

Advanced Diploma Series in Hospitality, Tourism and Events

Advanced Diploma in Hospitality Management 

Advanced Diploma in Tourism and Travel Experience Management 

Advanced Diploma in M.I.C.E & Event Management 

Advanced Diploma in Live Entertainment, Festival and Event Management 

Inspiring Your Future

Business Education @ HKUSPACE

Advanced Diploma in Hospitality Management

MS059A  4

QF Level : 4 | QR Registration No. : 07/001736/4 | QR Registration Validity Period : 05/05/2008 to on-going

The programme aims to produce graduates who are broadly informed about all aspects of the nature and operation of the hospitality industry and its inter-relationship with the broader social, cultural and economic context. Graduates are able to display originality and inventiveness, and are capable of independent and entrepreneurial thinking. This programme also imparts an in-depth knowledge of the theoretical and technical aspects of management of a variety of hospitality industry business operations to students; and they are nurtured to have customer-focused mindset and cross-cultural skills and knowledge to work in multi-cultural environments.

On completion of the programme, students should be able to

- critically evaluate the tourism and hospitality industrial environment in local, regional and international perspectives;
- apply the fundamental revenue management and digital technology tools to assist hospitality managers in making business decisions;
- conduct verbal formal presentations and write business correspondence in English on tourism, hospitality and event industries;
- critically evaluate the tourism and hospitality products, services and respective marketing strategies to meet individual and group needs; and
- plan, implement and manage hospitality operations in relation to guest relationship management, facilities management, and food and beverage management.



Advanced Diploma in Tourism and Travel Experience Management

MS049C  4

QF Level : 4 | QR Registration No. : 21/000089/L4 | QR Registration Validity Period : 01 Mar 2021 to on-going

The programme aims to introduce an expanding field of customer experience management in the travel and tourism industry. Customer experience has become a critical differentiator in today's competitive market environment, tourism and travel service companies can strengthen their brand preference and improve customer loyalty and satisfaction through valued and memorable customer interactions. This programme imparts an in-depth knowledge and understanding of guest relationship management, cross-cultural management, and people management in a variety of tourism and travel service business operations to students.

On completion of the programme, students should be able to

- critically evaluate the business environment and stakeholders (including marketers and service providers) in the tourism and travel service industry to meet their needs;
- conduct verbal formal presentations and write business correspondence in English on tourism, hospitality and event industries;
- describe and explain how to strategically foster closer, better, more effective and more beneficial partnerships with customers in the context of tourism and travel service industry;
- create and deliver personalized and consistent customer experiences across online and offline channels and interactions; and
- plan, implement, coordinate and manage tourism and travel service operations in relation to marketing communication, stakeholder management, guest relationship management in multi-cultural environment.



Advanced Diploma in M.I.C.E & Event Management

MS048A 

QF Level : 4 | QR Registration No. : 07/001734/4 | QR Registration Validity Period : 05/05/2008 to on-going

The programme aims to meet the continuing professional development needs of people who are currently working in the M.I.C.E. industry, in event management, advertising and public agencies, or for those who have career aspirations in the M.I.C.E. and Event Management fields. This programme aims to introduce students a wide range of skills and techniques in event planning, promotion, operation and management. Students will learn how to collaborate with different stakeholders in relation to event venues, event facilities, food and beverage, marketing communication, and event technology.

On completion of the programme, students should be able to

- critically evaluate the M.I.C.E. and event management industrial environment in local, regional and international perspectives;
- apply the fundamental digital technology and marketing tools to assist M.I.C.E. and event managers in making business decisions;
- conduct verbal formal presentations and write business correspondence in English on tourism, hospitality and event industries;
- critically evaluate the tourism and hospitality products, services and respective marketing strategies to meet individual and group needs; and
- plan, implement, coordinate and manage M.I.C.E. events in relation to event conceptualization, marketing communication, stakeholder management, food & beverage, venue and operation management; and
- manage the facilities of M.I.C.E. and event venues and coordinate with the venue suppliers.



Field trip to Global Tourism Economy Forum (GTEF)

Advanced Diploma in Live Entertainment, Festival and Event Management

MS103A 

QF Level : 4 | QR Registration No. : 17/000510/L4 | QR Registration Validity Period : 05/06/2017 to on-going

The programme aims to provide a broad overview of the structure of the live entertainment, festival and event industry and meet the continuing professional development needs of people who are currently working in the live entertainment industry, in festival and event management, private and public agencies. The programme's emphasis is on live entertainment, festivals and events as a business and its marketing strategies, programming, operations, budgeting, facility management, and so on.

On completion of the programme, students should be able to

- critically evaluate the business environment and stakeholders (including marketers, event venue and facilities suppliers) in the live entertainment, festival and event industry to meet their needs;
- conduct verbal formal presentations and write business correspondence in English on tourism, hospitality and event industries;
- apply the marketing concepts in the effective management and delivery of live entertainment, festivals and events;
- critically evaluate and compare the live entertainment, festival and event management practices in a local, regional and international context; and
- plan, implement, coordinate and manage live entertainment, festival and events in relation to event conceptualization, marketing communication, stakeholder management, venue and operation management.



Entry Requirements

Applicants shall:

- Have gained in the HKALE Grade E in 1 AL subject and in the HKCEE Grade E in 4 subjects, and Level 2 in English Language*, or equivalent; Or
- Have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; Or
- Hold a Certificate in Private Jet Hospitality Service Management awarded within the HKU system through HKU SPACE, or equivalent; Or
- Be mature applicants (aged 21 years or above) who do not fulfill the academic requirement but have at least 3 years of relevant work experience in the hospitality and tourism industry will be considered. They should have Level 2 in English Language* in HKCEE or Level 2 in English Language in HKDSE Examination or equivalent. They may need to attend an interview.

* With effect from 2007, HKU SPACE recognizes Grade E previously awarded for Chinese Language and English Language (Syllabus B) (Grade C in the case of English Language (Syllabus A)) at HKCEE as an acceptable alternative to Level 2 in these two subjects at HKCEE. Applicants with other qualifications will be considered on individual merit.

Programme Information

Highlight of Programme

- Study and complete in JUST 22 months to articulate to UK Bachelor Degrees
- Gain the industrial knowledge from professional teachers and industry practitioners
- Acquire practical and contemporary knowledge from a new syllabus
- Equip yourself by gaining a QF level 4 qualification
- Advance or convert your career by studying a tourism / hospitality / event programme

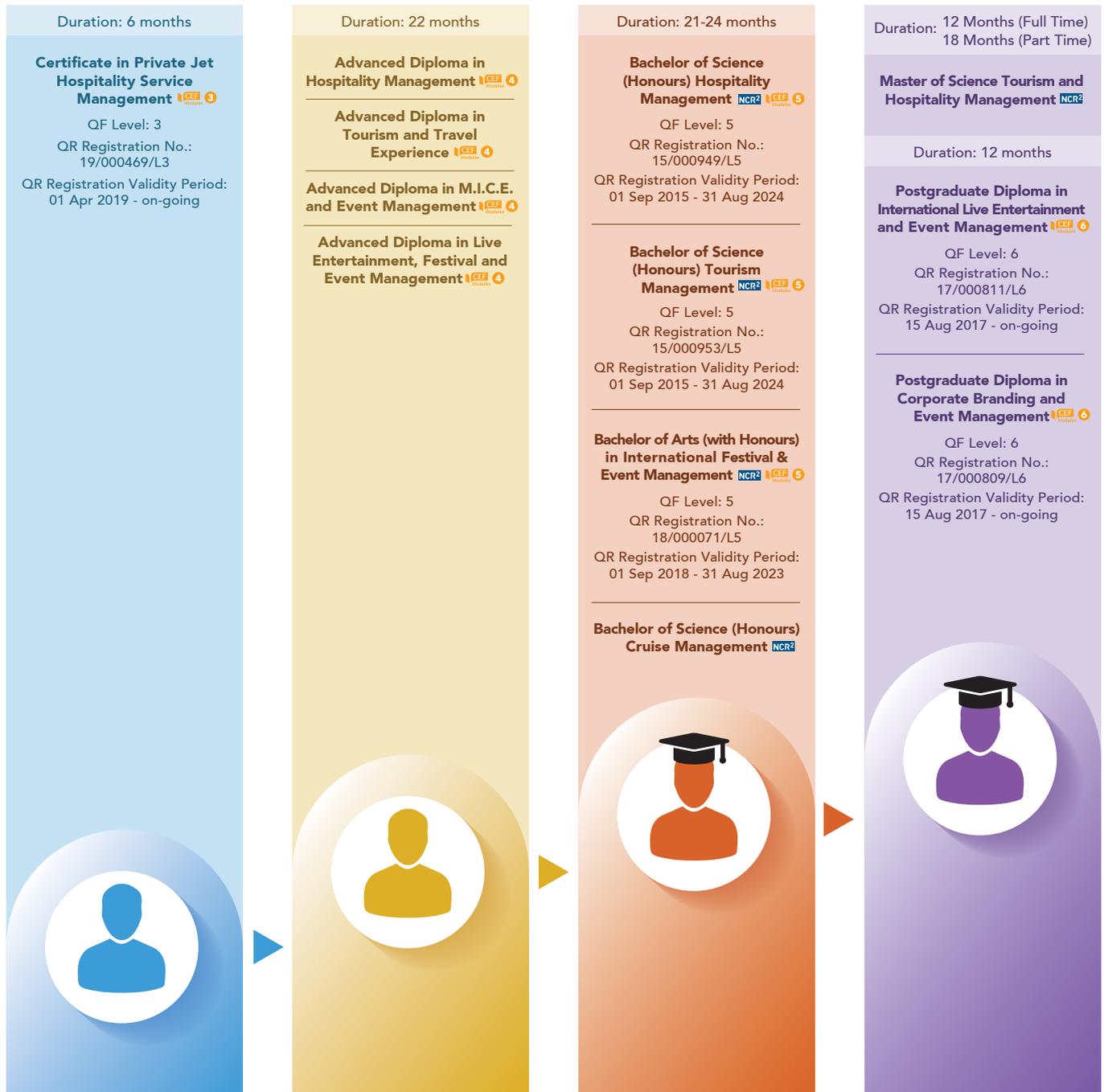
Part Time (22 Months)		
March Intake	July Intake	October/ November Intake
The entire programme consists of 10 modules (12 credits each) comprising 120 credits in total. Total: 120 credits Three terms in a year (March-June, July-October, October/ November-February). Medium of instruction: English Class Time: Part-time classes will be held on weekday evenings and weekends day time.		

Who Should Study

All of these programme is targeted and useful for those practitioners who are working in the tourism and hospitality industry; and those people who wish to seek industry specific knowledge to prepare themselves to enter the tourism and hospitality industry.

Articulation Chart

Advanced Diploma Series + Top-up Bachelor Honours Degree + Master Degree in 5 and Half Years!



Enquiries

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NCR² These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead..

CEF Modules Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund

- 3** This course is recognised under the Qualifications Framework (QF Level 3)
- 4** This course is recognised under the Qualifications Framework (QF Level 4)
- 5** This course is recognised under the Qualifications Framework (QF Level 5)
- 6** This course is recognised under the Qualifications Framework (QF Level 6)

Programme Name/ Modules	Advanced Diploma in Hospitality Management 	Advanced Diploma in Tourism and Travel Experience Management 	Advanced Diploma in M.I.C.E. and Event Management 	Advanced Diploma in Live Entertainment, Festival and Event Management 
Introduction to Tourism and Hospitality 				
Revenue Management in Hospitality 				
Hospitality, Tourism and Events in the Digital Age				
English for Business Communication Skills for Hospitality, Tourism and Events				
Marketing for the Hospitality, Tourism and Event Industry 				
Hotel and Resort Management 				
Food and Beverage Operations 				
Facilities Management 				
Food and Beverage Administration 				
Guest Relationship Management				
People Management 				
Events Operations 				
Event Planning and Promotion				
Festivals and Special Events Management 				
Business of Live Entertainment				
Creation and Management of Live Events 				
Cross-Cultural Management 				
Cruise Line Management 				
Airline and Airport Experience Management				
Managing the M.I.C.E. Industry 				

 This course has been included in the list of reimbursable courses under the Continuing Education Fund (CEF).