

Certificate for Module (Business Aviation International Operations)

Programme Code: HT011A

Application Code: 2080-HT011A



4

2867 8483 / 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).

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

Applicants aged 21 or above and with at least 3 years of relevant work experience in the aviation, 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 be required to attend an interview.

* Applicants with other qualifications will be considered on individual merit.

S HK\$12,000 per programme

D 10 weeks

E English

Q Level 4 (Reg. No.: 20/000613/L4) Validity Period: 15 Oct 2020 - on-going

Catering and Culinary Service on Board



Programme Code: HTMG9047

2867 8483

cert.pjhsm@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.

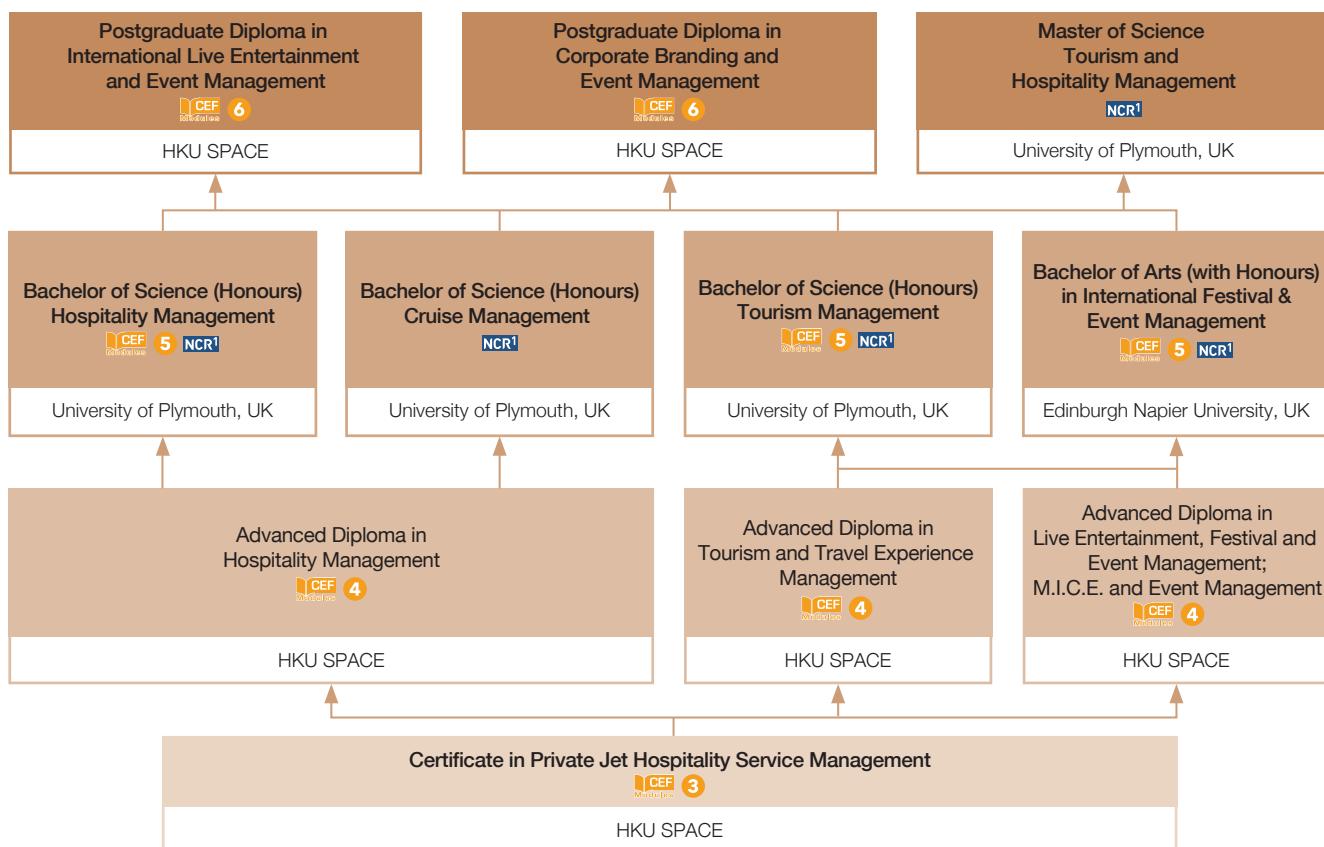
S HK\$2,000 per programme

D 12 hours

Hospitality & Tourism Management

酒店及旅遊業管理

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。 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. 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。

Advanced Diploma in Hospitality Management

Programme Code: MS059A

Application Code: 2075-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.

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\$4,740 per module (Total programme fee : HK\$47,400)

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

Application Code: 2075-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.

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

Application Fee: HK\$150

D 22 months

English

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

Certificate for Module (Food and Beverage Administration)

Programme Code: HT023A



Application Code: 2075-MS059A

parttimehtm@hkuspace.hku.hk

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.

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.: 21/001073/L4) Validity Period: 01 Oct 2021 - on-going

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

Programme Code: HT018A



2867 8320

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.

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 33 hours

English

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

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。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。

NCR3

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。

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 (Hotel and Resort Management)

Programme Code: HT017A

2867 8320

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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 **E** 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: 2075-HT014A



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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 **E** 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.

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 **E** English

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

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.

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 **E** English

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

See legend on page 029 圖像說明於第029頁

R Minimum Entry Requirements 基本入學要求(P.015)

\$ 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

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

旅遊業創意宣傳工作坊系列： 講啱佢，製作PR故事要點做？

課程編號：HTMG9053

2867 8329

parttimehtrm@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！

\$ HK\$ 600

校友優惠：HK\$500 (校友優惠不適用於網上報名，須親臨各教學中心報名)

D 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

parttimehtrm@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聽原理，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

校友優惠：HK\$500 (校友優惠不適用於網上報名，須親臨各教學中心報名)

D 3小時

旅遊業創意宣傳工作坊系列： 寫啱佢，廣告文案要點做？

課程編號：HTMG9051

2867 8329

parttimehtrm@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

校友優惠：HK\$500 (校友優惠不適用於網上報名，須親臨各教學中心報名)

D 3小時

旅遊業創意宣傳工作坊系列： 諳好佢，市場傳播策略要點做？

課程編號：HTMG9049

2867 8329

parttimehtrm@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

校友優惠：HK\$500

D 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

parttimehtrm@hkuspace.hku.hk



此課程教授學生認識本地媒體及 Social Media 平台的優劣、覆蓋面及媒體的觀眾群習性等，然後決定如何宣傳旅遊產品及制定綜合媒體的基本應用和策略。

\$ HK\$ 600

校友優惠：HK\$500 (校友優惠不適用於網上報名，須親臨各教學中心報名)

D 3小時

Risk and Crisis Management Workshop for Tourism, Hospitality and Events Professionals Programme Code: HTMG9001

2867 8329

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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

D 1 day

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. 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。