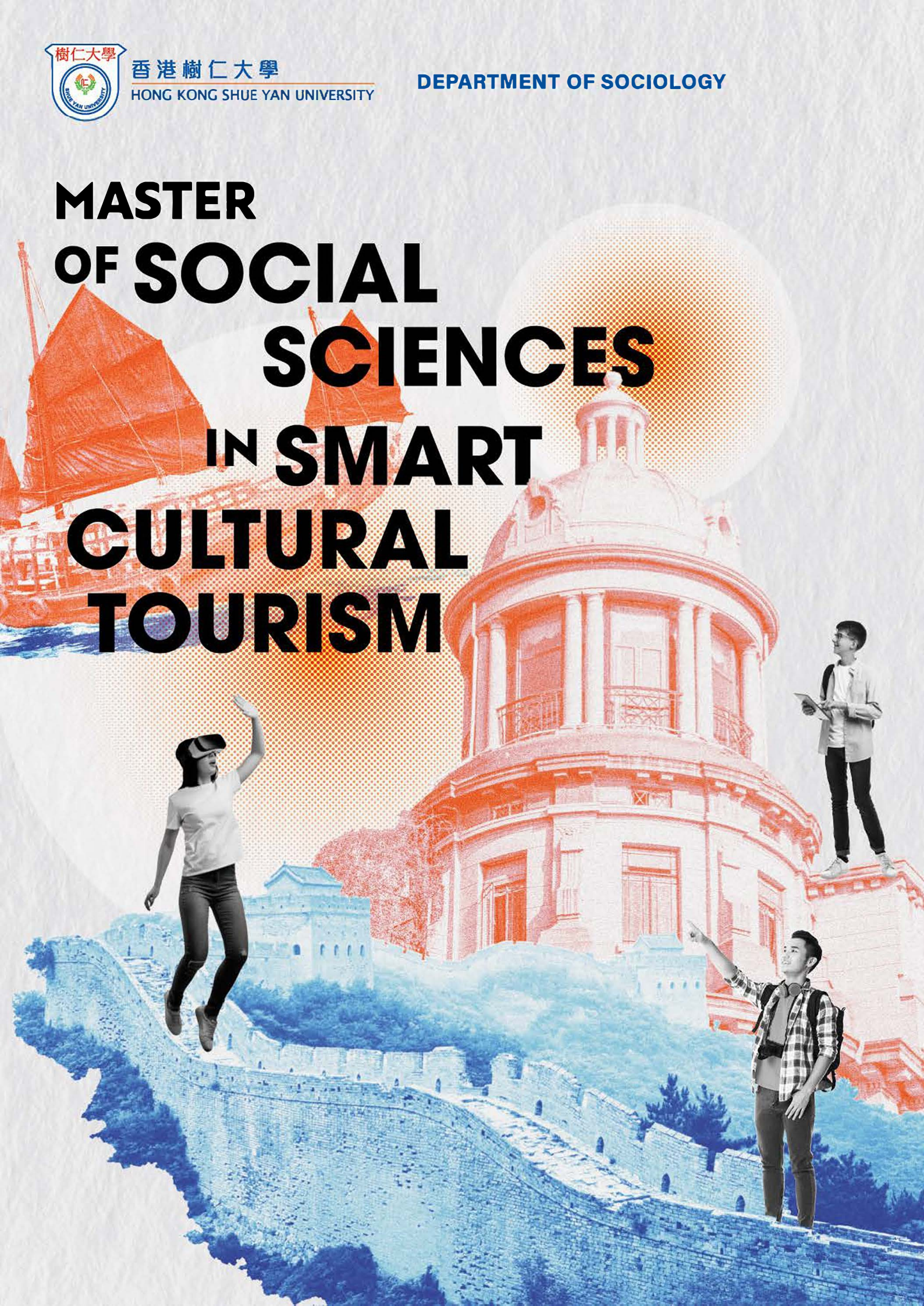
香港樹仁大學
HONG KONG SHUE YAN UNIVERSITY

DEPARTMENT OF SOCIOLOGY

MASTER OF SOCIAL SCIENCES IN SMART CULTURAL TOURISM



The MASTER OF SOCIAL SCIENCES IN SMART CULTURAL TOURISM (MSSC-SCT)

programme takes an interdisciplinary approach built on two core foundations:

1	Domain Knowledge of **CULTURAL TOURISM (CT)**	+	2	Application Skills in **SMART TECHNOLOGY (ST)**

Present **Meaningful Tourism Experiences** by Cultural Content

Leverage **Smart Technologies** to Deepen Tourists' Cultural Engagement

This integration enables the transformation of cultural content into engaging tourism experiences, while smart technologies support in-depth cultural engagement and the sustainable management of cultural tourism.

WHAT YOU COULD GAIN

- Understand how culture, history, policy and global trends enable effective integration of culture and tourism.
- Master smart technologies and apply immersive, interactive solutions in cultural tourism contexts.
- Cultivate profession in research-informed narratives that turn cultural heritage into engaging tourism experiences.
- Lead innovative, technology-driven cultural tourism initiatives while promoting sustainability across cultural tourism and creative sectors.

PROGRAMME FEATURES

Innovative and Sustainable Smart Cultural Tourism

Master cultural-historical insights, technology-enhanced visitor experiences and cutting-edge smart techniques through an interdisciplinary, design-thinking-centred curriculum that equips you to tackle local, regional and global challenges in sustainable cultural tourism.

Professional Development Activities

Gain hands-on insights and build a strong professional network through industry expert seminars, real-world project mentorship, knowledge-exchange events, and exclusive site visits with leading cultural and tourism organisations.

Optional Work Placement

Elevate your career with an optional summer work placement at our prestigious industry partners and apply your knowledge in real-world settings, sharpen professional skills, and forge valuable connections that open doors to exciting future opportunities.

Research-Informed Project in Cultural Tourism and Technology

Launch a cutting-edge capstone project under expert guidance to create AR/VR experiences, AI curation tools or smart conservation technologies, forging dynamic curator-designer-audience connections while gaining high-demand skills and standout achievements in cultural tourism and creative industries.

PROGRAMME CURRICULUM

Total credits for graduation: 27 credits

Students must finish 5 compulsory courses plus 4 elective courses (at least one elective under Smart Technology cluster and at least one elective under Cultural Tourism cluster)

COMPULSORY COURSES
3 credit each, total 5 courses with 15 credits

- Smart Cultural Tourism and Creative Industries
- Smart Technologies in Cultural Tourism
- History, Culture and In-depth Tourism
- Human-Centred Research Methodology
- Master Project: Cultural Tourism and Technology Studio

ELECTIVE COURSES
3 credit each, total 4 courses with 12 Credits

SMART TECHNOLOGY CLUSTER	• AI Innovations for Smart Cultural Tourism • Immersive Technologies for Cultural Tourism Experience • Interactive Design Strategies for Smart Cultural Tourism
CULTURAL TOURISM CLUSTER	• Cultural Tourist Studies and Management • Cultural Policy, Sustainability and Global Development • Interpretation and Storytelling: The Practice of Creating Narratives
• Special Topic in Cultural Tourism Innovation	

ENTRY REQUIREMENTS

1. Hold a bachelor's degree in arts and social sciences, heritage studies, tourism, management, media and communication or other related areas from an institution recognised by the university. Both recent graduates and individuals with relevant industry experience are encouraged to apply.

2. English Proficiency Requirement (exclusively for the English stream):
   Applicants who have obtained a bachelor's degree or above from an institution where the medium of instruction is English. Applicants whose entrance qualification is obtained from an institution where the medium of instruction is not English should fulfil the following minimum English proficiency requirement (scores are valid for two years from the test date):
   - Overall score 6.0 in the International English Language Testing System (IELTS) (Academic), with no subtest score lower than 5.5; or
   - Score 550 (Paper-based test) or 80 (Internet-based test) in TOEFL; or
   - CET6 450; or
   - Other equivalent qualifications.

3. Shortlisted applicants after evaluating the academic performance and/or creative portfolio should attend online interviews conducting in English.

CAREER PROSPECTS

Key employment sectors include:

Cultural institutions, tourism industry, creative industries, technology sector, government and policy, research and academia, entrepreneurship, leisure industry, and cultural event management in various sectors including urban and property developments.

LABORATORY FACILITIES







Top to Bottom

DIGITAL IMAGING LABORATORY

VR LABORATORY

BIG DATA LABORATORY

STUDY DURATION

1 year Full-time (2 semesters)
2 years Part-time (4 semesters)

MEDIUM OF INSTRUCTION

English

TUITION FEES

Local HKD148,500
Non-local HKD162,000

APPLICATION FEES

Local HKD250
Non-local HKD650

CONTACT US

Master of Social Sciences in Smart Cultural Tourism
DEPARTMENT OF SOCIOLOGY
HONG KONG SHUE YAN UNIVERSITY

Apply Now

Programme Details

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