

Bachelor of Science (Hons) Scheme in

# HOTEL AND TOURISM MANAGEMENT

JUPAS Code: JS3310



## PROGRAMME OPTIONS

- Hotel Management Specialism
- Smart Tourism and Hospitality Specialism
- Event and Experience Management Specialism
- Secondary Major in Artificial Intelligence and Data Analytics
- Secondary Major in Innovation and Entrepreneurship
- 2+2 Dual Programme option with Modul University Vienna



### Programme Duration

4 years



### Mode of Study

Full-time



### Medium of Instruction

English



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



shtm  
SCHOOL OF HOTEL &  
TOURISM MANAGEMENT



# 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?

#1

### In the world - Hospitality & Tourism Management

ShanghaiRanking's Global Ranking of Academic Subjects 2024

#1

### In the world - Commerce, Management, Tourism & Services

University Ranking by Academic Performance 2023/24

#1

### In the world - Hospitality, Leisure, Sport & Tourism

CWUR Rankings by Subject 2017

#1

### In Asia - Hospitality & Leisure Management

QS World University Rankings by Subject 2024

*\* among university-based programmes*

# PROGRAMME STRUCTURE

## Your Path to Success in Hospitality, Tourism, and Events

The BSc programme is multidisciplinary and equips students with the professional knowledge and skills for a broad range of complex, managerial, and specialised work activities in the hotel, tourism, and events industry.

### Your Journey with the SHTM Starts

#### YEAR 1

#### Enter the BSc(Hons) Scheme in Hotel & Tourism Management in **Semester 1**

You start to study:

- General University Requirements
- Introductory subjects in hotel, tourism, and event management
- Discipline-specific subjects offered by the SHTM

#### Choose Programme Options in **Semester 2\***

##### **SPECIALISM**

Hotel Management  
Smart Tourism & Hospitality  
Event & Experience Management

##### **SECONDARY MAJOR**

Artificial Intelligence & Data Analytics  
Innovation & Entrepreneurship

##### **2+2 DUAL PROGRAMME**

### Connect Theory with Practice

#### YEAR 2

#### Take Required Subjects in **Semester 1**

You continue to study:

- Discipline-Specific Subjects
- All General University Requirements subjects

You also begin to take subjects in your specific discipline area, depending on your chosen programme option.

#### Participate in Work- Integrated Education in **Semester 2**

You are required to start undertaking Work-Integrated Education to gain practical experience.

### Excel in Your Academics

#### YEAR 3

#### Take Advanced Subjects and Others

You begin to take advanced subjects in your chosen discipline area, Minor (offered by other departments of the University) or Free Electives (offered by the SHTM). This year, subjects have begun to focus on case studies and applications.



### Unleash Potential in Final Year

#### YEAR 4

#### Plan Your Thesis/Capstone Project

In the Final Year, you shall begin working on a thesis or enrol in a capstone subject, depending on your programme option. You will also take advanced subjects.



#### Complete Work-Integrated Education Requirement

To fulfil the Work-Integrated Education requirement, you must complete 6 months or 960 hours of cumulative work experience by the end of Year Four.



\*Students must choose their programme option during their first year's second semester, and the School will consider their choice based on overall GPA and interview result. If students wish to switch programme options, they must do so before their Work-Integrated Education as long as they can complete all graduation requirements within four years after the transfer.

# PROGRAMME SUBJECTS

## GENERAL UNIVERSITY REQUIREMENTS | OFFERED BY THE UNIVERSITY

- Language & Communication Requirement
- Introduction to AI and Data Analytics
- Leadership Education & Development
- Cluster Area Requirement
- Introduction to Innovation & Entrepreneurship
- Healthy Lifestyle
- Service Learning

## COMMON DISCIPLINE-SPECIFIC SUBJECTS | OFFERED BY THE SHTM

- DSR English Language Subject
- DSR Chinese Language Subject
- Introduction to Psychology/Introduction to Sociology
- Introduction to Statistics for Business
- Introduction to Hospitality, Tourism and Events
- Introduction to Food and Beverage Operations
- Accounting and Control in Hospitality, Tourism & Events
- Managing Organizations in Hospitality, Tourism & Events
- Marketing Hospitality, Tourism & Events in the Digital Age
- Delivering Service Quality
- Consumer Behaviour in Hospitality, Tourism & Events
- Financial Management in Hospitality, Tourism & Events
- Technology Strategy in Hospitality, Tourism & Events
- Analysing and Interpreting Research
- Managing Human Resources in Hospitality, Tourism & Events
- Social and Environmental Responsibility and the Law
- Big Data Analytics in Hospitality, Tourism & Events
- Strategic Management in Hospitality, Tourism & Events

## SPECIALISM SUBJECTS | OFFERED BY THE SHTM

### 1 Hotel Management

- Hotel Operation
- Resort Management
- Managerial Concepts in Food & Beverage Operations
- Revenue Management
- Food & Beverage Management
- Hospitality Asset Management

### 2 Smart Tourism and Hospitality

- Digital Transformation in Tourism & Hospitality
- Smart Service Design in Tourism & Hospitality
- Tourism & Hospitality Management Information System
- Tourism Economics & Policy
- Artificial Intelligence in Tourism & Hospitality
- Social Media & Digital Marketing Analytics

### 3 Event and Experience Management

- Creating Service Experience
- Meeting Management
- Events Experience Management
- Experience Mapping in Hospitality, Tourism & Events
- Luxury Management
- Exhibition Management

➤ In the Final Year, you can choose **Honours Thesis** OR **Capstone Subjects** as your final-year project.

## SECONDARY MAJOR SUBJECTS | OFFERED BY THE SHTM & OTHER DEPARTMENTS

### 1 ARTIFICIAL INTELLIGENCE & DATA ANALYTICS

- General University Requirements
- Primary Major Subjects (offered by the SHTM)
- Artificial Intelligence & Data Analytics Requirements (offered by other departments)
- Integrated Capstone Project

### 2 INNOVATION & ENTREPRENEURSHIP

- General University Requirements
- Primary Major Subjects (offered by the SHTM)
- Innovation & Entrepreneurship Requirements (offered by other departments)
- 2 Discipline-specific Electives

## 2+2 PROGRAMME | OFFERED BY THE SHTM & MODUL UNIVERSITY VIENNA

For this option, students spend Year 1 + Year 2 at the SHTM, and Year 3 + Year 4 at Modul University Vienna. This option provides students with 2 awards: BSc (Hons) in Hotel and Tourism Management from the SHTM + BBA in Tourism and Hospitality Management from Modul University Vienna

## PRE-GUARANTEED SPECIALISM ENTRY

For JUPAS applicants with HKDSE scores which are at least 10% or higher than the average score of the last admission exercise, they can be given pre-guaranteed entry into an individual specialism which they are interested in from the existing 3 specialisms, namely (1) Hotel Management, (2) Smart Tourism and Hospitality and (3) Event and Experience Management.



# WORK-INTEGRATED EDUCATION

## Elite Management Programme

To fulfil the Work-Integrated Education requirement, you are required to complete 6 months or 960 hours of cumulative work experience during your studies. You will be placed at leading hotels, restaurant chains and tourism and events organisations in Hong Kong and abroad for work placements, which develop all-round students with professional competence and a refined sense of industry needs. You will be assigned a mentor from the School and a supervisor selected from our industry partners to help you integrate the two complementary aspects of your education.

Through Hotel ICON, the SHTM offers a unique internship programme which allows you to benefit from the hotel's transparent operations and gain a holistic understanding of the industry by participating in the day-to-day running of various departments in a real-world hotel environment. For the most outstanding SHTM students, the exceptional "Elite Management Programme" provides an opportunity to gain solid industry experience by rotating in different departments, undertaking special projects, and "shadowing" a Hotel ICON manager during internships.

# OUR SCHOLARSHIPS

The SHTM offers local and international students various scholarships based on exceptional academic merit, extracurricular activities, and community involvement. The School has been supported by donors in the hospitality and tourism industry, who have donated scholarships to encourage academic and personal excellence. These scholarships have helped our students achieve academic success and become well-rounded graduates.

Scholarships are usually awarded based on academic merit, but some are open to all students. Other factors, like leadership potential, financial need, and community involvement, are also considered. Applicants will be invited to interviews, and judges will evaluate their eligibility based on various factors.

## ENTRANCE REQUIREMENTS

### Local Applicants

The following HKDSE qualifications are required for local applicants:

- Level 3 in HKDSE Chinese Language
- Level 3 in HKDSE English Language
- Level 2 in HKDSE Mathematics
- Attained in HKDSE Citizenship and Social Development
- Level 3 in 2 HKDSE Elective Subjects

Interviews will be arranged for suitable candidates. Local applicants with qualifications other than HKDSE may also be considered.

### International Applicants

International students are welcome to apply. A student visa is required to study in Hong Kong. After graduation, international students may stay in Hong Kong for up to 24 months to find employment.



Scan for Application and Detailed Admission Requirements

## ENQUIRIES

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