

# TOURISM, HOSPITALITY AND EVENT MANAGEMENT



HKU SPACE  
INTERNATIONAL COLLEGE  
香港大學專業進修學院  
國際學院



## Bachelor of Science (Honours) Tourism Management 旅遊業管理(榮譽)理學士

Course Code: 1545-DP064A (CE 68-858-00/71)



OF Level: 5  
QR Registration No.: 15/000953/L5  
Validity Period: 01/09/2015 to 31/08/2019

## Bachelor of Science (Honours) Hospitality Management 款客業管理(榮譽)理學士

Course Code: 1545-DP063A (CE 68-857-00/71)



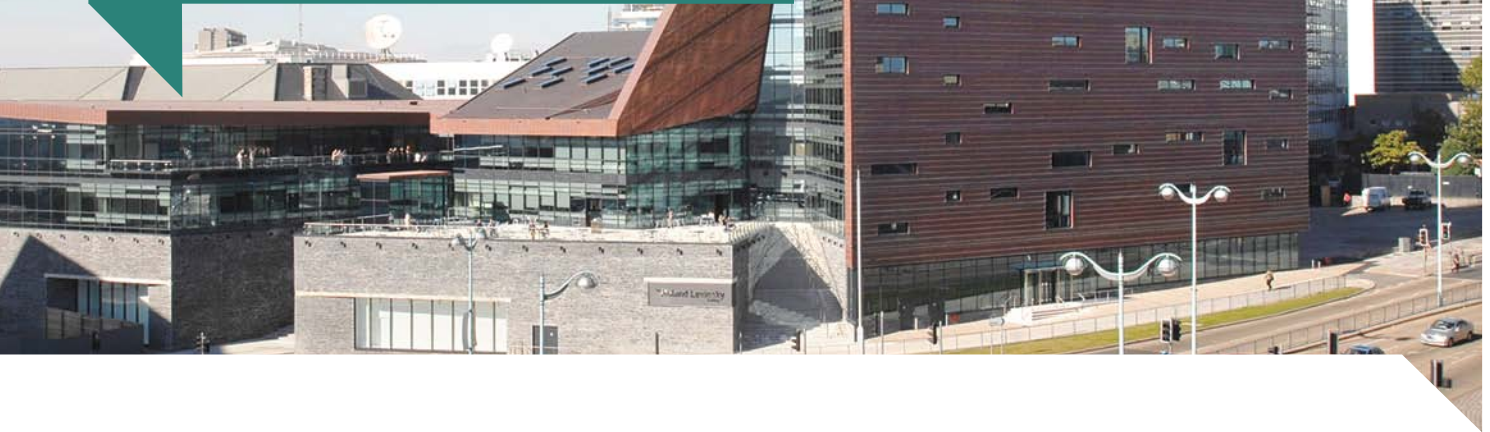
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## 2017/18

Full-time Undergraduate Programmes  
全日制大學學位課程

Credit Exemption for AD/HD Graduates  
專為副學士/高級文憑畢業生而設

**SUCCEED  
WITH  
PLYMOUTH  
UNIVERSITY**



University of Plymouth, which celebrates its 150<sup>th</sup> anniversary in 2012, is one of the UK's most prominent and dynamic universities with an educational history dating back to 1862. University of Plymouth is ranked 20<sup>th</sup> in The Guardian League Table 2017 UK universities ranking. Described by Times Higher Education as among the newly-emerging 'modern global elite', University of Plymouth is ranked inside the top 280 universities in the world, and 42<sup>nd</sup> in terms of those aged under 50. A twice-winner of the Queen's Anniversary Prize for Higher and Further Education, most recently in 2012, it has been recognised for its innovative teaching, impact-driven approach to research, and the way it works with partners to create socio-economic benefit for the communities.

Plymouth is one of the largest universities in the UK, and has around 28,000 students and 13,000 off-campus students. The University has a long record of high quality innovative research as demonstrated by its achievements in the Research Assessment Exercise (RAE). The RAE 2012 saw Plymouth named as a top 50 research University and the 'most improved' with 80% of its research judged as being of international repute, meaning both the undergraduate and postgraduate students can be proud to be taught by, and work alongside, world-class experts.



### **The Guardian recently voted Plymouth University as one of the top 20 providers of tourism courses in the UK**

Plymouth has been ranked 20<sup>th</sup> overall out of 49 by the Guardian University Guide 2017: League Table for Hospitality, Events and Tourism and 12<sup>th</sup> out of 49 overall by the Sunday Times University Guide 2014: Hospitality, Leisure, Recreation and Tourism. The Complete University Guide 2014 ranked the programme 12<sup>th</sup> place out of 60 for Hospitality, Leisure, Recreation & Tourism.

### **Plymouth shortlisted for University of the Year 2012**

In 2012, University of Plymouth was shortlisted for one of the most coveted and prestigious awards in the national higher education sector. The institution has been named among six finalists for the University of the Year accolade, in the annual Times Higher Education Awards. It was nominated for Entrepreneurial University of the Year - for a third successive time - and in the Business School of the Year category.

### **Programme Highlights**

- Comprehensive coverage of practical and industry-based skills for career development;
- High quality teaching delivered by specialist staff through a variety of teaching methods and activities;
- Lecturers of Plymouth will fly to Hong Kong to teach, and they are experienced and knowledgeable in both the academic and industrial fields;
- Providing a critical understanding of specialised knowledge in order to meet the dynamic needs in the business environment.

# Bachelor of Science (Honours) Tourism Management

旅遊業管理(榮譽)理學士



# Bachelor of Science (Honours) Hospitality Management

款客業管理(榮譽)理學士



This tourism management degree programme aims to enable students to gain a broad understanding of the development of tourism and have a critical awareness of the issues that underpin best practice in this field. The programme also enables students to meet the changing demands of society and the economy, and develop vocationally relevant managerial skills needed for employment or further study. In particular, students will be able to integrate subject specific knowledge and transferable skills to develop a specialist topic in depth, conduct a research investigation, and effectively report the findings in the Honours Project module.

This hospitality degree programme is designed to provide a strong vocational theme relevant for a wide range of employment sectors in the hospitality industry. Hospitality embraces a wide range of sectors including: contract catering, hotels, leisure (such as theatres and casinos), licensed retail (pubs and clubs), restaurants and welfare catering. Hospitality continues to be one of the largest growth industries. Its successful management depends on high quality business skills and the ability to provide consumer satisfaction. This programme aims to equip students with appropriate knowledge and understanding of hospitality and to develop their skills needed for employment or further study.



Plymouth University Open Day (Nov 2014)

## Programme Structure

The 2 programmes consist of 8 modules (20 credits each, except for Honours Project with 40 credits). Students who complete all modules (180 credits) will obtain Bachelor of Science (Honours) Tourism Management/Bachelor of Science (Honours) Hospitality Management. Under extenuating circumstances, students who complete modules 1-6, 8 may be eligible to exit from the programme and obtain an ordinary degree, Bachelor of Science Tourism Management & Bachelor of Science (Honours) Hospitality Management, upon completion of 140 credits.



## Bachelor of Science (Honours) Tourism Management

### Module Title

1. Leadership 
2. Tourism Marketing 
3. English for Academic Purposes
4. Managing Service Innovation
5. Tourism, Hospitality & Events Research Methods
6. Crime and Sustainable Tourism
7. Honours Project
8. Business Strategy for Tourism & Hospitality

## Bachelor of Science (Honours) Hospitality Management

### Module Title

1. Leadership 
2. English for Academic Purposes
3. Contemporary Business Management for Hospitality Organisations
4. Managing Service Innovation
5. Tourism, Hospitality & Events Research Methods
6. Hospitality Dynamics 
7. Honours Project
8. Business Strategy for Tourism & Hospitality



Selected modules have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

The above programme structure is intended for use as a guide by prospective students. HKU SPACE and University of Plymouth reserve the right to vary the structure.



These programmes are recognised under the Qualifications Framework. For details, please visit [www.hkqr.gov.hk](http://www.hkqr.gov.hk).





## Entry Requirements

Applicants for admission to the **Bachelor of Science (Honours) Tourism Management** shall:

1. hold an Advanced Diploma/Higher Diploma in Tourism and Hospitality Management/Tourism and Marketing Management/M.I.C.E. and Event Management awarded within the HKU system through HKU SPACE;

### **OR**

2. A (i) hold an Advanced Diploma/Associate Degree/Higher Diploma in Tourism Management granted by a recognised institution;

### **or**

- (ii) hold an Advanced Diploma/Associate Degree/Higher Diploma in other related disciplines such as Business, Marketing, Management, Leisure, and Recreation Studies granted by a recognised institution;

### **AND**

B. provide evidence of English proficiency such as:

- (a) HKCEE English Language at Level 2; **or**
- (b) HKCEE English Language (Syllabus B) at Grade E (Grade C in the case of English Language (Syllabus A)); **or**
- (c) HKDSE Examination English Language at Level 2; **or**
- (d) an overall band of 6.0 or above in the IELTS; **or**
- (e) a score of 500 in the paper-based TOEFL or a score of 173 in the computer-based TOEFL and a score of 4.5 in the Test of Written English.

### **OR**

3. have a degree of other disciplines.

Applicants from (2) and (3) may be considered on a case-by-case basis. Applicants from (2Aii) and (3) may be required to take and pass additional modules based on individual merit before the start of the programme.

**Since the teaching of the additional module(s) will start in mid-June, students who are required to take additional module(s) need to apply the programme by 13 MAY 2017 (Saturday). Late applications will not be accepted.**



Hong Kong Disneyland Internship Opportunities (Aug 2016)

Applicants for admission to the **Bachelor of Science (Honours) Hospitality Management** shall:

1. hold an Advanced Diploma/Higher Diploma in Hospitality Management/Tourism and Hospitality Management awarded within the HKU system through HKU SPACE;

### **OR**

2. A. (i) hold an Advanced Diploma/Associate Degree/Higher Diploma in Hospitality Management granted by a recognised institution;

### **or**

- (ii) hold an Advanced Diploma/Associate Degree/Higher Diploma in other related disciplines such as Business, Marketing, Management, Leisure, and Recreation Studies granted by a recognised institution;

### **AND**

B. provide evidence of English proficiency such as:

- (a) HKCEE English Language at Level 2; **or**
- (b) HKCEE English Language (Syllabus B) at Grade E (Grade C in the case of English Language (Syllabus A)); **or**
- (c) HKDSE Examination English Language at Level 2; **or**
- (d) an overall band of 6.0 or above in the IELTS; **or**
- (e) a score of 500 in the paper-based TOEFL or a score of 173 in the computer-based TOEFL and a score of 4.5 in the Test of Written English.

### **OR**

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**Since the teaching of the additional module(s) will start in mid-June, students who are required to take additional module(s) need to apply the programme by 13 MAY 2017 (Saturday). Late applications will not be accepted.**



Leadership activity in HKU Flora Ho Sports Centre and Stanley Smith Swimming Pool (Sept 2016)



### Duration of Study and Award

With full exemptions granted, students can complete the programme in 1.5 years. The two bachelor programmes confer offshore degrees carrying the same academic status and recognition as those offered to University of Plymouth's on-campus graduates.

Students are expected to graduate from the registered programme of study upon satisfactory completion of all stated modules and the honours project, and they will be awarded the **Bachelor of Science (Honours) Tourism Management/Bachelor of Science (Honours) Hospitality Management** from University of Plymouth.

### Teaching Mode

University of Plymouth and HKU SPACE are jointly responsible for teaching various modules and delivering the honours project through consultations, tutorials and workshops. Teaching methods include lectures, tutorials, field trips, guest speaker talks, revision sessions and individual/group projects.

### Assessment

All coursework of the programme will be conducted in English.

The mode of assessment is different from module to module but will be generally based on a combination of coursework (including assignments and tests/ projects). Throughout the programme, students will be assessed by a combination of:

- Report Writing
- Case-study assignments
- Oral presentation
- Project
- Tests (open/closed book) - if applicable

### Further Studies

During the programme, students will develop independent thinking skills, critical analysis of current hospitality and tourism management knowledge. Honours degree students will undertake a final-year project which includes data collection and analysis. Therefore, students will be well-equipped with research skills necessary for further studies. Graduates are eligible to apply for relevant master's degree programmes.

### Plymouth Summer School

Students will have a valuable opportunity to take part in the Summer School course organised by University of Plymouth for two or four weeks in July/August so as to improve their English communication skills, meet people from around the world, and experience school life in Plymouth. This Summer School is optional and its costs are additional to the programme's tuition fee.



Plymouth Summer School Programme (Aug 2016)

### Work Placement

Students will have opportunities to voluntarily participate in various tourism, hospitality and event job placements in Hong Kong in order to gain more exposure and polish their customer service skills.

### Career Opportunities

Our programmes are designed with the vision of developing high-calibre tourism and hospitality managers with an international perspective. Each course is designed to produce graduates who have the skills to function and communicate in the exciting industry, one of the world's fastest growing fields. Learning is enriched through a wide range of activities, in particular professional talks, case study discussions and field trips which blend business management perspectives with local insight. Graduates can also consider working in service industries that appreciate their transferable management skills and aptitude developed from the programmes.



### Tuition Fee

The tuition fee\* for the 2016/17 academic year is HK\$94,200, payable over 3 semesters. The tuition fee covers all the fees charged by University of Plymouth, which include application handling fee and assessment fee. The fee for textbook, re-sitting for assessments, re-submission of assessments, and repeating the studies for each module of study is not included.

\* The tuition fee is reviewed annually and is subject to change without prior notice.

### Continuing Education Fund

Selected modules in the programmes have been included in the list of reimbursable courses for CEF purposes. For details, please refer to Financial Assistance section.

According to the terms and conditions of the CEF, students seeking reimbursement of the fees under CEF must not have obtained any other publicly-funded financial assistance, such as FASP, for the same programme/modules to avoid double benefits. For details, please refer to <http://www.wfsfaa.gov.hk/cef>.

### Financial Assistance Schemes

University of Plymouth's Bachelor of Science (Honours) Tourism Management programme/Bachelor of Science (Honours) Hospitality Management delivered in Hong Kong is successfully accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). Full-time students are eligible to apply for Hong Kong government grants and low-interest loans, i.e. Financial Assistance Scheme for Post-secondary Students (FASP) and Non-means tested Loan Scheme for Post-secondary Students (NLSPS).

### University of Plymouth Scholarships

University of Plymouth will offer two scholarships: one scholarship to a new student of the Bachelor of Science (Honours) Tourism Management programme and one scholarship to a new student of the Bachelor of Science (Honours) Hospitality Management programme. Award qualification will be based on their outstanding academic performance in their AD/HD studies. Each recipient will receive £1,000.

### Rudy Choy Education Fund Scholarships

Two scholarships will be awarded by the Rudy Choy Educational Fund under SKAL International Hong Kong to new Tourism and Hospitality students with outstanding achievements in their Higher Diploma studies in HKU SPACE Community College/ Po Leung Kuk Stanley Ho Community College. The amount of each scholarship is HK\$10,000.

### University of Plymouth Prizes for Outstanding Achievement

Upon graduation, University of Plymouth will present two prizes, at a value of HK\$1,200 each, to a student of the Bachelor of Science (Honours) Tourism Management programme and a student of the Bachelor of Science (Honours) Hospitality Management programme, to recognise their academic excellence.



#### CHEUNG Vincy

- Higher Diploma in Tourism and Hospitality Management, HKU SPACE Po Leung Kuk Stanley Ho Community College (2010-12)
- Recipient of Plymouth University Scholarships (2012/13)
- Bachelor of Science (Honours) Tourism Management (2012-14)
- Plymouth University Prizes for Outstanding Achievement (2014/15)
- Travel Consultant, Charming Holidays Limited (2014- )

“ My student life at IC had been a pleasant experience and I had close relationships with my classmates and lecturers. Lecturers from both HKU SPACE and University of Plymouth are patient, helpful and friendly and they always shared their real-life experience with us. I have learnt a lot of theoretical knowledge and problem-solving skills from the programme which is useful for my career development. ”



#### MERMILLON Jessica


- Associate Degree in Hospitality Management Bermuda College (2009-11)
- Bachelor of Science (Honours) Hospitality Management (2013-15)
- Management development trainee in Food and Beverage, Mandarin Oriental Hong Kong (2015- )

“ Academics from Plymouth University and HKU SPACE International College are very experienced and knowledgeable in the field of tourism and hospitality. I enjoyed the learning process of the Honours Project as it is a challenging one. ”




Alumni Night with students and teachers (Sept 2016)

## Apply NOW

 <http://hkuspace.hku.hk/ic>

### Programme Enquiries

 2520 4607

 [enquiry\\_ftplyhtm@hkuspace.hku.hk](mailto:enquiry_ftplyhtm@hkuspace.hku.hk) (Mr. Jason So)

### General Enquiries

 2910 7555  [ic@hkuspace.hku.hk](mailto:ic@hkuspace.hku.hk)

## Programme Overview

<b>Awarding University</b>	University of Plymouth
<b>Year of Establishment</b>	1862 <sup>†</sup>
<b>Study Mode</b>	Full-time
<b>Duration</b>	18 months
<b>Medium of Instruction</b>	English
<b>Tuition Fee (2016/17 Intake*)</b>	HK\$94,200 (to be paid over 3 semesters)
<b>Commencement Date</b>	September 2017

<sup>†</sup> The institutional history can be traced back to earlier than its date of establishment as a university in the UK.

\* The tuition fee for 2017/18 intake will be updated in the IC website in due course.

## HKUSPACE

Information in this leaflet is subject to change by HKU SPACE IC and University of Plymouth without prior notice. Please refer to the IC website or contact programme staff for the latest information.

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

HKU SPACE is a non-profit making University company limited by guarantee.