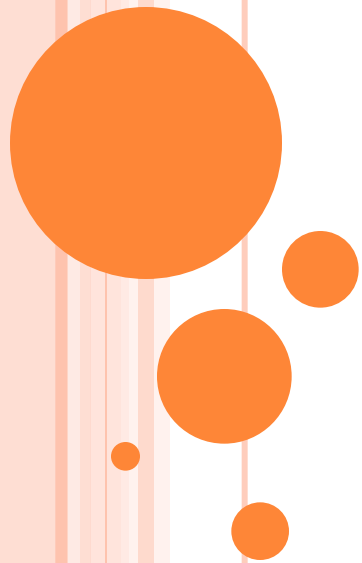


TOURISM & HOSPITALITY STUDIES

旅遊與款待



有用嗎？

適合我
嗎？

Am I
capable?



學習目標 Learning objectives

- 了解旅遊及款待業中各個互相緊扣環節的架構和性質
- Understanding the structure and nature of the various interdependent components of the tourism and hospitality industry
- 認識旅遊及款待業對東道國/旅遊目的地和全球經濟的相對重要性
Recognizing the relative importance of the tourism and hospitality industry to host destinations and global economy
- 分析影響旅遊業服務供求的主要因素
- Analyzing the main factors affecting the demand for and supply of tourism and hospitality services
- 評估減少負面影響及增加其正面影響
- Evaluating sustainable tourism strategies that can be used to minimize the negative impacts of tourism and maximize the



Tourism & Hospitality Studies



S4

- 旅遊導論
Introduction to Tourism
- 款待導論
Introduction to Hospitality

S5

- 地理名勝
Destination Geography
- 客務關係
Customer Relations and Services

S6

- 旅遊業趨勢
Trends and Issues in the Tourism and Hospitality industry
- Elective
市場學
Hospitality Marketing



Public Exam

Description		Weighting %	Time
Paper 1	(A) Multiple-choice questions (B) Data-based questions	43%	1 ¼ hours
Paper II	Essay questions	57%	1 ¾ hours



有用嗎 IS THIS SUBJECT useful?

升學方面

修讀旅遊及款待
管理、建築文物
保育或環境研究
等課程

For studying:
School of Hotel
& Tourism
Management
(POLU)
Hotel and
Tourism
Management
(Chinese U)



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

就業方面

可從事業內如酒店、
旅行社、旅遊景點
工作

Career: Hotel
industry, Travel
Agency, Tourist
attractions.

旅途愉快!
Bon Voyage!

