

PolyU

SPEED 2026/27



Master of Science in Sustainable Tourism and Hospitality Management 可持續旅遊及酒店管理理學碩士

September 2026 Entry 2026 年 9 月開學



Full-time
全日制
Part-time
兼讀制

- Programme aim: Nurture postgraduates with innovative strategic skills and knowledge in managing tourism, hospitality, and event organisations for resilience and sustainability
課程目標：培養具備創新策略技能和知識的研究生，以管理旅遊、酒店和活動組織，讓行業更具適應能力及實現可持續發展
- Specialised curriculum: Cover areas of sustainable tourism and hospitality management which incorporates heritage tourism, eco-tourism and cultural tourism, digitalisation, sustainable marketing, sustainable leadership, ESG management and reporting, and other relevant topics, etc., with a Research Centre for Green Business to support teaching and research
專業課程：課程涵蓋可持續旅遊和酒店管理領域，包括文化遺產旅遊、生態旅遊和文化旅遊、數碼化、可持續營銷、可持續領導力、ESG 管理與報告，以及其他相關主題等。學院的綠色商業研究中心，支持教學和研究活動

Programme Basic Information 課程基本資料

Duration of Study:

1 year (Mixed-mode Full-time) / 2 years (Mixed-mode Part-time)

修讀年期：

1 年（混合模式全日制）/ 2 年（混合模式兼讀制）

Commencement Date: September 2026 Entry

開課日期：2026 年 9 月開學

Tuition Fee: HK\$249,790

學費：港幣 249,790 元

Programme Structure 課程結構

Students are required to complete 11 subjects in a total of 31 credits with satisfactory results as well as passing an e-learning course (non-credit bearing) to fulfil the National Education Requirement in order to obtain a master's degree.

學生需要完成 11 個科目合共 31 個學分，取得滿意成績，並需於一科電子學習科目（非學分）取得合格成績，以滿足國民教育要求，方可取得碩士學位。

Compulsory Subjects (all 9 subjects; 3 credits each unless otherwise specified)

必修科目（全部 9 科目，每科 3 學分，另有規定除外）

- Academic Integrity and Ethics in Business and Hospitality Management (1 credit 學分)
- Corporate Strategy and Sustainable Leadership
- Digitalisation and Information Management in Tourism and Hospitality
- ESG Management, Compliance and Reporting
- Financial Management in Tourism and Hospitality
- Special Project in Contemporary Issues in Tourism and Hospitality
- Strategic Talent Management for Green Business
- Sustainable Marketing
- Sustainable Tourism and Hospitality Management

Elective Subjects* (any 2 subjects; 3 credits each)

選修科目*（任何 2 科目，每科 3 學分）

- Climate Change and Risk Management
- Customer Experience Management and Innovations
- Food and Beverage Business Development
- International Festival and Event Management
- Tourism and Hospitality and ESG Practices in China

*Offering of any elective subjects is subject to sufficient enrolment.
每科選修科必須有足夠報讀人數才會開辦。

Career Prospects 就業前景

- ESG has become an important area in tourism and hospitality management, hence managers and professionals should possess the knowledge and skills to integrate sustainable practices into their daily operations and strategies
ESG 已成為旅遊和酒店管理中的重要領域，因此管理人員和專業人士應具備將可持續實踐融入日常運營和策略的知識與技能
- Graduates can take up the following positions in Hong Kong, the GBA region, and elsewhere: Sustainability Development Supervisor; Programme Director (e.g., Ecotourism; Cultural tourism); Associate Manager overseeing ESG; Sustainability Relationship Manager
畢業生可以在香港、大灣區及其他地區擔任這些職位：可持續發展主管、項目總監（例如：生態旅遊、文化旅遊）、ESG 副經理、可持續發展關係經理



Entrance Requirements 入學要求

Holders of a recognised bachelor's degree, or an equivalent qualification in tourism and hospitality management

持有認可的旅遊及酒店管理學士學位或同等學歷

For details of entrance requirements, please visit the programme webpage.

入學要求詳情，請瀏覽課程網頁。

**For more information,
please contact:**

想了解更多，請聯絡：

Programme Leader 課程統籌

Dr Alina ZHANG 章新燕博士

BEng, MSc (Huazhong U.S.T.), PhD (H.K.); Individual Member (GSTC),

Professional Certificate in Sustainable Tourism (GSTC)

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Enquiries 查詢

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The School reserves the right to update the contents of this programme brochure and to change or withdraw programmes or subjects described here.
學院有權更改此課程單張內容或撤銷此單張所述課程或科目。



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Programme Details 課程詳情

