

# International Postgraduate Class Tourism Management ( Two Year Program )

*The tourism management program aims to nurture skilled professionals with a comprehensive understanding and advanced skills in the tourism industry. By engaging in this program, students will acquire the ability to analyze diverse industry data and make valuable contributions to the development of related sectors.*

## I. Credit Requirements

1. To successfully achieve a Master's degree in tourism management should obtain minimum 36 credits within the prescribed period. The distribution of credits is stipulated in the curriculum.
2. Students should participate in industry professional training for minimum one month and submit a report with minimum 2000 words to be able to obtain the degree required internship credits (2 points).

## II. Curriculum

### Curriculum of Tourism management for International Postgraduate Students

Categories	Courses	Code	Terms				Credits	Assessment Methods
			1	2	3	4		
<b>Compulsory courses</b>	Public Chinese( 1)	GBY000051	72				2	A
	Public Chinese(2)	GBY000062	72				2	A
	Advanced Chinese Reading & Writing	LYY132823			72		2	A
	Chinese History and Culture	LYY130321	36				2	A
<b>Major compulsory courses</b>	Culture and Tourism	LYY132341	36				2	A
	Tourism Research Methods	LYY132351	36				2	A
	Marketing	LYY132361	36				2	A
	Introduction to Tourism	LYY132371	36				2	A
<b>Elective courses</b>	Tourism Economics	LYY133382	36				2	A
	Tourism Destination Development and Management	LYY133392	36				2	A

Introduction to MICE	LYY133402		36		2	B
Hospitality Management	LYY133412		36		2	A
Tourism Planning and Project Management	LYY133422		36		2	B
Advanced Research Methods	LYY133482		36		2	B
Tourism Destination Marketing	LYY133433		36	2		B
Strategic Management in Tourism Enterprises	LYY133443		36	2		B
Tourism Psychology	LYY133463		36	2		A
Big data and AI in Tourism	LYY133473		36	2		B
<b>Total</b>			252	288	216	36

**Note: Assessment methods for final examination contain exams (A) and essays (B)**

