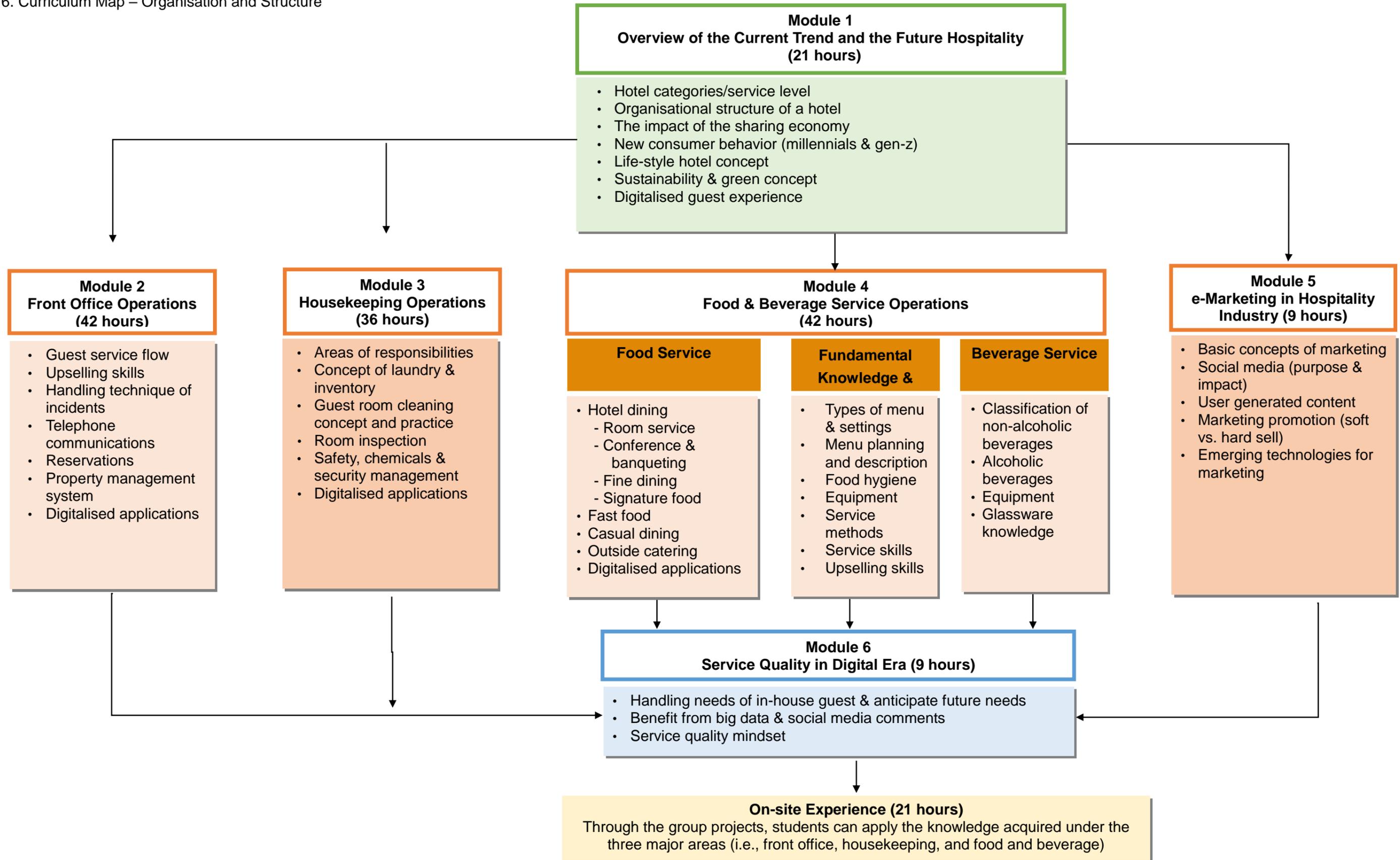


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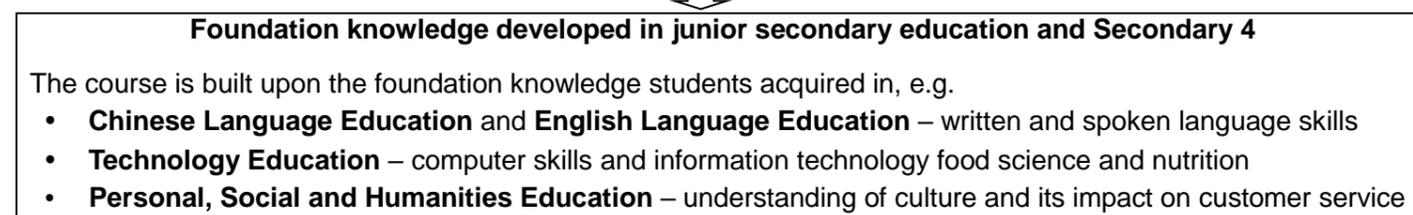
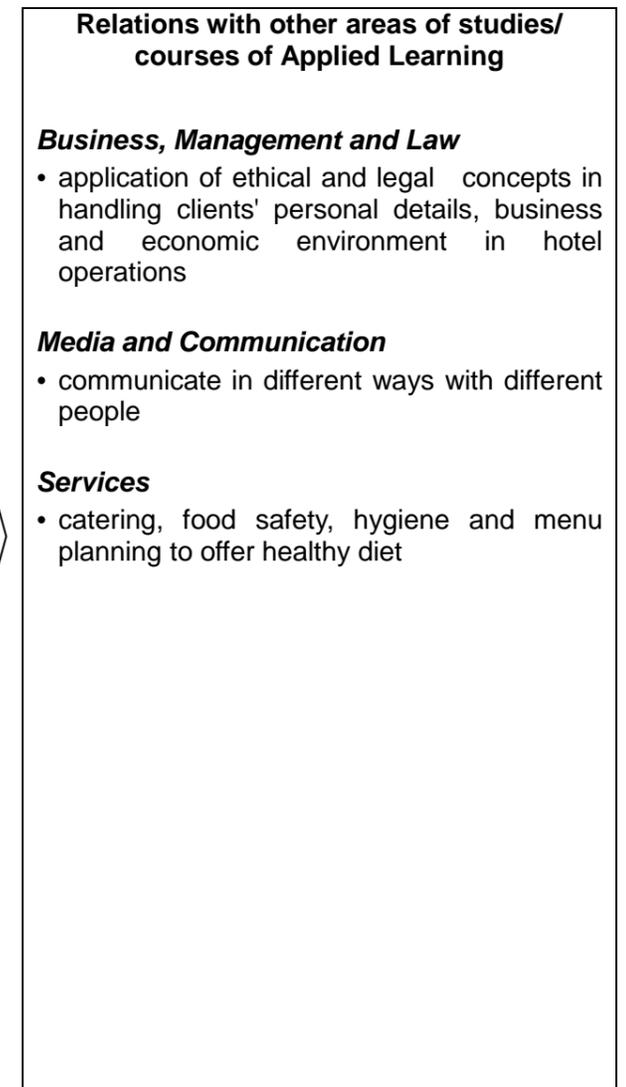
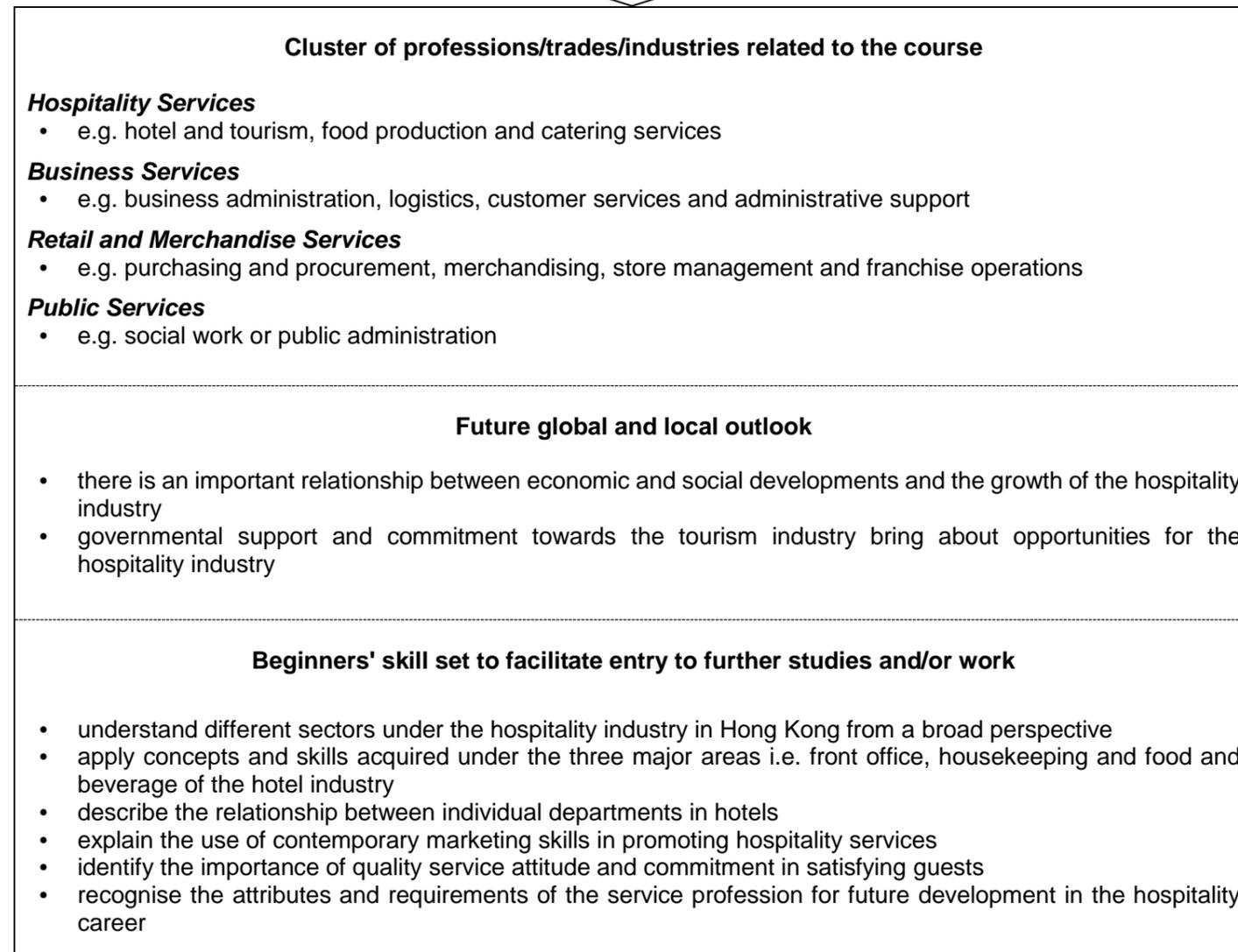
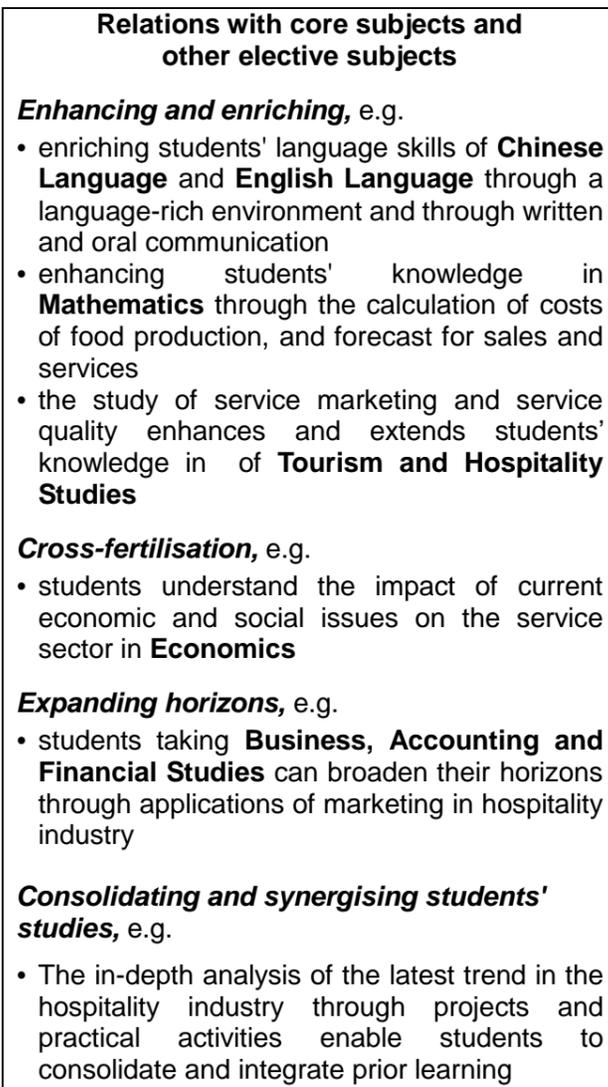
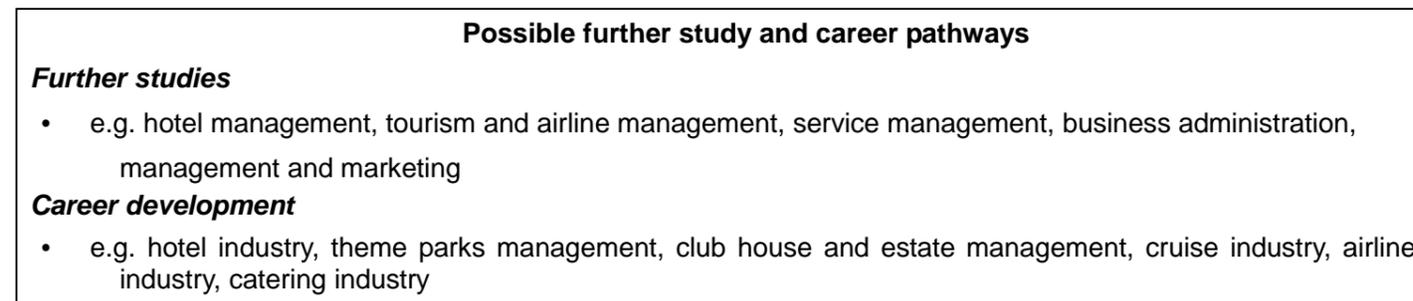
Item	Description
1. Course Title	Hospitality Services in Practice
2. Course Provider	School of Continuing and Professional Education, City University of Hong Kong
3. Area of Studies/ Course Cluster	Services/Hospitality Services
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ol style="list-style-type: none"> (1) explain different sectors under the hospitality industry in Hong Kong from a broad perspective; (2) acquire the knowledge of the interdependence among individual departments in the hotel; (3) apply concepts and skills acquired under the three major areas of hotel industry, i.e. front office, housekeeping, and food and beverage of the hotel industry, to deliver quality services; (4) explain the use of contemporary marketing skills in promoting hospitality services; (5) identify the importance of quality service attitude and commitment to satisfying guests; (6) recognise the attributes and requirements of the service profession in a hospitality industry; and (7) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure



7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.



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Learning and Teaching

Course Title : **Hospitality Services in Practice**
Area of Studies : **Services**
Course Provider : **School of Continuing and Professional Education,
City University of Hong Kong**

In Hospitality Services in Practice, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in hospitality services and management.

Different modes of activities are employed in to provide students with a systematic understanding about the context (e.g. lectures on the structure of the hotel industry and local hotel industry practices; project presentation and interactive exercises in appreciating latest developments and emerging technologies use for marketing in the hotel sector) and eye-opening opportunities to experience the complexity of the context (e.g. hotel visits; dining experience in theme restaurant; sharing by industry professionals to expand their learning horizon).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. demonstrate the proper telephone etiquette in taking a room reservation, assume the role of receptionist and guest in the check-in procedure, and acquire hands-on experience of housekeeping work of the mock-up guest room, use of “Opera” property management software programme, and bakery sessions).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. research, compare and orally present the facilities and services of two similar hotels, assume the role of food server to demonstrate the provision of quality dining service). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. over the two-day hotel visit, students will apply skills learned to identify, analyse and evaluate the strengths and weaknesses of the hotel. With the knowledge and understanding of the external factors and current industry practices discussed in respective lectures, students will make recommendations on new or improved services and facilities for the hotel as the highlight of the activity).

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Curriculum Pillars of Applied Learning in Context – Hospitality Services in Practice

Upon completion of the course, students should be able to:

- explain different sectors under the hospitality industry in Hong Kong from a broad perspective;
- acquire the knowledge of the interdependence among individual departments in the hotel;
- apply concepts and skills acquired under the three major areas of the hotel industry, i.e. front office, housekeeping, and food and beverage, to deliver quality services;
- explain the use of contemporary marketing skills in promoting hospitality services;
- identify the importance of quality service attitude and commitment to satisfying guests;
- recognise the attributes and requirements of the service profession in a hospitality industry; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the course, students have different learning opportunities, for example:

1. Career-related Competencies

- identify the responsibilities of different departments and their relationship in hotels;
- employ relevant knowledge and skills in front office, housekeeping and food and beverage, the three major areas of hospitality services;
- identify relevant marketing skills in promoting hospitality services; and
- demonstrate quality service attitude and commitment in satisfying guests.

2. Foundation Skills

- demonstrate effective verbal and written communication skills in a range of workplace tasks like taking telephone reservations, handling telephone inquiries, writing messages for guests and preparing reports for the supervisor;
- apply mathematical skills in handling room management statistics, and in calculating forecast and room inventory control; and
- recognise how technology plays an essential role in the hotel industry through the practice sessions on property management system software, “Opera”.

3. Thinking Skills

- assess and analyse the impact and inter-relationship of current issues in social, economic and environmental aspects on the hospitality industry;
- demonstrate effective analytical skills through recognising the organisational structure of hotel and its management, daily operations and customer service in group research projects;
- demonstrate problem-solving skills in planning hospitality activities for different departments and identifying relevant e-marketing strategies in the promotion of hospitality services;
- experiment with new ideas in finding solutions to problems of daily operations; and
- apply risk management skills to ensure that quality service will be offered at all times.

4. People Skills

- conduct evaluation and make suggestions after provision of support services;
- employ good communication and interpersonal skills in delivering quality customer service in daily hotel operations;
- communicate trust and respect to other people in words and action through learning activities like group research projects and presentations; and
- demonstrate good social skills, team spirit, collaborative skills and attitude when working with others in group exercises such as research project and site visits.

5. Values & Attitudes

- work with team members and customers in an ethical and responsible manner;
- show interest in cultural, ethic social responsibility issues related to the industry; and
- respect the professional identity of practitioners in the hospitality industry.