

# HOSPITALITY, TOURISM AND EVENTS



UNIVERSITY OF  
PLYMOUTH 



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

Course Code: 2245-DP064C



QF Level: 5  
QR Registration No.: 23/000389/L5  
Validity Period: 01/09/2023 - 31/08/2028

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

Course Code: 2245-DP063A



QF Level: 5  
QR Registration No.: 15/000949/L5  
Validity Period: 01/09/2015 to 31/08/2028

## Bachelor of Science (Honours) International Tourism Management (Cruise) 國際旅遊業(郵輪)管理(榮譽)理學士

Course Code: 2245-DP096C



QF Level: 5  
QR Registration No.: 23/000391/L5  
Validity Period: 01/09/2023 - 31/08/2028

## Bachelor of Science (Honours) Events Management 節目管理(榮譽)理學士

Course Code: 2245-DP117A



QF Level: 5  
QR Registration No.: 23/000393/L5  
Validity Period: 01/09/2023 - 31/08/2028

## 2024/25

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

Credit Exemption for AD/HD Graduates  
副學士/高級文憑畢業生可獲學分豁免





The University of Plymouth, which celebrates its 160<sup>th</sup> anniversary in 2022, 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 41<sup>st</sup> overall in The Guardian League Table 2022 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.**

The University of Plymouth is renowned for high quality, internationally-leading education, research and innovation.

With a mission to Advance Knowledge and Transform Lives, Plymouth is consistently rated amongst the top modern universities in the UK, with over two thirds of research rated as "world leading" or of "international quality" in the most recent Research Excellence Framework 2021. A three-time winner of the Queen's Anniversary Prize for Higher and Further Education, the University continues to grow in stature and reputation.

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. With over 19,000 students, and a further 9,500 studying for Plymouth degree at partner institutions in the UK and around the world, and over 135,000 alumni based in 135 countries around the globe pursuing their chosen careers globally, it has a growing global presence.

The mission of Plymouth Business School is to put business ready graduates on the path to a successful career and happy life. With a focus on learning by doing through live briefs, experiential education and students as active researchers the lecturers are dedicated to building resilience, decision making and leadership capabilities in our students.

Staff within the Tourism and Hospitality teaching team also undertake exciting and innovative research covering such subjects as: genocide heritage; tourism and crime

prevention; tourism employability; and the development of tourism and heritage related narratives. Plymouth staff have also published articles in top-rated tourism journals such as the Annals of Tourism Research and Tourism Management.

### **The Guardian recently voted University of Plymouth as one of the top 29 providers of Hospitality, Events and Tourism courses in the UK**

Plymouth has been ranked 29<sup>th</sup> by the Guardian University Guide 2022: League Table for Hospitality, Events and Tourism. The Complete University Guide 2022 ranked the programmes 11<sup>th</sup> place out of 57 for Tourism, Transport, Travel & Heritage Studies.

### **Programme Highlights**

- Opportunities for overseas studies at University of Plymouth campus for one semester;
- Field trips to hotels, tourism attractions, cruise lines and cruise terminals (where possible);
- 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)  
International Tourism Management  
國際旅遊業管理(榮譽)理學士



Bachelor of Science (Honours)  
International Tourism Management (Cruise)  
國際旅遊業(郵輪)管理(榮譽)  
理學士



This **international 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 **international tourism management (cruise) 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 (where possible). 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

The two programmes consist of 7 modules (20 credits each, except for *Honours Project* and *The Tourism Experience* with 40 credits). Students who complete all modules (180 credits) will obtain **Bachelor of Science (Honours) International Tourism Management/Bachelor of Science (Honours) International Tourism Management (Cruise)**. Under extenuating circumstances, students may be eligible to exit from the programme and obtain an ordinary degree, **Bachelor of Science International Tourism Management/Bachelor of Science International Tourism Management (Cruise)**, upon completion of 140 credits (40 credits at FHEQ level 5 and 100 credits at FHEQ level 6, or 60 credits at FHEQ level 5 and 80 credits at FHEQ level 6).

### Bachelor of Science (Honours) International Tourism Management

Module Title	Credit
1. Tourism Development and Ethical Consumption*	20
2. The Tourism Experience	40
3. Leadership Practice	20
4. Creative Industries*	20
5. Business Strategy and Consultancy	20
6. Tourism Crisis and Disaster*	20
7. Honours Project	40

### Bachelor of Science (Honours) International Tourism Management (Cruise)

Module Title	Credit
1. Strategic Cruise Operations*	20
2. The Tourism Experience	40
3. Leadership Practice	20
4. Managing Cruise Passenger Services*	20
5. Business Strategy and Consultancy	20
6. Tourism Crisis and Disaster*	20
7. Honours Project	40

\* 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.

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



## Bachelor of Science (Honours) Events Management 節目管理(榮譽)理學士



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.

This **events management degree programme** aims to develop a range of professional event planning and management knowledge and skills distinctive of an employable, professionally competent international event management practitioner. It develops students' competence in applying appropriate theories and concepts of international event management to practical situations, so that they can be equipped for a career in the festival, event and related service sectors.



University of Plymouth Day (March 2019)

## Programme Structure

The two programmes consist of 7 modules (20 credits each, except for *Honours Project* and *Event Strategies, Planning and Design* with 40 credits). Students who complete all modules (180 credits) will obtain **Bachelor of Science (Honours) Hospitality Management/ Bachelor of Science (Honours) Events Management**. Under extenuating circumstances, students may be eligible to exit from the programme and obtain an ordinary degree, **Bachelor of Science Hospitality Management/ Bachelor of Science Events Management**, upon completion of 140 credits (40 credits at FHEQ level 5 and 100 credits at FHEQ level 6, or 60 credits at FHEQ level 5 and 80 credits at FHEQ level 6).

## Bachelor of Science (Honours) Hospitality Management

Module Title	Credit
1. Contemporary Business Management for Hospitality Organisations*	20
2. Event Strategies, Planning and Design	40
3. Managing Cruise Passenger Services*	20
4. Leadership Practice	20
5. Business Strategy and Consultancy	20
6. Hospitality Dynamics*	20
7. Honours Project	40

## Bachelor of Science (Honours) Events Management

Module Title	Credit
1. Crowd Behaviour and Managing Event Safety	20
2. Event Strategies, Planning and Design	40
3. The Psychology of Events	20
4. Management Issues for the Event Industry	20
5. Business Strategy and Consultancy	20
6. Creativity and Innovation in Events	20
7. Honours Project	40

\* 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 shall:

1. hold a Higher Diploma / Associate Degree in Tourism and Events Management / Tourism and Hospitality Management / Hotel Management awarded within the HKU system through HKU SPACE, or other equivalent qualifications granted by a recognised institution;

**OR**

2. (i) hold an Advanced Diploma in Hospitality Management / Tourism and Travel Experience Management / Live Entertainment, Festival and Event Management / M.I.C.E. and Event Management awarded within the HKU system through HKU SPACE, or other equivalent qualifications granted by a recognised institution;

**AND**

- (ii) have 2 years of relevant work experience;

**OR**

3. hold an Advanced Diploma with 2 years of relevant work experience / Associate Degree / Higher Diploma in other related disciplines such as Business, Marketing, Management, Leisure, and Recreation Studies granted by a recognised institution;

**OR**

4. have a degree of other disciplines granted by a recognised institution.

Applicants from (3) and (4) may be required to take and pass additional module(s), based on individual merit, before the start of the programme.

If the above academic qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency such as :

- (a) an overall band of 6.0 or above in the IELTS (with minimum component scores of 5.5 in all four components: listening, reading, speaking and writing); **or**
- (b) an overall score of 76 or above in the TOEFL iBT (with minimum component scores of listening 17, reading 18, speaking 20, writing 18).

Mature students (according to University of Plymouth regulation) and applicants with other equivalent qualifications will be considered on a case-by-case basis.

**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 2024. Late applications will not be accepted.**



## Duration of Study and Award

With full exemptions granted, students can complete the programmes in 18 months. The four 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) International Tourism Management/Bachelor of Science (Honours) Hospitality Management/Bachelor of Science (Honours) International Tourism Management (Cruise)/Bachelor of Science (Honours) Events 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. Plymouth lecturers will fly over to Hong Kong to deliver four modules face-to-face and deliver one module online. Two 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).

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.



Exchange Programme (2020)

## Further Studies

Upon graduation, students will have developed independent thinking skills, critical analysis of current hospitality and tourism management knowledge. Honours degree students will have undertaken a final-year project which includes data collection and analysis, therefore, students will be well-equipped with research skills necessary for further studies. Graduates with second-class honours are eligible to apply for the **Master of Science Tourism and Hospitality Management** programme, in collaboration with University of Plymouth at HKU SPACE (Full time: 12 months; Part time: 18 months), and they can enjoy 10% alumni discount of tuition fee.

## 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. Previous students worked for Hong Kong Disneyland, Hong Kong Trade Development Council, Clockenflap Music & Arts Festival, Hong Kong Cyclothon, etc.

## Career Opportunities

Our programmes are designed with the vision of developing high-calibre tourism, hospitality, cruise and event 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 **international tourism management (cruise) 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 2024/25 academic year is HK\$105,000, 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 fees for textbook, re-sitting for assessments, resubmission of assessments, and repeating the studies for each module of study are 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.

## Financial Assistance Schemes

**Bachelor of Science (Honours) International Tourism Management/Bachelor of Science (Honours) Hospitality Management/Bachelor of Science (Honours) International Tourism Management (Cruise)/Bachelor of Science (Honours) Events Management programmes** are accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). Programme titles and respective validity periods of the accreditation status are at [www.hkqr.gov.hk](http://www.hkqr.gov.hk). 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).

## Scholarships and Bursaries

### Rudy Choy Educational Fund Scholarships

Two scholarships (subject to availability) will be awarded by the Rudy Choy Educational Fund under SKAL International Hong Kong to new tourism, hospitality, event 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. ”

**FUNG Siu Hang, Derrick**



- President of 14th Student Union, International College, HKU SPACE
- Recipient of Rudy Choy Educational Fund Scholarship by SKAL International (2017-18)
- Bachelor of Science (Honours) Hospitality Management - First Class Honours (2017-19)

“ Building on my previous education on Food Health and Business Management, the degree programme has equipped me with solid and practical knowledge in hospitality management. I learnt a lot from both overseas and local teachers through lectures, class activities and field trips. After graduation, I am very pleased to work in a Michelin-starred French restaurant in an upscale hotel so as to deepen my hospitality knowledge. Since this degree programme is recognized worldwide, I have already planned to pursue a Master degree qualification overseas. ”



Guest Speaker Talk (March 2019)



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

 2867 8329 / 2867 8408  
 [equiry\\_ftplyhtm@hkuspace.hku.hk](mailto:equiry_ftplyhtm@hkuspace.hku.hk)  
(Mr KK Ho / Ms Sara Liu)

More Details



### 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>
Duration	<b>18 months (Full-time)</b>
Full Tuition Fee (2024/25 Intake)	<b>HK\$105,000</b> (Additional fees of overnight cruise line field trip are not included)
Medium of Instruction	English
Commencement Date	September 2024

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



HKU SPACE was awarded the ASIIN institutional accreditation seal to confirm that we fulfil the institutional, procedural and cultural requirements for good teaching and successful learning. Trust in us as your lifelong learning partner!



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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