

Master's Degrees in ***Hotel & Tourism Management***

MSc in Innovation and Entrepreneurship in Hospitality
MSc in International Hospitality Management
MSc in International Tourism and Convention Management
MSc in International Wine Management
MSc in Luxury Experiences Management

The hotel and tourism sectors are experiencing a period of change. More than ever before industry professionals must lead and manage many situations. Of crucial importance are the skills required to identify and capitalise on opportunities and to respond effectively to challenges. At the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University, we offer **MSc degrees in Innovation and Entrepreneurship in Hospitality (IEH), International Hospitality Management (IHM), International Tourism and Convention Management (ITCM), International Wine Management (IWM) and Luxury Experiences Management (LEM)** to all of you who strive to extend the frontiers of your knowledge and fast track your careers.

THE SCHOOL

The SHTM is located in Hong Kong – the world's most exciting city, and a top international tourism destination in its own right.

For 45 years, the School has refined a distinctive vision of hospitality and tourism education and become a world-leading hotel and tourism school. Ranked No. 1 in the world in the "Hospitality and Tourism Management" category in ShanghaiRanking's Global Ranking of Academic Subjects 2023 for the seventh consecutive year; placed No. 1 globally in the "Commerce, Management, Tourism and Services" category in the University Ranking by Academic Performance in 2022/2023 for six years in a row; rated No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017; and ranked No. 2 in the world among university based programmes in the "Hospitality and Leisure Management" subject area in the QS World University Rankings by Subject 2023 for the seventh year running, the SHTM is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

The School is housed in its own complex that includes its teaching and research hotel, Hotel ICON, where teaching, learning and research are integrated in a full-service environment. Here, close to 1,500 students are guided by a strong international team of 90 faculty members with diverse cultural backgrounds with over 400 combined years of experience in this industry. At the SHTM, students are provided with a service-oriented education that is truly global in its scope, giving them the opportunity to develop real-world managerial skills.

OUR PROGRAMMES

MSc in Innovation and Entrepreneurship in Hospitality

The IEH programme is designed for industry professionals who value the importance of an entrepreneurial mindset to bring about innovation, creative changes and growth in times of rapid transformation. This unique programme prepares industry leaders and entrepreneurs to lead hospitality innovation and entrepreneurship for the sustainable development of the global industry.

MSc in International Hospitality Management

The IHM programme is designed to develop international leaders, educators and researchers for the global hospitality industry. We do this by offering a unique blend of academic challenges in an applied and practical context, helping you to take what you have learned from the classroom into the workplace. Strategic thinking, problem solving, decision making and leadership challenges are some of the skills we aim to develop, combined with enhancing your understanding of the hospitality industry.

MSc in International Tourism and Convention Management

The aim of the ITCM programme is to develop students' knowledge and management skills in the tourism and convention industry through a blend of strategic perspectives and pragmatic implementations. We endeavour to develop in you industry practice, management skills and research competencies through the interdisciplinary subject exposure, problem identification, decision making theory and management application.

MSc in International Wine Management

Our IWM programme develops industry leaders, educators as well as researchers and is designed for those who recognise how a targeted, comprehensive postgraduate qualification will complement and complete their existing practical knowledge of this important industry. The programme instils in you a deep understanding of the latest trends in the wine business, demystifying its complexities and placing you in strong position to lead the global industry into the future.

MSc in Luxury Experiences Management

The LEM programme is designed not only for professionals in the luxury industry who strive to hone their knowledge and skills in this sophisticated global market, but also for individuals who aspire to develop their career in this global industry. This exceptional programme prepares industry leaders and researchers to shape the landscape of luxury and lead the industry into the future.

PROGRAMME FEATURES

Recognising the global nature of the hospitality, tourism and convention industry, these programmes have an international focus while recognising the Asian context.

The SHTM recognises that everybody is unique, therefore we pride ourselves on being able to offer flexibility in our programmes. Unique learning experiences, flexible modes of study, and duration of study, and the allowances for non-local students to take up part-time employment help us to accommodate different learning patterns. A limited number of competitive scholarships are also available for financial assistance.

Our programmes follow a credit bearing system, and your educational journal will combine compulsory subjects, specialised option and elective. You can expect to be taught in a variety of ways including lectures, seminars, workshops and site visits. All are designed to enhance your learning experience and to expose you to theoretical and practical based challenges.

PROJECT OPTION

Throughout their MSc studies, students are given two project options to choose from: Research Project or Consultancy Project.

The Research Project allows students to demonstrate independent research abilities by utilizing various techniques. Students will develop skills in conducting a thorough and critical literature review to become familiar with prior relevant work in their area of interest. They will learn to analyse significant results and effectively communicate their findings.

The Consultancy Project involves a group of students investigating a real-world problem or issue. They must prepare a proposal, collect and analyse data, then synthesize their knowledge to provide practical, well-thought solutions. The focus is on integrating learnings to resolve real-life problems or concerns.

Research Project emphasizes individual independent research and communication of results, whereas Consultancy Project is group-based, with the goal of applying knowledge to propose solutions for real issues.

MEDIUM OF INSTRUCTION

English

THE LOCATION

The SHTM is conveniently located in Tsim Sha Tsui East, Kowloon, right in the city centre. As Asia's world city, Hong Kong's strategic location at the heart of the world's fastest growing economies along with its sophisticated hospitality and tourism industry support the relevance of our educational programmes to the commercial world. Combined with the vibrancy and world-class facilities of Hong Kong this makes us an attractive choice as a place to live and study.

ENQUIRIES

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MASTER OF SCIENCE IN INNOVATION AND ENTREPRENEURSHIP IN HOSPITALITY



***Accepting Applications for
Admission in 2024/25 Academic Year***

Under the MSc Scheme in Hospitality and Tourism Management,
five Master's degree programmes are offered:

MSc in Innovation and Entrepreneurship in Hospitality

MSc in Luxury Experiences Management

MSc in International Hospitality Management

MSc in International Tourism and Convention Management

MSc in International Wine Management

WHAT MAKES THE PROGRAMME UNIQUE ?

Evolving with the Times

As demand from consumers recovers, the hospitality industry continues to grow and invest in innovative practices. Increased demand for innovation and entrepreneurship in the hospitality industry has brought a surge in demand for talents with professional qualifications.

World-leading Hospitality and Tourism Management School

The Master of Science in Innovation and Entrepreneurship in Hospitality (IEH) is offered by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University, a globally recognised hospitality and tourism management school consistently ranked no. 1 in the world by numerous independent bodies.

Meet Professional Needs and Goals

Advanced programme offered to individuals who aspire to lead innovation and entrepreneurship in hospitality for the sustainable development of the global industry.

Distinct Asian Focus

Offered in Hong Kong, a financial powerhouse close to mainland China, the programme has an international focus while recognising the Asian context.

Diverse Learning Experiences

International business field trips give students the opportunity to acquire first-hand experience of digital transformation, innovation and entrepreneurship in hospitality, preparing them to overcome challenges and drive growth and success in the global industry.

Unique Teaching Approach

The programme's participant-centred teaching and learning methods and flexible delivery pattern enable students to complete subjects at their own pace, allowing them to learn while continuing to work.

HOW WILL THE PROGRAMME HELP YOU EXCEL?

The IEH is designed for industry professionals who value the importance of an entrepreneurial mindset to bring about innovation and growth in times of rapid transformation. It also provides a unique opportunity for individuals who aspire to develop their careers in this global industry.

The programme's participant-centred teaching and learning methods facilitate students' active engagement and encourage close collaboration between students and faculty members, thereby promoting a dynamic learning environment.

Led by world-class scholars from the SHTM and supported by prominent industry professionals in the field of innovation and entrepreneurship, the programme prepares industry leaders and entrepreneurs to lead hospitality innovation and entrepreneurship for the sustainable development of the global industry.

Taught in English, the IEH focuses on students' personal and professional growth, providing them with the tools and skills necessary to become ethical leaders and socially responsible global citizens while taking their professional competence to an advanced level.

HOW WILL YOU PROGRESS IN YOUR STUDIES?

All subjects are taught solely in English. Students must complete 31 credits to receive the MSc degree in Innovation and Entrepreneurship in Hospitality. Students must complete four compulsory subjects, four specialisation subjects, one introductory workshop and a combination of either a research project or a consultancy project with one elective subject.

Subject Nature	Subject Title
Compulsory Subjects (3 credits each)	• Managing Human Resources in the Hospitality and Tourism Industry • Managing Marketing in the Hospitality and Tourism Industry • Hospitality and Tourism Financial Management • Research Methods
Compulsory Workshop (1 credit)	• Introductory Workshop
Compulsory Specialisation Subjects (3 credits each)	• Innovation and Entrepreneurship in Hospitality Industry • Innovative Experience Design • Business Models for Hospitality Entrepreneurship • Innovation in Hospitality in the Digital Age
Project Options and Electives	• Research Project (6 credits) • Consultancy Project (3 credits) plus one three-credit elective subject
Suggested Elective Subjects (3 credits each except Management Practice)	• Business Development and Branding (including residential workshop) • Hospitality Revenue Management • Smart Tourism and Big Data Analytics • Management Practice¹

Note

1. Management Practice is an internship subject that carries no credits.

WHAT DOES THE APPLICATION PROCESS INVOLVE ?

Step 1

You must have

- a recognised Bachelor's degree or equivalent;
- no less than 1 year of work experience by the time of enrolment; and
- a relevant educational or industry background. Students without a relevant educational or industry background may be required to take bridging courses/workshops before programme commencement.

Applicants who are non-native English speakers, or whose Bachelor's degree or equivalent was awarded by an institution where the medium of instruction is not English, must provide their TOEFL/IELTS score.

You will need

- a self-recommendation letter;
- a personal resume (CV);
- an undergraduate degree graduation certificate;
- copies of transcripts from all colleges and universities attended;
- proof of your TOEFL or IELTS score to demonstrate English proficiency;
- proof of employment record(s);
- at least one letter of recommendation; and
- records of other professional attainments, if any.

Step 2

Submit your application to PolyU eAdmission:



We consider applications on a rolling basis. You are strongly encouraged to apply for admission as early as possible.

Step 3

Our Admissions team will contact you for an interview if your application is shortlisted.

Step 4

Receive notification of your application result.

Step 5

Confirm your acceptance and pay the initial fee.

ENQUIRIES

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THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



shtm
SCHOOL OF HOTEL &
TOURISM MANAGEMENT



Master of Science in International Wine Management

A key player in the vibrant international wine scene, Hong Kong offers a unique location for anyone aspiring to be part of this trend of dynamic growth. With the huge expansion of the wine market in mainland China, the need for wine professionals with advanced, specialised training and education with a global perspective continues to grow. The Master of Science (MSc) in International Wine Management has been designed to meet this demand. The programme is aimed at those who wish to enjoy a virtually guaranteed career anywhere in the world in this lucrative, ever-evolving and increasingly specialised industry.

School of Hotel and Tourism Management

The School of Hotel and Tourism (SHTM) of The Hong Kong Polytechnic University (PolyU) is located in Hong Kong - the world's most exciting city, and a top international tourism and culinary destination.

Founded in 1979, the SHTM was rated No. 1 in the world in the "Hospitality and Tourism Management" category of ShanghaiRanking's Global Ranking of Academic Subjects 2023 for the seventh consecutive year, placed No. 1 globally in the "Commerce, Management, Tourism and Services" category in the University Ranking by Academic Performance in 2022/2023 for six years in a row, rated No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017, and ranked No. 2 in the world among university based programmes in the "Hospitality and Leisure Management" subject area in the QS World University Rankings by Subject 2023 for the seventh consecutive year, the SHTM is a symbol of excellence in the field, exemplifying its motto of "Leading Hospitality and Tourism".

At the SHTM, more than 1,450 students are guided by a strong international team of 90 faculty members with diverse cultural backgrounds, with more than 400 combined years of experience in the hospitality industry. Students are provided with a service-oriented education that is truly global in its scope, giving them the opportunity to develop real-world managerial skills.

The SHTM is housed in its own complex with its teaching and research hotel, Hotel ICON, which integrates teaching, learning and research in a full-service environment. In 2012, the International Council on Hotel, Restaurant and Institutional Education bestowed its McCool Breakthrough Award on the SHTM in recognition of its breakthrough in the form of Hotel ICON – the heart of the School's innovative approach to hospitality and tourism education.

The Programme

The MSc Programme in International Wine Management (IWM) is designed for wine professionals who understand that a targeted, comprehensive postgraduate qualification will complement and complete their existing practical knowledge of this important industry.

The programme develops industry leaders, educators and researchers and instils in them a deep understanding of the latest trends in the wine business, unravelling its complexities and placing graduates in a strong position to lead the industry into the future. Students also have the opportunity to learn more about mainland Chinese wine consumers and gain insights into some of the fastest growing and potentially most lucrative wine markets in the world.

What makes this programme so different?

- It is offered in Hong Kong – Asia's World City – by the SHTM, one of the world's leading hospitality management institutions, and is the first of its kind in the region.
- Located at the centre of the booming Asia-Pacific region, the SHTM provides an international education that meets the specific demands of a truly global industry.
- Residential study trips give students the opportunity to visit renowned wine regions of the world to understand best practice in wine production, trade and management and thereby increase their international exposure and develop global networks.
- Opportunity for Management Practice (paid internship).
- It was developed in consultation with noted industry figure Jeannie Cho Lee, Master of Wine, and is endorsed by key industry leaders.
- It is taught by leading academics as well as industry experts, such as Masters of Wine Jeannie Cho Lee, Steve Charters and Debra Meiburg, to ensure its relevance.

Programme Structure

Students must complete 31 credits to receive an MSc in International Wine Management. Students must complete three compulsory subjects, three specialised subjects, one introductory workshop and a combination of either a research project plus two elective subjects or a consultancy project plus three elective subjects. An outline of the structure of the programme is given below.

Subject Nature	Code	Subject Title
Compulsory subjects (3 credits each)	HTM534	Managing Marketing in the Hospitality and Tourism Industry
	HTM535	Hospitality and Tourism Financial Management
	HTM582	Research Methods
Compulsory workshop (1 credit only)	HTM5002	Introductory Workshop
Compulsory specialised subjects (3 credits each)	HTM554	Viticulture and Oenology
	HTM555	Wine Business Environment
	HTM556	Wines of the World
Project (6 credits)		Either of the following:
(3 credits)	HTM599	Research Project
	HTM598	Consultancy Project
Elective subjects ¹ (3 credits each except HTM5003)	HTM520	Meetings and Exhibition Management
	HTM540	Hospitality and Tourism Technology and Innovation
	HTM541	Luxury Management
	HTM557	Residential Study Trip
	HTM558	Brand Management and Communication in Wine Business
	HTM560	Wine Economics
	HTM561	Business Events: Concepts, Issues, and Trends
	HTM5003	Management Practice ²

Notes

- Students are required to select any two 3-credit elective subjects if they choose to undertake a Research Project. If they opt for a Consultancy Project, they are required to take any three 3-credit elective subjects.
- Management Practice is an internship subject that carries no credits.

Mode of Study

The mixed-mode study option allows students to pursue full- or part-time study or to switch between the two. Subjects are offered in a regular mode or an intensive block release mode. The regular mode follows the traditional study format of offering a subject over the course of a semester. The intensive block release mode normally requires students to attend classes for three consecutive days over two separated weeks in each subject.

For admission requirements and other information, please visit: <https://www.polyu.edu.hk/shtm/pg/msc-iwm>

Graduate Reflections

Jose Luis LUCAS BAPTISTA DINIZ, Head of Sales, Wholesale Macau, Watson's Wine



Coming from F&B background, I wanted to enhance my management skills, so a Master of Science in International Wine Management was my first choice. I appreciate the programme's focus and the fact that subjects are in trend with the reality of the wine market, allowing me to interact with the wine business community and gain insight into real wine business problems and solutions.

Robben Tinglei LUO, Brand Ambassador China, Hine Cognac

The IWM programme gave me the unique opportunity to study wine and spirits at the centre of Asia's booming wine industry. My experience of IWM was not only one of learning, but also about having fun, making friends and attending inspiring workshops and lectures hosted by industry professionals. The world-leading SHTM helped me to develop professional skills and an international perspective. The in-depth understanding I gained of finance, branding and marketing has been crucial in helping me to build a career in the wine and spirits industry.



Yingying Dong, Ph.D. student, Purdue University



The IWM programme gives us not only the overview of the global wine market but also addresses the wine industry with a distinct Asian cultural context. I believe this feature helps me get better prepared for my future career and that's the reason for my enrolment.

Deborah Jiyu WANG, Associate, Asian Palate

Rated number one in the world, the SHTM offers a strong foundation in wine management, marketing and finance, offering in-depth insights into the multicultural and diverse business environment of the wine and spirits industry. The IWM programme capitalises on the competitiveness and convenience of the dynamic metropolis of Hong Kong, at the heart of Asia's wine industry. Joining the IWM programme enabled me to create my own path with an international perspective by communicating with and learning from specialists from the corporate world.



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Master of Science in LUXURY EXPERIENCES MANAGEMENT

Accepting Applications for Admission in
2024/25 Academic Year

Under the MSc Scheme in Hospitality and Tourism Management, five Master's degree programmes are offered:

MSc in Luxury Experiences Management

MSc in Innovation and Entrepreneurship in Hospitality

MSc in International Hospitality Management

MSc in International Tourism and Convention Management

MSc in International Wine Management

WHAT MAKES THE PROGRAMME UNIQUE ?

Luxury Market on the Rise

In the coming years, the Asia-Pacific is expected to be the fastest-growing region in the global luxury experiences market. Hong Kong, located at the heart of the booming Asia-Pacific region, is perfectly placed to provide postgraduate education in luxury experiences management to cater to the high demand for qualified professionals in this field.

World-leading Hospitality and Tourism Management School

The Master of Science (MSc) in Luxury Experiences Management (LEM) is offered by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University, a globally recognised hospitality and tourism management school consistently ranked no. 1 in the world by numerous independent bodies.

Meet Professional Needs and Goals

Advanced programme offered to individuals who aspire to shape the landscape of luxury and lead the global industry into the future.

Distinct Asian Focus

Offered in Hong Kong, a financial powerhouse close to mainland China, the programme has an international focus while recognising the Asian context.

Diverse Learning Experiences

Residential study trips give students opportunities to acquire first-hand experience in the global luxury industry, honing their knowledge and skills in this sophisticated market.

Unique Teaching Approach

The programme's participant-centred teaching and learning methods and flexible delivery pattern enable students to complete subjects at their own pace, allowing them to learn while continuing to work.

HOW WILL THE PROGRAMME HELP YOU EXCEL ?

The LEM is designed for professionals in the luxury industry who wish to hone their knowledge and skills and develop their careers in this sophisticated global market.

The programme's participant-centred teaching and learning methods facilitate students' active engagement and encourage close collaboration between students and faculty members, thereby promoting a dynamic learning environment.

Led by world-class scholars from the SHTM and supported by prominent industry professionals in the luxury market, the programme prepares industry leaders and researchers to shape the landscape of luxury and lead the global industry into the future.

Taught in English, the LEM focuses on students' personal and professional growth, providing them with the tools and skills necessary to become ethical leaders and socially responsible global citizens while taking their professional competence to an advanced level.

HOW WILL YOU PROGRESS IN YOUR STUDIES ?

All subjects are taught solely in English. Students must complete 31 credits to receive the MSc degree in Luxury Experiences Management. Students must complete four compulsory subjects, four specialisation subjects, one introductory workshop and a combination of either a research project or a consultancy project with one elective subject.

Subject Nature	Subject Title
Compulsory Subjects (3 credits each)	• Managing Human Resources in the Hospitality and Tourism Industry • Managing Marketing in the Hospitality and Tourism Industry • Hospitality and Tourism Financial Management • Research Methods
Compulsory Workshop (1 credit)	• Introductory Workshop
Compulsory Specialisation Subjects (3 credits each)	• Luxury Management • Luxury Consumption Experience and Communication • Sustainable Luxury and Design • Luxury Service Management in Asia
Project Options and Electives	• Research Project (6 credits) • Consultancy Project (3 credits) plus one three-credit elective subject
Suggested Elective Subjects (3 credits each except Management Practice)	• Luxury Service Management in Practice (including residential workshop) • Hospitality and Tourism Technology and Innovation • Smart Tourism and Big Data Analytics • Management Practice¹ • Residential Study Trip • Business Events: Concepts, Issues, and Trends

Note

1. Management Practice is an internship subject that carries no credits.

WHAT DOES THE APPLICATION PROCESS INVOLVE ?

Step 1

You must have

- a recognised Bachelor's degree or equivalent;
- no less than 1 year of work experience by the time of enrolment; and
- a relevant educational or industry background. Students without a relevant educational or industry background may be required to take bridging courses/workshops before programme commencement.

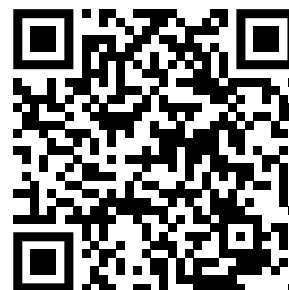
Applicants who are non-native English speakers, or whose Bachelor's degree or equivalent was awarded by an institution where the medium of instruction is not English, must provide their TOEFL/IELTS score.

You will need

- a self-recommendation letter;
- a personal resume (CV);
- an undergraduate degree graduation certificate;
- copies of transcripts from all colleges and universities attended;
- proof of your TOEFL or IELTS score to demonstrate English proficiency;
- proof of employment record(s);
- at least one letter of recommendation; and
- records of other professional attainments, if any.

Step 2

Submit your application to PolyU eAdmission:



We consider applications on a rolling basis. You are strongly encouraged to apply for admission as early as possible.

Step 3

Our Admissions team will contact you for an interview if your application is shortlisted.

Step 4

Receive notification of your application result.

Step 5

Confirm your acceptance and pay the initial fee.

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