



UNIVERSITY OF  
PLYMOUTH

# TOURISM, HOSPITALITY AND EVENT MANAGEMENT



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

Course Code: 1845-DP064A (CE 68-858-00/01)



QF Level: 5  
QR Registration No.: 15/000953/L5  
Validity Period: 01/09/2015 to 31/08/2024

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

Course Code: 1845-DP063A (CE 68-857-00/01)



QF Level: 5  
QR Registration No.: 15/000949/L5  
Validity Period: 01/09/2015 to 31/08/2024

## Bachelor of Science (Honours) Cruise Management 郵輪業管理(榮譽)理學士

Course Code: 1845-DP096A (CE 68-110-00/01)



### 2020/21

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



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



The 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. The University of Plymouth **was ranked 14<sup>th</sup> in The Guardian League Table 2018 UK universities ranking** and it is renowned for its high quality, internationally-leading education, research and innovation. **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 also one of the largest universities in the UK. It has a strong track record for teaching and learning excellence, and has one of the highest numbers of National Teaching Fellows of any UK university, and has around 18,000 students in campus and a further 15,000 students studying for a Plymouth degree at partner institutions in the UK and around the world. 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 14 providers of tourism courses in the UK**

Plymouth has been ranked 14<sup>th</sup> overall out of 45 by the Guardian University Guide 2018: 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.

## **Programme Highlights**

- Opportunities for overseas studies at Plymouth University campus for one semester;
- Field trips to hotels, tourism attractions, cruise lines and cruise terminals;
- Opportunities to apply for internship and job placements in hotels, events, tourism attractions, cruise lines and cruise terminals in Hong Kong and overseas;
- One of the first universities to provide an undergraduate degree for the cruise industry;
- Lecturers of Plymouth will fly over to Hong Kong to teach, and they are experienced and knowledgeable in both the academic and industrial fields;
- 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; and
- 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



QF Level: 5  
QR Registration No.: 15/000953/L5  
Validity Period: 01/09/2015 to 31/08/2024

## Bachelor of Science (Honours) Hospitality Management

款客業管理(榮譽)理學士



QF Level: 5  
QR Registration No.: 15/000949/L5  
Validity Period: 01/09/2015 to 31/08/2024

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

## Bachelor of Science (Honours) Tourism Management

### Module Title

1. Leadership
2. English for Academic Purposes
3. Festivals and Event Tourism\*
4. Cruise Operations Continuity Planning\*
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

\* Specialism modules may be delivered in weekday evenings and/or weekend daytime.



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

The above programme structure is intended for use as a guide to 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).

# Bachelor of Science (Honours) Cruise Management 郵輪業管理(榮譽)理學士

The global cruise industry is experiencing rapid growth internationally, there are countless opportunities for rewarding careers on-board ships for those seeking to combine global travel and a career in hospitality and tourism. This programme has been offered at University of Plymouth since 2004 in the UK. During this period many of the graduates have pursued permanent careers in the cruise ship sector working with companies such as Celebrity Cruises, Royal Caribbean, Disney Cruises, Princess Cruises as well as P&O and Cunard.

This **cruise management degree programme** aims to enable students to gain a thorough understanding of this unique employment area and have a critical awareness of the issues that underpin best practice. In addition, the programme enables students to develop vocationally relevant managerial skills needed for employment in the global cruise industry and the wider hospitality sector. Overnight cruise line field trip and cruise terminal visits will be arranged for students to deepen their understandings of the cruise industry. Students will also have an opportunity to apply for the short-term internship on international cruise lines, such as Royal Caribbean International, and Kai Tak Cruise Terminal as this programme aims to provide a world class education for those considering the cruise industry as a genuine career choice.



## Programme Structure

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

## Bachelor of Science (Honours) Cruise Management

### Module Title

1. Leadership
2. English for Academic Purposes
3. Cruise Operations and Passenger Services\*
4. Managing Service Innovation\*
5. Tourism, Hospitality & Events Research Methods
6. Hospitality Dynamics\*
7. Honours Project
8. Cruise Operations Continuity Planning\*

\* Specialism modules may be delivered in weekday evenings and/or weekend daytime.

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





## 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 in 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 MAY 2020. Late applications will not be accepted.**

Applicants for admission to the **Bachelor of Science (Honours) Hospitality Management/Bachelor of Science (Honours) Cruise 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**

3. have a degree in 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 MAY 2020. Late applications will not be accepted.**



### Duration of Study and Award

With full exemptions granted, students can complete the programmes in 18 months. The three 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/Bachelor of Science (Honours) Cruise Management** by the University of Plymouth.

### Teaching Mode

The University of Plymouth and HKU SPACE are jointly responsible for teaching various modules and delivering the honours project through consultations, tutorials and workshops. Few modules will be taught solely by HKU SPACE teachers. Specialism modules may be taught in weekday evenings and/or weekend daytime. 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 for each module is different from module to module but will be generally based on a combination of coursework (including assignments and tests/projects) and the final examination or 100% continuous assessment without examinations.

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

### On Campus Transfer

Overseas study opportunities for a full semester will be available for several students to study in Plymouth with all Hong Kong credits being counted toward the qualification. No additional tuition fees will be applied, however, accommodation, flight and other personal expenses will be on the own expenses of students. Financial subsidies may be available, please consult programme staff for more information.

### Plymouth Summer School

Students will have a valuable opportunity to take part in the summer school course organised by the 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)

### 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.

### Work Placement

Students will have opportunities to voluntarily participate in various tourism, hospitality, event, and cruise related job placements & internship 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 module 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.

For **cruise management programme**, the University of Plymouth has strong links with a number of global cruise companies and work in partnership with Celebrity Cruises (RCL), P&O and Cunard (Carnival UK). Currently, there are University of Plymouth main campus students working on-board as guest relations officers, food and beverage officers and in shore excursions departments with both Celebrity Cruise and P&O Cruises.

## Tuition Fee

The tuition fee\* for the 2020/21 academic year is HK\$98,970, 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, resubmission of assessments, and repeating the studies for each module of study is not included. Additional fees of overnight cruise line field trip are not included.

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

## Continuing Education Fund

Selected modules in the **tourism/hospitality programmes** have been included in the list of reimbursable courses under the Continuing Education Fund.

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>. Please find the updated information on website.

## Financial Assistance Schemes

The University of Plymouth's **Bachelor of Science (Honours) Tourism Management programme / Bachelor of Science (Honours) Hospitality Management programme** 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).

## Extended Non-means-tested Loan Scheme (ENLS)

Students of the **cruise management programme** are eligible to apply for the HKSAR Government's Extended Non-means-tested Loan Scheme (ENLS). The maximum financial assistance under the ENLS is equivalent to the total tuition fee payable to the HKU SPACE in the academic year.

## Scholarships and Bursaries

### Rudy Choy Educational Fund Scholarships

Two scholarships will be awarded by the Rudy Choy Educational Fund under SKAL International Hong Kong to new tourism, hospitality and cruise management students with outstanding achievements in their Higher Diploma studies in HKU SPACE Community College/ HKU SPACE Po Leung Kuk Stanley Ho Community College. Each scholarship is worth HK\$10,000.

### IC Scholarships and Bursaries

A number of IC scholarships and bursaries are available for eligible new entrants to apply every year. Please consult programme staff for more information.



## Bachelor of Science (Honours) Tourism Management



**LEE Hoi Tik, Oscar**

- Higher Diploma in Geomatics, The Hong Kong Polytechnic University (2013-15)
- Bachelor of Science (Honours) Tourism Management (2016-18)
- Work Placement, Chyau Fwu Parkview Green Hotel Éclat Beijing (2017)
- Recipient of Plymouth University Prize for Outstanding Achievement (2018)
- Passenger Services Officer, Jardine Aviation Services (2018- )

“ The International College offers me an incredible learning environment. The professors from Plymouth University are friendly and helpful on every single module. I enjoy my university life as I participated in a lot of great extra-curricular activities held by student societies. It is my pleasure to accomplish my bachelor degree in this top-tier university. ”



**GURUNG Shruti**

- Associate Degree in Business Administration, HKU SPACE Community College (2013-15)
- Bachelor of Science (Honours) Tourism Management (2015-17)
- Recipient of Plymouth University Scholarship (2015)
- Recipient of Plymouth University Prize for Outstanding Achievement (2017)

“ I took immense satisfaction during the process of learning and completing my Bachelor's degree. Academic achievements from Plymouth University in collaboration with HKU SPACE was great and beyond expectation. ”

## Bachelor of Science (Honours) Hospitality Management



**LAM Lai Him, Jasper**

- Associate Degree in Hospitality Management, Hong Kong Community College, The Hong Kong Polytechnic University (2014-16)
- Bachelor of Science (Honours) Hospitality Management (2016-18)
- Recipient of Rudy Choy Educational Fund Scholarship (2016)
- Recipient of Plymouth University Prize for Outstanding Achievement (2017)
- Lobby Host, Hotel Indigo Hong Kong Island (2018- )

“ Through learning in International College (IC), I gained lots of opportunities in exploring in hospitality industry, past experience are useful in developing my career path. Thanks for the teaching team from Plymouth University and HKU SPACE, they are always helpful and patient to provide advice on assessments and my career path. I enjoyed the learning process in IC. ”



**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 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. ”



Guided visit to Kai Tak Cruise Terminal (Jan 2018)



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



Alumni Night with students and teachers (Sept 2016)




Hong Kong Disneyland Internship Opportunities (Aug 2016)




## Apply NOW

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

### Programme Enquiries

 2520 4607

 [equiry\\_ftplyhtm@hkuspace.hku.hk](mailto:equiry_ftplyhtm@hkuspace.hku.hk) (Mr. Kid Cheung)

### General Enquiries

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

## Programme Overview

Awarding University	University of Plymouth
Year of Establishment	1862 <sup>†</sup>
<b>Duration</b>	<b>18 months (Full-time)</b>
<b>Full Tuition Fee (2020/21 Intake)</b>	<b>HK\$98,970</b> (Additional fees of overnight cruise line field trip are not included)
Medium of Instruction	English
Commencement Date	September 2020

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



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.

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