

Advanced Diploma in Hospitality Management

MS059A

Programme Objectives

- Provide students with a broad overview of the **nature and operation** of the international hospitality industry and its inter-relationship with the broader social, cultural and economic context;
- Equip students with in-depth knowledge and understanding of **both theoretical and practical aspects** of managing and evaluating a variety of hospitality business operations and services;
- Enable students to apply skills and techniques to **make informed decisions** in response to the dynamic and vibrant landscape of hospitality industrial environments.



Advanced Diploma in Tourism Management

MS049A

Programme Objectives

- Provide students with an understanding of the **diverse nature of tourism industry and the management** issues of tourism organizations, products and services;
- Equip students with the skills and techniques to utilize **basic tools to assist decision-making** in the planning, delivery and management of tourism services;
- Enable students with the awareness of the operation and management issues in different tourism sectors such as **cruise, airline, airport, accommodation, attraction, event, destination management organization**, from local, regional and international perspectives.

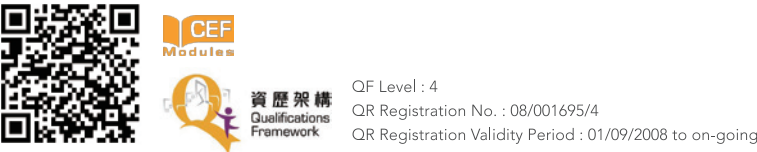


Advanced Diploma in Tourism and Marketing Management

MS050A

Programme Objectives

- Provide students with a **broad overview of the tourism industry** and emphasis is placed on **how marketers work effectively with different stakeholders** including providers of accommodation, attraction, passenger transportation, destination management organizations and event planners;
- Aim to introduce to future tourism marketers, managers and other professionals the necessary skills, abilities and knowledge to **understand the dynamics of the tourism industry**, its interface with arts, culture, and recreation, **and of the development of tourism experiences at destinations**.



Field Trip to Hong Kong International Wine & Spirits Fair

Advanced Diploma in M.I.C.E & Event Management

MS048A

Programme Objectives

- Provide students with **theoretical concepts and practical knowledge in event planning, implementation and evaluation** with reference to different types of events, like meetings, incentive travels, conferences, exhibitions, festivals, sports and leisure events;
- Enhance students the ability to **meet daily challenges and decision-makings in event management**;
- Enrich students the **knowledge and techniques to work with different event stakeholders** such as marketing agencies and providers of event venue, accommodation, and transportation;
- Prepare students for employment in **planning, developing, and managing event resources** at a junior to middle management level in public and private sectors.



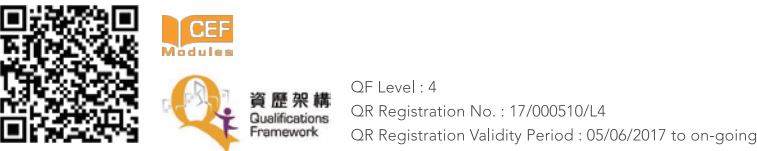
Field trip to Global Tourism Economy Forum (GTEF)

Advanced Diploma in Live Entertainment, Festival and Event Management

MS103A

Programme Objectives

- Provide students with **theoretical concepts and practical knowledge in event planning, implementation and evaluation** with reference to different types of events, like live entertainment, festivals, sports and leisure events;
- Provide students with a **broad overview of the organizational structure, business operation and management** of the live entertainment, festival and event industry;
- Emphasize on live entertainment, festivals and events being a business and its **marketing strategies, programming, operations, budgeting, and facility management**;
- Enhance students the ability to **meet daily challenges and decision-makings in event management**.



Entry Requirements**

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 Travel and Tourism Management awarded within the HKU system through HKUSPACE, 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.

* 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.

** Please refer to individual programme website for specific entry requirements.



Articulation Chart

Advanced Diploma series + Top-up Bachelor Honours Degree in less than 4 years!



Enquiries
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Tel: 2867 8473/ 2867 8320/ 2867 8329

*These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

This course has been included in the list of reimbursable courses under the Continuing Education Fund.

Some modules of this course have been included in the list of reimbursable courses under the Continuing Education Fund.

Programme Name/ Modules	Advanced Diploma in Hospitality Management	Advanced Diploma in Tourism Management	Advanced Diploma in Tourism and Marketing Management	Advanced Diploma in M.I.C.E. and Event Management	Advanced Diploma in Live Entertainment, Festival and Event Management
Introduction to Tourism and Hospitality (HTMG4035)					
Communication Skills in English (GENG4024)					
Tourism Administration and Development (HTMG4031)					
Facilities Management (HTMG4008)					
Essential of Accounting (ACCT4017)					
International Tourism and Hospitality in the Digital Age					
Marketing for the Hospitality and Tourism Industry (MKTG4053)					
Multi-channel Marketing Communications (MKTG4051)					
Marketing Management (MKTG4052)					
Hotel and Resort Management (HTMG4033)					
Introduction to Food and Beverage Operations (HTMG4012)					
Food and Beverage Administration (HTMG4014)					
Management Issues in Tourism and Hospitality					
Cruise Line Management (HTMG4034)	●				
Introduction to Airline and Airport Management (HTMG4038)	●				
Attractions Management (HTMG4029)	●				
Events Operations (HTMG4003)		●	●		
Event Planning and Promotion (HTMG4039)		●	●		
Festival and Special Events Management (HTMG4005)		●	●		
Managing the M.I.C.E. Industry (HTMG4006)		●	●		
Business of Live Entertainment (HTMG4040)					
Creation and Management of Live Events (HTMG4041)					

The duration of each programme is 1.5-2 years.
Each programme contains 120 credits, 12 modules and 2 assigned modules per term.
Three terms in a year (March-June, July-October, October/ November-February).

● Choose 2 out of 3 Modules ● Choose 1 out of 4 Modules

Advanced Diploma Series in Hospitality, Tourism and Events

Advanced Diploma in Hospitality Management Modules
Advanced Diploma in Tourism Management Modules
Advanced Diploma in Tourism and Marketing Management Modules
Advanced Diploma in M.I.C.E & Event Management Modules
Advanced Diploma in Live Entertainment, Festival and Event Management Modules

HOSPITALITY, TOURISM AND EVENTS