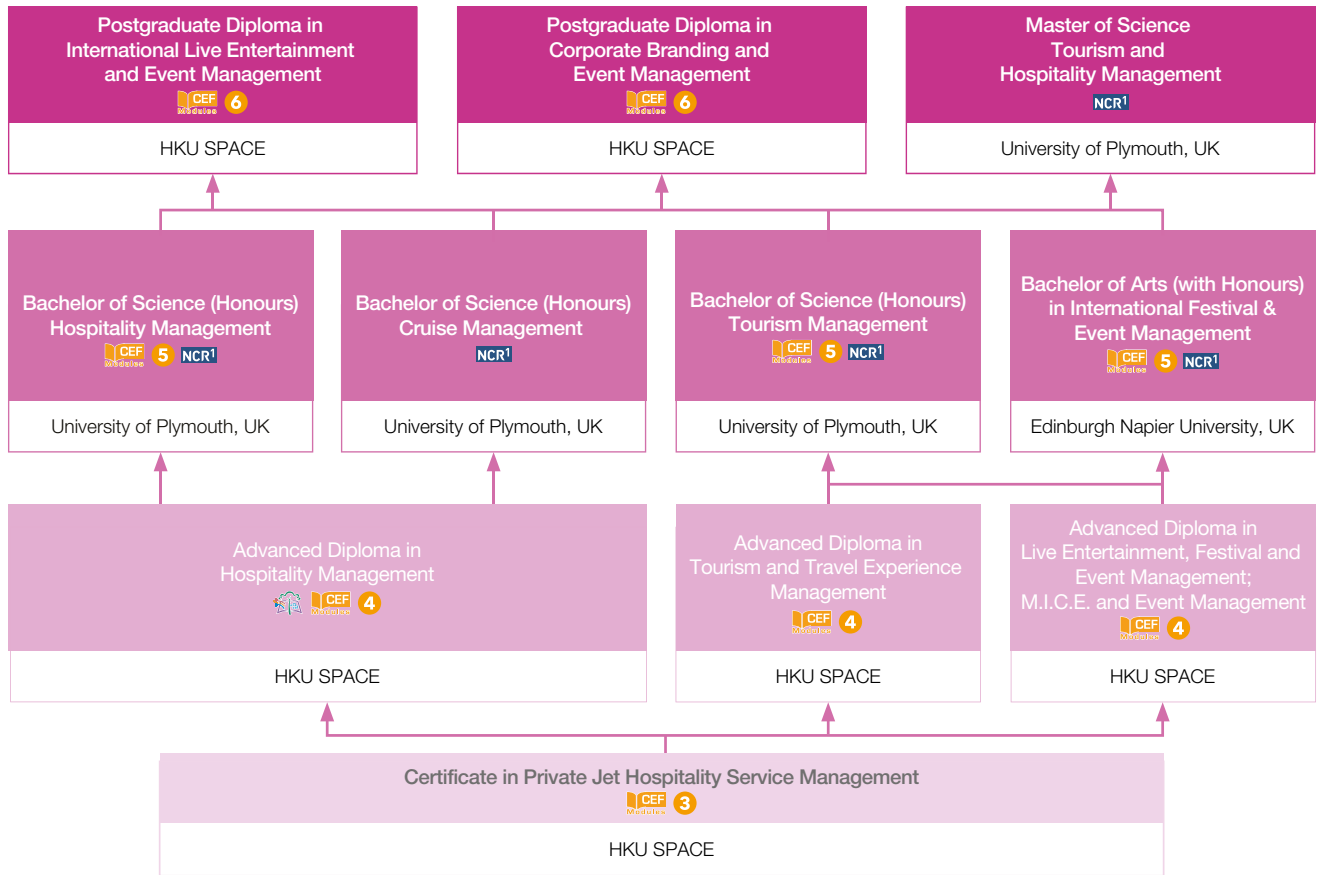


### Pathways in Hospitality, Tourism & Events



### Master of Science Tourism and Hospitality Management

Programme Code: HT009A

University of Plymouth, UK

Application Code: 1970-HT009A

2867 8329

parttimehtm@hkuspace.hku.hk

The Master of Science Tourism and Hospitality Management 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.

- \$** HK\$118,000 to be paid in 3 semesters  
- Alumni Fees\*: HK\$106,200 to be paid in 3 semesters  
\* Graduates of Bachelor Programmes of HKU SPACE in collaboration with the University of Plymouth will enjoy an alumni discount with tuition fee HK\$106,200 to be paid in 3 semesters. The tuition fee is reviewed annually and is subject to change without prior notice.  
Application Fee: HK\$150

**D** 18 months

More details



### Postgraduate Diploma in International Live Entertainment and Event Management

Programme Code: MS105A

Application Code: 1975-MS105A

2867 8329 / 2867 8386

epgd\_smhs@hkuspace.hku.hk

The programme aims to equip students with the credentials and expertise that prepare them for a variety of career opportunities in the competitive and ever-changing live entertainment and event industry.

- \$** HK\$29,200\* will be paid in 3 terms  
Application Fee: HK\$150

**D** 1 year

English

**Q** Level 6 (Reg. No.: 17/000811/L6) Validity Period: 15 Aug 2017 - on-going

More details



**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。

# Hospitality, Tourism & Events

## 款客、旅遊及節目管理

### Bachelor of Science (Honours) Hospitality Management

Programme Code: MS052A

University of Plymouth, UK

Application Code: 1980-MS052A

☎ 2867 8329

✉ parttimehtm@hkuspace.hku.hk

The Bachelor of Science (Honours) Hospitality Management 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.

**\$** HK\$98,970\* will be paid in 4 terms  
Application Fee: HK\$150

**D** 21 months

**Q** Level 5 (Reg. No.: 15/000949/L5)  
Validity Period: 01 Sep 2015 - 31 Aug 2024

More details



### Bachelor of Science (Honours) Tourism Management

Programme Code: MS051A

University of Plymouth, UK

Application Code: 1980-MS051A

☎ 2867 8329

✉ parttimehtm@hkuspace.hku.hk

The Bachelor of Science (Honours) Tourism Management 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.

**\$** HK\$98,970\* will be paid in 4 terms  
(Overnight cruise line field trip where possible are not included in this fee)  
Application Fee: HK\$150

**D** 21 months

**Q** Level 5 (Reg. No.: 15/000953/L5) Validity Period: 01 Sep 2015 - 31 Aug 2024

### Bachelor of Science (Honours) Cruise Management

Programme Code: MS108A

Application Code: 1980-MS108A

☎ 2867 8329

✉ parttimehtm@hkuspace.hku.hk

The Bachelor of Science (Honours) Cruise Management 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.

**\$** HK\$98,970\* will be paid in 4 terms (Overnight cruise line field trip are not included in this fee)  
Application Fee: HK\$150

**D** 21 months

✉ English

### Bachelor of Arts (with Honours) in International Festival & Event Management

Programme Code: MS053C

Edinburgh Napier University, UK

☎ 2867 8408

✉ ptfem@hkuspace.hku.hk

This Honour degree part-time programme, leading to the Bachelor of Arts (with Honours) in International Festival & Event Management, is offered by HKU SPACE in collaboration with the Edinburgh Napier University. It is designed to equip students how to plan, design, market, operate and develop events, as well as how these events can be used to help local economies and communities.

It is a fully-accredited undergraduate degree in the United Kingdom. On completion of the studies, graduates will be awarded the Bachelor of Arts (with Honours) in International Festival & Event Management, which is identical to the one awarded to the students in the Edinburgh Napier University in the United Kingdom.

**R** APPLICANTS SHALL HAVE:

1. An Advanced Diploma in Hospitality Management/ Tourism Management / Tourism and Marketing Management / M.I.C.E.\* and Event Management, or a Higher Diploma in Tourism and Events Management / Hotel Management / Tourism and Hospitality Management awarded within HKU system through HKU SPACE; OR
2. An equivalent award granted by a recognised institution, such as Advanced Diploma / Associate Degree / Higher Diploma in M.I.C.E.\* / Festival/ Event Management, Tourism, Leisure or Hospitality Management; OR
3. An equivalent award granted by a recognised institution in other related disciplines such as Business, Management, Marketing, Communication or Linguistics. These applicants will be considered on a case-by-case basis; and they may be required to take additional module(s) based on individual merit before the start of the programme.

(\*) M.I.C.E: Meetings, Incentive Travels, Conventions and Exhibitions

**\$** HK\$162,000 per programme (To be paid in 6 installments)  
Application Fee: HK\$150

**D** 2 years

✉ English

**Q** Level 5 (Reg. No.: 18/000071/L5) Validity Period: 01 Sep 2018 - 31 Aug 2023

### Advanced Diploma in Tourism and Travel Experience Management

Programme Code: MS049C

Application Code: 1975-MS049C

☎ 2867 8320 / 2867 8329

✉ parttimehtm@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.

**\$** \*HK\$4,740 per module (Total Programme fee : \*HK\$47,400)  
Application Fee: HK\$150

**D** 22 months

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

More details



See legend on page 1 & 9 圖像說明於第1及9頁

**R** Minimum Entry Requirements 基本入學要求 (P.288)

**\$** Fee 學費

**D** Duration 修業期

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

### Advanced Diploma in Hospitality Management

Programme Code: MS059A

Application Code: 1975-MS059A



☎ 2867 8320 / 2867 8329

✉ parttimehtm@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.

💰 \*HK\$4,740 per module (Total programme fee : \*HK\$47,400)  
Application Fee: HK\$150

D 22 months

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

### Advanced Diploma in M.I.C.E. and Event Management

Programme Code: MS048A

Application Code: 1975-MS048A



☎ 2867 8320 / 2867 8329

✉ parttimehtm@hkuspace.hku.hk

The programme aims to meet the continuing professional development needs of people who are currently working in the M.I.C.E. industry, in event management, advertising and public agencies, or for those who have career aspirations in the M.I.C.E. and Event Management fields. This programme aims to introduce students a wide range of skills and techniques in event planning, promotion, operation and management. Students will learn how to collaborate with different stakeholders in relation to event venues, event facilities, food and beverage, marketing communication, and event technology.

💰 \*HK\$4,740 per module (Total programme fee : \*HK\$47,400)  
Application Fee: HK\$150

D 22 months

Q Level 4 (Reg. No.: 07/001734/4) Validity Period: 05 May 2008 - on-going

### Advanced Diploma in Live Entertainment, Festival and Event Management

Programme Code: MS103A

Application Code: 1975-MS103A



☎ 2867 8320 / 2867 8329

✉ parttimehtm@hkuspace.hku.hk

The programme aims to provide a broad overview of the structure of the live entertainment, festival and event industry and meet the continuing professional development needs of people who are currently or intend to work in the live entertainment industry, in festival and event management, private and public agencies. The programme's emphasis is on live entertainment, festivals and events as a business and its marketing strategies, programming, operations, budgeting, facility management, and so on.

💰 \*HK\$3,950 per module (Total programme fee : \*HK\$47,400)  
Application Fee: HK\$150

D 22 months

Q Level 4 (Reg. No.: 17/000510/L4) Validity Period: 05 Jun 2017 - on-going

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

Programme Code: HT024A

Application Code: 2155-HT024A



☎ 2867 8320

✉ parttimehtm@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.

D 39 hours

🇬🇧 English

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

### Certificate for Module (Guest Relationship Management)

Programme Code: HT022A

Application Code: 2135-HT022A



☎ 2867 8320 / 2867 8329

✉ parttimehtm@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 33 hours

🇬🇧 English

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

# Hospitality, Tourism & Events

## 款客、旅遊及節目管理

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

Programme Code: HT023A

Application Code: 2155-HT023A



☎ 2867 8320

✉ parttimehtm@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

⌚ 39 hours

🌐 English

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

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

Programme Code: HT017A

Application Code: 2155-HT017A



☎ 2867 8320

✉ parttimehtm@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.

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

⌚ 39 hours

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

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

Programme Code: HT019A

Application Code: 1975-HT019A



☎ 2867 8320

✉ parttimehtm@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 (Creation and Management of Live Events)

Programme Code: HT021A

Application Code: 2135-HT021A



☎ 2867 8320

✉ parttimehtm@hkuspace.hku.hk

This programme aims to equip live event professionals with an overview of live event planning and operations; it covers the topics in programme design, marketing, budgeting, managing and controlling of live events. Upon completion of the programme, students will be able to draft an event proposal for a live event and develop a business plan with operational details. The programme also develops students' management skills in live events, including how to manage the audience behaviour, identify the key issues in broadcasting media, publishing and copyrights in live events, and assess its impacts to the local community and the destination.

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

⌚ 39 hours

🌐 English

📋 Level 4 (Reg. No.: 21/001070/L4) Validity Period: 01 Oct 2021 - on-going

See legend on page 1 & 9 圖像說明於第1及9頁

Ⓡ Minimum Entry Requirements 基本入學要求 (P.288)

💰 Fee 學費

⌚ Duration 修業期

🌐 Medium of Instruction 教學語言

📋 Qualifications Framework 資歷架構

📄 Exemption 豁免

Ⓢ 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](http://hkuspace.hku.hk)

### Certificate for Module (Event Planning and Promotion)

Programme Code: HT015A

Application Code: 2135-HT015A



2867 8320

parttimehtm@hkuspace.hku.hk

This programme aims to develop students' core skills to stage a function in the perspectives of planning and marketing for various types of events. Upon the completion of the programme, students will be able to apply the essential tools and techniques in event planning processes including how to respond to risks, how to analyse financial management and how to plan the staffing and manpower. In order to promote events strategically, students should conduct different marketing analyses and apply the appropriate tactics to promote an event successfully and effectively. They will also be able to describe the event bidding processes from the stages of preparation to follow-up as well as drafting an event bidding proposal. This programme provides students with industrial insights via introducing the future trends and current issues of event industry.

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

**D** 39 hours

**E** English

**Q** Level 4 (Reg. No.: 21/001071/L4) Validity Period: 01 Oct 2021 - on-going

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

Programme Code: HT018A

Application Code: 1975-HT018A



2867 8320

parttimehtm@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

**E** English

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

### Certificate for Module (Business of Live Entertainment)

Programme Code: HT020A

Application Code: 2135-HT020A



2867 8320

parttimehtm@hkuspace.hku.hk

This programme aims to develop students' understanding of live entertainment business from local, regional and international perspectives. This programme also enable students to gain an overview of business environment of this fast-changing industry, including discover the motivation and satisfaction of live entertainment participants, how to design and coordinate the productions of live entertainment events to fit the target guideline, how to manage different stakeholders internally and how to manage the marketing of an live entertainment event externally. The students will learn the contemporary topics with up-to-date knowledge, including future event production and live entertainment, future growth of live entertainment business and its external impacts

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

**D** 39 hours

**E** English

**Q** Level 4 (Reg. No.: 21/001069/L4) Validity Period: 01 Oct 2021 - on-going

### Certificate for Module (Events Operations)

Programme Code: HT016A

Application Code: 2055-HT016A



2867 8320

parttimehtm@hkuspace.hku.hk

This programme aims to equip event professionals with an overview of event operations and develop their managerial skills needed for the event industry. It covers the event logistics, on-site staffing, crowd management, stakeholder management and safety and security matters. Upon completion of the programme, students will be able to describe the essential operational processes in an event, how to plan an event with identifying various operational challenges as well as how to successfully organise different operational tasks together in an event. The environmental sustainability will be introduced in order to cover the contemporary concepts of "green" in various types of events via worldwide case study.

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

**D** 33 hours

**Q** Level 4 (Reg. No.: 21/001072/L4) Validity Period: 01 Oct 2021 - on-going

# Hospitality, Tourism & Events

## 款客、旅遊及節目管理

### Certificate in Private Jet Hospitality Service Management

Programme Code: HT001A

2867 8387 / 2867 8473

cert.pjhs@hkuspace.hku.hk



This programme aims to meet the continuing education and professional development needs of those who are currently working in the business aviation field or those who have aspirations in developing their future careers in the private jet business. The programme provides core private jet management and operation concepts, as well as specialized knowledge in delivering premium inflight butler services. A broad and holistic view of private jet management will be given to students with particular emphasis on hospitality service techniques.

- \$** \*HK\$22,800 per programme  
Module 1: HK\$4,400 (payable upon application for Module 1)  
Module 2: HK\$13,800 (payable upon start of Module 2)  
Module 3: HK\$1,900 (payable upon start of Module 3)  
Module 4: HK\$2,700 (payable upon start of Module 4)  
Application Fee: HK\$150
- D** 6-8 months
- Q** Level 3 (Reg. No.: 19/000469/L3) Validity Period: 01 Apr 2019 - on-going

More details



### Certificate for Module (Introduction to Private Jet Management)

Programme Code: HT003A

2867 8318 / 2867 8408

cert.pjhs@hkuspace.hku.hk



Hong Kong is an international aviation hub, the demand of travelling in both commercial and business aviation is very high. With the new terminal and the third runway project undergoing in the Hong Kong International Airport, as well as the opening of the Hong Kong-Zhuhai-Macau Bridge, the scale and demand of aviation service of Hong Kong International Airport would further expand. The demand of business aviation is emergent and is particularly high in some Asian cities/countries such as China, Macau, and Singapore. Private jet travel will become more popular in the new era of growth.

- \$** HK\$4,800 per programme
- D** 4 weeks to 6 weeks
- Q** Level 3 (Reg. No.: 19/000471/L3) Validity Period: 01 Apr 2019 - on-going

### Certificate for Module (Butler Service)

Programme Code: HT002A

2867 8318 / 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.

- \$** HK\$15,000 per programme
- D** 4 weeks to 6 weeks
- Q** Level 3 (Reg. No.: 19/000470/L3) Validity Period: 01 May 2019 - on-going

### Certificate for Module (Business Aviation Executive Management)

Programme Code: HT010A

2867 8318 / 2867 8408

aviationhtm@hkuspace.hku.hk



The programme aims to familiarize students with the key functions of business aviation management, which encompasses stakeholder management, legal and compliance, financial management, sale and marketing management, business development, as well as human resources management. A wide range of best practices in business aviation will be drawn from different continents, so that students will have a comprehensive and professional understanding of management knowledge and skills to deal with a variety of people, tasks and business needs in the business aviation sector.

- \$** HK\$12,000 per programme
- D** 10 weeks
- Q** Level 5 (Reg. No.: 20/000612/L5) Validity Period: 15 Oct 2020 - on-going

### Certificate for Module (Business Aviation International Operations)

Programme Code: HT011A

Application Code: 1955-HT011A



2867 8318 / 2867 8408

aviationhtm@hkuspace.hku.hk

The programme aims to introduce to students a comprehensive and structured knowledge of flight operations in the business aviation sector, including flight coordination management, flight dispatching management, flight planning and scheduling, crew administration, business aviation aircraft model types, configurations as well as the regulatory requirements and laws. The programme also introduces a wide range of operational environments of business/private aircraft in different places (e.g. Hong Kong, The Greater China, US, Europe, Middle East, Africa).

- \$** HK\$12,000 per programme
- D** 10 weeks
- Q** Level 4 (Reg. No.: 20/000613/L4) Validity Period: 15 Oct 2020 - on-going



See legend on page 1 & 9 圖像說明於第1及9頁

**R** Minimum Entry Requirements 基本入學要求 (P.288)

**\$** Fee 學費

**D** Duration 修業期

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

### Catering and Culinary Service on Board

Programme Code: HTMG9047



2867 8318

cert.pjshm@hkuspace.hku.hk



Hong Kong is an international aviation hub, the demand of travelling in both commercial and business aviation is very high. With the new terminal and the third runway project undergoing in the Hong Kong International Airport, as well as the opening of the Hong Kong-Zhuhai-Macau Bridge, the scale and demand of aviation service of Hong Kong International Airport would further expand. The demand of business aviation is emergent and is particularly high in some Asian cities/countries such as China, Macau, and Singapore.

- 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\$2,000 per programme

**D** 12 hours

**E** English supplemented with Chinese

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

Programme Code: HT014A

Application Code: 1975-HT014A



2867 8408

htm.hрма@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:
- hold a relevant bachelor's degree awarded by a recognized university or equivalent; or
  - 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

**E** English

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

### Executive Diploma in Fundraising Event Management

Programme Code: EP090A

Application Code: 1965-EP090A

2867 8329

parttimehtm@hkuspace.hku.hk

This programme aims to meet the continuing education and professional development needs of those who are currently working in the event management field or those who have aspirations in organizing events for their future careers.

**\$** HK\$13,000 per programme  
Application Fee: HK\$150

**D** 4 months

### Executive Certificate in Fundraising Event Management

Programme Code: EP091A

Application Code: 1965-EP091A

2867 8329

parttimehtm@hkuspace.hku.hk

This programme aims to meet the continuing education and professional development needs of those who are currently working in the event management field or those who have aspirations in organizing events for their future careers.

**\$** HK\$7,000  
Application Fee: HK\$150

**D** 2 months

### Executive Certificate in Event Management

Programme Code: EP092A

Application Code: 1965-EP092A

2867 8329

parttimehtm@hkuspace.hku.hk

As Asia's events capital and leading meetings and convention destination, Hong Kong plays host to a fascinating array of exciting events. The event industry is one of the fastest growing service sectors in both Hong Kong and globally. Businesses have been investing more in events to engage more customers, and hence increasing the demand for well-qualified event professionals.

**\$** HK\$7,000  
Application Fee: HK\$150

**D** 2 months

**E** English supplemented with Chinese

# Hospitality, Tourism & Events

## 款客、旅遊及節目管理

### Wine & Spirit Education Trust (WSET) Courses

WSET was founded in 1969 to provide high quality education and training in wines and spirits in UK. Since then, WSET has grown into the foremost international body in the field of wines and spirits education, with a suite of sought-after qualifications. WSET qualifications are recognised internationally and are now represented in over 70 countries through the world.

WSET courses adopt the materials and curriculum of the WSET and the classes are taught by WSET approved educators. Students who successfully complete the course and pass the exam can gain the WSET certain qualification.

### 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

### Certificate for Module (Intermediate Study in Spirits)

Programme Code: HT005A

2520 4607

wine@hkuspace.hku.hk



This programme is designed to provide a more comprehensive level of focused spirits knowledge required to underpin job skills and competencies, and it would be particularly suitable for those who work in bar service and cocktails, retail and wholesaling spirits businesses. On the other hand, this programme is also suitable for those people who have general interests and are enthusiastic in spirits, or who directly and indirectly work with spirits professionally.

- R** Applicants shall be aged at least 18 years or above, and do not have any health problems that made them unfit for wines or spirits tasting.

- \$** HK\$9,900 per programme inclusive of:
  - 1.) Study Guide for WSET Level 1 Award in Spirits in English
  - 2.) Student study pack for WSET Level 2 Award in Spirits in English
  - 3.) at least 35 Spirits for tasting
  - 4.) Site visit to a cocktail bar
  - 5.) Test Fee for WSET Level 1 Award in Spirits qualification
  - 6.) Test Fee for WSET Level 2 Award in Spirits qualification
  - 7.) WSET certificates & pins

**D** 30 hours

**Q** Level 3 (Reg. No.: 20/000088/L3) Validity Period: 01 Mar 2020 - on-going

### Introductory Wines and Spirits Tasting and Servicing

Programme Code: HTMG9048

2867 8318

cert.pjhm@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

**D** 12 hours

### Introduction to Wine Appreciation

Programme Code: BEWS9053

2520 4607

wine@hkuspace.hku.hk



Wine drinking is becoming more common a hobby, a social activity, and more importantly a business culture. Basic knowledge about wine, wine appreciation and wine culture are becoming essential. This three-hour introductory course provides you with the basic yet crucial skills to wine appreciation. Technical knowledge and skills to approach, to taste and to evaluate wine will be introduced.

**\$** HK\$670 per programme

**D** 1 day

See legend on page 1 & 9 圖像說明於第1及9頁

**R** Minimum Entry Requirements 基本入學要求 (P.288)

**\$** Fee 學費

**D** Duration 修業期

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

# Hospitality, Tourism & Events

## 款客、旅遊及節目管理

### Certificate for Module (World Whisky Appreciation)

Programme Code: HT025A

☎ 2520 4607

✉ wine@hkuspace.hku.hk

This programme is designed to introduce students to essential and brand neutral whisky knowledge. It enables students to gain knowledge of the world of whisky by learning the history, production, categories, styles of whisky and the art of tasting and appreciating whisky. Principal whisky production countries and regions around the world will be introduced along with whisky tasting, so that students could be equipped with valuable sensory skills to unlock the flavour secrets within whisky from each region. This programme is suitable for those who wish to change careers, upskill or to simply get more enjoyment from and knowledge on the whiskies of the world.

**R** Applicants shall be aged at least 18 years or above, and do not have any health problems that make them unfit for whisky tasting.

**S** HK\$16,800 per programme inclusive of:  
1.) Learning materials in English  
2.) at least 55 different types of whisky for tasting  
3.) 3-hour Whisky Bar Visit with whisky blending experience

**D** 36 hours

**Q** Level 3 (Reg. No.: 21/001143/L3) Validity Period: 15 Oct 2021 - on-going

### 證書(單元：日本清酒大師)

課程編號：HT004A

☎ 2520 4607

✉ wine@hkuspace.hku.hk

日本清酒是日本人引以為傲的優良文化象徵，隨著日本清酒的全球化及香港人對日本食品越發喜愛，日本清酒成為伴佐日本美食的最佳酒品，清酒愛好者人數也隨之而增加。

**S** HK\$9,900 (包括教科書、品嚐 30-40 種不同風格日本酒類的費用)

**D** 30 小時

**Q** 資歷架構級別：3 資歷名冊登記號碼：19/000703/L3  
資歷名冊登記有效期：2019年6月1日 - 持續有效



課程資料



### 日本梅酒實驗所

課程編號：HTMG9046

☎ 2520 4607

✉ wine@hkuspace.hku.hk

日本梅酒芳香，深受香港人歡迎！有人選擇到超市購買，也有人選擇在家中自行浸釀。有別於坊間的浸釀方法，日本酒導師會教授正宗日本梅酒傳統釀製方法，並採用日本的原材料。要真正認識梅子的種類、梅酒的品嚐方法及知道日本傳統的浸釀方法，便需透過此三小時課程向日本酒導師學習。

**S** HK\$1,150  
(包括試飲 3 款梅酒及材料費用：一款自選日本酒類〔大吟釀清酒、芋燒酎、威士忌〕、日本梅/南高梅及日本糖、一瓶 1 公升玻璃真空瓶。)

**D** 3 小時

### Certificate for Module (Specialty Coffee: Introduction to Coffee and Brewing Skills)

Programme Code: HT012A

☎ 2867 8318

✉ coffeetm@hkuspace.hku.hk

This programme is designed to provide a sound introduction to coffee and coffee brewing for those who are interested in deepening their coffee knowledge.

**S** HK\$16,800 per programme inclusive of:  
1.) Learning materials in English  
2.) In-class course materials  
3.) Various tasting sample  
4.) Test Fee for SCA Introduction to Coffee qualification  
5.) Test Fee for SCA Brewing Foundation qualification  
6.) Test Fee for SCA Brewing Intermediate qualification  
7.) SCA certificates

**D** 30 hours

**Q** Level 3 (Reg. No.: 21/000115/L3) Validity Period: 01 Mar 2021 - on-going

### 識歎。體驗。Fine Dining!

課程編號：HTMG9045

☎ 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。

**S** HK\$2,900 (包括材料及 Fine Dining 體驗費用)  
HK\$2,800 (校友優惠/團體優惠)

**D** 15 小時

粵語

### 餐桌禮儀 – Easy!

課程編號：BEWS4054

☎ 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.

**S** 每課程 HK\$1300 (包括到餐廳體驗費用) **D** 6 小時

### 旅遊業創意宣傳工作坊系列：講咗佢，製作PR故事要點做？

課程編號：HTMG9053

☎ 2867 8329

✉ parttimehtm@hkuspace.hku.hk

此課程教授學生如何撰寫 PR 故事去推廣旅遊產品，成功吸引目標群旅客，並在不同媒體的平台上突圍而出！

**S** HK\$ 600 / 3 小時，  
HK\$500 / 3 小時 (舊生)\* **D** 3 小時

# Hospitality, Tourism & Events

## 款客、旅遊及節目管理

### 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 / 3小時，  
HK\$500 / 3小時 (舊生)\*

⌚ 3小時

### 旅遊業創意宣傳工作坊系列： 畫靚佢，平面設計要點做？

課程編號：HTMG9052



☎ 2867 8329



✉ parttimehtm@hkuspace.hku.hk

此課程教授學生了解旅遊產品的基礎平面設計原則及視藝原理，學習構圖方法，再利用簡易軟件製作吸引目標群旅客的平面廣告。

💰 HK\$ 600 / 3小時，  
HK\$500 / 3小時 (舊生)\*

⌚ 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 / 3小時，  
HK\$500 / 3小時 (舊生)\*

⌚ 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 / 3小時，  
HK\$500 / 3小時 (舊生)\*

⌚ 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

### Summer International Festivals and Scottish Sports at Edinburgh, Scotland

Programme Code: HTMG9043



☎ 2867 8386 / 2867 8329



✉ kk2.ho@hkuspace.hku.hk

This programme has been designed as a full package, including pre-departure and post-tour workshops in Hong Kong; and a 9-day educational tour in Edinburgh.

💰 HK\$23,000 / person  
HK\$22,000 / person (Alumni / current student discount)

⌚ 9 days

See legend on page 1 & 9 圖像說明於第1及9頁

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