

实践体验式旅游与休闲产业市场的营销，
确保学生对酒店营运业建立全球格局。

Provides students with in-depth and practical understanding of hotel operation,
ensures that students gain a global understanding of the industry.



精明产业行政 酒店营运技能

Smart Industrial Administration
**Hotel Operation Skills
(SIHOS)**

- ▲ 80% 实践训练
80% Practical Skills
- ▲ 20% 理论
20% Theory
- ▲ 1 年课程
1 Year Learning
- ▲ 16 岁以上即可报读, 无需入学资格
Entry Requirement: 16 Years Old & Above
- ▲ 教学媒介语以英文为主, 中文为辅
Medium of Instruction: Simple English & Chinese



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精明产业行政 酒店营运技能

SMART INDUSTRIAL ADMINISTRATION
Hotel Operation Skills (SIHOS)

1年课程 Year Course

为期一年的精明产业行政(酒店营运技能)课程为学生提供深入及实践体验式休闲酒店营运技能、市场营销、产品开发、活动策划和永续经营知识与技能。本课程对关键业务的统览确保学生对酒店营运技能业建立全球格局，旅游业的个案研究则让学生将所学应用到实际操作中。

The one-year Vocational Course in business industrial administration course which specialized in Hotel Operation Skills provides students with in-depth and practical understanding of marketing, product development, event management, and sustainability, as it applies to hotel operation skills. This overview of key business areas ensures that students gain a global understanding of the industry while case studies in hotel operation skills allow students to apply their knowledge to real-world scenarios.

学生将学习 / Students will learn and be able to:

- 了解酒店业最重要的方面，即客户业务。
Understand the most important facet of the hospitality industry, customer service.
- 酒店业对接待与旅游业成长与发展中的重要性。
The importance of hotel industry in the growth and development of hospitality and tourism.
- 教导学生如何依据客户的需求安排行程。
Teach students how to customize travel services according to needs of clients.
- 理解有效沟通的重要性，学习与客户和同事进行良好沟通的正确礼节。
Importance of positive verbal and non-verbal communication, and good communication with guest and co-worker with correct etiquette.
- 确保旅游配套定时更新并符合实际要求。
Ensure that programmes are periodically reviewed and consistently aligned with the needs of the time.
- 酒店营运统览、前台运作、工作场所安全保障与人力资源部的职能。
Overview of hotel operation, operation of the front office, workplace safety and functions of the human resource department.
- 研究市场主要趋势并评估其对相关领域的潜在影响和营销。
Research major trends and marketing to assess their potential impact on the industry.
- 全面质量管理的理念和基本原则。
Philosophy and fundamentals of TQM.
- 休闲设施管理、旅游目的地管理、旅游地理学、旅游与环境、旅游与公共政策、旷野旅游、城市旅游以及和旅游休闲相关的法律。
Recreational facilities management, tourist destination management, geography of tourism, tourism and the environment, tourism and public policy, wildlife tourism, urban tourism and the legal aspects of recreation and tourism.
- 餐饮部门与服务事项的重要操作。
Important operations and services provided by Food and Beverages Departments.

课程内容 | COURSE OUTLINE

- 酒店行业的介绍
Introduction to Hotel Industry
- 酒店业的人格与沟通技能的开发
Personality & Communication Development in Hotel
- 前台管理
Front Office Management/Concierge
- 酒店人力资源规划与发展
Hotel Human Resources Planning and Development
- 工作场所的基本安全保障
Basic Work Place Safety
- 酒店客户服务技巧
Customer Service Skill in Hotel
- 酒店餐饮业
Food and Beverage Operation
- 销售与营销
Sales & Marketing
- 酒店全面质量管理
- Total Quality Management in Hotel
- 就业技能和招聘流程
Employability Skills and Recruitment Process
- 政府制度与政策
Government System & Policies

* Please note that the modules listed are indicative and may be subject to change.



OFQUAL认证 | OFQUAL RECOGNITION

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评估标准 | ASSESSMENT

100%的作业和实践练习。酒店营运技能的理论占20%，实践占80%，聚焦于工作场所的实际应用。鼓励团队合作，让学生学会分组工作，以完成各自的功课。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of hotel operation skills, with a focus on the practical application of these skills in the workplace. Teamwork is encouraged and students learn to work in groups to complete their projects.



考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭
Diploma awarded by West College Scotland, UK



就业前景 | CAREER PATHWAYS

前厅部、前台、总机、商务中心、礼宾部、邮轮、酒店客户服务、旅行社经理、旅游咨询师、休闲旅游营销策划、旅行社代理员、主题公园的经营与管理等等。

Front office, Reception desk, Switchboard, Business center, Concierge Cruise, Hotel Customer Service Position, Holiday Representative, Tour manager, Tourism officer, Tourist Information Centre Manager, Travel Agency Manager, Travel Officer, Travel Agency Coordinator, Travel Consultant, Theme Park Manager, and etc.

