



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

Postgraduate Diploma (PgD) in Tourism Management

Programme Description

The Postgraduate Diploma (PgD) in Tourism Management aims at equipping the managers and future managers a combination of most advanced knowledge and management know-how in the international tourism context. The program features a focus of internationalization, a highlight on research and analytical competency development, an innovation orientation, as well as an exposure to real life management scenarios, all of which allow graduates to operate and manage in a highly dynamic tourism environment. The program includes the following learning modules:

- Tourism
- Management

Programme Highlights

- ✓ Highly customisable based on individual students' needs, with PgD Programmes which are fully convertible to the MSc level.

Modules and Courses

Course Category	Credit (Total: 21 credits)
Tourism <ul style="list-style-type: none"> • Destination and Attractions Management • Trends and Issues in Tourism and Leisure • Sustainable Tourism Planning and Development 	9
Management (3 credits/ course, choose any four courses below) <ul style="list-style-type: none"> • Research Methods • Human Resources Management • Marketing Management • Finance and Accounting • Strategic Management 	12

Remarks:

- *The Management Module is common to all paths.*
- *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.*

Course Description

Module	Course Title	Course Description
	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.
Tourism	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
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.