

Bachelor of Arts (Honours) Scheme in Hospitality and Tourism Management

款待及旅遊業管理（榮譽）文學士組合課程

(84061-CEM / 84061-HPM / 84061-TIM)

Scheme Structure

Students are required to complete the following requirements with satisfactory results for an honours degree:

Award	Requirements	No. of Credits	
Bachelor of Arts (Honours) in Convention and Event Management 會展管理（榮譽）文學士 /	General University Requirements (GUR)	9 – 18	
	2 Cluster Area Requirements (CAR) subjects (including 1 designated as China-related) ⁺ , 3 credits each	6	
	1 Service Learning OR Free Elective subject [^]	3	
	Up to 3 Language and Communication Requirements (LCR) subjects (2 in English & 1 in Chinese), 3 credits each <i>(for students who have not met the equivalent standard of undergraduate degree LCR based on their prior sub-degree studies only)*</i>	0 – 9	
Bachelor of Arts (Honours) in Hospitality Management 款待業管理（榮譽）文學士 /	Discipline Specific Requirements (DSR) <i>(Please refer to the table below for details.)</i>	51 – 54	
	Foundation	1 subject, 3 credits <i>(for students from unrelated disciplines only)</i>	0 – 3
Bachelor of Arts (Honours) in Travel Industry Management 旅遊服務業管理（榮譽）文學士	Scheme Compulsory	10 subjects, 3 credits each	30
	Award-Specific Compulsory	3 subjects, 3 credits each	9
	Elective	4 subjects, 3 credits each	12
	Work-Integrated Education (WIE)	300 hours of work-based learning experience <i>(Relevant work experience accumulated after sub-degree studies but before the commencement of the programme enrolled at SPEED may be considered for fulfilment of WIE. Students will be invited to submit application for consideration after programme commencement.)</i>	Nil
	Total		60 – 72

⁺ Within these subjects, students need to fulfil the English and Chinese reading and writing requirements.

[^] Subject to the review in early 2020, all students may be required to take a Service Learning subject.

^{*} Students' fulfilment of LCR will be assessed based on their academic records of sub-degree studies. They will be advised if they are required to take LCR subjects on admission.

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Discipline Specific Requirements (DSR)

Subject Area	Subject Nature	Subject Title
Scheme	Scheme Compulsory (all 10 subjects)	Business Communication in Chinese
		Contemporary Issues in Hospitality and Tourism Industry
		Customer Relationship Management in Hospitality and Tourism Industry 🏨
		English Communication for Hospitality and Tourism Professionals
		Financial Management in Hospitality and Tourism 🏨
		Integrated Study (Hospitality and Tourism Management)
		Legal and Ethical Aspects in Hospitality and Tourism Industry 🏨
		Marketing Management for Hospitality and Tourism Industry 🏨
		Research Methods
		Strategic Management for Hospitality and Tourism Industry
Convention and Event Management	Foundation (for students from unrelated disciplines only)	Introduction to the Event Industry
	Award-Specific Compulsory (all 3 subjects)	Convention Management
		Event and Tourism Management
		Meeting Management
	Elective[#] (any 4 subjects)	Catering Operations and Management
		Consumer Behaviour for Hospitality and Tourism Industry
		Convention Venue Management
		Destination Management
		Exhibition Management
		Hospitality Management and Development
		Human Resource Management in Hospitality and Tourism Industry
		Quality Service Management for Hospitality and Tourism Industry
Sports Tourism and Management		
Theme Park and Attractions Management		
Hospitality Management	Foundation (for students from unrelated disciplines only)	Introduction to Hospitality and Tourism Industry
	Award-Specific Compulsory (all 3 subjects)	Hospitality Management and Development
		Hotel Planning and Development
	Professional Foodservice Management	

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Subject Area	Subject Nature	Subject Title
	Elective[#] (any 4 subjects)	Advanced Wine Studies
		Club Management
		Cruise Line Operations and Management
		Event and Tourism Management
		Hospitality and Tourism Technology and Innovation
		Hotel Sales and Revenue Management
		Human Resource Management in Hospitality and Tourism Industry
		Quality Service Management for Hospitality and Tourism Industry
		Resort and Spa Management
		Theme Park and Attractions Management
		Wine and Spirit Studies
Travel Industry Management	Foundation (for students from unrelated disciplines only)	Introduction to Hospitality and Tourism Industry
	Award-Specific Compulsory (all 3 subjects)	Destination Management
		Theme Park and Attractions Management
		Tourism Planning and Development
	Elective[#] (any 4 subjects)	Air Transportation Management
		Aviation Service Management
		Consumer Behaviour for Hospitality and Tourism Industry
		Convention and Meeting Management
		Cruise Line Operations and Management
		Event and Tourism Management
		Exhibition Management
		Hospitality Management and Development
		Human Resource Management in Hospitality and Tourism Industry
		Quality Service Management for Hospitality and Tourism Industry
Sports Tourism and Management		
Travel Agency Management		

[#] Offering of any elective subjects is subject to sufficient enrolment.



This course has been included in the list of reimbursable courses under the Continuing Education Fund. The mother course (Bachelor of Arts in Convention and Event Management / Bachelor of Arts in Hospitality Management / Bachelor of Arts in Travel Industry Management) of this module is recognised under the Qualifications Framework (QF Level 5).