The SHTM is conveniently located in Tsim Sha Tsui East, Kowloon, right in the city centre. As Asia’s world city, Hong Kong’s strategic location at the heart of the world’s fastest growing economies along with its sophisticated hospitality and tourism industry support the relevance of our educational programmes to the commercial world. Combined with the vibrancy and world-class facilities of Hong Kong this makes us an attractive choice as a place to live and study.

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www.polyu.edu.hk/hitm/mac

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Master of Science (MSc) in
International Hospitality Management

Master of Science (MSc) in
International Tourism and Convention Management

Master of Science (MSc) in
International Wine Management

Opening Minds - Shaping the Future
The hotel and tourism sectors are experiencing a period of change. More than ever before industry professionals must lead and manage many situations. Of crucial importance are the skills required to identify and capitalise on opportunities and to respond effectively to challenges. At the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU), we offer one-year MSc degrees in International Hospitality Management (IHM) and International Tourism and Convention Management (ITCM) to all of you who aspire to extend the frontiers of your knowledge and fast track your careers.

The MSc in International Hospitality Management (IHM) is the SHTM’s answer to the growing need for highly trained leaders who can leverage the regional boom in hotel sales and appreciation. Delivered in Hong Kong—a key player in the vibrant international wine scene and closely connected to the rapidly expanding wine market in Mainland China—the programme is delivering an advanced, specialist education with a global perspective to ambitious wine professionals. The new accelerated option, under which you can now complete your degree in 12 months, recognises the critical importance of flexibility to industry professionals such as yourselves working to advance your careers.

The School

The SHTM is located in Hong Kong—the world’s most exciting city, and a top international tourism destination in its own right.

Founded over 35 years ago, the SHTM is ranked among the top hotel and tourism schools in the world, exemplifying its motto of creating hospitality and tourism. The largest hospitality and tourism school in the Asia-Pacific region, the SHTM is a member of the United Nations World Tourism Organisation (UNWTO) Knowledge Network.

Here more than 2,100 students are guided by 70 academic staff from 21 countries and regions with over 400 combined years of experience in this industry. At the SHTM, students are provided with a service oriented education that’s truly global in its scope, offering real-world managerial skills.

The School is now housed in its own complex that includes its teaching and research hotel, Hotel ICON, where teaching, learning and research are integrated in a full-service environment. In 2012, the International Council on Hotel, Restaurant, and Institutional Education (IHCRIE) bestowed its MacCullough Breakthrough Award on the SHTM, recognising the leap forward represented by Hotel ICON—the heart of the SHTM’s innovative approach to hospitality and tourism education.

MSc in International Hospitality Management

The MSc in IHM is designed to develop international leaders, educators and researchers for the global hospitality industry. We do this by offering a unique blend of academic challenge in an applied and practical context, helping you to take what you have learned from the classroom into the workplace.

MSc in International Tourism and Convention Management

The aim of the MSc in ITCM is to develop student’s knowledge and management skills in the tourism and convention industry through a blend of strategic perspectives and pragmatic applications. We endeavour to develop in you industry practice, management skills and research competencies through the inter-disciplinary subject exposure, problem identification, decision making theory and management application.

MSc in International Wine Management

The MSc in IWM develops industry leaders, educators as well as researchers and is designed for those who recognise how a targeted, comprehensive postgraduate qualification will complement and complete their existing practical knowledge of this important industry. The programme immerses you in a deep understanding of the latest trends in the wine business, demystifying its complexities and placing you in a strong position to lead the industry into the future.

Programme Structure

<table>
<thead>
<tr>
<th>1st Semester (September to December)</th>
<th>2nd Semester (January to April)</th>
<th>Summer Term (May to July)</th>
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</thead>
<tbody>
<tr>
<td>2 Compulsory Subjects</td>
<td>2 Compulsory Subjects</td>
<td>1 Consultancy Project</td>
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<tr>
<td>2 Specialisation Subjects</td>
<td>2 Specialisation Subjects</td>
<td>1 Elective Subject</td>
</tr>
<tr>
<td>1 Introductory Workshop</td>
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<tr>
<td>(13 credits)</td>
<td>(12 credits)</td>
<td>(6 credits)</td>
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<tr>
<td>Total 31 credits</td>
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Students who wish to complete the MSc in IWM within 1 year may take the subjects according to the following progression pattern:

<table>
<thead>
<tr>
<th>1st Semester (September to December)</th>
<th>2nd Semester (January to April)</th>
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<td>(6 credits)</td>
</tr>
<tr>
<td>Total 33 credits</td>
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</tbody>
</table>

*Offering of the above-mentioned elective subjects is subject to sufficient enrolments

Medium of Instruction: English

Programme Features

Recognising the global nature of the hospitality, tourism and convention industry, these programmes have an international focus while recognising the Asian context.

The SHTM recognises that everybody is unique, therefore we pride ourselves on being able to offer flexibility in our programmes. Student exchanges, flexible modes of study, and duration of study, and the allowances for non-local students to take part-time employment help us to accommodate different learning patterns. A limited number of competitive scholarships are also available for financial assistance.

Our programmes follow a credit bearing system, and your educational journal will combine compulsory subjects, specialised option and elective. You can expect to be taught in a variety of ways including lectures, seminars, workshops and site visits. All are designed to enhance your learning experience and to expose you to theoretical and practical based challenges.