



Master in Tourism

PROGRAMME DESCRIPTION:

The Master Program by coursework is designed to train individual or industry professionals seeking to advance their careers. This program prepares students for middle and upper level management positions in the broad realms of hotels, resorts, restaurants, food service, tourism and gastronomy related fields. Students are expected to augmenting managerial competencies, analytical, organizational skills and the ability to anticipate, decide and solving matters in situations related in his or her professional fields. The length of study is 1 ½ year for a full-time and 2 ½ year for a part-time basis. Successful completion of an approved subjects leads to the award of a Master in Hospitality Management, Master in Tourism Management, Master in Foodservice Management or Master in Gastronomy.

PROGRAMME OUTCOMES:

At the end of this programme students should be:

- Able to recognize evolving issues and challenges in the areas of hospitality and tourism industry.
- Able to apply techniques employed in the management of tourism facilities.
- Able to analyze contemporary issues related to tourism areas and undertake suitable actions for organization and society well-being.
- Able to effectively communicate ideas and results verbally and in writing.
- Able to work collaboratively with colleagues to accomplish mission, goals and objectives of organization.
- Able to demonstrate work values and ethical responsibility in handling the impact of global economic environment.
- Able to acquire tourism management information through various sources such as the library or information technology to enhance knowledge and information gathering critically for life-long learning commitment.
- Able to acquire and apply entrepreneurial and managerial skills in decision making for tourism organizations.
- Able to demonstrate leadership characteristics and partake professional responsibilities.

PROGRAMME STRUCTURE:

1) Master Tourism Management (Marketing)

Semester 1

- Tourism Product and Price analysis
- Tourism Distribution Channel
- Research Method and Analysis for Hospitality and Tourism
- Strategic Marketing for Hospitality and Tourism
- Event Planning and Analysis / Event Marketing and Sponsorship

Semester 2

- Financial Management & Analysis for Hospitality and Tourism
- Global Strategic Management for Hospitality and Tourism
- Tourism Marketing Communication Analysis and Decision
- Tourism Marketing Decision Making: Case Studies
- Tourism Destination Analysis / Tourism Collaboration and Partnership

Semester 3

- Contemporary Trend and Issues in Hospitality and Tourism Industry
- Applied Research Project
- Entrepreneurial Business Operation

2) Master Tourism Management (Planning)

Semester 1

- Research Method and Analysis for Hospitality and Tourism
- Tourism Environment and Planning
- Tourism Destination Analysis
- Strategic Marketing for Hospitality and Tourism
- Event Planning and Analysis / Event Marketing and Sponsorship

Semester 2

- Financial Management & Analysis for Hospitality and Tourism
- Global Strategic Management for Hospitality and Tourism
- Development Planning and Design Standards
- Tourism Collaboration and Partnership
- Tourism Product and Price Analysis / Tourism Distribution Channel

Semester 3

- Thesis option
- Contemporary Trend and Issues in Hospitality and Tourism Industry
- Graduate Research

3) Master Tourism Management (Event)

Semester 1

- Research Method and Analysis for Hospitality and Tourism
- Strategic Marketing for Hospitality and Tourism
- International Event Management
- Convention and Exposition Management
- Tourism Distribution Channel / Event Marketing and Sponsorship

Semester 2

- Financial Management & Analysis for Hospitality and Tourism
- Global Strategic Management for Hospitality and Tourism
- Event Planning and Analysis
- Event Marketing and Sponsorship
- Tourism Destination Analysis / Tourism Collaboration and Partnership

Semester 3

- Contemporary Trend and Issues in Hospitality and Tourism Industry
- Applied Research Project
- Entrepreneurial Business Operation

COURSE DESCRIPTION:

HTM700 - RESEARCH METHODS AND ANALYSIS FOR HOSPITALITY AND TOURISM

This course explores the major research designs and methods emphasizing underlying assumptions, inquiry aims, participant selection, data collection and analysis, interpretation of findings, conclusions, and reporting. This course gives the students essential guidance on how to carry out their own research projects and introduces them to the core concepts, methods, and values involved in doing research.

HTM705 - STRATEGIC MARKETING FOR HOSPITALITY AND TOURISM

A clear understanding of what the various issues involved in managing the firms marketing function in a dynamic business environment. This course focuses on the study of issues like branding, pricing, promotion, and distribution to enhance customer value and customer satisfaction. In particular, the course emphasizes as its main theme how different theorists have addressed the issue of the relationship of theory to practice. Hence, students will be familiar with social theory and its development to describe how firms can leverage technology to improve the efficacy of their traditional and e-commerce marketing activities in today's globally environment.

HTM750 - GLOBAL STRATEGIC MANAGEMENT FOR HOSPITALITY AND TOURISM

This course is designed to present strategic management pertaining to hospitality and tourism industry. It focuses on specific knowledge and skills that are required to understand strategy and the process by which it is developed in hospitality and tourism organizations, and provides information on the situation and context in which strategy is formed and implemented. The general topics to be covered include the relationship of organizations to their environments, organizational objectives, formal and informal approaches to strategic planning, the role of organizational structure in the context of strategy formulation and implementation, and the mechanisms for monitoring and evaluating the effectiveness of strategic decisions.

HTM755 - FINANCIAL MANAGEMENT AND ANALYSIS FOR HOSPITALITY AND TOURISM

The main objective of this course is to provide students with a broad, practical perspective to work on financial statement analysis to determine i) a reasonable assessment of the financial condition of the firm, ii) what may be reasonable forecast of its future position, iii) whether the firm is worthy of credit ; and iv) the operation characteristics of the firm. Attention is focused on capital investment analysis, cost of capital, mergers, consolidations, and current financial issues in the hospitality industry.

HTM760 - CONTEMPORARY TREND AND ISSUES IN HOSPITALITY AND TOURISM INDUSTRY

This course provides the students with some understanding of the nature, components and issues which contributes to the success of the hospitality and food industry sector. The students are also required to look into key aspects pertaining to current issues, concepts, approaches and trends that is relevant and related to the development of this industry.

HTM765 - ENTREPRENEURIAL BUSINESS OPERATION

This subject is designed to comply with the need of the University which to develop young energetic entrepreneurs. The focus is more toward a strategic business plan for restaurant, catering companies and frozen food productions. Some of the important aspects in the developing of strategic business plan such as strategy management, marketing management, marketing mix, human resources management, financial management and cost control will be highlighted. Students will be exposed to several business related issues (internal and external) before deciding on how to position and formulating business strategies. SWOT and PEST method of analysis will be used to analyze the business issues and company capabilities. Another business discipline is related to marketing management. This subject will also focus on the practical application of a company's marketing resources and activities. The marketing mix approach to marketing will be the model of crafting and implementing marketing strategies.

HTM770 - APPLIED RESEARCH PROJECT

This course is designed to understand the process by which hospitality business leaders respond to business problems. This course will integrate research skills and professional business practices by providing an opportunity to apply current research to a hospitality business problem.

HTM775 - GRADUATE RESEARCH

This course is designed to facilitate the process involved in writing a graduate thesis designed to investigate a pertinent issue in hospitality and tourism industry. Specifically, students select a research topic of interest, conduct a review of relevant literature, and determine methodologies needed to investigate the problem of concern. This course will also enable students to undertake an ordered and critical investigation of hospitality management and development issue which will demonstrate their ability to work independently at master's level, both in preparing and presenting their theses. The theses will therefore be indicative of the students' research potential and will demonstrate their ability to extend the existing body of hospitality knowledge. At the conclusion of this course, students will have completed and submitted for committee approval a graduate thesis that includes an introduction to the project, a review of related literature, and a description of methods and procedures and data analysis.

HTT702 - INTERNATIONAL EVENT MANAGEMENT

Planning, and the planning process, plays a key role in the organization and management of special events. Some of the issues of planning involve finance, organization, marketing and managing the event. Students will examine and analyze the planning process for events and discuss on the mechanisms for ensuring the effectiveness of the planning process. The larger and more complex the event is, the more detailed and systematic the planning becomes. The course include the environment and circumstances of the planning stage: why the event is being undertaken? It involves economic, social and environmental evaluation of event, financial planning, control and budgetary issues in running events, preparation phase for events such as venue-finding, logistics and ambience and discussion on the risk management, licensing, health and safety, and insurance requirements.

HTT704 - CONVENTION AND EXPOSITION MANAGEMENT

The MICE sector is one of the fastest growing and most lucrative areas of the tourism industry worldwide. The course will introduce the professional environment for the MICE industry to students. The topic covers the diversity of the professional roles and people working in the MICE industry, operational issues will be discussed, in the selection of destination and venues and the planning, organizing and budgeting of conventions and meetings. Full-length case study of a Convention—including all the planning and follow-up that is required give students a chance to put their newly acquired skills to practice.

HTT706 - TOURISM PRODUCT AND PRICING ANALYSIS

This course focused on making profitable use of the critical skills of planning and managing product and pricing activities. Students will be able to analyze the tourism product and identify the property value of each categories of the product. The pricing consideration is essential for service organization and discussion will develop on areas of segmented pricing, profitable pricing, competitive advantages, competitive product advantages, and pricing in the marketing mix.

HTT708 - TOURISM DISTRIBUTION CHANNELS

Distribution Channel is regarded as one of the most critical managerial decisions which can determine the competitiveness and profitability of organization. The students will analyze the distribution processes and structure within the tourism distribution channels. Students will be required to analyze leisure and business travel, service quality for tours, relationship among channel members such as travel retailers and wholesalers, accommodation distribution, airlines and national tourist organizations.

HTT710 - TOURISM ENVIRONMENT AND PLANNING

Environmental Management can enhance the competitiveness of tourism destination and students should be able to discuss and relate general environmental issues within technical and operational aspects in tourism planning. Discussion and analysis covers environmental management areas notably water usage, waste management and energy. Others include nature-based tourism destination, hotels, rural tourism, leisure and recreation.

HTT712 - TOURISM DESTINATION ANALYSIS

This course is designed to equip students with an understanding of tourism destinations, and develop analysis on the role of the destinations within the broader tourism system. It will provide students with knowledge of the assessment, evaluation and appropriate methods/techniques on both changes occurring in tourist destination and the development and activity. Thus, it will encourage students to use analytical thinking in order to evaluate tourism destination according to current and future needs.

HTT751 - EVENT PLANNING AND ANALYSIS

Planning, and the planning process, plays a key role in the organization and management of special events. Some of the issues of planning involve finance, organization, marketing and managing the event. Students will examine and analyze the planning process for events and discuss on the mechanisms for ensuring the effectiveness of the planning process. The larger and more complex the event is, the more detailed and systematic the planning becomes. The course include the environment and circumstances of the planning stage: why the event is being undertaken? It involves economic, social and environmental evaluation of event, financial planning, control and budgetary issues in running events, preparation phase for events such as venue-finding, logistics and ambience and discussion on the risk management, licensing, health and safety, and insurance requirements.

HTT752 - TOURISM MARKETING COMMUNICATION ANALYSIS AND DECISION

The course will develop analytical thinking in decision making especially choosing various promotional tools available in marketing of tourism products. All the marketing communication options and program must be integrated to ensure that the objective of enhancing the image of tourist destinations and services is achieved. Creative and innovative ideas of marketers are important in the development of integrated tourism marketing communication for the tourism industry.

HTT753 - EVENT MARKETING AND SPONSORSHIP

Event Marketing provides the most effective tools for carrying out every phase of a successful, integrated marketing campaign for any event, from conferences and expositions to fairs and festivals that host thousands of people. It explains the powerful forms of promotion, advertising and public relations that are needed to attract broad attention motivate people to attend, and achieve goals of an event. Sponsorship becomes more valuable if the event organization is able to offer precise targeting that matches the marketing objective of the prospective sponsor. The growth in sponsorship is due primarily to the need of advertisers to find alternative marketing channels to inform, persuade, promote and sell their products and services.

HTT754 - TOURISM MARKETING DECISION: CASE STUDIES

The case method of instructions provides opportunity for students to learn by doing, dealing with the actual problems that people encounter in their jobs as managers. Students will be identifying and clarifying problem facing the management of tourism businesses and non business organization, analyzing qualitative information and quantitative data, evaluating alternative courses of action, and then making decisions about what strategy to pursue for the future. The goal of case analysis is not to develop a set of 'correct' facts but to learn to reason well with available data. Cases provided a much broader exposure to tourism marketing management problems than most managers' experience in many years on the job. Recognizing the managerial problems forms the basis for developing a professional approach to management.

HTT760 - DEVELOPMENT PLANNING & DESIGN STANDARDS

This course is designed to familiarize students with the theories and practices of local development planning and design standards. The analyzing of tourism planning will develop students' critical thinking in making managerial decision especially on the importance of development planning, the range and complexity of issues covered in the development plans. Students will be able to relate to national policy and other statutory and non-statutory instruments. The guidelines and design standards are intended to provide a basic for planning and zoning boards to evaluate proposals and to address various concerns related to physical design of development in a specific area.

HTT770 - TOURISM COLLABORATION AND PARTNERSHIP

This course is designed to equip students to look forward to further developments in research and practice in collaboration and partnerships in tourism especially to establish sustainable tourism action plans. The involvement of diverse stakeholders in tourism planning and management led to increasing attention to collaborative arrangement in order to gain competitive advantage by getting the knowledge, expertise, capital and other resources from several stakeholders.