

MASTER IN INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

Effective Academic Year 2025-2026

A. Core Courses (9 units)

Course Code	Course Title	Units
MITHM 801	Research Methods Applied in Tourism and Hospitality	3
MITHM 802	Statistics for Tourism and Hospitality Research	3
MITHM 803	Sustainable and Ethical Practices in Tourism and Hospitality	3

B. Professional Courses (12 units)

Course Code	Course Title	Units
MITHM 804	Tourism and Hospitality Business Analytics	3
MITHM 805	Legal Frameworks and Contemporary Challenges in Tourism and Hospitality	3
MITHM 806	Human Capital Management in Tourism and Hospitality	3
MITHM 807	Service Excellence and Innovation in Tourism and Hospitality	3

C. Cognates/Elective Courses (6 units)

Course Code	Course Title	Units
MITHM 808	Global Marketing Strategy for Tourism and Hospitality	3
MITHM 809	Tourism and Hospitality Planning and Development	3

D. Thesis Writing (9 units)

Course Code	Course Title	Units
TW 1	Research Seminar with Proposal Defense	3
TW 2	Thesis Final Defense	3
TW 3	Thesis Presentation and Publication	3

E. For Non- HM/ TM (Bridging Program) (3 units)

Course Code	Course Title	Units
Elective 1- MITHM	Micro-Perspective of Tourism and Hospitality Industry	3

** Before the Enrolment to MITHM, the applicant should have at least one-year experience in the Hospitality or Tourism Industry*

** Non- HRM graduates are required to take 3 units of Elective Course*

** MITHM students have to take and pass the Comprehensive Examination before he/she be allowed to enroll Thesis Writing.*

*** Granting of the title of Master in International Tourism and Hospitality Management follows the Final Defense, submission of the hardbound & soft copies of thesis, research presentation and publication.*

LEARN DIFFERENT. LIVE DIFFERENT.