

Group: IMTH Degree: Master Course: Research Seminar and Project in Hospitality and Tourism (I) (II) (III)

1. Credits: 1

2. Grade & Semester: First year, first semester

3. Prerequisites: N/A

4. Course objectives:

This course aims to give students the opportunity to familiarize themselves with the trends and issues that impact on the hospitality and tourism industry. Through sharing the contemporary issues raised in the course with their class mates, students will gain in-depth insights into the constantly evolving hospitality and tourism industry. Furthermore, this course also aims to provide students with the opportunity to gain practical insights by inviting several experts in the hospitality and tourism industry to share their experience with students.

5. Course description/outline:

This course identifies and analyzes contemporary tourism and hospitality issues in order to help understand how these issues affect the delivery of tourism and hospitality products and services. Moreover, students will be guided while they critically assess the relationship between the hospitality and tourism industry and the environments in which the industry takes place. Finally, students will learn how to evaluate the contributions and impacts of hospitality and tourism in social, economic, political and cultural contexts.