



# Bachelor of Arts in Travel Industry Management

## 旅遊服務業管理學文學士

<b>Programme Code &amp; Mode of Study</b>	84010 (Full-time Mode) 84013 (Part-time Mode)
<b>Tuition Fee</b>	HK\$2,000 per credit for 2011/12 academic year
<b>Medium of Instruction</b>	English (except the subject in Putonghua)
<b>Programme Leader</b>	Elaine CHAN Ah-heung BA, MPhil, CHE

### ▶ Aims and Objectives

The programme is designed to equip students with the professional knowledge, skills and attitudes they need to make an effective contribution to the travel and tourism industry of Hong Kong and of China. It aims to train students to identify and assess the changes and related implications of regional and global business environments for corporate operations and management in the travel and tourism industry.

### ▶ Career Opportunities




















Upon graduation, students may pursue their career in the following areas:

- Airlines and Airport
- Cruise
- Theme Parks
- Conferences, Conventions & Exhibitions
- Travel Agencies
- National Tourist Organisations
- Trade Associations
- Hotels
- Restaurants & Pubs
- Fast Food Chains
- Events & Banqueting
- Private Clubs



## ▶ Programme Structure

Students are required to complete 10 compulsory and 5 elective subjects. Each subject carries 3 credits.

Subject Nature	Subject Title
<b>Compulsory</b> (all 10 subjects)	Writing in English for Business 
	Speaking in English for Business 
	Business Putonghua for Travel and Tourism Industry* 
	Financial Management for Non-finance Specialists 
	Information Technology for Travel and Tourism Industry 
	Human Resource Management for Travel and Tourism Industry 
	Legal Aspects in Travel and Tourism Industry 
	Quality Service Management for Travel and Tourism Industry 
	Strategic Marketing for Travel and Tourism Industry 
	Contemporary Issues in Travel and Tourism Industry 
<b>Elective</b> (any 5 subjects)	Tour Operations and Wholesaling 
	Cruise Line Management 
	Special Event Management 
	Venue Management 
	Air Transportation Management 
	Tourism Development in China 
	Convention and Exhibition Management 
	Consumer Behaviour for Travel and Tourism Industry 
	Tourism Retailing and Product Management 
	Beverage Management
	Entrepreneurship in Food Service Industry
	Event Sales and Marketing Management
	Hotel Planning and Design
	Hotel Sales Management
	International Hotel Business and Management

Offering of any elective subjects is subject to sufficient enrolment.

Students are also required to complete 500 hours of Industry Practicum before graduation.

\* Students will be required to take an oral screening test on their proficiency in Putonghua during the first semester of study. Students without requisite proficiency in Putonghua will be required to take an additional course in "Elementary Putonghua" before taking this subject. Subject to availability, students may enrol on "Elementary Putonghua" offered by SPEED and additional fees will be charged.

 This subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

## ▶ Entry Requirements

Applicants should possess a Higher Diploma or an Associate Degree in related disciplines or equivalent.

Holders of Higher Diploma or Associate Degree in other business areas may also be considered.\*

Those who do not possess the above-mentioned qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.\* Mature applicants should possess 5 years of relevant working experience in supervisory / managerial positions and have completed prior post-secondary studies in related fields at diploma level or equivalent. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and

- (i) pass an admission test; and
- (ii) have an appropriate level of English language competence demonstrated by at least level 2 in HKCEE English Language [or grade E in HKCEE English (Syllabus B) for results obtained before 2007] or equivalent.

\* Applicants without sufficient knowledge in areas of travel and tourism will be required to complete the respective bridging course(s) as designated by SPEED before programme commencement. The bridging courses will commence in early July 2011. **Applicants who are required to take the bridging course(s) should submit their applications before the close of first round admission (i.e. 30 April 2011).** No bridging courses will be arranged for applicants after the first round of admission.

## ▶ Further Information

Syllabus of the subjects offered can be obtained from my.SPEED portal (<http://www.cpce-polyu.edu.hk/speed/its/myspeed>) under "my.Channels" → "programme document".

## ▶ Enquiries

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