

旅遊業創意宣傳工作坊系列： 揚開佢，媒體策略要點做？

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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 (舊生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

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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

Certificate for Module (Butler Service)

Programme Code: HT002A

☎ 2867 8483 / 2867 8408

✉ cert.pjshm@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.

💰 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

☎ 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.

💰 HK\$5,200 per programme
Application Fee: HK\$150

🕒 33 hours

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

Introductory Wines and Spirits Tasting and Servicing

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Programme Code: HTMG9048

☎ 2867 8483

✉ cert.pjshm@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 inflight 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

🕒 12 hours

識歎。體驗。Fine Dining!

課程編號：HTMG9045

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☎ 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。

識歎。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。

💰 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

🕒 15小時

餐桌禮儀 - Easy!

課程編號：BEWS4054

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☎ 2867 8479

✉ foodandbeverage@hkuspace.hku.hk



餐桌禮儀乃終生受用的通識教育，除了介紹基本禮儀知識和俗例外，同學也會學習如何佈置餐桌、安排入座、閱讀菜單、使用餐具、品嚐餐酒等的禮儀。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。

💰 HK\$1,700 (包括到餐廳體驗費用)

🕒 6小時

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。