

旅遊業創意宣傳工作坊系列： 寫咗佢，廣告文案要點做？

課程編號：HTMG9051

☎ 2867 8329

✉ parttimehtm@hkuspace.hku.hk



此課程教授如何撰寫一則流暢而引人關注的旅遊產品廣告內容，如何運用「廣告字眼」令人留下深刻印象！

💰 HK\$600

校友優惠：HK\$500 (優惠不適用於網上報名，須親臨各教學中心報名)

🕒 3小時

旅遊業創意宣傳工作坊系列： 諗好佢，市場傳播策略要點做？

課程編號：HTMG9049

☎ 2867 8329

✉ parttimehtm@hkuspace.hku.hk



此課程教授學生以創新的意念及完善的宣傳策略去推銷旅遊產品。

💰 HK\$600

校友優惠：HK\$500 (優惠不適用於網上報名，須親臨各教學中心報名)

🕒 3小時

旅遊業創意宣傳工作坊系列： 揚開佢，媒體策略要點做？

課程編號：HTMG9050

☎ 2867 8329

✉ parttimehtm@hkuspace.hku.hk



此課程教授學生認識本地媒體及 Social Media 平台的優劣、覆蓋面及媒體的觀眾群習性等，然後決定如何宣傳旅遊產品及制定綜合媒體的基本應用和策略。

💰 HK\$600

校友優惠：HK\$500 (優惠不適用於網上報名，須親臨各教學中心報名)

🕒 3小時

Risk and Crisis Management Workshop for Tourism, Hospitality and Events Professionals

Programme Code: HTMG9001

☎ 2867 8329

✉ kk2.ho@hkuspace.hku.hk



The tourism, hospitality and events industries are rapidly developing and making a significant economic contribution to the community. Customers' safety and security is of paramount importance and critical to the overall branding, credibility and sustainability of the business operations. The concept of 'risk and crisis management' is therefore an increasingly important topic for all service operators and managers to acquire and practise in today's world.

💰 HK\$2,800

🕒 1 day

Professional Butler & Luxury Lifestyle

專業管家及奢侈品服務

Certificate for Module (Butler Service)

Programme Code: HT002A

☎ 2867 8483 / 2867 8408

✉ cert.pjhs@hkuspace.hku.hk



Butler service skill is the core knowledge and skillsets that should be acquired by attendants who are now serving or aspired to serve in private jets, serviced apartments, luxury hotels and super yachts. The needs of manpower with such expertise and skillsets are well expressed among many luxury hospitality service providers in Hong Kong and in the region. Students graduating from this programme will pursue a career in the luxury service sector.

R Applicants shall:

- Have gained in the HKDSE Examination Level 2 or above in 4 subjects including English Language; OR
- Have gained in the HKCEE Level 2 / Grade E or above in 4 subjects including English Language; OR
- Be aged at least 21 or above with three years of relevant work experience.

Applicants with other qualifications and relevant work experience will be considered on individual merits.

💰 HK\$15,000 per programme

🕒 4 weeks to 6 weeks

🗣 English, supplemented with Cantonese

📄 Level 3 (Reg. No.: 19/000470/L3) Validity Period: 01 May 2019 - on-going

Certificate for Module (Guest Relationship Management)

Programme Code: HT022A

Application Code: 2035-HT022A

☎ 2867 8320

✉ parttimehtm@hkuspace.hku.hk

This programme aims to equip the hospitality, tourism and event practitioners with the professional and excellent customer services skills to manage this service-driven industry. It covers various customer services skills and etiquettes, professional standards in customer service and how to apply these customer services skills and handle sensitive data in the workplace. Upon the completion of the programme, students will learn the emergent ideas of butler service in the luxury hospitality and tourism sectors. Students will also be able to understand the good practices and tools in the hospitality and tourism industries via case studies which they can apply at the workplace.

R 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.

Applicants with other qualifications will be considered on individual merit.

💰 HK\$5,200 per programme

Application Fee: HK\$150

🕒 33 hours

🗣 English

📄 Level 4 (Reg. No.: 21/001074/L4) Validity Period: 01 Oct 2021 - on-going

NCR1

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

NCR2

These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，這些課程屬獲豁免課程。It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

NCR3

The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

Professional Butler & Luxury Lifestyle

專業管家及奢侈品服務

Introductory Wines and Spirits Tasting and Servicing

Programme Code: HTMG9048

S

☎ 2867 8483

✉ cert.pjsh@hkuspace.hku.hk



The demand of luxury hospitality services is emergent and is particularly high in Hong Kong and/or some Asian cities/countries such as China, Macau, and Singapore. The in-depth understanding of wine and spirits are essential to deliver the professional and premium services and standards no matter in high-end luxury services / hospitality or business aviation sectors. The experiences of dining with wine and spirits appreciating are the core components to deliver premium flight service and/or luxury hospitality experience by attendants who are now serving or aspired to serve in private jets, serviced apartments, luxury hotels and super yachts.

💰 HK\$2,900 per programme

D 12 hours

識飲。體驗。Fine Dining!

課程編號：HTMG9045

S

☎ 2520 4607

✉ lifestyle@hkuspace.hku.hk



Fine Dining 不只象徵美食，它還包羅萬象：頂級食材、精湛廚藝、專業體貼的款待服務、舒適自在的用餐環境、別具一格的用餐體驗、如藝術般精緻的餐具等。

識飲。體驗。FINE DINING! 有助職場達人發掘新的興趣及嗜好、擴闊視野，以及豐富個人的生活品味。

💰 每課程 HK\$2,900 (包括材料及 Fine Dining 體驗費用)

校友優惠 / 團體優惠：每課程 HK\$2,800

D 15小時

餐桌禮儀 - Easy!

課程編號：BEWS4054

S

☎ 2520 4607

✉ wine@hkuspace.hku.hk



此課程介紹同學在日常生活甚至將來在職場上所應用的餐桌禮儀。

This course aims to introduce basic knowledge and rules of etiquette at a formal dining table.

💰 每課程 HK\$1,300 (包括到餐廳體驗費用)

D 6小時

Wine, Spirits, Sake & Coffee

葡萄酒、烈酒、清酒及咖啡

Certificate for Module (Advanced Study in Wines)

Programme Code: HT007A

☎ 2520 4607

✉ wine@hkuspace.hku.hk



This programme is designed to provide a thorough understanding of the factors that account for the style, quality and price of the principal still, sparkling and fortified wines of the world.

💰 HK\$11,400 per programme inclusive of:

- 1.) Student study pack for WSET Level 3 Award in Wines in English
- 2.) at least 75 Wines for tasting
- 3.) Test Fee for WSET Level 3 Award in Wines qualification
- 4.) WSET certificates & pins

D 36 hours

Q Level 3 (Reg. No.: 20/000090/L3) Validity Period: 01 Mar 2020 - on-going

Certificate for Module (Intermediate Study in Wines)

Programme Code: HT006A

☎ 2520 4607

✉ wine@hkuspace.hku.hk



This programme is intended for people who have little or no prior knowledge of wines. It is suitable to those wine enthusiasts so that they can deepen and broaden their wine knowledge for social and leisure purpose; and those who wish to work with wines as part of a larger beverage portfolio in the retail, wholesale and hospitality sectors.

💰 HK\$11,400 per programme inclusive of:

- 1.) Study Guide for WSET Level 1 Award in Wines in English
- 2.) Student study pack for WSET Level 2 Award in Wines in English
- 3.) about 58 Wines for tasting
- 4.) Test Fee for WSET Level 1 Award in Wines qualification
- 5.) Test Fee for WSET Level 2 Award in Wines qualification
- 6.) WSET certificates & pins

D 30 hours

Q Level 3 (Reg. No.: 20/000089/L3) Validity Period: 01 Mar 2020 - on-going

See legend on page 026 圖像說明於第026頁

R Minimum Entry Requirements 基本入學要求 (P.015)

💰 Fee 學費

D Duration 修業期

🗣 Medium of Instruction 教學語言

Q Qualifications Framework 資歷架構

E Exemption 豁免

S Short Course 短期課程

For more and latest programme information, please visit our website
有關最新課程資訊及詳情，請瀏覽學院網站 hkuspace.hku.hk