



世界級酒店及 旅遊業顧問

Consultancy in Hotel and Tourism Industries with worldclass expertise

香港理工大學對於酒店及旅遊業的發展貢獻良多，多年來，在教育以及顧問服務發展兩方面都成績卓越，傲視同儕。自1979年成立以來，理大酒店及旅遊業管理學院已發展成為世界最大規模的旅遊服務管理學院之一。

理大不斷與世界各地旅遊服務業機構合作，以加強與業界的連繫。

The Hong Kong Polytechnic University takes pride of its achievement in hotel and tourism industry, with its years of success in both education and consultancy development in the field. Established in 1979, PolyU's School of Hotel and Tourism Management is one of the largest schools of hospitality and tourism management in the world.

PolyU has been strengthening alliances with the hospitality and tourism industry by adding more partnering corporations worldwide.

專業顧問服務

理大在旅遊服務管理、酒店服務管理和飲食服務管理方面，向商業及公營機構提供多種顧問服務及專業意見。憑著多年服務業界的專業經驗，這些訓練有素的專家向尋求專業服務的機構提供獨到的管理方法和技巧，使他們的服務達致世界水平。

學院的專家曾參與各類與業界有關的項目和研究活動，包括：旅遊業總體計劃，調查及研究新項目的可行性，研究酒店及飲食業的發展，社區影響研究，市場調查及數據分析，新產品的發展測試評估，服務水平評核，以及培訓需求評估。

其中「中菜館的服務質素」是一項根據顧客的反應，運用不同的研究方法評估顧客的滿意程度。

此外，該學院亦提供範圍廣泛的管理人才發展及員工培訓服務。

Consultancy Service

PolyU offers a wide range of consultancy and professional advisory services to both private and public sectors in the areas of tourism management, hotel management and catering management. Using their extensive industry expertise, coupled with their academic training, staff offer a unique set of skills to organizations seeking professional services.

Staff have been involved in tourism master planning projects, feasibility studies for proposed tourism, restaurant and hotel developments, community impact studies, market research and data analysis, new product development testing and assessment, performance audits, and training needs of consultancies.

'Service Quality in Chinese Restaurant' is one of the consultancy projects that involved extensive studies of customer feedback to grade customer satisfaction through different methodologies.

In addition, HTM is involved in a wide array of executive development and training programmes.

