

### Pathways in Hospitality, Tourism & Events



**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。

**NCR2** 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。

**NCR3** 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。

**NCR4** 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。

**NCR5** 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。

**NCR6** 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。

# Hospitality & Tourism Management

## 酒店及旅遊業管理

### Master of Science Tourism and Hospitality Management

Programme Code: HT009A

University of Plymouth, UK  
Application Code: 2380-HT009A



2867 8329

partimehtm@hkuspace.hku.hk

The Master of Science Tourism and Hospitality Management (Part-time) is offered by HKU SPACE in collaboration with the University of Plymouth and this degree programme carries the same academic status and recognition as that offered to Plymouth's on-campus graduates.

**S** HK\$118,000 to be paid in 3 semesters  
Alumni Fees: HK\$106,200 to be paid in 3 semesters  
Application Fee: HK\$150

**D** 18 months

### Bachelor of Science (Honours) International Hospitality Management

Programme Code: MS052C

University of Plymouth, UK  
Application Code: 2445-MS052C



2867 8329

partimehtm@hkuspace.hku.hk

The Bachelor of Science (Honours) International Hospitality Management (Part-time) is offered by HKU SPACE in collaboration with the University of Plymouth School of Business. It is an 21-month part-time offshore degree programme which carries the same academic status and recognition as that offered to Plymouth's on-campus graduates.

**R** Applicants shall:

1. hold a Higher Diploma/Associate Degree in Tourism and Events Management / Tourism and Hospitality Management / Hotel Management awarded within the HKU system through HKU SPACE, or other equivalent qualifications granted by a recognised institution; OR
2. (i) hold an Advanced Diploma in Hospitality Management / Tourism and Travel Experience Management/ Live Entertainment, Festival and Event Management / M.I.C.E. and Event Management awarded within the HKU system through HKU SPACE, or other equivalent qualifications granted by a recognised institution; AND
- (ii) have 2 years of relevant work experience; OR
3. hold an Advanced Diploma with 2 years of relevant work experience / Associate Degree / Higher Diploma in other related disciplines such as Business, Marketing, Management, Leisure, and Recreation Studies granted by a recognised institution; OR
4. have a degree of other disciplines granted by a recognised institution.

Applicants from (3) and (4) may be required to take and pass additional module(s), based on individual merit, before the start of the programme.

If the above academic qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency such as :  
(a) an overall band of 6.0 or above in the IELTS (with minimum component scores of 5.5 in all four components: listening, reading, speaking and writing); OR  
(b) an overall score of 76 or above in the TOEFL iBT (with minimum component scores of listening 17, reading 18, speaking 20, writing 18).

Mature students (according to University of Plymouth regulation) and applicants with other equivalent qualifications will be considered on a case-by-case basis.

**S** HK\$110,250 (paid in 4 terms)  
Application Fee: HK\$150

**D** 21 months

English

### Bachelor of Science (Honours) International Tourism Management

Programme Code: MS051C

University of Plymouth, UK  
Application Code: 2380-MS051C



2867 8329

partimehtm@hkuspace.hku.hk

The Bachelor of Science (Honours) International Tourism Management (Part-time) is offered by HKU SPACE in collaboration with the University of Plymouth School of Tourism and Hospitality which is part of the University of Plymouth Faculty of Business. It is an 21-month part-time offshore degree programme which carries the same academic status and recognition as that offered to Plymouth's on-campus graduates.

**S** HK\$110,250 (paid in 4 terms)  
Application Fee: HK\$150

**D** 21 months

English

**Q** Level 5 (Reg. No.: 23/000389/L5) Validity Period: 01 Sep 2023 - 31 Aug 2028

See legend on page 033 圖像說明於第033頁

**R** Minimum Entry Requirements 基本入學要求(P.017)

**S** Fee 學費

**D** Duration 修業期

**E** Medium of Instruction 教學語言

**Q** Qualifications Framework 資歷架構

**E** Exemption 豁免

### Bachelor of Science (Honours) International Tourism Management (Cruise)

Programme Code: MS108C

University of Plymouth, UK  
Application Code: 2380-MS108C



2867 8329

partimehtm@hkuspace.hku.hk

The Bachelor of Science (Honours) International Tourism Management (Cruise) (Part-time) is offered by HKU SPACE in collaboration with the University of Plymouth School of Tourism and Hospitality which is part of the University of Plymouth Faculty of Business. It is an 21-month part-time offshore degree programme which carries the same academic status and recognition as that offered to Plymouth's on-campus graduates.

**S** HK\$110,250 (paid in 4 terms)  
Application Fee: HK\$150

**D** 21 months

English

**Q** Level: 5 (Reg. No.: 23/000391/L5) Validity Period: 01 Sep 2023 - 31 Aug 2028

### Advanced Diploma in Hospitality Management

Programme Code: MS059A

2867 8320 / 2867 8329

partimehtm@hkuspace.hku.hk



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

**S** HK\$4,900 per module

Application Fee: HK\$150

**D** 22 months

English

**Q** Level 4 (Reg. No.: 07/001736/4) Validity Period: 05 May 2008 - on-going

### Advanced Diploma in Tourism and Travel Experience Management

Programme Code: MS049C

2867 8320 / 2867 8329

partimehtm@hkuspace.hku.hk



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

**S** HK\$4,900 per module

Application Fee: HK\$150

**D** 22 months

English

**Q** Level 4 (Reg. No.: 21/000089/L4) Validity Period: 01 Mar 2021 - on-going

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](http://hkuspace.hku.hk)

### Certificate for Module (Food and Beverage Administration)

Programme Code: HT023A

2867 8320

parttimehtrm@hkuspace.hku.hk



This programme aims to equip hospitality leaders with a solid knowledge of the management in food and beverages administration and other related products in hotel banqueting and catering in the workplace. It covers basic knowledge of bar management in operations and the advantages and disadvantages of franchise business. Upon the completion of the programme, students will be able to handle different customer service scenarios, draft training plan in restaurant operations and the planning of staff development in food and beverage. This programme develops students' managerial skills needed in both food and beverage as well as hospitality industries for applying in their workplace or further study.

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

**D** 39 hours

English

**Q** Level 4 (Reg. No.: 21/001073/L4) Validity Period: 01 Oct 2021 - on-going

### Certificate for Module (Hospitality, Tourism and Events in the Digital Age)

Programme Code: HT018A

2867 8320

parttimehtrm@hkuspace.hku.hk



This programme aims to introduce to students an overview of digital technology applications in hospitality, tourism and event industries, including the digital technologies (e.g. 'Internet of Things' (IoT), e-booking and e-purchasing) and digital tools (e.g. FaceBook page, YouTube, Twitter and MakeMyTrip.com). It covers how these applications influence the management of international hospitality, tourism and event businesses as well as the characteristics of digital consumers' decision making. Upon the completion of the programme, students will learn the contemporary trends in on-line payment, web-marketing, and the importance of web presence for international hospitality, tourism and event businesses. Case studies will be shared to enhance students' understanding of the good practices / applications in the real-world setting, including the sectors of destination, hotel, restaurant, tourism attraction, airline...etc.

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

**D** 33 hours

**Q** Level 4 (Reg. No.: 21/001075/L4) Validity Period: 01 Oct 2021 - on-going

### Certificate for Module (Hotel and Resort Management)

Programme Code: HT017A

2867 8320

parttimehtrm@hkuspace.hku.hk



This programme aims to equip business leaders in both resort and hotel organisations with comprehensive knowledge of the planning, operation as well as management principles for hotels and resorts. It also covers branding and marketing, finance and revenue, service management, customer relationship management and information technology issues. Upon completion of the programme, students will be able to distinguish the management of back of the house and heart of house and describe the differences of various departments in resort and hotel organisations. With the trend of integrating hotel and resort, there is a demand for students equipped with understanding on how to organise a successful business for a resort and its unique characteristics.

**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

**D** 39 hours

English

**Q** Level 4 (Reg. No.: 21/001076/L4) Validity Period: 01 Oct 2021 - on-going

### Certificate for Module (Hotel Revenue Management Analytics)

Programme Code: HT014A

Application Code: 2145-HT014A



2867 8408

parttimehtrm@hkuspace.hku.hk

2867 8408

htm.hrma@hkuspace.hku.hk

Hotel revenue management analytics is cross-functional and cross-disciplinary. Revenue management is key to hotel business because hotel room has fixed capacity, perishable inventory, and time-variable demand. The team of reservation and front desk departments in hotels needs to learn the principles of revenue management regarding how to apply pricing and length-of-stay tools, manage overbooking, forecast demand, and measure the revenue management performance. Successful revenue management strategies hinge on the ability to forecast demand and to control room availability and length of stay. This practical knowledge also needs to disseminate and communicate to those working in other hotel departments, so that they can collaborate together towards the overall pricing strategies to maximize profitability.

**R** Applicants shall:

- (i) hold a relevant bachelor's degree awarded by a recognized university or equivalent; or
- (ii) hold a relevant Associate Degree / Higher Diploma or equivalent, and have at least 2 years of related work experience.

Applicants with other qualifications will be considered on individual merit.

**\$** HK\$9,000 per programme

**D** 10 weeks

English

**Q** Level 5 (Reg. No.: 21/000914/L5) Validity Period: 01 Sep 2021 - on-going

### Certificate for Module (Introduction to Tourism and Hospitality)

Programme Code: HT024A

2867 8320

parttimehtrm@hkuspace.hku.hk



This programme aims to provide students with the basic concepts and knowledge in tourism and hospitality. It covers a wide range of industrial knowledge, including vast majority of business organisations, structures in travel and tourism industries as well as different career pathways in airlines, theme parks, travel agencies, hotels, restaurants, and cruise industry. Upon completion of the programme, students will be able to identify and examine travellers' purposes of visiting a destination and travellers' motivations by understanding the industrial trends, statistics, contributing factors and stages in the historical development of tourism. The new travelling modes and experiences in 21st Century as well as the professional ethic consideration will also be discussed via various real-world case studies.

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

**D** 39 hours

English

**Q** Level 4 (Reg. No.: 21/001077/L4) Validity Period: 01 Oct 2021 - on-going

**NCR1**

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**NCR2**

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**NCR3**

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The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 程課程主辦人正根據《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。

# Hospitality & Tourism Management

## 酒店及旅遊業管理

### Certificate for Module (Marketing for the Hospitality, Tourism and Event Industry)

Programme Code: HT019A

2867 8320

parttimehtrm@hkuspace.hku.hk



This programme aims to equip the hospitality, tourism and event practitioners with the concepts of marketing. It covers products, pricing, internal marketing strategy (people) and customer satisfaction, promotion, digital marketing strategy, and distribution channels in the tourism, hospitality and event industries. The programme also aims to give students an opportunity to extend their understanding of marketing in the hospitality, tourism and event contexts. It offers a wide range of academic knowledge, including how to examine the marketing environment and its likely impacts, how to access the market segmentation, targeting and positioning strategies in use for the hospitality, tourism and event industries specifically. Upon completion of the programme, students will be able to prepare a marketing plan for the hospitality, tourism and event organisations.

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

39 hours

English

Level 4 (Reg. No.: 21/001078/L4) Validity Period: 01 Oct 2021 - on-going

### Certificate for Module (Guest Relationship Management)

Programme Code: HT022A

2867 8320

parttimehtrm@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

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

33 hours

### 證書 (單元 : 領隊試前訓練)

Programme Code: HT037A

2867 8479

tourism@hkuspace.hku.hk



本課程主要為裝備學員掌握領隊工作的角色及職責，運用基本知識和技巧處理外遊旅行團的運作、顧客服務及保障、風險及突發事宜，確保畢業學員執行領隊職務時符合法例、達到業界規範及符合《旅遊業條例》裡領隊的發牌準則中有關修畢試前訓練課程的要求。

**R** 申請人必須：  
(甲) i) 持有永久性居民身分證；或  
ii) 永久性居民身分證以外的身分證，且不受任何禁止申請人擔任導遊的逗留條件所規限；  
及  
(乙) i) 修畢香港中學會考課程的中五年級學歷，或香港高中課程的高中三年級學歷（或同等學歷）；  
\*報名時請提供身份證副本及學歷證書副本，已提交的文件將不獲發還

HK\$4,000

30 小時

粵語

資歷架構級別 : 3 資歷名冊登記號碼 : 24/000252/L3  
資歷名冊登記有效期 : 2024 年 2 月 1 日 - 持續有效

### 導遊試前訓練證書

課程編號 : HT038A



報名代碼 : 2265-HT038A

2867 8479 / 2520 4607

tourism@hkuspace.hku.hk

本課程旨在使學員掌握導遊工作的角色及職責，運用基本知識和技巧處理入境旅行團的運作、顧客服務、風險及突發事件。課程亦裝備學員在向旅客講解景點時展示有效的演說技巧，以確保畢業學員已裝備充足相關知識及技巧，並於執行導遊職務時符合法例及達到行為規範要求。

**R** 申請人必須：

(甲) i) 持有永久性居民身分證；或  
ii) 永久性居民身分證以外的身分證，且不受任何禁止申請人擔任導遊的逗留條件所規限；  
及

(乙) i) 修畢香港中學會考課程的中五年級學歷，或香港高中課程的高中三年級學歷（或同等學歷）；

\*報名時請提供身份證副本及學歷證書副本，已提交的文件將不獲發還

HK\$11,000

報名費用 : HK\$150

145 小時

粵語

資歷架構級別 : 3 資歷名冊登記號碼 : 24/000252/L3  
資歷名冊登記有效期 : 2024 年 2 月 1 日 - 持續有效

### Certificate for Module (Pre-Examination Training for Tour Escorts)

Programme Code: HT044A



2867 8479

tourism@hkuspace.hku.hk

The programme aims to equip students with knowledge and skills needed to pass the licensing examination of tour escorts and meet the requirements for applying for a tour escort license issued by the Travel Industry Authority (TIA). The programme also enables students to identify the role and responsibilities of tour escorts and to apply basic knowledge and skills to manage outbound tour groups, provide customer service, minimise potential risks, handle crises and meet legal requirements and service standards.

HK\$4,800

30 hours

Level 3 (Reg. No.: 24/000252/L3) Validity Period: 01 Feb 2024 - on-going

### Certificate in Pre-Examination Training for Tourist Guides

Programme Code: HT045A



2867 8479

tourism@hkuspace.hku.hk

This programme aims to enable students to identify the role and responsibilities of tourist guides and apply basic knowledge and skills to manage inbound tour groups, provide customer service, minimise potential risks, and handle crises. The programme also equips students with effective presentation skills for introducing attractions to tourists as well as the necessary knowledge of legal requirements and service standards. Upon completion, students should be capable of passing the licensing examination for tourist guides and meeting the requirements for applying for a tourist guide license issued by the Travel Industry Authority.

Application Fee: HK\$150

145 hours

Level 3 (Reg. No.: 24/000253/L3) Validity Period: 01 Feb 2024 - on-going

### 證書 (單元 : 餐飲業領導及營運管理)

課程編號 : HT041A

📞 2867 8324

✉️ foodandbeverage@hkuspace.hku.hk



本課程旨在教授學員成為餐飲業界營運管理人材，從而培訓同事有效地執行營運服務，學習所需的管理知識及技巧。

🕒 65 小時

📍 資歷架構級別 : 3 資歷名冊登記號碼 : 24/000702/L3

資歷名冊登記有效期 : 2024 年 8 月 1 日 - 持續有效

### High Horology Expert Certification Programme

Programme Code: MKTG9231



📞 2867 8313 / 2867 8315

✉️ lifestyle@hkuspace.hku.hk



The High Horology Expert Certification Programme is the third level certification offered by FHH.

📍 Minimum entry requirement:  
Be at least 18 years of age.

💰 HK\$13,200

🕒 2 months

🌐 Cantonese, suppl with teaching materials in Eng

### Certificate for Module (High Horology)

Programme Code: MK076A



The programme is designed for enthusiastic beginners who are interested to discover and learn about the fine watchmaking industry. It requires no specific background knowledge of the industry. Students will be introduced to the fine watchmaking industry, the stories behind fine watches along with the technical particularities and craftsmanship skills surrounding their creation.

💰 HK\$9,800

🕒 30 hours

🌐 Cantonese, suppl with teaching materials in Eng

📍 Level 3 (Reg. No.: 21/000097/L3) Validity Period: 01 Feb 2021 - on-going

### All you need to know about Middle Eastern culture !

Programme Code: HTMG9078



📞 2867 8479

✉️ tourism@hkuspace.hku.hk

This programme aims to equip students with a comprehensive understanding of Middle Eastern cultures, traditions, and social norms to foster respectful and effective interactions. It also enhances students' communication skills by learning key phases and etiquette in Arabic, as well as non-verbal communication cues. In addition, it will also teach students regarding Muslim faith practices impacting travel experiences, particularly on halal food service, prayer facilities, water friendly washrooms and Ramadan friendly facilities/services.

💰 HK\$800

🕒 6 hours

🌐 English

### Luxury Watch, Jewelry & Accessories 豪華鐘錶、珠寶及飾物

#### 高級製錶工作坊

Programme Code: MKTG9232



📞 2867 8313 / 2867 8315

✉️ lifestyle@hkuspace.hku.hk



工作坊時長 4 小時，將以粵語或英語進行。工作坊沒有評估作業。

📍 參加者必須至少年滿 18 歲。

💰 HK\$3,100

🕒 4 小時

#### High Horology Specialist Certification Programme

Programme Code: MKTG9202



📞 2867 8313

✉️ lifestyle@hkuspace.hku.hk



The High Horology Specialist Certification Programme is the second level certification offered by FHH.

💰 HK\$8,900

🕒 1 month

#### Certificate for Module (Diamond Grading)

Programme Code: MK081A



📞 2867 8313

✉️ cmmarketing@hkuspace.hku.hk



The programme is designed for diamond traders, diamond experts, appraisers and graders, jewellers and designers, diamond and jewellery lovers, sales managers, and buyers. Students will study the 4C's: Carat, Colour, Clarity and Cut, and determine the quality and value of a stone. Students will also learn identification methods to detect the most common stimulants, and be able to operate the professional microscope and other gemological equipment appropriately.

💰 HK\$28,000

🕒 58 hours

📍 Level 3 (Reg. No.: 21/001152/L3) Validity Period: 01 Oct 2021 - on-going

#### NCR1

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#### NCR2

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#### NCR3

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The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 程課主辦人正根據《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。