



INTRODUCTION TO TOURISM AND HOSPITALITY STUDIES (THS)

Curriculum Objectives

1. The reasons **why people travel** and how the tourism and hospitality industry **meets travelers' needs**;
2. The interdisciplinary and diverse nature of the tourism and hospitality industry including **tourist destinations, infrastructure and superstructures**;
3. **Local and international tourism and hospitality trends and issues**, and their **social, economic and environmental impact**; and
4. The major **functional areas or sectors** within the tourism and hospitality industry and the **career opportunities** available.

Curriculum Objectives

5. Develop a range of specific and generic skills, including **effective communication skills, customer services skills, information-processing skills, critical thinking skills, creativity, and problem-solving skills**; and
6. **Apply appropriate skills** in a wide range of tourism and hospitality industry and service-related situations.

Curriculum Structure and Organization

Compulsory Part

- 1. Introduction to Tourism**
- 2. *Introduction to Hospitality***
- 3. *Destination Geography***
- 4. *Customer Relations and Services***
- 5. *Trends and Issues in the Tourism and Hospitality Industry***

Compulsory Part – Introduction to Tourism + MICE

1. Introduction to Tourism
2. The Meaning of 'Travel', 'Tourism', and 'Tourist'
3. Travel **Motivations** and **Tourist Flows**
4. **Tourism Products** – Attractions and Destination
5. **Different Sectors** of the Tourism Industry and **Their Roles**
6. The **Local Tourism Industry**
7. The **Impact of Tourism**

Compulsory Part - MICE

1. The MICE Business
2. **Sectors** Involved in MICE Business
3. MICE **Planning**

Compulsory Part – Introduction to Hospitality

1. Hospitality Industry

2. Accommodation Sector

✓ Introduction to the Accommodation Sector

✓ Introduction to the Hotel Operations

3. Food and Beverage Sector

✓ Introduction to the Food and Beverage Sector

✓ Food and Beverage Service Principles

✓ Food Safety and Personal Hygiene

Compulsory Part – Destination Geography + Theme Park

1. Basic Concepts of World Geography
2. Tourist Attractions
3. Major Tourism Regions

Compulsory Part – Theme Park

1. The Fundamental **Concepts** of Theme Park
2. **Factors** Contributing to the **Success** of Theme Parks
 - ✓ Overall **attractiveness** and **visitors' experiences**
 - ✓ Adapt to **market changes**
 - ✓ The **management**

Compulsory Part – Customer Relations and Services

1. Introduction to Customer Relations and Services
2. Customer Service **Concepts**
3. Company **Policies** on Customer Services
4. **Dealing with Difficult Customers**
5. **Communicating** with Customers

Compulsory Part – Trends and Issues in the Tourism and Hospitality Industry

1. Introduction to Current Issues in Tourism and Hospitality
2. Sustainable Tourism
3. Tourism and Hospitality Issues Induced by Globalization

Compulsory Part – Trends and Issues in the Tourism and Hospitality Industry

4. Trends in Tourism and Hospitality –
Economical Aspect
5. Trends in Tourism and Hospitality –
Social-cultural Aspect
6. Trends in Tourism and Hospitality –
Environmental Aspect
7. Trends in Tourism and Hospitality –
Technological Aspect

Mode of Assessment

| Component | | Weighting | Duration | |
|--------------------|---------|---|-----------------|----------|
| Public Examination | Paper 1 | Section A: Multiple-choice Section B: Data-based questions | 45% | 1½ hours |
| | Paper 2 | Essay-type questions | 55% | 1¾ hours |

Mode of Assessment – Paper 1

The written examination will carry 100% of the total subject marks, and will comprise two papers.

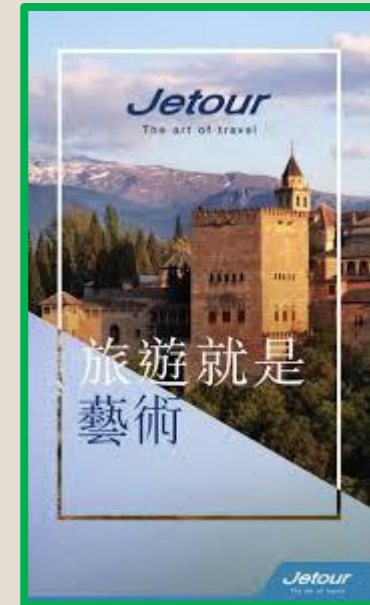
Paper 1 will carry 45% of the subject marks, and last 1½ hours. This paper will consist of **Section A, multiple-choice questions**, and **Section B, data-based questions**. Candidates will be expected to answer all multiple-choice questions in Section A and 2 out of 3 data-based questions in Section B.

Mode of Assessment – Paper 2

The written examination will carry 100% of the total subject marks, and will comprise two papers.

Paper 2 will carry 55% of the subject marks, and last 1¾ hours. This paper will consist of five essay-type questions, of which candidates will be expected to **answer any three**.

Highlights – Site Visits / Tours



Professional Sharing

SHTM

Academic
Programmes

People

Students

Industry &
Alumni

Research &
Consultancies

News & Events

PEOPLE



Academic Staff

Administrative Staff

Research / Project Staff

Staff Intranet

Home > People > Academic Staff

All Research and Teaching area

Name ▾

Position ▾



Kaye Chon
Dean and Chair
Professor, Walter &
Wendy Kwok Family
Foundation Professor
in International
Hospitality
Management



Haiyan Song
Associate Dean and
Chair Professor, Mr and
Mrs Chan Chak Fu
Professor in
International Tourism



Brian King
Associate Dean and
Professor



What can you
choose in the tertiary
education?

Choices...

1. BBA in Hospitality and Real Estate (CUHK)
2. Bachelor of Science (BSc) (Hons) in Hotel Management (PolyU)
3. Bachelor of Science (BSc) (Hons) in Tourism and Events Management (PolyU)
4. All business-related subjects (Human Resources, Marketing) (CU, UST, PolyU, BU, CityU)
5. Others - architectural conservation studies, environmental studies (CU)

Careers



Other schools that offer THS

| MOI: English | MOI: Chinese |
|--|---|
| Belilios Public School | TWGHs Kap Yan Directors' College |
| St. Joseph's College | Buddhist Sin Tak College |
| Hong Kong Chinese Women's Club College | Shatin Pui Ying College |
| Cheung Chuk Shan College | TWGHs Li Ka Shing College |
| Heep Yunn School | SKH Chan Young Secondary School (2021-2022) |
| St. Paul's School (Lam Tin) | And more than 150 schools... |

2020 HKDSE entries statistics in THS

| 科目 Subject | | 參與學校數目 No. of participating schools | 性別 Gender | 報考人數 No. of candidates entered | | |
|--|--|--|---------------|-----------------------------------|-------------------------|--------------|
| | | | | 中文作答 Chinese version | 英文作答 English version | 總數 Total |
| 科技與生活 Technology and Living | 食品科學與科技 Food Science and Technology | 14 (3.2%) | 男生 Male | 36 (23.1%) | 5 (3.2%) | 41 (26.3%) |
| | | | 女生 Female | 65 (41.7%) | 50 (32.1%) | 115 (73.7%) |
| | | | 總數 Total | 101 (64.7%) | 55 (35.3%) | 156 (100.0%) |
| | 服裝、成衣與紡織 Fashion, Clothing and Textiles | 5 (1.2%) | 男生 Male | 1 (3.2%) | 0 (0.0%) | 1 (3.2%) |
| | | | 女生 Female | 21 (67.7%) | 9 (29.0%) | 30 (96.8%) |
| | | | 總數 Total | 22 (71.0%) | 9 (29.0%) | 31 (100.0%) |
| 旅遊與款待 Tourism and Hospitality Studies | 188 (43.4%) | 男生 Male | 1 125 (34.3%) | 181 (5.5%) | 1 306 (39.9%) | |
| | | 女生 Female | 1 636 (49.9%) | 334 (10.2%) | 1 970 (60.1%) | |
| | | 總數 Total | 2 761 (84.3%) | 515 (15.7%) | 3 276 (100.0%) | |