

# TRAVEL AND SERVICE BUSINESS ENTREPRENEURSHIP

## AREA OF STUDIES

**Goal:** The program aims to produce graduates with a comprehensive skill set and knowledge base in key domains relating to Travel and Service Business Entrepreneurship. We aim to empower graduates with a versatile skill set that promotes both field-specific expertise and holistic personal development.

**Objectives:** Enhancing TSB (Travel and Service Businesses) acumen, providing students with the operational, managerial and entrepreneurial skills, and knowledge needed for sustainable growth in the TSB industry. Additionally, we focus on developing customer-centric service excellence, digital proficiency, and data-driven decision-making skills, all of which are essential for problem-solving in today's rapidly evolving world. Our goal is to nurture students into global citizens who possess cultural sensitivity and a strong commitment to ethical principles, ensuring that they are capable and ethically-minded individuals ready to thrive in the competitive landscape of the TSB industry.

## CAREER OPPORTUNITIES

1. Operational jobs at entry level such as guest service attendant, event coordinator, and flight attendant
2. Managerial Jobs at entry level in sales and marketing, human resource, revenue, etc.
3. Business Owners
4. Freelance such as social media influencers



M A N A G E M E N T

# PATHWAY FOR TRAVEL AND SERVICE BUSINESS ENTREPRENEURSHIP

## MODULES:

- Hotel Management
- Food and Beverage Management
- Tourism Management
- Event Management
- Health and Wellness Management

### Hotel Management

- Provide basic knowledge and skill on operations, design, management of hotel and resort
- Preparation for professional career and hotel owner.
- Gain a 360-degree perspective on operational, managerial and entrepreneurial dimension of the hotel and resort industry.

### Food Service & Restaurant Management

- Gain basic knowledge and skill in food production and service.
- Operations, management, and entrepreneurship in food service and restaurant through practical and theoretical study including culinary arts, restaurant branding, and strategic food service business planning.

### Tourism Management

- Design impactful visitor/tourist experiences for successful travel and tour business ventures.
- Build professional and entrepreneurial skills in travel and tourism related business including tour operator and agency, online services, and tourism organization.

### Event Management

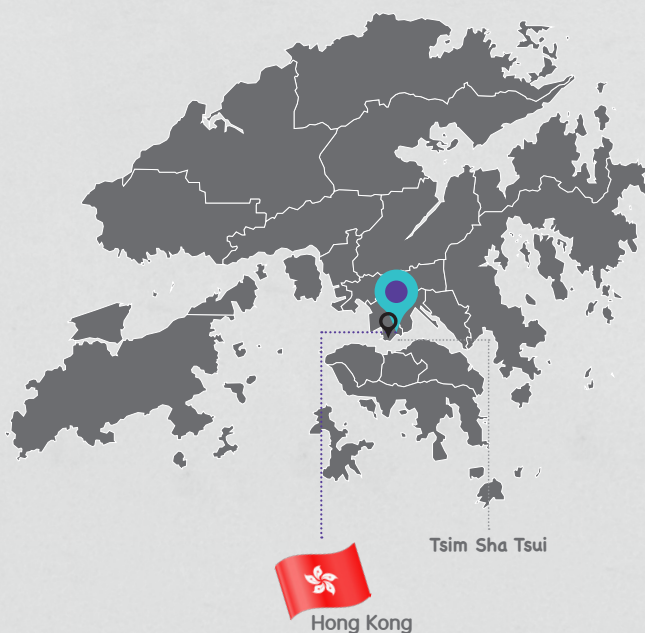
- Adopt a business-driven approach that perfectly blends theory with actual practices in MICE and Event industry .
- Specialized knowledge and skill on event planning and operation, experience design, and creative event production.

### Health & Wellness Management

- Explore holistic health sciences and emerging trends in the global health and wellness industry.
- Basic knowledge and skill in spa, wellness center, sport/exercise studio, and medical tourism.
- Prepare for professional career in health and wellness business.

## 2+2 DUAL BACHELOR'S DEGREE HONG KONG POLYTECHNIC UNIVERSITY'S SCHOOL OF TOURISM AND HOSPITALITY MANAGEMENT

The Hong Kong Polytechnic University's School of Tourism and Hospitality Management, one of the world's highest-ranking institutions in hospitality education. The University has been recognised as the world's No. 1 by ShanghaiRanking, a globally respected institution for 8 consecutive years.



## Hong Kong Polytechnic University's School of Tourism and Hospitality Management

