



### 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 2025  25年4月	Lesson 1   第一堂	5 Apr   4月 5日	Saturdays 逢星期六	14:00-18:00	Lesson 1   第一堂 實體，面對面授課
	Lesson 2   第二堂	12 Apr   4月 12日			Lesson 2   第二堂 MS Teams Online 網上理論課
	Lesson 3   第三堂	26 Apr   4月26日			Lesson 3   第三堂 實體，面對面授課
	Lesson 4   第四堂	3 May   5月3日			Lesson 4   第四堂 MS Teams Online 網上理論課
	Lesson 5   第五堂	10 May   5月 10日		14:00-16:00	Lesson 5   第五堂 實體，面對面授課及考試
Venue 實體上課地點	Institute of Vocational Education (Haking Wong) 香港專業教育學院(黃克競)				

## 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\$2,200 per person | 每人港幣\$2,200元

Special Offer: HK\$1,980 per person will apply to the following participants:

• VTC Staff

學費優惠：每位港幣1,980 元適用於以下人士：

• 職業訓練局職員

Application Deadline   截止報名日期		
17 Mar 2025	2025年3月17日	Application Here   在此申請

## Enquiry | 查詢

Tel / 電話: 2957 5784

WhatsApp: 2957 5736 / 2708 5388

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。

## Application Notes | 申請須知

### I Seats are limited and applications are processed on a first-come-first-served basis.

If the minimum number of students is not reached, the course will be postponed.

由於名額有限，報名以先到先得方式進行。如未能達到最低收生人數，課程將會順延。

### II The admission notification will be issued a week before the commencement of the course via e-mail. Applicants who do not receive this email notification should contact us. An official receipt for their tuition fee payment will be given in the first lesson.

申請人將於開課前一星期收到確認取錄的電郵。如在開課前一星期仍未收到通知，請與我們聯絡。正式收據會於課程第一堂發出。

### III Refund and Transfer | 退還課程費用及學額轉讓

**Fees paid is non-refundable unless the programme cancellation, rescheduling and unsuccessful application cases. Fees paid and places enrolled are not transferable, and request for programme swapping will not be entertained. The Hospitality Discipline of Institute of Vocational Education reserves the right to cancel or reschedule the course.**

除因課程取消、改期及申請不獲接納的情況外，所繳費用恕不退還。已繳學費及報名名額亦不可轉讓，並不受理申請換班及轉讓他人。香港專業教育學院酒店及旅遊學科將保留取消及重新安排課程之一切權利。

### IV Diversity and Equality Policy | 多元化及平等政策

The Vocational Training Council (VTC) is committed to developing, promoting and maintaining policies of equality of opportunity which creates an environment for staff, students or any other persons who have dealings with the VTC where there is no barrier to equal opportunities and no discrimination on the grounds of sex, pregnancy, breastfeeding, disability, race, marital status, family status, or sexual orientation.

職業訓練局致力制定、推廣及維持一套平等機會政策，以締造一個機會均等，以及沒有性別、懷孕、餵哺母乳、殘疾、種族、婚姻狀況、家庭崗位或性傾向歧視的環境予所有職業訓練局僱員、學生以及與職業訓練局有事務交往的人士。

### V Personal Data Policy | 個人資料政策

VTC's policies and practices in relation to personal data and the Personal Data (Privacy) Ordinance in Hong Kong is available at <http://www.vtc.edu.hk/html/en/privacy.html>. VTC and its member institutions intend to use your personal data provided, including your name, phone number, mobile number, email address, correspondence address and education level, to provide direct marketing information in relation to any programmes, admission and events of VTC and its member institutions, but we cannot so use your personal data without your consent. If you would like to unsubscribe from receiving the said information or update your personal data, please send your request to [iveht@vtc.edu.hk](mailto:iveht@vtc.edu.hk).

關於職業訓練局對個人資料及香港《個人資料（私隱）條例》的政策及做法，請瀏覽 <http://www.vtc.edu.hk/html/tc/privacy.html>。職業訓練局及其機構成員擬使用閣下提供的個人資料，包括姓名、電話號碼、手機號碼、電郵地址、通訊地址及教育程度，提供有關職業訓練局及其機構成員的任何課程、招生及活動推廣資訊。惟我們必須先得到您的同意，否則不能如此使用你的個人資料。如您日後希望停止接收上述資訊，或更改個人資料，請電郵至 [iveht@vtc.edu.hk](mailto:iveht@vtc.edu.hk)。