

Master of Arts Programs in Tourism Management

Research Focus

- Tourism Management
- Green Tourism
- Strategic Planning and Action Planning in Tourist Attractions

Structure of the Program

1. Credit Requirements *

Requirements	Option 1.2	Option 2.1
Coursework	24	30
- Core Courses	12	12
- Electives	12	18
Required Non-credit Courses	9	9
Thesis	12	-
Independent Study	-	6
Total	36	36

* Minimum credits required

2. Core Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Tourism and Hospitality Industry	803510	3	803510	3
Consumer Behavior in Tourism Industry	803511	3	803511	3
Human Resource Management in Tourism Industry	803512	3	803512	3
Strategic Management of Tourism Business	803513	3	803513	3
Total	4	12	4	12

3. Electives

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Strategic Marketing for Tourism	803520	3	803520	3
Tourist Destination Branding	803521	3	803521	3
MICE Management and Marketing	803522	3	803522	3
Service Innovation Strategy	803523	3	803523	3
Innovation and Information Technology for Tourism	803524	3	803524	3
Brand Marketing for Tourism	803525	3	803525	3
Planning and Policy in Sustainable Tourism Management	803530	3	803530	3
Strategic Service Process Management	803531	3	803531	3
Tourist Destination Management	803532	3	803532	3
Socio-Cultural Impact Analysis in Tourism Industry	803533	3	803533	3
Tourism Supply Chain Management	803534	3	803534	3
Crisis Management in Tourism and Hospitality	803535	3	803535	3
Service Quality Management	803536	3	803536	3
Hospitality Facilities Planning and Management	803537	3	803537	3
Events Planning and Management	803538	3	803538	3
Integrated Cultural Tourism Management	803539	3	803539	3
Total	≥4	≥12	≥6	≥18

4. Required Non-credit Courses

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Multidisciplinary Concepts in Tourism	803500	3	803500	3
Research Methodology in Social Sciences	803570	3	803570	3
Seminar in Tourism Management 1	803580	1	803580	1
Seminar in Tourism Management 2	803581	1	803581	1

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Seminar in Tourism Management 3	803582	1	803582	1
Total	5	9	5	9

5. Thesis Credit Requirements

Requirements	Option 1.2		Option 2.1	
	Course No.	Cr.	Course No.	Cr.
Thesis 1, Option 1.2	803590	3	-	-
Thesis 2, Option 1.2	803591	3	-	-
Thesis 3, Option 1.2	803592	6	-	-
Independent Study 1	-	-	803593	1
Independent Study 2	-	-	803594	2
Independent Study 3	-	-	803595	3
Total	3	12	3	6