



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 programme includes the following learning modules:

- Tourism
- Management
- Elective from Postgraduate-level Courses
- Project Report OR Internship & Report

Programme Highlights

- ✓ Credit exemption: possibility of transferring up to 9 credit hours of taught courses from select postgraduate programmes offered by higher education institutions recognised by UTM.

Modules and Courses

| Course Category | Credit (Total: 30 credits) |
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| Tourism (3 credits / course) <ul style="list-style-type: none"> • Destination and Attractions Management • Designing Digital Tourism Experiences • Sustainable Tourism Planning and Development • Contemporary Issues in International Hospitality and Tourism | 12 |
| Management (3 credits / course, choose any at least two courses below) <ul style="list-style-type: none"> • Research Methods • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management | 12 |
| Elective from Postgraduate-level Courses (3 credits / course, choose max two courses below) <ul style="list-style-type: none"> • Digital Transformation in Hospitality Operations • Leadership and Organisational Behaviour in Hospitality • Innovative Technology for Guest Experience • Heritage Revitalization • Cultural Landscape • Contemporary Development on Heritage Interpretation • Data Analytics and Visualisation • AIoT and Robotics • Geographic Information Systems • Big Data Analysis • Events and the society • Innovation and Sustainability in Events • Design and Development of Professional Live Events • Luxury Service Management • Health Service Management ^{1,2} • Trends in Health and Luxury Hospitality | |
| Project Report OR 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.

¹ The enrolment for this course in collaboration with IPTFA will incur additional charge.

² Upon successfully passing of the Health Service Management course, students will be awarded with the IPTFA Fitness & Sports Nutrition Professional Certificate.

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 |
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| 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. |
| | Designing Digital Tourism Experiences | This course explores a number of service design techniques and models by which current and cutting-edge digital technologies can be integrated into existing and new tourism service journeys, delivering service innovation through design and technology to create value within the tourism industry. Through research-informed, practice-relevant teaching, students will develop innovative digital solutions or enhance current ones to address contemporary managerial and experiential challenges in tourism. |
| | 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. |

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| 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 |
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| Elective from Postgraduate-level Courses | 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. |
| | Leadership and Organisational Behaviour in Hospitality | This course integrates leadership theories, organisational behaviour, and Human-AI Collaboration (HAC) principles to prepare students for innovative leadership roles in the hospitality industry. It explores leadership styles and organisational 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. |
| | 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. |
| | Heritage Revitalization | Heritage revitalization is a critical level of conservation intervention that involves the adaptive reuse of a heritage building to be rejuvenated in terms of both physical and economic values. This course aims to provide the students with an advanced learning of the accepted forms of conservation in the 21st century. Focusing on the Asian cities' contexts, students would learn from the adaptive reuse practices of the current trend of revitalizing the heritage structures into cultural spaces and understand the historical background, value recognition and cultural benefits of adaptive reuse options that help build liveable community within a broader urban framework. |
| | Cultural Landscape | Cultural landscapes are a product of a dynamic and complex interaction between humankind and nature involving many different factors. This course introduces and clarifies the concept of cultural landscapes with reference to current international conservation practice. It also covers the international guidelines and strategies for assessing and treating historic cultural landscapes and relevant case studies to demonstrate the practical issues facing different professionals in the field of cultural landscape. |

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| | Contemporary Development on Heritage Interpretation | <p>This course explores the fundamental principles of heritage interpretation and their application in practice through a detailed interpretative planning process. It covers the concepts and strategies currently employed for the best practice of interpretation/ presentation and includes detailed case studies. It supports the students to develop critically engaged, reflexive and practical understandings of interpretive practice in various cultural sectors including art galleries, museums and heritage. It is an action learning based course and students are expected to work collaboratively and develop practical outcomes under a concerned topic. Through different workshops, students will learn the knowledge and skills on interpretative planning, audience development, writing text, interpretive design, marketing and visitor research.</p> |
| | Data Analytics and Visualisation | <p>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.</p> |
| | AIoT and Robotics | <p>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.</p> <p>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.</p> |
| | Geographic Information Systems | <p>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.</p> |

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| | 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. |
| | 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. |
| | Luxury Service Management | This course delves into the intricacies of managing high-end services and principles inherent to the luxury sector. The curriculum encompasses a broad range of topics: from comprehending the needs and expectations of luxury consumers, mastering the craft of superior service delivery, managing luxurious brand experiences, to the impact of digital platforms on luxury services. The course not only imparts specialized knowledge on developing strategic, innovative solutions for luxury services, but also equips students with the skills to design marketing and communication strategies tailored for the luxury sector, |

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| | | <p>particularly with an emphasis on hospitality. A variety of learning methods are employed in the course, including lectures, case studies, and industry guest speakers, offering a holistic understanding of this exclusive sector. The course engages students in class and case discussions, encouraging them to dissect various interpretations of luxury, discover the principles guiding the global luxury service business model, and learn how to transfer these principles to diverse trades and markets.</p> |
| | <p>Health Service Management</p> | <p>The course aims to provide students with the skills of giving nutritional advice to physically active people or athletes according to different health conditions or special needs, while incorporating elements of health service management. Students will learn how to effectively manage health services and resources to support the nutritional needs of individuals involved in physical activity or athletic performance, considering factors such as budgeting, resource allocation, and interdisciplinary coordination. Additionally, they will gain an understanding of the importance of healthy eating concepts and supplements on athletic performance, with a focus on promoting these practices within the framework of health service management. Furthermore, the course will provide a comprehensive understanding of mental health as a science, exploring human behavior and mental processes and considering how health service management strategies can be applied to promote mental well-being in physically active populations.</p> |
| | <p>Trends in Health and Luxury Hospitality</p> | <p>This course explores current trends in the health and luxury service industries. Key topics in the health and luxury service industry are examined, but not limited to, preventive care, technology integration and holistic approaches of health management industries; personalization, increased use of technology and sustainability in luxury service sector.</p> |

| Module | Course Title | Course Description |
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| 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. |