A promising future in tourism and hospitality

Despite the ups and downs of the economic environment and numerous unanticipated events in the past years, the hospitality industry has not performed too badly in most parts of the world.

While the prospects of the hospitality industry appear promising, those in the industry should be aware and be ready to respond to challenges that are likely to exert positive or negative influences. Besides political and macro-economic changes, the industry faces numerous other changes that have varying degrees of impact on its theory and practice.

For one, the increasingly popular adoption of Internet technology has significantly widened the choices of travellers in terms of travel mode, destinations and dates. The emergence of budget airlines too has rapidly changed the way travel and travel bookings are made.

In view of 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.

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 participants 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.

Over the past four years, different batches of students have continued the faculty’s active involvement in identifying and developing new tourism products in several different states.

The new postgraduate programme is known as Master of Science in Hospitality Management. It has been recently certified by Malaysian Qualifications Agency and approved by Ministry of Higher Education, and is now being launched for UNIRAZAK’s Sept 2010 intake.

The programme is designed for those who have chosen or plan to be at the forefront of new knowledge development in the field of hotel, tourism or food service management. Those with a bachelor’s degree and have been working in the hospitality industry may want to upgrade their knowledge and qualifications with this programme. Its aim is to produce postgraduates with the ability to innovate and develop or enhance new hospitality products for selected destinations.

The programme adopts a new, innovative approach towards learning, commonly known as project-based learning. The objective is to provide students the opportunity to apply theoretical knowledge, management principles, communication skills, marketing, strategic planning and other courses in a realistic environment.

At the end of their study period, students are expected to present feasible hospitality projects. This will maximise each student’s learning experience.

The curriculum comprises of six core components that cover in depth, the fundamentals of the hospitality industry. Besides four electives, students have to choose one out of three tracks – hotel, tourism or food service management.

The duration of study for Master of Science in Hospitality Management is one and a half years (full-time). Classes will be held on Friday (from 6pm-9pm) and Saturday (from 9am-6pm). In each semester, students will take four modules including on-site analysis.

• For more information, call 03-7627 7000.
Be at the forefront of the hospitality industry with UNIRAZAK's Master of Science in Hospitality Management.