

Higher Diploma in
Tourism and Hospitality Management

旅遊及酒店管理高級文憑

Higher Diploma in
Tourism and Events Management

旅遊、會展及節目管理高級文憑

Higher Diploma in
Hotel Management

酒店管理高級文憑



2011-12

Higher Diploma in Tourism and Hospitality Management

旅遊及酒店管理高級文憑

Programme Code | **HP 83-806** | Year 1



With the recovery of world economy, qualified personnel with professional knowledge and skills become highly demanded again in the Hong Kong tourism and hospitality industry. Benefited from the vigorous economic power of Mainland China, Hong Kong remains a dynamic destination for leisure tourists and business travelers alike. In the years ahead, there will be abundant career opportunities for individuals who possess the required knowledge, skills, and in particular, the talent and passion for working in the tourism and hospitality industry. If the graduates are prepared to take up such a challenging and rewarding career, this programme will help them reach their goals. At the end of this 2-year training, graduates are expected to further their studies for a higher qualification, or join the tourism and hospitality management workforce either locally or overseas.

Programme Aims and Features

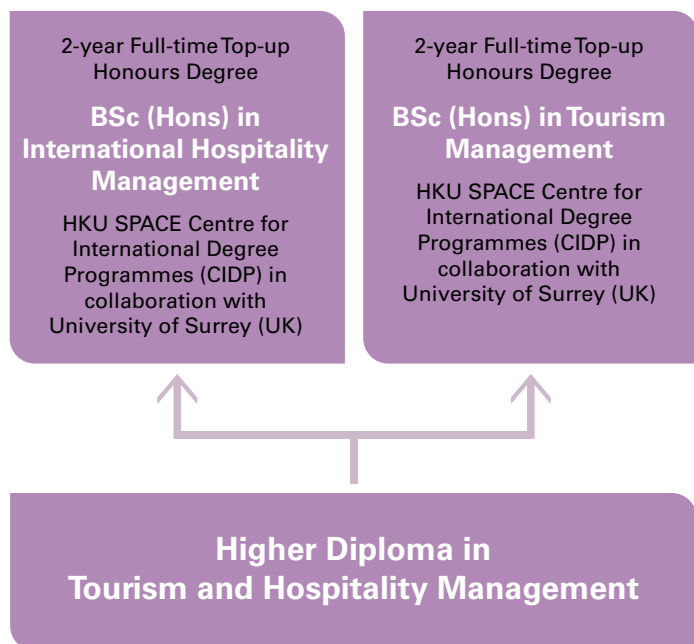
This 2-year full-time programme is designed to provide a tailored curriculum covering specific features of the tourism and hospitality management industries with a special focus on Hong Kong, at a level commensurate with junior management. The multi-disciplinary curriculum encourages the acquisition of basic life and employment skills and prepares students for a rewarding career. Graduates are expected to join the tourism and hospitality management workforce either locally or overseas; alternatively, our graduates may choose to further their studies in a related field and achieve a higher qualification.

Job Placement

All students will undergo a practical job placement of 6 months after the first year of study. All students in good standing will also be given ample opportunities to work in deluxe hotels, travel agencies, theme parks, service-related firms, and government tourism administration. Since this programme was launched in 2005, students successfully completed training in around 40 deluxe hotels in Hong Kong including Peninsula, Grand Hyatt, Four Seasons, Ritz-Carlton, InterContinental, Landmark Mandarin Oriental, JW Marriott, Sheraton, Shangri-la, Nikko, and Renaissance, etc.

Opportunities for Further Studies

Besides preparing students for job training to enrich their exposure to the tourism and hospitality management industry, the College has been proactive in establishing what we call a "Through-Train" for its graduates, i.e. an articulation pathway with overseas universities. Graduates can pursue a bachelor's degree with Honours in International Hospitality Management or a bachelor's degree with Honours in Tourism Management offered by the University of Surrey, UK.



Professional Recognition

HKU SPACE was approved as a delegated authority for Senior Awards of the City & Guilds, the leading global vocational awarding body that has provided internationally recognised qualifications since 1878. Graduates can apply for the Senior Awards with their academic and placement records through HKU SPACE to gain professional recognition.

Career Prospects

After graduation, students will be able to explore career opportunities in Hong Kong, the China Mainland, and overseas in a number of areas such as hotels, airlines, travel agencies, theme parks, service-related firms, industry associations, or government tourism organisations. Some of our graduates are working in deluxe hotels, including Peninsula, Grand Hyatt, Four Seasons, InterContinental Grand Stanford, Mandarin Oriental and Sheraton as well as airlines such as Dragonair and Virgin Atlantic.

Programme Structure

Higher Diploma Year 1

- General English III
- English for Academic and Professional Purposes Part I
- Introduction to Multimedia
- Intra- and Interpersonal Competencies
- Principles of Tourism
- Introduction to the Hospitality Industry
- Marketing for Hospitality and Tourism
- Service Management in the Hospitality Industry
- Front Office Management
- Housekeeping Operation
- Introduction to Food and Beverage Management
- Introduction to Catering Management

Higher Diploma Year 2

- English for Academic and Professional Purposes Part II
- Business Communication in English
- Practical Chinese
- Putonghua
- Accounting in Service Industries
- Human Resources Management in the Hotel Industry
- Consumer Behavior in the Tourism Industry
- Special Issues in Sustainable Tourism and Ethics
- Placement

Higher Diploma in Tourism and Events Management

旅遊、會展及節目管理高級文憑

Programme Code | HP 83-807 Year 1



Tourism is one of the prosperous industries contributing to the reputation of Hong Kong as “Asia’s World City”. As Hong Kong now hosts many internationally recognised events related to sports, arts, festivals, entertainments, conventions and exhibitions, the event industry is considered an exciting growth market. This programme is designed to meet the increasing demand for trained personnel in tourism and events management.

Programme Aims and Features

This programme aims to equip students with specialised knowledge and skills in organising events in the tourism industry. After graduation, students will have exciting tourism and events career opportunities both locally and overseas. Programme features include in-class experiential learning, professional talks, and field trips in such areas as mega events, special events, conferences and exhibitions.



Job Placement

Practical job placement of 160 hours is an essential part of this 2-year programme. Students will be given ample opportunities to work in various events organisations in the tourism industry, including the East Asian Games 2009, International Chinese New Year Parade, Hong Kong Rugby Sevens, Hong Kong Brands and Products Expo, WWF Walk for Nature, UNICEF Charity Run, Hong Kong International Film Festival and Hong Kong Arts Festival, as well as Ocean Park, Hong Thai, EGL Tours, Travel Expert and Jetour Holiday.

Opportunities for Further Studies

Besides preparing students for job training as an effective channel to enrich their exposure to the tourism and events management industry, the College has been proactively establishing for its graduates what we call a “Through-Train”, an articulation pathway with overseas universities. Graduates can pursue a bachelor’s degree with Honours in Tourism Management offered by the University of Surrey, UK.

2-year Full-time Top-up Honours Degree

BSc (Hons) in Tourism Management

HKU SPACE Centre for International Degree Programmes (CIDP)
in collaboration with University of Surrey (UK)



Higher Diploma in Tourism and Events Management

Career Prospects

Upon graduation, students will be offered attractive career opportunities in many areas such as convention and exhibition centres, events planning and organising companies, airlines, theme parks, and public and private organisations to pursue their dream career. In fact, there are many career opportunities that are available locally, overseas, and in Mainland China. Some of our graduates are working in Hong Kong Disneyland, Cathay Pacific Airways, the Hong Kong Tourism Board, and other various events companies.

Programme Structure

Higher Diploma Year 1

- General English III
- English for Academic and Professional Purposes Part I
- Putonghua
- Introduction to Multimedia
- Introduction to Tourism
- Tourism Marketing and Promotional Techniques
- Event Planning and Promotion
- Event Industry Operation
- Travel Trade and Transport
- Accounting in Service Industries
- Cross-cultural Issues in the Tourism Industry

Higher Diploma Year 2

- English for Academic and Professional Purposes Part II
- Business Communication in English
- Practical Chinese
- Intra- and Interpersonal Competencies
- Tourism Planning and Development
- Special Events Management
- Meetings, Incentive Travel, Conventions and Exhibitions Management I and II
- The Process of Staging and Presenting Public Events
- Service Management
- Destination Management

Higher Diploma in Hotel Management

酒店管理高級文憑

Programme Code | **HP 83-505** | Year 1



Hong Kong welcomed another record-high number of visitors in 2010 — more than 36 million people and with 21.8% increment when compared with 2009, maintaining the hotel room occupancy rate at a level over 87% as usual. With the strong economic power of Mainland China and the continuous support from the central government, it is estimated that the “Pearl of the Orient” will still remain a popular choice for people who plan to travel for either business or leisure purpose in the coming years. Consequently, the demand for qualified manpower remains strong in the local hotel industry. The Higher Diploma in Hotel Management programme is a multi-disciplinary study that prepares students for a rewarding career in the hotel industry. At the end of this programme, graduates are expected to progress to further studies, or join the hotel management workforce either locally or overseas.

Programme Aims and Features

This programme is a 2-year full-time programme that designed to provide a tailored curriculum covering specific features of the hotel industry with a special focus on Hong Kong, at a level commensurate with junior management. Moreover, this programme is equipped with a comprehensive training centre for hotel management, with facilities including mock-up guest room, reception counter, and catering facilities, allowing this programme to provide professional training to the students and better respond to the education needs of the industry.

Job Placement

This programme is a multi-disciplinary study that encourages the acquisition of basic life and employment skills that prepares students for a rewarding career. A practical job placement of 6 months is an essential part of this 2-year training programme in the hotel management areas. All students in good standing will be given ample opportunities to work in around 40 deluxe hotels in Hong Kong including Peninsula, Grand Hyatt, Four Seasons, Ritz-Carlton, InterContinental, Landmark Mandarin Oriental, JW Marriott, Sheraton, Shangri-la, Nikko, and Renaissance, etc.

Opportunities for Further Studies

Besides preparing students for job training as an effective channel to enrich their exposure to the hotel industry, the College has been proactively establishing for its graduates what we call a "Through-Train", an articulation pathway with overseas universities. Graduates can pursue a bachelor's degree with Honours in International Hospitality Management offered by the University of Surrey, UK.

2-year Full-time Top-up Honours Degree

BSc (Hons) International Hospitality Management

HKU SPACE Centre for International Degree Programmes (CIDP)
in collaboration with University of Surrey (UK)



Higher Diploma in Hotel Management

Professional Recognition

HKU SPACE was approved as a delegated authority for Senior Awards of the City & Guilds, the leading global vocational awarding body that has provided internationally recognised qualifications since 1878. Graduates can apply for the Senior Awards with their academic and placement records through HKU SPACE to gain professional recognition.

Career Prospects

The outlook of the hotel industry of Hong Kong remains positive in the coming years, necessitating huge demands for service personnel. There will be immense opportunities for graduates of this programme to develop their careers in the hotel industry in Hong Kong, Macau, Mainland China and overseas.

Programme Structure

Higher Diploma Year 1

- General English III
- English for Academic and Professional Purposes Part I
- Introduction to Multimedia
- Intra- and Interpersonal Competencies
- Introduction to Hotel Operations
- Principles of Tourism
- Marketing for the Hotel Industry
- Service Delivery in the Hotel Industry
- Front Office Management
- Housekeeping Operation
- Introduction to Food and Beverage Management
- Introduction to Catering Management

Higher Diploma Year 2

- English for Academic and Professional Purposes Part II
- Business Communication in English
- Practical Chinese
- Putonghua
- Accounting in the Hotel Industry
- Cross-cultural Issues in the Hotel Industry
- Organizational Behavior in the Hotel Industry
- Human Resources Management in the Hotel Industry
- Placement

Higher Diploma in Tourism and Hospitality Management

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Higher Diploma in Tourism and Events Management

旅遊、會展及節目管理高級文憑

Programme Code | HP 83-807 Year 1

Higher Diploma in Hotel Management

酒店管理高級文憑

Programme Code | HP 83-505 Year 1

Students' Sharing

學生分享



Kingsley Lui 呂鍵熙

2009–11
Higher Diploma in Hotel Management (HM)
2011
Advanced to Year 2,
BSc (Hons) in Hotel Management,
The Hong Kong Polytechnic University



Fiona Ng 吳嘉宜

2009–11
Higher Diploma in Tourism and Hospitality
Management (THM)
2011
Advanced to Year 2,
BSc (Hons) in Hotel Management,
The Hong Kong Polytechnic University

“Being a student of the Higher Diploma in Hotel Management programme, I am greatly impressed by the professional lecturers who have all equipped with interactive teaching methods. With rich industrial experience, they managed to apply theoretical contents into practical real life situations, and always provided us with the latest information about the changes and development in the industry. Courses were well-structured with a good combination of presentations, projects, assignments and examinations, which prepared us a strong foundation for becoming expert hoteliers in the future.

Apart from attending lectures, we are given the opportunity to utilise our knowledge and skills learnt through a 6-month practical job placement in various 5-star hotels. Working in the Ritz-Carlton, Hong Kong is certainly an invaluable experience to me to further advance my career in the near future.”

“My life in the THM programme was truly fruitful. It is not just a place to learn, but also an excellent platform to help prepare my future career path. During the past two years, I gained a great deal of skills and knowledge from the professional lecturers who are all experienced in the hotel industry. They were always willing to share, support and give advice to all the students, whether it is on academic or life event planning.

My job placement in The Peninsula Hong Kong as a secretary of Executive Chef in Chef's office and a coordinator in Food & Beverage office also meant so much to me as well. I have learnt a great deal in this legendary 5-star hotel including how to meet and exceed customers' expectations with a good customer service and professional manner.”





Lois Liu 廖嘉欣

2009–11
Higher Diploma in Hotel Management (HM)
2011
Advanced to Year 2,
BSc (Hons) in Hotel Management,
The Hong Kong Polytechnic University

“It is nothing exaggerating to say that the HM programme helps rebuild my confidence and light up my life.

I am glad to say that I have indeed made a wise choice. Not only does the College provide us with well-designed educational hardware like the mock-up hotel guest room, computer laboratories, but also we have a lot of experienced lecturers who make studying more interesting, facilitating our personal growth by sharing their rewarding experiences with us.

On top of this, an internship is a great opportunity for students eyeing on the service industry as it manages to put theories learnt in class into practice. In this regard, the HM programme has established a robust network with different well-known hotels like The Peninsula and Ritz-Carlton to serve this purpose. Therefore, I was exposed to many large scaled projects which further broaden my horizons and surely, it paved the way for my further study and career advancement.”



Carly Lo 魯靄寧

2009–11
Higher Diploma in Tourism and Events
Management (TEM)
2011
Advanced to Year 2,
BSc (Hons) in Convention and Event Management,
The Hong Kong Polytechnic University

“I do believe my decision to enroll the Higher Diploma Programme was a wise one. This programme has given me a practical and supportive environment to learn and explore my potential and interests. Apart from theoretical knowledge learnt from the text books, the College has provided many placement experiences and internship opportunities to us, for instance the HK Chinese New Year Parade, HK Rugby Seven, WWF, Hong Tai Travel, Ocean Park and so on. These are all extremely useful and pragmatic to our studies as well as the future careers.

Lecturers are caring, supportive and passionate. Not only they are patient to help students work through the assignments and projects, but also they are willing to share their valuable experience and advice with us on either the future studies or career planning. We learned how to solve problems independently and analytically; we have both faith and courage that will help us encounter adversities. All of these qualities have definitely become our life-long treasures.”



Karmen Tse 謝敏華

2009–11
Higher Diploma in Tourism and Events
Management (TEM)
2011
Three degree offers received, including:
• Year 2, BSc (Hons) in Tourism Management,
The Hong Kong Polytechnic University
• BA (Hons) in Integrated Strategic
Communication,
City University of Hong Kong
• BBA (Hons) in Marketing,
City University of Hong Kong

“Apart from studying the academic theories, the TEM programme also provided me with ample opportunities to gain real-life practice from various placements, such as Cathay Pacific International Chinese New Year Night Parade, and Cathay Pacific/Credit Suisse Hong Kong Sevens. These events not only helped broaden my horizon, but also allowed me to further develop my communication skills and my ability to handle odds and emergency. My interest towards the tourism and events industry grew when I undertook the summer internship at Hong Kong Youth Hostels Association.

I particularly appreciate all the lecturers who are well-equipped with professional knowledge and most importantly, they like to share their real-life experiences with us.”



Candy lu 姚見娣

2009–11
Higher Diploma in Hotel Management (HM)
2011
Advanced to Year 2,
BSc (Hons) in Hotel Management,
The Hong Kong Polytechnic University

“Lecturers are undoubtedly professionals. They were very dedicated to teaching and I had benefited a lot from them. Apart from the knowledge gained from textbooks and lectures, I enjoyed various training in the hotel operation laboratory too. I had the opportunity to acquire practical work experience through a summer placement in a luxury 5-star hotel — Ritz-Carlton, Hong Kong. It was absolutely a valuable experience for my future career development in the hotel industry. The Higher Diploma in Hotel Management programme is well-recognised by the local universities and I have already successfully articulated to a bachelor’s degree programme at one of the local universities.

With the valuable knowledge acquired from the HM programme, I am proud to have the chance to further pursue my studies in the university. Thanks to all the lecturers for taking good care of me and teaching me a lot.”

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Higher Diploma in Tourism and Events Management

旅遊、會展及節目管理高級文憑

Programme Code | HP 83-807 Year 1

Higher Diploma in Hotel Management

酒店管理高級文憑

Programme Code | HP 83-505 Year 1

Students' Sharing

學生分享



Iris Ngan 顏皓珊

2008-10
Higher Diploma in Tourism and Hospitality Management (THM)
2010
Advanced to Year 2,
BSc (Hons) in Hotel Management,
The Hong Kong Polytechnic University

"It has long been heard that the programmes offered by this College are of good quality with superb reputation. Therefore, I have chosen a Higher Diploma programme of this College to further my study when my attempt in HKALE was in vain. The comfortable campus environment and experienced lecturers allowed us to focus on our studies. Through the lecturers' sharing and the practical experience which I gained from my 6-month job placement in a famous 5-star hotel, it had deepened my interest and understanding in the tourism and hospitality industry."



Judy Wong 黃美玲

2008-10
Higher Diploma in Hotel Management (HM)
2010
Advanced to Year 2,
BSc (Hons) in Hotel Management,
The Hong Kong Polytechnic University

「學院的酒店管理培訓中心讓我有機會在模擬的酒店環境中學習，當獲派到半島酒店實習時，較容易適應和掌握工作竅門。回想起到半島酒店實習，擔任酒店行政總廚秘書，經常要接觸不同國籍或文化背景的廚師，令語文能力進步不少之餘，亦提升了溝通能力；另外，擔任酒店行政總廚的秘書，對餐飲服務、食品管理及餐酒等的認知當然增加不少！由於我喜歡接觸不同的人，希望畢業後從事酒店前台和宴會服務工作，為客人帶來開心歡樂。」



Katy Cheng 鄭嘉琪

2008-10
Higher Diploma in Tourism and Events Management (TEM)
2010
Advanced to Year 2,
BSc (Hons) in Convention and Event Management,
The Hong Kong Polytechnic University

"Throughout the past 2 years, I was given ample opportunities to gain hands-on experiences and broaden my horizon in different events, such as Cathay Pacific International Chinese New Year Night Parade, Hong Kong East Asian Games, Brands and Products Expo etc. My inter-personal and communication skills were enhanced. All these valuable experiences allowed me to be familiarised with various event organisations. Moreover, the internship experience gained in EGL Tours Company has further strengthened my knowledge and deepened my interest towards the tourism industry.

Lecturers are well-equipped with professional knowledge and they would never hesitate to offer you guidance. I was always impressed by their sharing of real-life experiences from the tourism and hospitality field, thereby attending their lectures was always worthwhile."



Candy Lau 劉嘉誼

2008–10
Higher Diploma in Tourism and Hospitality
Management (THM)
2010
Advanced to Year 2,
BSc (Hons) in Hotel Management,
The Hong Kong Polytechnic University

「高考前已想修讀旅遊及酒店課程，相信出路會較理想，將來投身社會找工作時也不用擔心出路。另外，由於酒店有許多不同部門，讓我有機會參與不同的工作，可以學到更多不同範疇的知識。修讀期間，最大的得著是到四季酒店實習，期間所學所聞可謂獲益良多。除了實務經驗，同時也學會了人際溝通的技巧，了解到如何滿足不同客人的需要。畢業後希望可以繼續從事酒店前線的工作，不斷增加自己在這行業內不同範疇的知識。」



Andy Tse 謝亦俊

2008–10
Higher Diploma in Tourism and Hospitality
Management (THM)
2010
Advanced to Year 2,
BSc (Hons) in Tourism Management,
The Hong Kong Polytechnic University

“Studying in the Higher Diploma in Tourism and Hospitality Management programme, you will never feel disappointed with the knowledge provided by our lecturers. All of our lecturers are experienced in the industry in which they can provide you with the latest trend and the most updated information so that you can also keep pace with the change in the industry. Not only can you get the knowledge, but also practical experiences. In this programme, you can have a chance to work in the industry for 6 months so that you can apply the knowledge learnt into your job. The 6-month job placement has actually provided me a competitive edge when comparing with others, no matter for your further study or career.

As the old saying goes, ‘All roads lead to Rome’. You can also make your own way here!”



Gigi Leung 梁詠琪

2008–10
Higher Diploma in Tourism and Events
Management (TEM)
2010
Advanced to Year 2,
BSc (Hons) in Convention and Event
Management,
The Hong Kong Polytechnic University

“The 2-year’s studying in the TEM programme gave me a memorable learning experience. Apart from learning from the professional and experienced lecturers, practical placements gave me a real and unforgettable work experience. I was able to apply the theories that I have learnt during the practical placements, which also enhanced my understanding towards those theories. This was a great chance for the student, like me, to know more about tourism and events industry during study, before entering the industry.

All the lecturers and staff are kind and helpful. The comfortable campus provides me with a favourable study environment.”



Doris Koo 古家欣

2008–10
Higher Diploma in Tourism and Events
Management (TEM)
2010
Advanced to Year 2,
BSc (Hons) in Tourism Management,
The Hong Kong Polytechnic University

「課程內容非常實用！講師授課時除注重理論外，亦會以他們的親身經驗作教材，令我們更清楚業界的運作。整個課程所教的知識十分實用，而實習時更會參與許多不同類型的活動，更有機會負責各大型活動中某一部份節目的籌劃工作。實習時，曾遇到一位刁難的客人，我使用上課堂上所學的理論和講師分享的實際經驗來處理，不但順利解決問題，還獲得讚賞。」

Entry Requirements

Secondary 7

2-year Higher Diploma Programme (Direct Entry to Year 1)

- Pass in 1 AL or 2 AS-level subjects in HKALE; and 3 passes in the HKCEE PLUS Level 2 / Grade E or above in Chinese Language and English Language, or equivalent; or
- A recognised Pre-Associate Degree / Foundation Programme qualification; or
- A recognised post-secondary certificate or diploma.

Other

Applicants who do not possess the above academic qualifications but are aged 21 or above and have relevant working experience will be considered by the College.

Secondary 5 graduates are required to complete a Foundation Programme (HP83-409) and satisfy all conditions specified by the programme administration before applying for admission to these 2-year Higher Diploma Programmes.

Tuition Fee

The tuition fee for the academic year 2011 – 2012 is as follows:

Higher Diploma Year 1	HK\$49,800
Higher Diploma Year 2	HK\$49,800

All fees will be paid by installments and are subject to annual revision.

Scholarships

Scholarships for 2011 HKALE or HKCEE Candidates

The College has set aside HK\$3 million for scholarships for newly-admitted students with outstanding results in the 2011 HKALE or HKCEE. Awardees may receive a maximum of a full scholarship in the intake year.

Other Scholarships and Bursaries

With the generosity of the Directors of Po Leung Kuk et al, numerous scholarships and bursaries are established as an encouragement to students who have excelled in their studies or made significant contributions in serving fellow students or the community.

Financial Assistance

Government's Grants and Loans:

- Financial Assistance Scheme for Post-secondary Students (FASP)
- Non-means Tested Loan Scheme for Post-secondary Students (NLSPS)
- Continuing Education Fund (CEF)

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