



國際主題樂園及 項目管理高級文憑 Higher Diploma in International Theme Park and Event Management

編號 : IC114200
Code

修讀期 : 兩年制
Duration 2 Years

上課地點 : 職業訓練局薄扶林大樓
Venue VTC Pokfulam Complex

查詢 : 2538 2200 / ici@vtc.edu.hk
Enquiries

網址 : www.ici.edu.hk
Website

學費 : **HK\$31,570**
Fee (每學年/per academic year)



課程為現時唯一一個政府資助的國際主題樂園營運和管理相關高級文憑課程。內容涵蓋多個單元，包括主題樂園營運及管理、風險管理、收益管理和項目管理等。就讀期間，學員會被安排到海洋公園實習，而國際遊樂園及景點協會 (IAAPA) 亦會透過面試，安排學員擔任亞洲景點博覽會大使及協助提供適當的就業轉介。學員畢業後可選擇繼續升學，報讀本地或海外大學學位課程，或選擇於主題樂園和項目管理行業發展。



The programme is currently the only government-subsidised Higher Diploma programme with a main focus on theme park. The programme covers a wide range of theme park related modules, such as Theme Park Operations Management, Risk Management, Revenue Management and Event Management. During the study period, students will undertake industrial attachment at Ocean Park, while IAAPA will arrange interview for students to participate in the Asian Attractions Expo as Ambassadors and assist in job placements, as appropriate. Graduates can pursue further studies by applying for admission to relevant accredited degree programmes offered by local and overseas universities or develop a career in the Theme Park and Event Management industry.

**INTERNATIONAL
CULINARY INSTITUTE**
國際廚藝學院

合作伙伴
Collaborator:



支持機構
Supported by:



Members of VTC Group

入學條件 Entry Requirements

- 香港中學文憑考試五科成績達第二級或以上（包括英國語文及中國語文）；或
Five HKDSE subjects at Level 2 or above, including English Language and Chinese Language; OR
- VTC基礎文憑（級別三）/ 基礎課程文憑；或
VTC Foundation Diploma (Level 3) / Diploma of Foundation Studies; OR
- VTC中專教育文憑 / 職專文憑；或
VTC Diploma in Vocational Education / Diploma of Vocational Education; OR
- 毅進文憑或同等學歷
Diploma Yi Jin or equivalent

核心單元 Core Modules

第一學年 Year 1:

- 主題樂園行業簡介
Introduction to Theme Park Industry
- 項目管理行業簡介
Introduction to Event Industry
- 主題樂園餐飲服務
Food and Beverage Services in Theme Parks
- 食物衛生及安全
Food Hygiene and Safety
- 管理與組織導論
Introduction to Management and Organisation
- 人力資源管理
Human Resource Management
- 旅遊服務業管理專修會計
Accounting for Hospitality Management
- 主題樂園零售營運
Theme Park Retail Operations
- 項目策劃及統籌
Event Planning and Coordination
- 廚藝烹調及理論基礎
Fundamental Culinary Studies
- 餐飲營運法律與道德
Law and Ethics for Catering Operations
- 顧客體驗管理
Customer Experience Management
- 旅遊服務業國際視野
Hospitality Industry in a Global Perspective
- 資訊科技：數據分析與推廣
Information Technology: Data Analysis and Promotion
- 服務營銷
Services Marketing
- 度假村酒店營運及監督
Resort Hotel Operations and Supervision
- 項目營運及監督
Event Operations and Supervision
- 職業英語及普通話
Vocational English & Putonghua
- 工作實習*
Industrial Attachment*

第二學年 Year 2:

- 項目市場營銷
Event Sales Management
- 主題樂園餐飲營運及監督
Theme Park Catering Operations and Supervision
- 主題樂園收益管理
Theme Park Revenue Management
- 主題樂園設計
Theme Park Design
- 主題樂園營運風險管理
Risk Management in Theme Park Operations
- 主題樂園營運管理
Theme Park Operations Management
- 主題樂園及項目管理習作
Theme Park and Event Management Project
- 工作能力及事業發展
Workplace Competencies and Integrated Career Development
- 職業英語及普通話
Vocational English & Putonghua

升學銜接 Articulation

選擇繼續升學的畢業生，可報讀香港高等科技教育學院 (THEi) 的運動及康樂管理 (榮譽) 社會科學學士及酒店營運管理 (榮譽) 文學士課程之第三年課程。(申請人須接受面試)

Graduates who wish to pursue further studies can apply for Year-3 admission to the Bachelor of Social Sciences (Hons) in Sports and Recreation Management and Bachelor of Arts (Hons) in Hotel Operations Management offered by the Technological and Higher Education Institute of Hong Kong (THEi). (Applicants will be required to go through an interview)

註 Remarks:

* 視乎個別工作性質及課程的安排，工作實習將於課程修讀期內第二學年之適當時段進行。

Depending on the job nature and study programme, industrial attachment will be arranged at an appropriate time during the Year 2 period of study.

以上內容包括課程名稱，課程內容及學費等，一切以註冊資料為準。如有任何更改，恕不另行通知。

The above information including programme titles, programme features and tuition fee etc. are subject to change without prior notice. Please refer to information available upon registration.