UniRazak designs new Masters in Hospitality course

Despite the ups and downs of the economic environment and numerous unanticipated events in the past, the tourism, hotel and food services industry (collectively known as the hospitality industry) has not performed too badly in most parts of the world. Indeed, tourism arrivals in Malaysia reached a record 23.6 million visitors last year.

Tourism is the second highest contributor in terms of foreign earnings to the country’s gross domestic product, which is a measure of the country’s national income in a given year. The hotel industry, too, has had a reasonably healthy growth, due in large part to the strong growth in tourist arrivals and occupancy rates.

While the prospects of the hospitality industry appear to be promising, operators and employees in the industry should be keenly aware and ready to respond to challenges that are likely to exert positive or negative influences.

The emergence of budget airlines, too, has rapidly changed the way travel and travel bookings are made. In view of the market changes, the hospitality industry has a pressing need for a new breed of operators and employees. Those with higher academic qualifications, more current and relevant skills, and greater adaptive abilities would have an edge in responding to the market changes.

To meet such demands, Universiti Tun Abdul Razak (UniRazak) has designed a new master’s degree programme to upgrade existing operators and employees as well as produce new industry entrants who are well equipped with fundamental underpinnings of hospitality, cutting edge knowledge of the industry, and specially trained adaptive capacity.

UniRazak is in a position to launch such a new, market-driven programme due to the depth, experience and innovativeness of its Faculty of Hospitality and Tourism Management.

The faculty adopts a student-centred learning approach of teaching-learning. For example, students have been actively involved in developing new tourism products across the country.

The new postgraduate programme is known as Master of Science in Hospitality Management. It has been certified by the Malaysian Qualifications Agency and approved by the Ministry of Higher Education, and is now being launched for UniRazak’s September intake.

The Master of Science in Hospitality Management programme is designed for those who have chosen or plan to be at the frontier of new knowledge development in the field of hotel, tourism or foodservice management.

Those with a bachelor’s degree and who have been working in the hospitality industry may want to upgrade their knowledge and qualifications by taking this programme. The aim of the programme is to produce postgraduates with the ability to innovate and develop or enhance new hospitality products for selected destinations.

The duration of study is one and a-half-year (full-time), whereby classes will be held on Friday (6pm–9pm) and Saturday (9am–6pm). In each semester students will take four modules including on-site analysis.

For details, call Graduate School, UniRazak at 03-7627 7428/7367/2010/7415 (office hours), or email: gs@pintar.unirazak.edu.my
UniRazak's Hospitality Management courses offer an opportunity for those in the industry who want to upgrade their knowledge and qualifications.