



### Programme Objectives | 課程宗旨

**This aims to provide industry practitioners an introduction and overview of the hospitality and tourism industry, including different segments and their distinguishing characteristics, common services and products, trend and challenges, and other trade knowledge required to develop career in hospitality and tourism industry.**

本課程專為有興趣從事款待及旅遊行業的人士而設，旨在提供酒店和旅遊業的介紹和概述，包括不同行業市場及其特徵、服務和產品、趨勢和挑戰，以及在酒店和旅遊業發展所需的行業知識。

### Learning Contents | 學習內容

- Introduction to tourism 旅遊業導論
  - Tourism concepts and principles 旅遊的概念與原理
  - Structure of tourism industry 旅遊規畫
  - Local tourism development 本地旅遊業發展
  - Impacts of tourism 旅遊業的影響
  - Contemporary issues and trends in tourism 旅遊業的現況及發展
  - Basic concepts of world geography 基本世界地理概念
  - Tourist destinations and attractions 旅遊目的地及景點
  - World tourism regions 世界旅遊區域
- Introduction to hospitality 款待業導論
  - Introduction to the hospitality industry 款待業簡介
  - Introduction to the accommodation sector 住宿業簡介
  - Front office and housekeeping operations 前堂部及管家部運作
  - Food and beverage operations 餐飲業簡介
  - Customer services 顧客服務
  - Customer relations 客務關係
  - Trends in hospitality 款待業的趨勢

## Certification | 證書

Students are required to attend a short quiz in a form of multiple choice questions. Upon successful completion of the programme (i.e. attended a minimum of 80% of the classes and passed the quiz), students will be awarded a certificate issued by the Hospitality Discipline of the Vocational Training Council.

課程包括一個以多項選擇題形式測驗。出席率不少於80%及測驗合格者，將獲頒發職業訓練局轄下酒店及旅遊學科之修業證書一張。

## Contact Hours | 上課時數

Total 18 hours including examination in the 5<sup>th</sup> lesson (分5個課堂，總共 18小時 包括考試在第五堂內)

Cohort 組別	Lesson 課堂	Date 日期	Day 星期	Time 時間	Venue 上課地點
Apr 4月班	Lesson 1   第一堂	22 Apr   4月 22日	Saturdays 逢星期六	14:00-18:00	Institute of Vocational Education (Haking Wong) 香港專業教育學院 (黃克競)
	Lesson 2   第二堂	29 Apr   4月 29日			
	Lesson 3   第三堂	6 May   5月 6日			
	Lesson 4   第四堂	13 May   5月 13日			
	Lesson 5   第五堂	20 May   5月 20日		14:00-16:00	

## Medium of Instruction | 授課語言

Cantonese (supplemented with English notes) | 廣東話 (輔以英語教材)

## Programme Fee | 學費

HK\$2,000 per person | 每人港幣\$2,000元

## Application Deadline | 截止報名日期

Apr 2023	◆ 30 Mar 2022	<a href="#">Application Here</a>	四月班	◆ 2023年 3月 30日	<a href="#">在此申請</a>
----------	---------------	----------------------------------	-----	----------------	----------------------

## Enquiry | 查詢

Tel / 電話: 2595 2591 / 2708 5394

WhatsApp: 2595 2591

Email / 電郵: [iveht@vtc.edu.hk](mailto:iveht@vtc.edu.hk)

Website / 網址: <https://hospitality.vtc.edu.hk/>

## Disclaimer / 免責聲明

VTC reserves the right to cancel any course, revise course content or change the offering venue(s), date and time if circumstances so warrant.

職業訓練局可因應情況取消任何課程、

修正課程內容或更改上課地點、日期及時間。

