



**HKUSPACE**

香港大學專業進修學院  
HKU School of Professional and Continuing Education

A nighttime photograph of the Hong Kong skyline, featuring numerous illuminated skyscrapers and a body of water in the foreground. The lights from the buildings and boats create a vibrant, colorful scene.

Certificate in  
**TRAVEL & TOURISM MANAGEMENT**

Advanced Diploma in  
**TOURISM MANAGEMENT**

The University of Hong Kong  
School of Professional and Continuing Education  
College of Business and Finance

<http://hkuspace.hku.hk/cbf/>

Certificate in  
**TRAVEL & TOURISM MANAGEMENT**

Advanced Diploma in  
**TOURISM MANAGEMENT**



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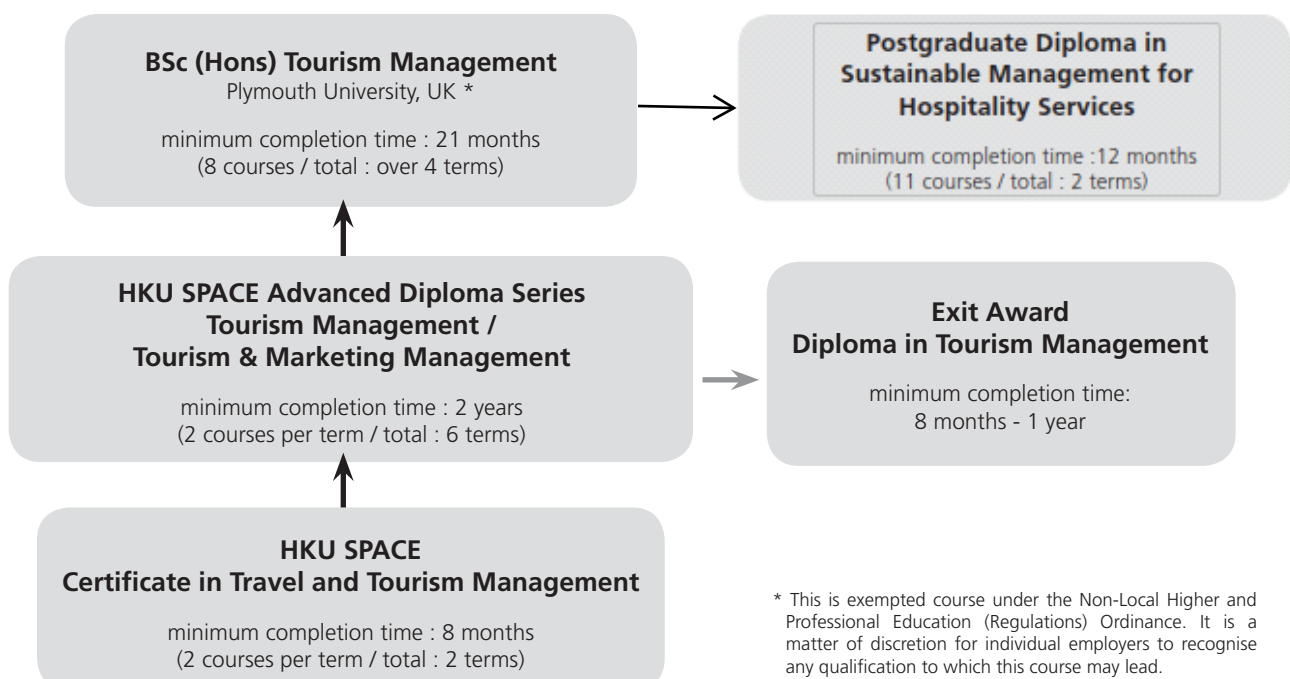
## School of Professional and Continuing Education The University of Hong Kong (HKU SPACE)

The School of Professional and Continuing Education (SPACE) is the Extension Arm of the University of Hong Kong. The Mission is to provide learning opportunities for working adults for personal, professional and career development. The school now offers some 1,300 programmes and courses each year and is the largest tertiary institution of continuing education in the region. It has over 900 full-time staff members, supported by about 2,000 experienced part-time teachers. Since its establishment in 1956, more than two millions people have enrolled on HKU SPACE courses.

## Programmes in Tourism Management

### INTRODUCTION

It is intended through this series of programmes that HKU SPACE will offer a pathway for further studies in tourism management. We strongly believe in the importance of progression routes. Its multi-layered, multi-channeled design fulfills our mission of open access for people of all backgrounds. Student recruitment is assured by two sources of students: from within the series' feeder programmes and from the community at large (see diagram below). Students have more flexibility when they plan for the future. The Certificate and Advanced Diploma levels allow students to gain a qualification with shorter duration and at lower financial costs, allowing them to pick up studies at a later date and work towards a Bachelor's degree. It is an off the rack product which can, at the same time, be utilized to suit each student's abilities. It is with this high-quality series design in mind that we assembled the present programmes. The curriculum of these programme has been planned and fits together well.



\* This is exempted course under the Non-Local Higher and Professional Education (Regulations) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which this course may lead.



## Certificate in Travel and Tourism Management



資歷架構  
Qualifications  
Framework

QF Level: 3 QR Registration No.: 07/001737/3  
QR Registration Validity Period: 05 May 2008 - 31 Dec 2018

### INTRODUCTION

To meet the continuing professional development needs of people who are currently in or intend to work in tourism and hospitality agencies or related organisations in a variety of settings, the School of Professional and Continuing Education offers the Certificate in Travel and Tourism Management Programme. Tourism is among the world's largest and fastest growing industries, and a major provider of employment opportunities both in Hong Kong and worldwide. It is intended through this series of programmes that HKU SPACE will offer a pathway for further studies in tourism management. This part-time programme is aimed at those who are interested in a career in travel and tourism or in one of the many ancillary service industries. It provides an opportunity for those already employed to have their skills and experience formally assessed in their field in preparation for entry to the HKU SPACE Advanced Diploma in Tourism Management.

### WHO IS SUITABLE

The programme is suitable for those who wish to learn the skills required to operate at a junior managerial programme in travel and tourism agencies. The learning developed through this programme should enhance employment opportunities and broaden knowledge for those working in a diverse range of organisations including travel agencies, theme parks, visitors bureaus, hotels, airlines, sport events and facilities, catering facilities, travel information technology, time share companies, heritage boards, consultancies, government departments and many others who interface with tourism.

### AIMS AND OBJECTIVES

The programme is designed to provide a tailored route into specific features of the international travel and tourism industry and related service industries at a level commensurate with junior management.

To provide individuals with:

- An understanding of the demands of working in the travel and tourism industry;
- Theoretical knowledge of the industry and related sectors;
- Practical ability in a range of skills and procedures necessary for working in the travel and tourism industry.



## AWARD

Successful students will be awarded the Certificate in Travel and Tourism Management issued through the HKU system subject to:

- (i) satisfactorily completing the prescribed course work for each module;
- (ii) passing the examinations for each module; and
- (iii) attaining satisfactory attendance at lectures.

## PROGRAMME STRUCTURE

The Certificate programme offers four modules over two terms of 12 weeks per year and can normally be completed in a minimum of eight months. Each module will be taught in 8 three-hour teaching sessions plus 1 session for test and review. Terms will be structured to commence in October and February/March. The total contact hours will be 120. Below is an example of the sequence of modules offered in each term and therefore, is subject to change.

### Term 1

- Travel and Tourism Development
- Event Planning and Promotion (Elective) / Business and Executive Travel (Elective)

### Term 2

- Marketing and Promotional Techniques
- Customer Service for Travel and Tourism

## ENTRY REQUIREMENTS

Applicants shall :

1. have gained in the HKCEE Grade E in 4 subjects, and Level 2 in English Language\*, or equivalent; Or
2. have completed Senior Secondary Curriculum with Level 2 in English Language in the HKDSE Examination; Or
3. hold a relevant Foundation Diploma in Hospitality or Tourism awarded by a recognized institution; Or
4. be mature applicants (over 21 years or above) who do not fulfill the academic requirement but have relevant work experience will be considered. They will require to have Level 2 in English Language\* in HKCEE or Level 2 in English Language in HKDSE Examination or equivalent and may be required to attend an interview.

\* With effect from 2007, HKU SPACE recognises 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.



## ASSESSMENT

Assessment for each of the four modules will be based on a combination of course work, including assignments and test, and examination. Performance in the examinations and course work respectively count for 40% and 60% of the final grade. Assessment and examinations will be conducted in English.

The percentage distribution of marks for each module is as follows:

Homework exercise (or class participation)	10%
One Assignment or Project	30%
Test	20%
Examination	40%

## TEACHING MODE

Teaching will be face-to-face in English and supplemented by lecture notes, case studies, class discussions, video and electronic resources. Teaching materials will normally be in English. Classes will generally be held on two weekday evenings and / or weekend day, and may be scheduled on public holidays, if necessary.

## COURSE FEES

The programme is designed on a modular basis, accepting two intakes of students per year in February / March and October. All fees paid are NOT refundable, unless a course is over-subscribed or cancelled. Please note that the fees quoted below apply only to Term 1 modules.

Course Fees: HK\$3,250 per module. Required textbooks are not included in this fee

Please note that the above fees may be subject to revision after a student is admitted to this programme. Fees for the following terms will be advised when you enrol on subsequent modules.

Separate fees will be payable for re-sitting the examination, re-submitting course work and repeating the studies for each module of study.

The Certificate in Travel and Tourism Management (CEF Course Code:26C00271-6) has been included in the list of reimbursable courses for the HK\$5 billion Continuing Education Fund. Eligible applicants will be reimbursed 80% of their fees, subject to a maximum sum of \$10,000, on successful completion of a course on the reimbursable course list or module(s) forming part of the course.

### **TC01 Travel and Tourism Development**

An introduction to Tourism and a global perspective on the international travel and tourism industry is provided. The module explores the way in which the industry is growing, its impact on the world in which we live and the role of governments and travel and tourism organisations in establishing and maintaining a global industry. Students should become aware of the elements of Tourism; understand and explain the objectives of travel and tourism development; investigate the benefits of travel and tourism development in economic, environmental, social and cultural terms; identify the methods used to maximise travel and tourism development; and describe the roles of national and foreign organisations in tourism development.

### **TC03 Marketing and Promotional Techniques**

The module aims to develop in students the notion that marketing and promotion is a continuous process that encompasses all aspects of the travel and tourism industry to ensure that customer needs and expectations are met. Upon completing this module, students should be able to explain the reasons why marketing and promotional activities are of importance to travel and tourism organizations; investigate the advantages and disadvantages of marketing communication methods used in travel and tourism; and explore the roles of different marketing strategies used in travel and tourism organisations and analyse their effectiveness.

### **TC05 Business and Executive Travel (Elective)**

This module provides an exploration into the variety of travel providers and services, benefits to the travel service providers and the organisation and planning of travel arrangements for the business travelers. Students should understand and explain the reasons for the growth of the international business travel market; identify key global destinations for international business travellers; explain the appeal of major overseas destinations and the reasons which attract business travellers; investigate the roles of the travel and transport providers of business travel and the services they offer and the roles of the accommodation providers for business travellers and the services they offer; it describes new trends and technology in Business Travel and explains the importance of incentive travel as a major supplier of revenue.

### **TC06 Event Planning and Promotion (Elective)**

This module puts into practice theory from previous modules whilst developing skills required in the work place. It focuses on the factors needed to stage an event, on key promotional techniques necessary to ensure its success and outlines the aspects of event planning and promotion for the tourism industry. Students should be able to plan an event in the travel and tourism industry; describe the key processes involved in staging a successful event; describe the main types of printed material and their effectiveness when used for promoting travel and tourism events; understand the role of the brochure in promotion events and destinations; identify the benefits of advertising and promoting travel and tourism events; describe the importance of selling skills when promoting travel and tourism events or services; and demonstrate an awareness of the importance of a review and evaluation procedure for events and presentations.

### **TC07 Customer Service for Travel and Tourism**

This module investigates the concept of quality services and the value that guests expect; focuses strategies on the key drivers of visitors' satisfaction; provides the service setting that guests expect; defines and builds a total service culture. The role and function of customer services skills for tourism involves the development of good interpersonal skills, working relationships, and effective communication in the workplace. Upon completion of this module, students will learn to show customer care, meet guest expectations, deliver services with a smile, fix customer service problems, handle complaints and develop the necessary skills in striving for customer service excellence.

## Comments from our Graduate

"We have gained valuable assets throughout the Certificate programme, i.e. the advice given from various lecturers, their opinions on tourism-related aspects plus some forthcoming new changes of HK.

Further, personally I find the assignments very helpful in picking our brains. Very often, many classmates have no idea about where to start with an assignment which is entirely new to us. However, at the end we can write some ideas in the assignment."

Selina Hui



## Advanced Diploma in Tourism Management



資歷架構  
Qualifications  
Framework

QF Level: 4 QR Registration No.: 07/001738/4  
QR Registration Validity Period: 05 May 2008 - 31 Dec 2018

### INTRODUCTION

To meet the continuing professional development needs of people who are currently in or intend to work in tourism and hospitality agencies or related organisations in a variety of settings, the School of Professional and Continuing Education offers the Advanced Diploma in Tourism Management Programme. Tourism is among the world's largest and fastest growing industries, and a major provider of employment opportunities in Hong Kong and worldwide. This management-based part-time programme will prepare students for employment in the public or private sectors, managing, developing and planning tourism resources at a junior to middle management level. It is intended through this programme that HKU SPACE will offer a pathway for further studies in tourism management from Bachelor degree to Master degree level.

### WHO IS SUITABLE

The programme is suitable for practitioners who are involved in or need to learn about tourism services in the community. The learning developed through this programme should enhance employment opportunities and broaden knowledge for those working in a diverse range of organisations including travel agencies, theme parks, visitors bureaus, hotels, airlines, sport events and facilities, catering facilities, travel information technology, time share companies, heritage boards, consultancies, government departments and many others who interface with tourism.

### AIMS & OBJECTIVES

The programme will introduce to future administrators, managers and other professionals in tourism the necessary skills, abilities and knowledge to understand the dynamics of the tourism industry, its interface with art, culture, and recreation, and of the development of tourism experiences at destinations.

The Programme aims to provide individuals with:

- An understanding of the diverse nature of tourism and the tourist and be able to develop products to meet individual and group needs;
- An appreciation of tourism policy in a local, regional destination products.
- An awareness of tourism policy in a local, regional and international context.
- Understand the skills required to plan and implement tourism programmes and services.
- An appreciation of marketing concepts which can be applied in the management and delivery of tourism services.
- An introduction to the basic financial tools used to assist decision making and control.
- An understanding of the concepts and skills involved in tourism industry management, marketing, product development, events and planning.

## AWARD

Successful students will be awarded the Advanced Diploma in Tourism Management issued through the HKU system subject to:

- (i) satisfactorily completing the prescribed course work for each module;
- (ii) passing the examinations for each module; and
- (iii) attaining satisfactory attendance at lectures.

### **Diploma in Tourism Management (Exit Award)**

Students may choose to exit from the programme with an exit award of Diploma in Tourism Management by completing of specific six modules and meet the above criteria (i), (ii) and (iii) for the six modules.

## ENTRY REQUIREMENTS

Applicants shall :

1. 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
2. have gained in the HKDSE Examination Level 2 in 5 subjects including English Language;Or
3. hold a Certificate in Travel and Tourism Management awarded within the HKU system through HKU SPACE, or equivalent; Or
4. 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 recognises 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.

## PROGRAMME STRUCTURE

The Advanced Diploma programme offers twelve modules over two terms of 14 weeks per year which should normally be completed in two years (i.e. 6 terms) if students undertake 2 modules per term. Students may choose to select 3 modules per term and complete the programme within 18 months (i.e. 4 terms). Each module will be taught in 10 three-hour teaching sessions plus 1 session for test and review. Terms will be structured to commence in February/March and October. The contact hours will be 432. The following is an example of the sequence of modules offered in each term and therefore, is subject to change.

### Term 1

- Introduction to Tourism
- IT in Hospitality and Tourism Operations

### Term 2

- Introduction to Accounting
- Communication Skills (English) – Level 2

### Term 3

- Cruise Line Management
- Marketing for the Hospitality and Tourism Industry

### Term 4

- Hotel and Resort Management
- Communication Skills (English or Putonghua) – Level 3

### Term 5

- Tourism Administration
- Management Issues in Tourism

### Term 6

- Events, Entertainment and Conventions
- Attractions Management or Events Operations or International Events and Festivals or The M.I.C.E. Industry

**Order of modules offered may be subject to change**

## ASSESSMENT

Assessment for each of the twelve modules will be based on a combination of course work, including assignments and tests, and the final examination. Performance in the examinations and course work respectively count for 40% and 60% of the final grade. Assessment and examinations will be conducted in English.

The percentage distribution of marks for each module is as follows:

Homework exercise (or class participation)	10%
One Assignment or Project	30%
Test	20%
Examination	40%

## TEACHING MODE

Teaching will be face-to-face in English supplemented by lecture notes, case studies, class discussions, video and electronic resources. Teaching materials will normally be in English. Classes will generally be held on weekday evenings and, if required, on Saturdays, Sundays and public holidays.

## COURSE FEE

The programme is designed on a modular basis, accepting two intakes of students per year in February/ March and October. All fees paid are NOT refundable, unless a course is over-subscribed or cancelled. Please note that the fees quoted below apply only to Term 1 modules.

Course Fees: HK\$3,850 per module, required textbooks are not included in this fee

For Communication Skills (English) L2 & L3, a separate fee will be charged for the compulsory textbooks assigned to these modules. Further details will be provided at the time of enrolment.

Please note that the above fees may be subject to revision after a student is admitted to this programme. Fees for the following terms will be advised when you enrol on subsequent modules. Separate fees will be payable for re-sitting the examination, re-submitting course work and repeating the studies for each module of study.

*The Advanced Diploma in Tourism Management (CEF Course Code:26L00273-5) has been included in the list of reimbursable courses for the HK\$5 billion Continuing Education Fund. Eligible applicants will be reimbursed 80% of their fees, subject to a maximum sum of \$10,000, on successful completion of a course on the reimbursable course list or module(s) forming part of the course.*

## **Introduction to Tourism**

This module is designed to provide an introduction to the concepts and scope of tourism as an activity and develop in students an understanding of the structure, organization and interdependence of the various sectors of the tourism industry. It also aims to introduce students to key concepts, principles, practices and issues in tourism and the links with related areas of leisure, travel, recreation and hospitality.

## **Introduction to Accounting**

This module provides a firm foundation in financial matters for the non-specialist students. An introduction to the financial aspects of business, enabling understanding of financial statements produced to facilitate judgments and decision making. Students should develop a general understanding of financial reports and analysis; introduce students to managerial decision processes and the use of accounting information; and provide a foundation for subsequent courses in business and finance. The module will cover the accounting framework, accounting cycle, control of cash, cash accounting, inventory accounting, working capital policy, short and long term decision making and financial forecast and cash budgeting.

## **Information Technology in Hospitality and Tourism Operations**

The aim of the module is to give students a competence in the use of core information processing applications which are used in the hospitality and tourism industries. Also students will be introduced to the range of tools and techniques used to assist the decision making process. Students completing this class will understand the use of information in the hospitality and tourism industries; and be familiar with the variety of software applications used in the hospitality and tourism industries.

## **Communication Skills (English) – Level 2**

Knowing how to communicate in English is quickly becoming a necessity in the hospitality and tourism sector. This module, English Communication Skills for Hospitality and Tourism, is aimed at improving the English skills of students who are working, or planning to work, in the tourism and hospitality industry. The modules in the programme range from Level 2 to Level 3, and are designed to develop students' communicative skills as well as their use of grammar and specialist vocabulary. The objectives of this module are to improve students' listening and speaking skills, develop the vocabulary students need to communicate effectively in hospitality and tourism-related matters, and help students express ideas clearly and accurately.

## **Marketing for the Hospitality and Tourism Industry**

An operational introduction to the essential elements of marketing tourism products and an opportunity to extend understanding of marketing in the tourism context through an examination of the basic process of and main issues in tourism marketing is provided. The broad development of the marketing concepts in service and tourism marketing, the major elements in marketing and their application to tourism products including: marketing segmentation, targeting and positioning, the marketing mix, and marketing planning and control are introduced. The application of marketing principles to the tourism products including tourist attractions, hotels, transport carriers, and destination, and with the major methods of managing the total marketing effort through the planning, implementation and evaluation of integrated marketing programmes are developed.

## **Communication Skills (English) – Level 3**

The aim of the module is to develop the students' knowledge relating business English communication. The module seeks to develop the students' command of spoken and written business English communication. This module aims at providing participants with a grounding in job related language skills with emphasis on the importance of report writing and presentation skills which are needed to function in a managerial capacity in the current business environment.

## **Tourism Administration**

Through this module students will examine the role of government in tourism and develop a conceptual framework for analysing the involvement of a range of governmental and quasi non-government agencies in developing and administering tourism facilities and services. It provides an overview of the roles and functions of government-supported international tourism agencies and familiarises students with the various roles and structures which national tourist organisations can adopt. A historical overview of Hong Kong government policy for tourism is provided; as well as an understanding of the current functions and interaction in Hong Kong tourism of the tourist board, district councils, local authorities, government conservation and development agencies, voluntary agencies and partnership organisations.

## **Management Issues in Tourism**

The aim of the module is to provide students with an overview of the concepts, tools and theories of management and to provide an appreciation of their implementation in relation to the tourism business environment. It will identify the nature of management and management styles, and consider specific knowledge that impact upon management decision making and planning in a tourism organisation. This module starts by examining the development of management, organizational structures and various management style. The current situation in relation to quality service and customer relations are reviewed. The process of staff recruitment, retention, and development is considered. Various aspects of business ethics and legal issues will also be covered.

## **Events, Entertainment and Conventions**

This module aims to develop an awareness of the role that events, entertainment and conventions have within the tourism industry and the variety of skills required to stage a function. The objectives of the module are to identify the different nature of each function and the behaviour of their potential tourist, to introduce the areas of event promotion, sponsorship and sales, and to familiarise the students with the detailed coordination skills necessary to stage an event, exhibition, conference, special promotion, convention or entertainment function.

## **Communications Skills (Putonghua) - Level 3**

The aim of the module is to develop the students' knowledge relating business Putonghua communication. The class is developing the students command of spoken and written business Putonghua communication. This module aims at providing participants with a grounding in job-related language skills with emphasis on the importance of report writing and presentation skills which are needed to function in a managerial capacity in the current business environment.

## **\* Attractions Management**

This module focuses on a key element in the tourism system - visitor attraction. It examines the role, nature and typology of visitor attraction as well as the visitor attraction market. Time is spent in the creation and development process for visitor attraction, marketing challenges and opportunities, and major issues in the management of visitor attractions. Case studies will be examined in various lectures, including the Ocean Park and Disneyland in Hong Kong.

## **Hotel & Resort Management**

This module focuses on both hotels and resorts. It examines the planning as well as management principles for hotels and resorts. Time is spent in exploring the multi-facets for hotels as accommodation providers, including both the branding and marketing, back of the house and heart of the house development. With the trend of integrated resorts, it also focuses on the unique characteristics of organising a successful resort.

## **Cruise Line Management**

This module aims to provide an overview of the development and operations of the modern cruise industry. The organization structure of a typical cruise line and its relationship between ship and shore departments will be reviewed. Students will examine the main differences between the cruise holiday experience from a typical land-based holiday to enable effective marketing of this type of product. The various facets of cruise line management including hospitality management and port and maritime operations will be analyzed to gain a good understanding of its operations. Students will appraise and analyze the key issues of the modern cruise industry and identify the key players in the cruise industry today and their various target markets.

## **\* Events Operations (Elective from M.I.C.E. Stream)**

The aim of the module is to develop students' knowledge in the process of event operations, including event support services, events production, professional events solutions, operation and project management and management of human resources. The module helps students gain the necessary inside knowledge about the essential processes of special event planning and operation, explore in depth the operational challenges of putting together an event; and gain an appreciation of the vast diversity of events and the different operational demand each would place on its organizers.

## **\* International Events & Festivals (Elective from M.I.C.E. Stream)**

The module provides a comprehensive theoretical overview of world-renowned international events and festivals, analyses elements of success of international events and festivals, focusing on their operational and marketing strategies, helps students learn about the unique issues in event planning, management and marketing of these events and festivals through case studies and familiarizes students with the applicability of international event management concepts to management of local events and festivals.

## **\* The M.I.C.E. Industry (Elective from M.I.C.E. Stream)**

The aim of the module is to develop the students' knowledge relating to the scope of activities within the Meetings, Incentive Travels, Conventions and Exhibitions (M.I.C.E.) industry. The module provides a comprehensive theoretical overview of world-renowned international M.I.C.E. events, analyses the elements of their success focussing on their operation and marketing strategies. Students will learn about the unique issues in M.I.C.E. event planning, management and marketing of these events through case studies and be familiar with the applicability of international M.I.C.E. event management concepts to management of local M.I.C.E. events, focusing on their contribution to the local economy.

\* Students can choose any one of these modules

## PROGRAMME ENQUIRIES

### College of Business and Finance, HKU SPACE

34/F, United Centre, 95 Queensway, Hong Kong

Tel: 2867 8320 / 2867 8329

Fax: 28610278

Email: [parttimehtm@hkuspace.hku.hk](mailto:parttimehtm@hkuspace.hku.hk)

Website: <http://hkuspace.hku.hk/cbf>

## PROGRAMME SUMMARY SCHEDULE (TENTATIVE)

	<b>October Term</b>	<b>March Term</b>	<b>July Term</b>
Application Closing Date	Early Sep	Early Jan	Early Jun
Course Commencement Date	End Oct	End Feb	End Jun
No. of Teaching Weeks:	9(Cert) 11(A.Dip)	9(Cert) 11(A.Dip)	9(Cert) 11(A.Dip)
Examination Period:	around 2 weeks after the last teaching week		



### Ms. Imelda B. Borines

Customer Service Representative, United Asia Finance Ltd.

*Graduate of Certificate in Travel and Tourism Management, Advanced Diploma in Tourism Management and Bachelors' Degree (Honours) in Tourism Management*

"Studying at HKUSPACE has become my stepping stone in achieving my career goals. The classes were very interactive, teachers were knowledgeable and helpful, and modules were thought provoking. The entire experience helped me to develop a high-level of understanding in tourism management worldwide and provided a different perspective on life."

## APPLICATION PROCEDURES

All application forms must be completed and attached with the original and one set of photocopy of all relevant academic and/or professional qualifications, and submit in person at any of the following offices:

- |   |  |   |
|---|--|---|
| (i) HKU SPACE Admiralty Learning Centre<br>3/F, Admiralty Centre, 18 Harcourt Road, HK<br>(Exit A, Admiralty MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: 8:30 am to 5:30 pm<br>Telephone: 3761 1111 Fax: 2559 4666         | (iv) HKU SPACE Island East Campus<br>2/F, 494 King's Road, North Point, HK<br>(Exit B3, North Point MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: 8:30 am to 5:30 pm<br>Telephone: 3762 0000 Fax: 2214 9493             | (vii) HKU SPACE Po Leung Kuk Stanley Ho Community College<br>(HPSHCC) Campus<br>1/F, HPSHCC Campus, 66 Leighton Road,<br>Causeway Bay, HK<br>Weekdays: 9:00 am to 5:30 pm<br>Saturdays: closed<br>Telephone: 3923 7171 Fax: 3923 7188 |
| (ii) HKU SPACE HKU Campus<br>3/F, T.T. Tsui Bldg, The University of Hong Kong<br>Pokfulam Road, HK<br>Weekdays: 8:30 am to 6:00 p.m<br>Saturdays: closed<br>Telephone: 2975 5680 Fax: 2546 3538   | (v) HKU SPACE Kowloon West Campus<br>38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6),<br>KLN (Exit B, Mei Foo MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: 8:30 am to 5:30 pm<br>Telephone: 3762 4000 Fax: 2302 1609 |   |
| (iii) HKU SPACE Fortress Tower Learning Centre<br>1/F, Fortress Tower, 250 King's Road<br>North Point, HK (Exit B, Fortress Hill MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: closed<br>Telephone: 3762 0888 Fax: 2508 9349 | (vi) HKU SPACE Kowloon East Campus<br>1/F, 28 Wang Hoi Road, Kowloon Bay, KLN<br>(Exit B, Kowloon Bay MTR Station)<br>Weekdays: 8:30 am to 7:30 pm<br>Saturdays: 8:30 am to 5:30 pm<br>Telephone: 3762 2222 Fax: 2205 5070           |   |

All applications must be accompanied by:

- (i) Certified true copies of full educational certificates and transcripts;
- (ii) Testimonials or other documentary proof of the applicant's working experience;
- (iii) A non-refundable crossed cheque for HK\$150 payable to 'HKU SPACE' as the application processing fee.
- (iv) A refundable crossed cheque for Certificate in Travel and Tourism Management for HK\$3,250 payable to 'HKU SPACE' for each module.  
The total amount for two modules is HK\$6,500. This is refundable if the application is not successful.
- (v) A refundable crossed cheque for Advanced Diploma in Tourism Management for HK\$3,850 payable to 'HKU SPACE' for each module.  
The total amount for two modules is HK\$7,700. This is refundable if the application is not successful. Students may take two or three modules per term subject to our offering.
- (vi) These 2 programmes have been approved for the Government CEF entitlement under CEF Course Codes: 26C00271-6(Certificate) and 26L00273-5(Advanced Diploma). You can find more details on this by visiting our HKU SPACE website <http://hkuspace.hku.hk/> or the CEF website <http://www.info.gov.hk/sfaa/cef>

Note: When submitting your application in person at any of the HKU SPACE offices, please bring along the originals of your educational certificates / transcripts and documentary proof of working experience for certification.

*Late applications may only be considered at the discretion of the Programme Director.*

## GENERAL INFORMATION

- (1) Classes may also be held on public holidays.
- (2) No class will be held:
  - (a) if Typhoon Signal No. 8 or above is hoisted;
  - (b) if a Black Rainstorm Warning is in force.
- (3) If the Typhoon Signal No. 8 or Black Rainstorm Warning is in force after 6:00 a.m., morning classes and examinations that start before 2:00 p.m. will be cancelled. If Typhoon Signal No. 8 or Black Rainstorm Warning is in force after 11:00 a.m., afternoon classes and examinations that start between 2:00 p.m. & 6:00 p.m. will be cancelled. If Typhoon Signal No. 8 or Black Rainstorm Warning is in force after 3:00 p.m., evening classes and examinations starting from 6:00 p.m. will be cancelled.
- (4) When Typhoon Signal No. 8 or above is hoisted, classes that have already started will be immediately suspended. However, examinations that have already started will be continued until the end of that examination session unless the examination venue is found to be of potential risk to candidates. When the Black Rainstorm Signal is in force, classes and examinations that have already started will be continued. However, all outdoor activities will be suspended.
- (5) Unless a course is over-subscribed or cancelled, the following fees are not refundable: course fees, fees for re-sitting examinations, re-submitting course work, repeating studies and applications for exemptions.
- (6) Fees and places allocated on courses are not transferable. Fees quoted in this brochure apply only to the sessions of studies specified within the brochure and may be subject to revisions even after admission onto this programme.
- (7) The School reserves the right to change the time and place of course meetings and to change the course tutor should this be necessary.
- (8) The Director of HKU SPACE may exclude a student from class if his behaviour disturbs the class or if he does not follow instructions in class or as laid down by HKU SPACE. Eating, drinking and smoking are not allowed in class and within the School Centres. The Director of HKU SPACE has authority for School disciplinary policies on examination matters.
- (9) While every effort is taken to ensure accuracy, please note that the information contained in this brochure may be subject to changes without notice.
- (10) The Director of HKU SPACE may at his discretion refuse to admit an applicant.

There will be staff checking the attendance against receipts. Students who cannot produce the original course fee receipt will not be allowed to enter the lecture room.

Certificate in Travel & Tourism Management ( )-MS057A  
 Advanced Diploma in Tourism Management ( )-MS049A

Application Fee: \$150 (non-refundable) Cheque No.

**PROPOSED TERM OF STUDY** (Please ✓ where appropriate)

Certificate in Travel & Tourism Management (MS 61-403-00)  October Term  March Term  July Term  
 Advanced Diploma in Tourism Management (MS 61-404-00)  October Term  March Term  July Term

**PERSONAL PARTICULARS (in BLOCK LETTERS)**

Name in Chinese (if appropriate)  Name in English (Surname first)

Title \* Mr. / Mrs. / Ms. / Miss.

Date of Birth  HKID Card / Passport No.

Nationality  Permanent HK Resident  Yes  No  
 (if No, please see Notes to Non-local Applicants)

Correspondence Address

Home Telephone  Mobile Phone  Office Telephone

Email Address  Fax Number

Start date of Current Employment  Position

Employer's name and address

Emergency Contact Person In case of emergency, we may need to contact your family or friend. Please suggest.

Contact Person  Phone  \* Please delete the inappropriate

**ACADEMIC QUALIFICATION (in reverse chronological order)**

Institution	Award Received	Dates of attendance (From / To)	Part-time or Full-time

┌ Name  
 Full Postal Address

← Please also complete this part

Note: This application acknowledgement is not complete without validation by official printing machine entry of the details above at the University or Town Centre office of the School of Professional and Continuing Education, The University of Hong Kong.

└ Please see overleaf →

## EMPLOYMENT HISTORY (in reverse chronological order)

Name of Employer	Job Title	Date (From / To)

## ACADEMIC INSTITUTION ATTENDED (Secondary and above)

Institution	Level Reached	Date of Attendance (mm/yy to mm/yy)	FT / PT

English Proficiency : \_\_\_\_\_

(Please provide details of, and evidence of proficiency of written and spoken English) eg IELTS, TOEFL SCORE. HKAL, HKCEE.

\* This is an essential criteria for selection

## SUPPLEMENTARY INFORMATION

Please give a statement in about 100 words on why you think this programme would be beneficial to you in your career and what you would expect to achieve at the end of the programme. (Attach additional pages, if necessary.)

I learned about this programme from:  Employer Newspaper  HKU SPACE Prospectus  HKUSPACE website  Others \_\_\_\_\_

#### HKU SPACE ALUMNI

All new enrolled students in the School will automatically become ordinary members of the HKU SPACE ALUMNI. If you DO NOT WISH to be a member of the HKU SPACE ALUMNI, please check this box.

#### Equal Opportunities for Learning at HKU SPACE

It is the School policy to offer equal opportunities to all applicants with or without disabilities. To enable us to meet the needs of all students, you are invited to indicate on this form whether you require any special assistance. If you do need such assistance, the School may approach you subsequently to obtain further details so as to facilitate our planning and assess how best we can help you. Special assistance required  Yes  No

#### Statement on Collection of Personal Data

1. It is necessary for applicants to supply their personal data and to provide all the information requested in the application documents, as otherwise the School may be unable to process and consider their applications.
2. The personal data provided in this form will be used for processing your application for admission, and for registration, academic and administrative communication, alumni management and contacts, research, statistical and marketing (including direct marketing) purposes. The data will be solely handled by HKU SPACE staff but may be transferred to an authorised third party providing services to the School in relation to the above purposes and prescribed purposes as allowed by the law from time to time.
3. When the processing and consideration of all the applications for a particular programme have been completed: (a) the application papers of unsuccessful candidates will be destroyed (if you have indicated to receive our promotional materials in Paragraph 6 then your contact details and related papers would be retained for such purposes); and (b) the application papers of successful candidates will serve as part of the applicant's official student records and will be handled by HKU SPACE staff or by staff of an authorised third party providing services to the School in relation to the stated purposes. In all such circumstances, please be assured that any personal information you supply will be kept strictly confidential.
4. Upon enrolment, applicants will be required to submit a recent colour photo for student identification purpose.
5. The School will send urgent messages to students via Short Message Services (SMS) and supplement by other means such as email (if the need arises). It is therefore important that the mobile phone number and email address that the applicant provides are accurate. Any change should be reported to the School immediately. Those who have genuine difficulty in receiving urgent messages via SMS should contact the programme teams for separate arrangements.

#### Use of Personal Data related to Direct Marketing

6. From time to time, the School will send the latest updates and promotional materials to applicants/students and alumni on the availability of the programmes and courses, seminars and events, discounts and offers, clinics and other services as well as the alumni events, privileges and offers, networking opportunities and fund-raising initiatives through various communication channels such as direct-mail, email and mobile phone, by using your personal data (including, but without limitation to, your name, contact details and other information collected in your profile such as the programme(s) you enrolled, your graduation year etc). You always have the right to make subsequent changes on your choice of receiving further marketing materials by sending a written unsubscribe request (by email or by post) to the School at any time.  
**If you DO NOT WISH to receive our latest updates and promotional materials through the communication channels as stated above, including discounts and offers from time to time, please check this box.**
7. Under the provisions of the Personal Data (Privacy) Ordinance, applicants have the right to request the School to ascertain whether it holds your personal data, to be given a copy, and to apply for correction of the data, if deemed incorrect. Applications for access to personal data should be made by using a special request form and on payment of a fee. Such applications for access of information should be addressed to the Data Protection Officer, HKU SPACE. For general requests of personal data amendment, please fill out the "Application Form for Personal Data Amendment" and submit it to HKU SPACE.
8. For details on the School's policy on personal data (privacy), please refer to the School Prospectus or Website.

#### General Notes to Applicants

1. Enrolment can be done in person at any of the School's Enrolment Counters by completing this application form and submitting it with the appropriate fee and relevant documents. You can also mail to the "The Programme Director, Certificate in Travel & Tourism Management / Advanced Diploma in Tourism Management, HKU SPACE" 34/F, United Centre, 95 Queensway, Hong Kong.
2. Fees paid by crossed cheque or bank draft should be made payable to "HKU SPACE".
3. For general and short courses, applicants may be required to pay the course fee in cash or by EPS, Visa or MasterCard if the course will start shortly.
4. If admission is on a first come, first served basis and if you do not hear from us before the course starts, you may assume that your application has been accepted, and should attend the course as scheduled.
5. If admission is by selection, the official receipt is not a guarantee that your application has been accepted. We will inform you of the result as soon as possible after the closing date for application. Unsuccessful applicants will be given a refund of programme/course fee if already paid.
6. If you do not know the teaching venue within 3 days of the starting date of the course, please check with the relevant programme team.
7. Course fees paid are not refundable except as statutorily provided or under very exceptional circumstances (e.g. course cancellation due to insufficient enrolment).
8. Please refer to the HKU SPACE Prospectus and the official website for full details of enrolment procedures for HKU SPACE Programmes.

#### Notes to Non-local Applicants

To study in Hong Kong, all non-local applicants are required to obtain a student visa issued by the Immigration Department of the HKSAR Government, except for those admitted to Hong Kong as dependants, who do not need prior approval before taking up full-time and part-time studies. Non-local applicants issued with a valid employment visa also do not need prior approval to pursue part-time studies. It is the responsibility of individual applicants to make appropriate visa arrangements. Admission to a HKU SPACE academic programme/course does not guarantee the issue of a student visa. Applicants may wish to note that part-time courses are generally not considered by the Immigration Department for visa purposes except for self-financed, part-time locally accredited taught postgraduate programmes awarded within the HKU System through HKU SPACE.

#### Declaration

1. I declare that all information given in this application form and the attached documents are, to the best of my knowledge, accurate and complete.
2. I authorise the School to obtain, and the relevant authorities to release, any information about my qualifications and/or employment as required for my application.
3. I consent that if registered, I will conform to the Statutes and Regulations of the University and the rules of the School.
4. I have noted, understood and agree to the contents of the above notes, Statement on Collection of Personal Data and HKU SPACE policy on personal data (privacy).

Signature

Date

**Certificate in Travel & Tourism Management  
Advanced Diploma in Tourism Management**

Fee enclosed :  
HK\$6,500 (Certificate ) or HK\$7,700 (Advanced Diploma)

Cheque No.

**PROPOSED TERM OF STUDY** (Please ✓ where appropriate)

Certificate in Travel & Tourism Management (MS 61-403-00)     October Term     March Term     July Term

Advanced Diploma in Tourism Management (MS 61-404-00)     October Term     March Term     July Term

(Please choose any one elective module of these four modules)

Attractions Management     Events Operations     International Events & Festivals     The M.I.C.E. Industry

**PERSONAL PARTICULARS** (in BLOCK LETTERS)Name in Chinese  
(if appropriate)Name in English  
(Surname first)

Title \* Mr. / Mrs. / Ms. / Miss.

Date of Birth

HKID Card / Passport No.

Nationality

Permanent HK Resident     Yes     No  
(if No, please see Notes to Non-local Applicants)

Correspondence  
AddressHome  
TelephoneMobile  
PhoneOffice  
TelephoneEmail  
Address

\* Please delete the inappropriate

Course fees are non-refundable, except in the event of a course being oversubscribe or cancelled.

┌  
Name

Full Postal Address

┐



Please also complete this part

Note: This application acknowledgement is not complete without validation by official printing machine entry of the details above at the University or Town Centre office of the School of Professional and Continuing Education, The University of Hong Kong.

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