



HKPolyUx MicroMasters in International Hospitality Management

FREE ONLINE COURSES



Free
Access



Alumni
Association



Private
Tutoring



Completion
Certificate

**Learn *Anytime*, Learn
Your Way, Learn *for Free*!**

The online MicroMasters Programme in International Hospitality Management is offered by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University. This innovative programme helps you bridge the gap between work and higher education, providing a strong foundation in global hospitality management. You can study at your own pace, with free access to all course materials. It is a great way to explore master's-level coursework and expand your professional network in the hospitality and tourism fields.

RENOWNED AS

1st

MICROMASTERS IN
THE FIELD

MORE THAN

120,000

ENROLLMENT

LEARNERS BASED IN

220+

COUNTRIES®IONS



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Enroll
Now**



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



shtm
SCHOOL OF HOTEL &
TOURISM MANAGEMENT



COURSES

in the MicroMasters Programme



HTM533x Managing Human Resources in the Hospitality and Tourism Industry

This course will cover contemporary issues in managing human capital in the hotel and tourism industry, from macro- and micro-perspectives. You'll learn about organisational culture, staffing, leadership, and employee motivation. We'll also discuss cross-cultural approaches to human resource management.



HTM534x Managing Marketing in the Hospitality and Tourism Industry

This course will discuss marketing services and experiences in the hotel and tourism industry. You'll learn how to build customer loyalty, create strong brands, and communicate effectively with stakeholders. You'll also gain insights on marketing to new and loyal customers.



HTM540x Innovation and Technology Management in Tourism and Hospitality

In this course, you will learn about the importance of Information and Communication Technology (ICT) in the context of business, marketing, revenue strategies, and customer services, as well as how it impacts the hospitality and tourism industries.



HTM541x Luxury Management

In this course, you will gain knowledge and skills in managing luxury brands in the hotel and tourism industry, analysing their essence, mastering marketing techniques, and effectively communicating brand value.

COURSE

SCHEDULE

22

AUG

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13

NOV

HTM533x Managing
Human Resources in the
Hospitality & Tourism
Industry

HTM540x Innovation and
Technology Management
in Tourism & Hospitality

AUG 2025 COHORT

9

JAN

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APR

HTM534x Managing
Marketing in the Hospitality
& Tourism Industry

HTM541x Luxury
Management

JAN 2026 COHORT

WAYS TO TAKE THE COURSE

Choose your own
learning path

VERIFIED TRACK

AUDIT TRACK

Price

USD 278

FREE

Verified Certificates



Alumni Association



Graded Assessments



Learning Support



Course Access

Unlimited

Limited

Discussion Forums



Lecture Videos



Readings Materials



Course Activities

**10%
OFF**

Enjoy a Discount Offer for the Full
Programme Experience!

PATHWAYS AND CREDIT TRANSFER

This MicroMasters in International Hospitality Management Programme is the first-of-its-kind credit-bearing credential providing a pathway to six SHTM's flagship Master of Science (MSc) Programmes.



PROGRAMME ENQUIRIES:

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STEP 1

Enrol in the Course and Become an Audit Learner

STEP 2

Upgrade to a Verified Learner and Obtain the Course Certificate

STEP 3

Earn MicroMasters Credentials

Accomplish the four courses and earn the MicroMasters credentials

STEP 4

Apply to the SHTM's MSc Programme:

- MSc in Artificial Intelligence in Hospitality
- MSc in Innovation & Entrepreneurship in Hospitality
- MSc in International Hospitality Management
- MSc in International Tourism and Event Management
- MSc in International Wine Management
- MSc in Luxury Experiences Management

STEP 5

Transfer Credits

Transfer 9 credits upon successful admission to the SHTM's MSc Programme

STEP 6

Obtain Your Master's Degree from the SHTM

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