



MSc Tourism Development

School of Housing, Building and Planning

STAY CALM AND STUDY TOURISM

<http://www.hbp.usm.my>

Introduction

The **MSc. Tourism Development** programme is distinctive due to its **focus on tourism development in the context of sustainability**. This programme with its multidisciplinary approach is designed for those with a particular interest in tourism planning and development.

The hybrid School of Housing, Building and Planning has the advantage of a **diversity of expertise, whereby it is able to provide different dimensions of knowledge in tourism planning and development**. The **subject of Tourism** in Universiti Sains Malaysia was ranked at number 32 in the world (QS Subject Ranking, 2017) and was the top subject for the university in 2017.



The strategic location of Universiti Sains Malaysia close to the **World Heritage Site of George Town** is an added value that provides students with the opportunity to engage with key stakeholders in research projects and academic visits.

Course Aim

The main objectives of this program are to increase and broaden the understanding of students with regard to the theory and application of tourism development, specifically in planning, policy, implementation and management.

WHY SHOULD YOU ENROL HERE?

Top 100 for best Masters Tourism Programme



	59 ★★★★	International Tourism Management Sheffield Hallam University <i>Tourism management (TOP 50)</i>
	60 ★★★	MA Entrepreneurship & Tourism MCI Management Center Innsbruck <i>Tourism management (TOP 50)</i>
	61 ★★★	Master in Tourism Studies Gadjah Mada University <i>Tourism management (TOP 50)</i>
	64 ★★★	MSc Tourism Development Universiti Sains Malaysia (USM) <i>Tourism management (TOP 50)</i>

Duration of study

The MSc. Tourism Development is a mixed mode programme, offering both full-time and part-time modes.

Mode	Minimum Duration	Maximum Duration
Full time	1 year (2 semesters)	2 years (4 semesters)
Part time	2 years (4 semesters)	3 years (6 semesters)



2017 # 32 Hospitality & Leisure Management

ACADEMICIANS

Professor Dr. Badaruddin Mohamed
Urban planning and tourism planning (tourism trends, sustainable tourism and product development)
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Dr. Suraiyati Rahman
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Dr. Shida Irwana Omar (Programme Coordinator)
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Dr. Diana Mohammad
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Course Structure

The program consists of 8 subjects and a dissertation. A research project on a selected tourism issue needs to be conducted over 2 semesters with the assistance of an appointed supervisor. Students are required to present on their progress and undertake an oral viva.

Course Title	Unit	Sem
Theory Courses		
1. Tourism Planning and Development	3	1
2. Tourism Policy and Organisation	3	1
3. The Design of Tourism & Recreational Projects	3	1
4. Research Methods and Techniques	3	1
5. Sustainable Tourism Development	3	2
6. Infrastructure and Tourism Services	3	2
7. Tourism Business and Economics	2	2
B. Workshop		
8. Tourism Workshop	2	2
C. Research		
9. Research Project in Tourism (Thesis)	22	1 & 2
Total	44	

ENTRY REQUIREMENTS

Applicants should possess a **CGPA of above 2.75 or the equivalent to a Second-Class Honours degree** in the following:

- BSc (Hons) Housing, Building and Planning, USM
- Honours degree from Universiti Sains Malaysia or other local and international institutions accredited by MQA in related areas;
 - Urban and Regional Planning
 - Tourism Management/ Hospitality
 - Applied Sciences (Building Engineering / Architecture / Planning / Quantity Surveying / Valuation)
 - Applied Arts (Education/ Management/ Communication/Arts)
 - Pure Arts (Humanities, Social Sciences, Language)
- Working experience in tourism and hospitality fields is also accepted if the first degree is not in the relevant field.

Join us and REGISTER NOW!

<http://onlineips.usm.my/admission/>

For more information: <http://hbp.usm.my/>

CAREER PROSPECTS

- The specialisation in tourism planning and development gives our graduates the edge in dealing with various stakeholders in a professional manner.
- This programme equips students with the knowledge and skills to advance their career at the managerial level, secure employment in specialist areas, either in private or public sectors, and prepares them to pursue their Ph.D degree.
- Many of our graduates have become executives and managers in GLC companies, institutions (tourism consultancy), strategic planning and development in the government sector, and academicians in public and private institutions.

