



Advanced Diploma in
**TOURISM & MARKETING
MANAGEMENT**

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

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

Advanced Diploma in TOURISM & MARKETING MANAGEMENT



資歷架構
Qualifications
Framework

QF Level: 4
QR Registration No.: 08/001695/4
QR Registration Validity Period:
01 Sep 2008 - 31 Dec 2018

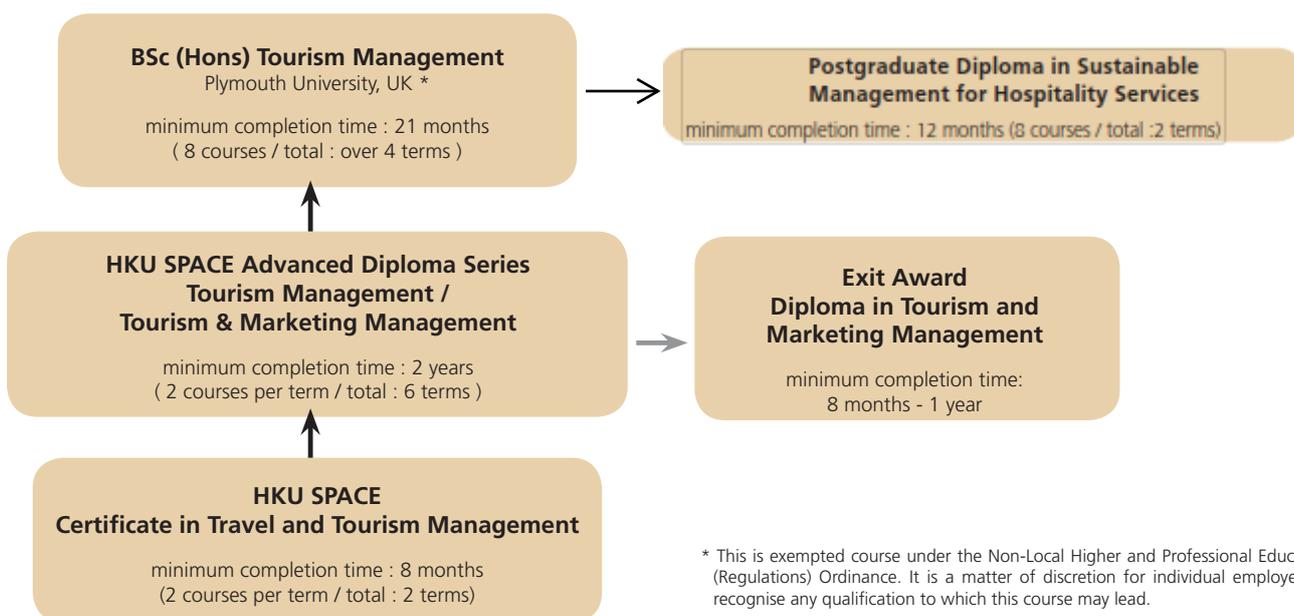
AIMS AND OBJECTIVES

This programme will introduce to future marketers, 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.



ARTICULATION PARTNER:

The third year, a top-up, part-time programme leading to a bachelor's degree is offered in association with an overseas partner university.



* 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.

AWARD

Students will be awarded an Advanced Diploma in Tourism and Marketing Management issued by HKU SPACE. To qualify for this award, a student must meet the followings for each of the modules:

- (i) satisfactorily complete the prescribed course work;
- (ii) pass the examination and
- (iii) attain satisfactory attendance at lectures.

Diploma in Tourism and Marketing Management (Exit Award)

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

PROGRAMME STRUCTURE

This is a part-time programme covering twelve modules with face-to-face lectures to be taught over 6 terms. Students may complete the programme in a minimum of 18 months, while they are expected to complete their studies within a maximum of 36 months. Extension of studies beyond this period will be subject to approval by the Programme Director.

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.



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 except for “Communications Skills (Putonghua) – Level 3”

Classes will be conducted mainly on weekday evenings and, if required, on Saturdays and Sundays. Assessment and examinations will be conducted in English only, except for “Communications Skills (Putonghua) – Level 3”

ASSESSMENT

All coursework and examinations of the programme will be conducted in English. Students after satisfactorily completing all prescribed assessments in a programme will be awarded the HKU SPACE Advanced Diploma in Tourism and Marketing Management. Students exit from the programme with the HKU SPACE Diploma in Tourism and Marketing Management upon completion of the specified modules listed under Section “Course Outline”.

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 of each module is as follows:

Class Participation or One Minor Assignment	10%	Test	20%
One Major Project	30%	Examination	40%

COURSE FEE

This programme is designed on a modular basis, accepting two intakes of students per year in 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.

COURSE OUTLINES

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.

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 programme, 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 courses in the programme range from Level 1 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 course 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 concept in service and tourism marketing, to introduce 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 class is to develop the students' knowledge relating business English communication. The class is developing the students' command of spoken and written business English communication. This course 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 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; and 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.

Events, Entertainment and Conventions

This 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 co-ordination skills necessary to stage an event, exhibition, conference, special promotion, convention or entertainment function.

COURSE OUTLINES (Continued)

Communication 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 course 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 and 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 provider, 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.

Marketing Communications

Marketing Communications provides the skills and knowledge that enable marketers to manage marketing communications and brand support activities within organizations. It provides you with an understanding of the concepts and practice of promotional activity at an operational level. Although reference is made to relevant strategic issues in order to provide a relevant context for learning, the focus is primarily on creating applied coordinated promotional activities, campaign development and the management of relationships with a variety of stakeholders, particularly customers and members of marketing channels.

Marketing Management

To ensure that participants become familiar with all the aspects of marketing planning and control of the marketing management function. To be able to use the tools of analysis and decision making in the preparation of marketing plans. To appreciate the need to design marketing mixes to achieve specific strategic and tactical objectives.

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 MICE 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 demands each would place on its organizers.

* International Events & Festivals (Elective from MICE 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

APPLICATION PROCEDURES

Application forms for this programme can be obtained from all HKU SPACE enrolment centers.

All application forms must be completed and attached with the original and one set of photocopy of all relevant academic and/or professional qualifications submitted to our enrolment centres. Applicants may submit the application materials in person and the original materials will be returned immediately upon inspection by HKU SPACE staff. A non-refundable application processing fee of HK\$150, and a refundable course fee of HK\$7,700 for two modules must be submitted, by 2 separate cheques payable to "HKU SPACE", with the application.

- | | | |
|---|--|---|
| (i) HKU SPACE Admiralty Learning Centre
3/F, Admiralty Centre, 18 Harcourt Road, Hong Kong
(Exit A, Admiralty MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3761 1111 Fax: 2559 4666 | (iv) HKU SPACE Island East Campus
2/F, 494 King's Road, North Point Hong Kong
(Exit B3, North Point MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 0000 Fax: 2214 9493 | (viii) HKU SPACE Po Leung Kuk Stanley Ho Community College
(HPSHCC) Campus
1/F, HPSHCC Campus, 66 Leighton Road, Causeway Bay,
Hong Kong
Weekdays: 9:00 am to 5:30 pm
Saturdays: closed
Telephone: 3923 7171 Fax: 3923 7188 |
| (ii) HKU SPACE HKU Campus
3/F, T.T. Tsui Bldg, The University of Hong Kong
Pokfulam Road, Hong Kong
Weekdays: 8:30 am to 6:00 pm
Saturdays: closed
Telephone: 2975 5680 Fax: 2546 3538 | (v) HKU SPACE Kowloon West Campus
38-46, Nassau Street, Mei Foo Sun Chuen (Phase 6),
Kowloon (Exit B, Mei Foo MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 4000 Fax: 2302 1609 | |
| (iii) HKU SPACE Fortress Tower Learning Centre
1/F., Fortress Tower, 250 King's Road, North Point
Hong Kong (Exit B, Fortress Hill MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: closed
Telephone: 3762 0888 Fax: 2508 9349 | (vi) HKU SPACE Kowloon East Campus
1/F, 28 Wang Hoi Road, Kowloon Bay, Kowloon
(Exit B, Kowloon Bay MTR Station)
Weekdays: 8:30 am to 7:30 pm
Saturdays: 8:30 am to 5:30 pm
Telephone: 3762 2222 Fax: 2305 5070 | |

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.

PROGRAMME SCHEDULE

October Term

Application Closing Date: Early Sep

Start Date: End October

March Term

Application Closing Date: Early Jan

Start Date: End Feb

July Term

Application Closing Date: Early Jun

Start Date: End Jun

No of teaching weeks 11

Examinations Period around 2 weeks after the last teaching week

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

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

HKU SPACE is a non-profit making University company limited by guarantee



Advanced Diploma in
TOURISM & MARKETING MANAGEMENT ()-MS050A

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

PROPOSED TERM OF STUDY (Please ✓ where appropriate)

Advanced Diploma in Tourism & Marketing Management (MS 61-405-00) 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, Advanced Diploma in Tourism & Marketing 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

Advanced Diploma in
TOURISM & MARKETING MANAGEMENT

Fee enclosed: HK\$ 7,700 Cheque / draft No.:

PROPOSED TERM OF STUDY

Advanced Diploma in Tourism and Marketing Management (MS 61-405-00)

October Term March Term July Term

(Please choose any one elective 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)	<input type="text"/>	Name in English (Surname first)	<input type="text"/>
Title * Mr. / Mrs. / Ms. / Miss.			
Date of Birth	<input type="text"/>	HKID Card / Passport No.	<input type="text"/>
Nationality	<input type="text"/>	Permanent HK Resident <input type="checkbox"/> Yes <input type="checkbox"/> No (if No, please see Notes to Non-local Applicants)	
Correspondence Address	<input type="text"/>		
Home Telephone	<input type="text"/>	Mobile Phone	<input type="text"/>
		Office Telephone	<input type="text"/>
E-mail Address	<input type="text"/>		* 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.

└ ┌

GENERAL INFORMATION

(1) Classes are normally held on weekday evenings or weekends (daytime or evenings), although classes may also be held on public holidays and Sundays.

(2) Typhoon and Black Rainstorm

For classes & examinations that have not yet started:

If Typhoon Signal No 8 or Black Rainstorm Warning is in force after the following times, classes will be cancelled as indicated:

6:00am	Morning classes/examinations that start before 2:00pm
11:00am	Afternoon classes/examinations that start between 2:00pm & 6:00pm
3:00pm	Evening classes/examinations starting from 6:00pm

For classes & examinations that have already started:

When Typhoon Signal No 8 or above is hoisted, all classes should be immediately suspended but all examinations should continue 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, all classes and examinations should continue but all outdoor activities should be suspended.

(3) Unless a course is over-subscribed or cancelled, the following fees are not refundable: course fees and repeating course fees.

(4) Fees and places allocated on courses are not transferable. Fees quoted in this brochure apply only to the intakes of studies specified within the brochure and may be subject to revisions even after admission onto this programme.

(5) The School reserves the right to change the time and place of course meetings and to change the course teacher should this be necessary.

(6) The School may exclude a student from class if his/her behaviour disturbs the class or if he/she 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.

(7) Every care has been taken to ensure that the information contained in this booklet is accurate at the time of printing, but the course content is subject to continuing development and changed circumstances may necessitate cancellation of courses or alteration to the programme content. HKU SPACE reserves the right to make changes at any time, before or after a student's admission. As much notice as possible will be given of any such changes, but neither School can accept any liability arising out of or in connection with them.

(8) Late applications will be considered at the discretion of the School.

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 classroom.

The whole of this form together with the application fee and documents should be addressed to "Advanced Diploma in Tourism and Marketing Management Programme, College of Business and Finance, HKU SPACE, 34/F, United Centre, 95 Queensway, Hong Kong"

Bank drafts and crossed cheques should be made payable to "HKU SPACE".