

Master of Tourism Administration (MTA)

1. Duration of Study: 2 years

2. Program Objectives

Our students are expected to:

- 1) Serve the construction of Hainan International Tourism Island;
- 2) Be highly social responsible with good morality in career;
- 3) Have international vision and localized mission;
- 4) Master basic theory of tourism, managerial methods and skills;
- 5) Be familiar with tourism industry practice and international conventions;
- 6) Analyze and settle practical issues.

3. Course Modules

- 1) **Common Courses:** Advanced Chinese 1 & 2 (HSK5 certification), China Basics
- 2) **Foundation Courses:** Economic Analysis of Tourism Industry, Development and Management of Tourism Destinations, Tourism Marketing, Tourism Planning and Strategy Management, Investment and Financial Management of Tourism Enterprises, Tourism Service Management, Tourism Information System
- 3) **Optional Courses:** Research on Cultural Creativity of Tourism, Study on National Culture and Tourism Characteristic Development, Research on Development of Tourism and Leisure Products, Resort Hotel Management, Cruise & Yacht Tourism, Marine Tourism Resources

4. Program Arrangement

The first year is for course attendance, afterward for internship and thesis writing.

5. Internship

The internship will take place in the second academic year. The internship time will not be less than 6 months continuously (no less than 960 hours).

6. Paper Publication

Students are required to publish academic journal papers or academic conference papers for graduation.

7. Thesis Requirements

Students must complete their thesis independently under the guidance of their supervisor. The thesis should not be less than 30,000 Chinese characters.