* • Hospitality Operations Management • Leadership and Organisational Behaviour in Hospitality • Destination and Attractions Management • Trends and Issues in Tourism and Leisure • Sustainable Tourism Planning and Development • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management • Sustainability and the Food and Beverage Industry • Organoleptics: Advanced Menu Engineering • Entrepreneurship in Food and Beverage Industry • Gastronomic Tourism • History of Food and Gastronomy • Contemporary Nutrition and Food Technologies • Eco-gastronomy and the Trophic • Data Analytics and Visualization • AIoT and Robotics • Geographic Information Systems • Smart Destination and Sustainable Tourism Development • Smart Marketing • Big Data Analysis • Seminar in Emerging Technologies • Immersion module (Introduction to Technology in Tourism and Technical Visit)* ** Immersion module is a 3-credit module which contains two courses "Introduction to Technology in Tourism" and "Technical Visit"*	3
Dissertation	12

MPhil in IHTM (specialisation in Smart Technologies)

Course Category	Total: 30 credits
Compulsory *(3 credits / course)* • Research Methods • Contemporary Issues in International Hospitality and Tourism	6
Specialisation – Smart Technologies *(3 credits / course)* • Data Analytics and Visualization • AIoT and Robotics • Smart Destination and Sustainable Tourism Development	9
Elective from Postgraduate-level Courses *(3 credits / course, select one course from below)* • Hospitality Operations Management • Leadership and Organisational Behaviour in Hospitality • Destination and Attractions Management • Trends and Issues in Tourism and Leisure • Sustainable Tourism Planning and Development • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management • Sustainability and the Food and Beverage Industry • Organoleptics: Advanced Menu Engineering • Entrepreneurship in Food and Beverage Industry • Gastronomic Tourism • History of Food and Gastronomy • Contemporary Nutrition and Food Technologies • Eco-gastronomy and the Trophic • Data Analytics and Visualization • AIoT and Robotics • Geographic Information Systems • Smart Destination and Sustainable Tourism Development • Smart Marketing • Big Data Analysis • Seminar in Emerging Technologies • Immersion module (Introduction to Technology in Tourism and Technical Visit)* ** Immersion module is a 3-credit module which contains two courses "Introduction to Technology in Tourism" and "Technical Visit"*	3
Dissertation	12

Remarks:
- *Bridging course(s) may be required depending on the educational and professional background of postgraduate students.*
- *The dissertation is a capstone requirement for MPhil students only. Each MPhil candidate will be required to complete a research dissertation (15,000 - 40,000 words).*

MPhil in IHTM (specialisation in Events Management)

Course Category	Total: 30 credits
Compulsory *(3 credits / course)* • Research Methods • Contemporary Issues in International Hospitality and Tourism	6
Specialisation - Events Management *(3 credits / course)* • Events and the society • Innovation and Sustainability in Events • Design and Development of Professional Live Events	9
Elective from Postgraduate-level Courses *(3 credits / course, select one course from below)* • Hospitality Operations Management • Leadership and Organisational Behaviour in Hospitality • Destination and Attractions Management • Trends and Issues in Tourism and Leisure • Sustainable Tourism Planning and Development • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management • Sustainability and the Food and Beverage Industry • Organoleptics: Advanced Menu Engineering • Entrepreneurship in Food and Beverage Industry • Gastronomic Tourism • History of Food and Gastronomy • Contemporary Nutrition and Food Technologies • Eco-gastronomy and the Trophic • Data Analytics and Visualization • AIoT and Robotics • Geographic Information Systems • Smart Destination and Sustainable Tourism Development • Smart Marketing • Big Data Analysis • Seminar in Emerging Technologies • Immersion module (Introduction to Technology in Tourism and Technical Visit)* ** Immersion module is a 3-credit module which contains two courses "Introduction to Technology in Tourism" and "Technical Visit"*	3
Dissertation	12

Course Description

Module	Course Title	Course Description
Compulsory	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.
	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
Specialisation - Hospitality Management	Hospitality Operations Management	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	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.
	Seminar in Emerging Technologies	This course explores how technology has reshaped the hospitality and tourism landscape. Being a crucial part of today's tourism and travel industry, technology continues to improve customer experience to a new height. This course aims to deliver concepts, knowledge and skills relevant to emerging technologies and to share insights on their applications and managerial implications. Relevant case studies, challenges, and legal and governance issues related to the latest technology in the tourism industry will also be discussed.

Module	Course Title	Course Description
Specialisation – Tourism Management	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.

Module	Course Title	Course Description
Specialisation – Food and Beverage Management	Sustainability and the Food and Beverage Industry	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.
	Organoleptics: Advanced Menu Engineering	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	This course broadens students' understanding of entrepreneurship in the food and beverage (F&B) industry. This aids in evaluating contemporary ideas, trends, and problems. Students get a better grasp of the advantages and disadvantages of contemporary F&B business models through the application of what they have learned in class. This course requires students to apply analytical skills to create and implement a comprehensive food and beverage business plan as their final project. Numerous traditional and new channels of transmission (social media, meal guides, industry publications/websites, blogs, and newsletters) are becoming increasingly popular with the inclusion of mass media. Students will recognise that the media are promoting a food topic that has a real and tangible impact on individuals' food choices.

Module	Course Title	Course Description
Specialisation - Food and Gastronomy	Gastronomic Tourism	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	This course clarifies the sometimes-confusing distinction between culinary (food preparation, cooking, and presentation) and gastronomy (studying food and culture). This course allows students to evaluate a comprehensive overview using an interdisciplinary approach to food anthropology. In this course, students assess the histories of both areas and study food's social and cultural aspects in agronomy, nutrition, economics, history, and literature. Food is both a need and a source of joy and luxury. Throughout the semester, students investigate the instances of crossover that cause many to question the legitimacy of both areas and identify and evaluate cultural taboos. This knowledge is applicable in the classroom and the real world which helps students to understand cultural and culinary practices for future jobs.
	Contemporary Nutrition and Food Technologies	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.

Module	Course Title	Course Description
Specialisation – Smart Technologies	Data 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.
	AIoT and Robotics	Hospitality industry is often a "boot camp" for introducing new technologies to revolutionise its operations. Hotel properties are often innovative labs for new technologies. This course aims at introducing the principle of AI with Internet of Things (AIoT) and Robotics. In addition, practical robotics case studies and solutions will be reviewed. Students will gain experience in designing and deploying smart technologies in this fast-changing industry and generate new ideas for hotels. Topics include: introduction to AI and Internet of Things, overview of sensor technology, operational studies in hospitality and tourism management based on AI and robotics, case studies, and examples. The competence in AIoT and its systems development requires the basic concepts of AIoT, fundamental programming skills, management of such projects, as well as practical knowledge on system integration between AI and IoT projects.
	Smart Destination and Sustainable Tourism Development	Smart Destination is a local system characterised by advanced services, a high degree of innovation through a considerable use of ICTs and the presence of open, multipolar, integrated and shared processes directed at enhancing the quality of life for both residents and tourists. This course is designed to introduce the topic of smart approach in tourism destinations and to opportunities offered by a rapid diffusion of smart technology for sustainable development. Based on the four pillars of sustainability: economic, social, cultural and environmental, the course discusses the utilization of smart technologies to improve the quality of life and facilitate friendly interactions between people, organisations and the city itself.

Module	Course Title	Course Description
Specialisation – Events Management	Events and the society	The events industry encompasses a wide variety of event types ranging from business events and special events to cultural festivals and sports events, catering for different clienteles and purposes. These events play a crucial role in achieving economic, social, environmental and political objectives by diversifying a destination's offering, revitalises communities and societies, encourage and induce positive and societal benefits through equality, inclusion and diversity. This course examines important aspects of international events management by drawing from latest cutting-edge research.
	Innovation and sustainability in events	Innovation plays a crucial role in the events industry not only to facilitate operations but also to enhance the experience of eventgoers for better engagement and immersion. This course explores how innovation in events, particularly through the use of smart technologies, play a role in sustainability. It challenges students by thought-provoking and inspiring themes in innovation and sustainability leading to leveraging events in contribution to achieving the sustainable development goals.
	Design and development of professional live events	The practical aspects of organising events are integral and instrumental in events management but research and development in terms of event elements and how the event programme takes shape are as important. This course requires students to design and develop a professional live event and focuses on conceptual and thematic aspects rather than on operational components. For example, students may assume the role of a PCO (Professional Conference Organiser) to identify a new business. Its first task will therefore be forming organising and scientific committees, inviting speakers and panellists, coordinating the different logistics such as preparing call for papers, exploring publication opportunities, and ultimately delivering the event, subject to actual situation, with support from co-organising and partner entities. Students may work independently or co-organise with a local or international entity.

Module	Course Title	Course Description
Elective from Postgraduate-level Courses	Hospitality Operations Management	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	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.
	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.
	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.
	Sustainability and the Food and Beverage Industry	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.
	Organoleptics: Advanced Menu Engineering	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	This course broadens students' understanding of entrepreneurship in the food and beverage (F&B) industry. This aids in evaluating contemporary ideas, trends, and problems. Students get a better grasp of the advantages and disadvantages of contemporary F&B business models through the application of what they have learned in class. This course requires students to apply analytical skills to create and implement a comprehensive food and beverage business plan as their final project. Numerous traditional and new channels of transmission (social media, meal guides, industry publications/websites, blogs, and newsletters) are becoming increasingly popular with the inclusion of mass media. Students will recognise that the media are promoting a food topic that has a real and tangible impact on individuals' food choices.
	Gastronomic Tourism	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	This course clarifies the sometimes-confusing distinction between culinary (food preparation, cooking, and presentation) and gastronomy (studying food and culture). This course allows students to evaluate a comprehensive overview using an interdisciplinary approach to food anthropology. In this course, students assess the histories of both areas and study food's social and cultural aspects in agronomy, nutrition, economics, history, and literature. Food is both a need and a source of joy and luxury. Throughout the semester, students investigate the instances of crossover that cause many to question the legitimacy of both areas and identify and evaluate cultural taboos. This knowledge is applicable in the classroom and the real world which helps students to understand cultural and culinary practices for future jobs.

	Contemporary Nutrition and Food Technologies	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.
	Eco-gastronomy and the Trophic	Eco-gastronomy is a method of consuming food that emphasizes the requirement of reducing environmental impacts through various means. Through examination and analysis of the curriculum, students in this course gain an understanding of the different approaches for minimizing the environmental impact of food, from sustainable production to an appreciation of trophic linkages. Trophics is the study of food chains and their costs and interactions. Students may also utilize this practice as a way of sustainability. In addition, students will evaluate and comprehend the role of food chains and ecological accounting in balancing the Earth's finite resources. This course will also expose students to the idea that Food Security is a condition in which "all people, at all times, have physical, social, and economic access to adequate, safe, and nutritious food that meets their dietary needs and food preferences for a healthy, active life" (UN). To comprehend this situation, students will study several allegedly challenging and diverse strands before evaluating and analysing the facts and picking a conceptual model that best suits the material uncovered.
	Data 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.

	AIoT and Robotics	Hospitality industry is often a "boot camp" for introducing new technologies to revolutionise its operations. Hotel properties are often innovative labs for new technologies. This course aims at introducing the principle of AI with Internet of Things (AIoT) and Robotics. In addition, practical robotics case studies and solutions will be reviewed. Students will gain experience in designing and deploying smart technologies in this fast-changing industry and generate new ideas for hotels. Topics include: introduction to AI and Internet of Things, overview of sensor technology, operational studies in hospitality and tourism management based on AI and robotics, case studies, and examples. The competence in AIoT and its systems development requires the basic concepts of AIoT, fundamental programming skills, management of such projects, as well as practical knowledge on system integration between AI and IoT projects.
	Geographic Information Systems	This course is designed to familiarise students with the fundamentals of geographic information system (GIS) and how geodata can be applied to solve local and regional problems, where "locations" matter the most. Major topics include computer representation of geodata, the creation and maintenance of GIS databases, spatial analysis, and presentation of data outputs on digital maps. Case studies, management implications, and relevant GIS research papers are also discussed to complement the practical use of GIS applications.
	Smart Destination and Sustainable Tourism Development	Smart Destination is a local system characterised by advanced services, a high degree of innovation through a considerable use of ICTs and the presence of open, multipolar, integrated and shared processes directed at enhancing the quality of life for both residents and tourists. This course is designed to introduce the topic of smart approach in tourism destinations and to opportunities offered by a rapid diffusion of smart technology for sustainable development. Based on the four pillars of sustainability: economic, social, cultural and environmental, the course discusses the utilization of smart technologies to improve the quality of life and facilitate friendly interactions between people, organisations and the city itself.

	Smart Marketing	This course reviews the role of traditional marketing channels, its relationship with smart technologies, and the shift to a next-generation marketing mindset driven by information technology. The course also teaches practical skills to undertake a digital transformation in marketing. After this course, students will be able to address different marketing needs with digital means.
	Big Data Analysis	The emergence of social networks, Internet of Things, cloud computing and sensor technology has led to the unprecedented flooding of unstructured data, often characterised by its high volume, high variety and high timeliness. It is important to develop a competence in understanding and making use of unstructured data to stay ahead of the competition. This course introduces the fundamentals of data analysis in a big data spectrum.
	Seminar in Emerging Technologies	This course explores how technology has reshaped the hospitality and tourism landscape. Being a crucial part of today's tourism and travel industry, technology continues to improve customer experience to a new height. This course aims to deliver concepts, knowledge and skills relevant to emerging technologies and to share insights on their applications and managerial implications. Relevant case studies, challenges, and legal and governance issues related to the latest technology in the tourism industry will also be discussed.
	Immersion module (Introduction to Technology in Tourism **and** Technical Visit)	Introduction to Technology in Tourism Business analytics is a fast-changing field. Its methodology and application tend to improve continually. This course aims at introducing fundamental skills required for analytical studies in this programme, thus suitable for students from different background. With the support of online studying platforms, students will learn state-of-the-art data skills under the guidance of the instructor. Technical Visit This course provides technical visits for students to Information Technology-oriented organisations, trade shows, exhibitions, or hospitality and tourism properties within the context of business analytics and technological applications. This activity encourages students to understand and examine the best practices of business analytics and technologies in different sectors and germinate ideas for their dissertation.

Module	Course Title	Course Description
Dissertation	Dissertation	The purpose of this subject is to help students develop and demonstrate their abilities to conduct an independent academic research using different techniques in the hospitality and tourism context. Students will consolidate and analyse the literature on selected topics, identify research objectives, design process and collect data, and learn how to analyses research data in a systematic way and to a professional standard. Students will write the dissertation on the above content and pass the defence.