



Master of Science Scheme in

HOSPITALITY AND TOURISM MANAGEMENT

MSc in Innovation and Entrepreneurship in Hospitality

MSc in International Hospitality Management

MSc in International Tourism and Event Management*

MSc in International Wine Management

MSc in Luxury Experiences Management

** The new programme title is subject to approval*



THE SCHOOL OF HOTEL AND TOURISM MANAGEMENT

ABOUT US

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University is a leading hotel and tourism institution in the world. The School has its own complex, including Hotel ICON, a teaching and research hotel for hands-on learning and research. With over 90 faculty members with diverse cultural backgrounds and 1,500 students, the School offers a global, service-oriented education for managerial skill development.

OUR LOCATION

The SHTM is located in Tsim Sha Tsui East, Kowloon, the heart of Hong Kong, Asia's world city. Our programmes are tailored to meet the demands of the commercial world, and Hong Kong is a vibrant city with world-class facilities. Studying at the SHTM offers you a top-notch education in one of the most dynamic cities in the world.

WHY WE ARE THE BEST?



In the world – Hospitality & Tourism Management

ShanghaiRanking's Global Ranking of Academic Subjects 2023



In the world – Commerce, Management, Tourism & Services

University Ranking by Academic Performance 2023/24



In the world – Hospitality, Leisure, Sport & Tourism

CWUR Rankings by Subject 2017



In Asia – Hospitality & Leisure Management

QS World University Rankings by Subject 2024



OUR MASTER OF SCIENCE (MSc) PROGRAMMES



MSc in Innovation and Entrepreneurship in Hospitality (IEH)

The IEH programme is for industry professionals who value entrepreneurial mindset for innovation, changes and growth. It prepares them to lead hospitality innovation and entrepreneurship for the sustainable development of the global industry.



MSc in International Hospitality Management (IHM)

The IHM programme aims to develop global hospitality leaders through challenging academics in practical contexts. The programme is designed to enhance strategic thinking, problem-solving, decision-making, and leadership skills while deepening the understanding of the industry.



MSc in International Tourism & Event Management (ITEM)*

The ITEM programme develops tourism and convention management skills through strategic perspectives and pragmatic implementations. We offer interdisciplinary subject exposure, decision-making theory and management application to enhance industry practice and research competencies.



MSc in International Wine Management (IWM)

The IWM programme is ideal for industry leaders, educators, and researchers seeking a targeted postgraduate qualification, gaining a deep understanding of the latest wine industry trends and leading the global industry into the future.



MSc in Luxury Experiences Management (LEM)

The LEM programme is for luxury industry professionals and career aspirants. It prepares leaders and researchers to shape the industry's future.

** The new programme title is subject to approval*

PROJECT OPTIONS

Students are given two project options:

Research Project



The Research Project helps students develop independent research skills by reviewing previous work and analysing significant results in their field of interest. Through this project, students gain valuable research skills for their academic and professional journeys.

Consultancy Project

The Consultancy Project is a group activity where students research real-world problems, prepare a proposal, collect and analyse data, and provide practical solutions. The focus is on integrating learnings to address real-life concerns.



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FOLLOW US:



MASTER OF SCIENCE IN INNOVATION AND ENTREPRENEURSHIP IN HOSPITALITY



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 Event Management*

MSc in International Wine Management

* The new programme title is subject to approval

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 32 credits to receive the MSc degree in Innovation and Entrepreneurship in Hospitality. Students must complete four compulsory subjects, four specialisation subjects, one introductory workshop, one academic integrity and ethics (AIE) subject, and a combination of either a research project or a consultancy project with one elective subject.

Subject Nature	Subject Title
Compulsory Workshop & AIE subject (1 credit each)	<ul style="list-style-type: none"> • Introductory Workshop • Academic Integrity and Ethics in Business Studies and Research
Compulsory Subjects (3 credits each)	<ul style="list-style-type: none"> • 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 Specialisation Subjects (3 credits each)	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Research Project (6 credits) • Consultancy Project (3 credits) plus one three-credit elective subject
Suggested Elective Subjects (3 credits each except Management Practice)	<ul style="list-style-type: none"> • Business Development and Branding (including residential workshop) • Hospitality Revenue Management • Smart Tourism and Big Data Analytics • Management Practice (Internship with stipend) • Residential Study Trip • Brand Management and Communication in Wine Business • Wine Economics

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 2023/2024 for seven 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. 1 in Asia in the "Hospitality and Leisure Management" subject area in the QS World University Rankings by Subject 2024, the SHTM is a symbol of excellence in the field, exemplifying its motto of "Leading Hospitality and Tourism".

At the SHTM, more than 1,500 students are guided by a strong international team of over 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 (Internship with stipend).
- 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 to ensure its relevance.

Programme Structure

Students must complete 32 credits to receive an MSc in International Wine Management. Students must complete three compulsory subjects, three specialised subjects, one introductory workshop, one academic integrity and ethics (AIE) subject, 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 Workshop & AIE subject (1 credit each)	HTM5002 HTM5T02	Introductory Workshop Academic Integrity and Ethics in Business Studies and Research
Compulsory subjects (3 credits each)	HTM534 HTM535 HTM582	Managing Marketing in the Hospitality and Tourism Industry Hospitality and Tourism Financial Management Research Methods
Compulsory specialised subjects (3 credits each)	HTM554 HTM555 HTM556	Viticulture and Oenology Wine Business Environment Wines of the World
Project (6 credits) (3 credits)	HTM599 HTM598	Either of the following: Research Project Consultancy Project
Elective subjects ¹ (3 credits each except HTM5003)	HTM520 HTM540 HTM541 HTM557 HTM558 HTM560 HTM561 HTM5003	Meetings and Exhibition Management Hospitality and Tourism Technology and Innovation Luxury Management Residential Study Trip Brand Management and Communication in Wine Business Wine Economics Business Events: Concepts, Issues, and Trends Management Practice (Internship with stipend)

Notes

1. 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.

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, Acker Merrall & Condit (Asia), Sales Manager

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**

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 Event Management*
- MSc in International Wine Management

** The new programme title is subject to approval*

WHAT MAKES THE PROGRAMME UNIQUE?

Offered in Hong Kong, the programme has a global focus with an Asian context.



Luxury Market on the Rise

Asia-Pacific is expected to lead the growth in luxury experiences market. Hong Kong is perfectly placed to provide postgraduate education in luxury experience management to meet the high demand for qualified professionals.

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) at The Hong Kong Polytechnic University, a globally top-ranked hospitality and tourism management school.

Meet Professional Needs and Goals

This advanced Master's programme is specifically tailored for individuals who are determined to shape the landscape of luxury and confidently lead the global industry into the future.

Diverse Learning Experiences

Residential study trips offer a chance for students to learn about the luxury industry first-hand and improve their skills in this market.

Unique Teaching Approach

The programme allows self-paced learning alongside work through flexible delivery and participant-centered teaching.

HOW WILL THE PROGRAMME HELP YOU EXCEL?

LEM offers bespoke leadership training to luxury professionals led by industry experts and top scholars.

PROGRAMME STRUCTURE & SUBJECTS

The programme requires 32 credits:

1 introductory workshop, 1 Academic Integrity and Ethics subject, 4 compulsory subjects, 4 specialisation subjects, and either a research project or a consultancy project + 1 elective subject. All courses are taught in English.



Introductory Workshop (1 credit)



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



Specialisation Subjects (3 credits each)

- Luxury Management
- Luxury Consumption Experience and Communication
- Sustainable Luxury and Design
- Luxury Service Management in Asia



Academic Integrity and Ethics Subject (1 credit)



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 Practice (Internship with stipend)
- Residential Study Trip
- Business Events: Concepts, Issues, and Trends
- Brand Management and Communication in Wine Business
- Wine Economics



Project Options and Electives (choose 1)

- Consultancy Project + one three-credit elective subject
- Research Project



PROGRAMME ENQUIRIES

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APPLICATION PROCESS

PHASE 1

Admission Requirements:

- A recognised bachelor's degree or equivalent
- At least one year of work experience by the time of the assumption of study
- Bridging courses may be required for students without relevant educational or industrial background

Application Documents:

- Self-recommendation letter
- Personal resume
- Undergraduate degree graduation certificate
- Transcripts from all colleges & universities attended
- Proof of employment record(s)
- TOEFL/IELTS scores for English proficiency*
- At least one letter of recommendation
- Records of other professional achievements (if any)

PHASE 2

Scan to submit
your application to
PolyU eAdmission



PHASE 3

If your application is shortlisted, our Admissions team will contact you for an interview.

PHASE 4

You will receive a notification on the result of your application.

PHASE 5

Once you accepted the offer, confirm your admission and pay the initial fee.

**Non-native English applicants or those with a degree from a non-English medium institution must provide their TOEFL/IELTS scores.*

FOLLOW US:

