

MASTER OF ARTS



INTERNATIONAL
HOTEL MANAGEMENT

Innovative hospitality
leaders – at home around
the globe.

Tourism is a global industry and is the second largest business sector in British Columbia. Royal Roads University's international hotel management programs provide training in international hospitality skills that will contribute towards building a stronger tourism sector at a time when the industry is both growing and facing unique challenges. Our innovative programs aim to advance the state of knowledge in the tourism sector.

The Master of Arts in International Hotel Management will provide a solid foundation of business skills and hospitality-specific content that is focused on global hotel operations. An emphasis on how the various components of hotel operations contribute to strategic planning and positioning enables learners to lead an organization in a manner that is ethical, inspirational and effective.

The result is an applied and professional program that anticipates the evolving need for advanced leadership and management skills for the global hospitality industry.

The Royal Roads Advantage

Royal Roads University specializes in innovative education for people who want to advance in the workplace. Our applied and professional programs are developed in collaboration with industry experts and taught by leading practitioners – ensuring current and immediately applicable knowledge and skills. Our learners manage their education while maintaining work and family life due to our unique learning model that combines convenient web-based learning with short on-campus residencies in Victoria, BC. For those who wish to quickly complete an undergraduate degree, we have an intensive on-campus model that combines years three and four of a Bachelor's degree in 12 months.



**ROYAL ROADS
UNIVERSITY**

Advance in the workplace

MASTER OF ARTS IN INTERNATIONAL HOTEL MANAGEMENT

Who the program is designed for

The MA in International Hotel Management is an applied, professional program that delivers core business skills, as well as the advanced professional and technical skills needed to provide leadership in an increasingly global hospitality environment. The program is intended for those who are presently working in the hospitality sector and aspire to senior management positions, or are in existing senior management positions and wish to hone their skills with the latest industry training and education.

What you will learn

The MA in International Hotel Management focuses on the hospitality industry within an international context. Participants learn how to plan strategically and effectively lead an organization in the global hotel industry, through comprehensive studies in communication, leadership, critical thinking and global awareness.

Apply your learning

Graduates of the MA in International Hotel Management program will gain a broad understanding of global business practices in the hospitality sector. The program will prepare participants to become leaders, entrepreneurs and innovators in the workplace who are able to excel in environments that require effective teamwork, adaptability, strategic planning, intercultural mediation, and a sophisticated understanding of the business skills required to manage successful hotel operations.

How the program is structured

This two-year program is offered through a combination of concentrated residency courses and online courses. The program will combine three on-campus residency periods with online courses and a major final project. One of the residencies will take place in an international setting, outside of Canada.

Courses of Study

Residency 1:

- › Introduction to International Hotel Management

Distance Term 1:

- › Strategic Marketing for Hospitality
- › Finance For Hotel Management
- › Hotel Operations Management
- › Consumers and Producers of Research

Residency 2:

- › Worldwide Hotel Operations

Distance Term 2:

- › Strategies For Hospitality HR Management
- › Corporate Strategy
- › Graduate Research Paper

Residency 3:

- › Presentation of Graduate Research Papers

The information contained in this brochure is subject to change. Please refer to the University website for up-to-date information.

We want to hear from you

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