



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)



Academic Integrity and Ethics Subject (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



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



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 (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:       