



香港學術及職業資歷評審局
Hong Kong Council for Accreditation of
Academic & Vocational Qualifications

ACCREDITATION REPORT

**TECHNOLOGICAL AND HIGHER EDUCATION
INSTITUTE OF HONG KONG,
VOCATIONAL TRAINING COUNCIL**

**LEARNING PROGRAMME ACCREDITATION
MASTER OF SCIENCE IN DIGITAL TOURISM AND
HOSPITALITY MANAGEMENT**

May 2026

Table of Contents

	<u>Page</u>
1. TERMS OF REFERENCE.....	1
2. HKCAAVQ'S DETERMINATION.....	2
3. INTRODUCTION.....	5
4. PANEL'S DELIBERATIONS	6
4.1 Programme Objectives and Learning Outcomes	6
4.2 Learner Admission and Selection	8
4.3 Programme Structure and Content	11
4.4 Learning, Teaching and Assessment.....	15
4.5 Programme Leadership and Staffing	17
4.6 Learning, Teaching and Enabling Resources/Services.....	20
4.7 Programme Approval, Review and Quality Assurance	21
5. IMPORTANT INFORMATION REGARDING THIS ACCREDITATION REPORT	22

Appendix HKCAAVQ Panel Membership

1. TERMS OF REFERENCE

1.1 Based on the Service Agreement [No.: AA1139(revised)], the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), in the capacity of the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (AAVQO) (Cap. 592), was commissioned by Technological and Higher Education Institute of Hong Kong, Vocational Training Council (the Operator) to conduct a Learning Programme Accreditation exercise with the following Terms of Reference:

- (a) To conduct an accreditation test as provided for in the AAVQO to determine the Master of Science in Digital Tourism and Hospitality Management programme of the Operator (with specifications below) meets the stated objectives and the Hong Kong Qualifications Framework (QF) standards and can be offered as an accredited programme; and
- (b) To issue to the Operator an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.

Programme title (English and Chinese)	Award title on exit (English and Chinese)	Mode of study	Programme length	Stream(s) leading to distinctive awards, if any	Claimed QF level
Master of Science in Digital Tourism and Hospitality Management 數字旅遊及酒店業管理 理學碩士**	Master of Science in Digital Tourism and Hospitality Management 數字旅遊及酒店業管理 理學碩士**	Full- time	1 year	N/A	6
		Part- time	2 years	N/A	6

** Note: The programme title and award title on exit in Chinese have been revised to 數碼旅遊及酒店業管理理學碩士 after the accreditation test.

2. HKCAAVQ'S DETERMINATION

2.1 HKCAAVQ has determined that, subject to the fulfilment of the condition set out below, the Master of Science in Digital Tourism and Hospitality Management (MScDTHM) programme meets the stated objectives and QF standard at Level 6 and can be offered as an accredited programme with a validity period of three years.

2.2 Validity Period

2.2.1 The validity period will commence on the date specified below. Operators may apply to HKCAAVQ to vary the commencement date of the validity period. Applications will be considered on a case-by-case basis.

2.3 The determinations on the Programme are specified as follows:

Name of Operator	Technological and Higher Education Institute of Hong Kong, Vocational Training Council 職業訓練局 - 香港高等教育科技學院
Name of Award Granting Body	Vocational Training Council 職業訓練局
Title of Learning Programme	Master of Science in Digital Tourism and Hospitality Management 數碼旅遊及酒店業管理理學碩士
Title of Qualification [Exit Award]	Master of Science in Digital Tourism and Hospitality Management 數碼旅遊及酒店業管理理學碩士
Primary Area of Study and Training	Services
Sub-area (Primary Area of Study and Training)	Hotel and Tourism
Other Area of Study and Training	Business and Management
Sub-area (Other Area of Study and Training)	General Business Management
Industry	Not applicable
Branch	Not applicable
QF Level	Level 6

QF Credits	126
Mode(s) of Delivery and Programme Length	Full-time: 1 Year Part-time: 2 Years
Intermediate Exit Award	Not applicable
Start Date of Validity Period	1 September 2026
End Date of Validity Period	31 August 2029
Number of Enrolment(s)	One enrolment per academic year (September)
Maximum Number of New Students	Full-time:150 Part-time: 30
Specification of Competency Standards-based Programme	☐ Yes ☒ No
Address of Teaching / Training Venue(s)	1. Technological and Higher Education Institute of Hong Kong (Chai Wan Campus) 133 Shing Tai Road, Chai Wan, Hong Kong 2. Technological and Higher Education Institute of Hong Kong (Tsing Yi Campus) 20A Tsing Yi Road, Tsing Yi Island, New Territories, Hong Kong 3. Technological and Higher Education Institute of Hong Kong (Tai Koo Campus) 29/F, 1063 King's Road, Quarry Bay, Hong Kong

2.4 Conditions

2.4.1 Pre-condition

- 2.4.1.1 The Operator is to review and revise the Chinese linguistic and terminological usage across all modules in the MScDTHM programme syllabuses to ensure accuracy, consistency, and coherence in accordance with the adopted linguistic and terminological standards for programme content development.

The Operator is to submit the revised programme syllabuses and other relevant evidence as appropriate to HKCAAVQ on or before 6 July 2026. (Paragraph 4.3.7)

2.4.2 Requirement

- 2.4.2.1 The Operator is to ensure that, in the absence of a minimum attendance requirement, the existing student engagement measures for the MScDTHM programme are demonstrably effective in facilitating student participation in learning and teaching activities, and in supporting teaching staff in programme delivery.

The Operator is to submit evidence to HKCAAVQ to demonstrate that these measures, or alternatively a revised mechanism, have effectively encouraged student participation on or before 30 June 2027. (Paragraph 4.4.9)

2.5 Recommendation

HKCAAVQ also offers the following recommendations for continuous improvement of the Programme.

- 2.5.1 The Operator should strengthen its internal quality assurance mechanisms at the institutional or departmental level to ensure effective oversight and continuous improvement:
- (i) Monitor ongoing module development to ensure clear differentiation among modules, particularly where similar topics are covered, thereby preventing unnecessary duplication while maintaining programme coherence.
 - (ii) Provide sufficient staff development opportunities in relation to emerging trends and technologies in digital tourism and hospitality management, by relieving teaching staff of certain teaching loads where appropriate. (Paragraph 4.7.4)
- 2.6 HKCAAVQ will subsequently satisfy itself on whether the Operator remains competent to achieve the relevant objectives and the Programme continues to meet the standards to achieve the relevant objectives as claimed by the Operator by reference to, amongst other things, the Operator's fulfilment of any conditions and compliance with any restrictions stipulated in this Accreditation Report. For the avoidance of doubt, maintenance of accreditation status is subject to the fulfilment of any condition and compliance with any restriction

stipulated in this Accreditation Report. During the validity period, HKCAAVQ may request the Operator to provide evidence, such as admission related information, to demonstrate that the Operator and the Programme continue to comply with the determinations and meet the relevant accreditation standards.

3. INTRODUCTION

- 3.1 The Technological and Higher Education Institute of Hong Kong (THEi / the Operator / the Institute) was established in 2011 as a member institution of the Vocational Training Council (VTC). THEi mainly operates local self-financed bachelor's degree programmes and was granted Institutional Review status by HKCAAVQ in September 2012. In the Academic Year (AY) 2025/26, THEi operates two accredited master's degree programmes at QF Level 6, 25 accredited bachelor's degree programmes, a professional diploma meister programme and 3 professional diploma programmes at QF Level 5; a professional diploma programme and a professional certificate programme at QF Level 4.
- 3.2 THEi commissioned HKCAAVQ to conduct the Learning Programme Accreditation for the MScDTHM programme. HKCAAVQ formed an expert panel for this exercise (Panel Membership at Appendix), and a site visit by the Panel was conducted at the Operator's campus from 26 to 27 March 2026. HKCAAVQ's *Manual for the Four-stage Quality Assurance Process under HKQF (Version 1.3, 1 April 2025)* was the guiding document for the Operator and the Panel in conducting this exercise.
- 3.3 In consideration of the Operator's track record established from previous accreditation exercises and in accordance with HKCAAVQ's Differentiation Approach, the Operator is not required to provide the following information in the *submission documents* of the MScDTHM programme for demonstration of meeting the respective accreditation standards.

Domain of Competence	Information Not Required
LPA-7 Programme Approval, Review and Quality Assurance	Information on institute-wide quality assurance process and mechanism is not required.

4. PANEL'S DELIBERATIONS

The following presents the Panel's deliberations on a range of issues pertinent to its major findings. For aspects of the accreditation standards where no observations are made they are considered to be appropriately addressed by the Operator.

4.1 Programme Objectives and Learning Outcomes

The learning programme must have objectives that address community, education and/or industry needs, with learning outcomes that meet the relevant HKQF standards, for all exit qualifications from the programme.

- 4.1.1 The MScDTHM programme is hosted by the Department of Hospitality and Business Management of the Operator.
- 4.1.2 The Operator provided the following relevant information to demonstrate that the intended learning outcomes are meeting the QF standards at Level 6:
 - The mapping of programme objectives (POs) and programme learning outcomes (PLOs);
 - The mapping of constituent modules and PLOs;
 - The mapping of constituent modules and Generic Level Descriptors (GLD) for QF Level 6; and
 - Module outlines of all modules, with information on module description, module learning outcomes (MLOs), teaching, learning and assessment activities.
- 4.1.3 Responding to the Panel's comments on the presentation of POs and PLOs, the Operator has made a minor revision for the POs and PLOs accordingly. The updated POs and PLOs of the Programme are set out as follows:

POs

- PO 1 Enhance students' understanding of how emerging digital technologies are reshaping tourism and hospitality operations;
提升學員對於新興數碼技術如何重塑旅遊及酒店業營運的理解；
- PO 2 Strengthen students' autonomy and leadership capabilities for managerial roles in tourism and hospitality organisations;

增強學員於旅遊及酒店業機構中擔任管理角色的自主性與領導才能；

PO 3 Reinforce students' competitive edge in the digital tourism and hospitality landscape;

增強學員在數碼旅遊與酒店業領域的競爭力；

PO 4 Equip students with strategic and technical expertise to design, implement, and evaluate sustainable digital solutions; and

裝備學員具備戰略和技術專業知識，以設計、實施和評估可持續的數碼解決方案；及

PO 5 Inspire creative problem-solving and critical thinking skills, offering practical strategies for organisations to lead and thrive in the digital era of tourism and hospitality.

激發創意解決問題及批判性思維能力，在數碼時代中為旅遊與酒店業機構中引領和發展提供實用策略。

PLOs

Upon successful completion of the Programme, students should be able to:

PLO 1 Demonstrate a comprehensive understanding of emerging digital technologies and their application in reshaping tourism and hospitality operations;

展示對新興數碼技術的全面理解及其在重塑旅遊及酒店業營運中的應用；

PLO 2 Apply the latest technologies in business intelligence and analytics to support data-driven decision-making process, and critically evaluate digital transformation strategies within tourism and hospitality organisations.

運用最新科技於商業情報與資料分析，以支持數據驅動的決策過程，並以批判性思維評估旅遊及酒店業組織之數碼轉型策略；

PLO 3 Critically utilise advanced and specialised skills in digital technologies to enhance tourism and hospitality operations;

批判性地利用先進及專業的數碼技術技能以提升旅遊及酒店業營運；

PLO 4 Synthesise smart tourism solutions to improve operational efficiency and customer experiences;

結合不同智慧旅遊解決方案以提升營運效率及客戶體驗；

PLO 5 Critically interpret and analyse contemporary trends and issues in the tourism and hospitality industry;

批判性地闡釋及分析旅遊及酒店業的當代趨勢及問題；

- PLO 6 Evaluate the ESG principles to develop sustainable tourism strategies and practices within a digital context in the tourism and hospitality industry; and
評估環境、社會和管治(ESG)原則，在旅遊及酒店業的數碼環境中開發可持續旅遊策略和實踐；及
- PLO 7 Develop the ability to integrate digital technologies and innovation in solving real-world problems in the tourism and hospitality industry.
培養整合數碼技術及創新以解決旅遊及酒店業中實際問題的能力。

- 4.1.4 The Operator conducted structured surveys among professionals in hospitality and tourism, as well as students in related undergraduate disciplines, to evaluate the potential educational and industry demands of the proposed MScDTHM programme. The Panel noted that industry respondents, primarily senior and middle management, confirmed the alignment between the programme's objectives and current manpower needs, with 88% agreeing it could address talent shortages. A student survey also indicated students' potential interest in postgraduate study opportunities in this area.
- 4.1.5 The Operator also conducted industry consultations, which highlighted the importance of digital transformation, smart technologies, and sustainability, shaping the programme's curriculum to meet evolving sector expectations.
- 4.1.6 Responding to the Panel's comments on how the Programme reflects the developmental needs and addresses the educational demands of local students, the Operator elaborated that the MScDTHM programme aims to equip them with advanced digital, managerial, and leadership skills essential for a rapidly transforming industry. Its flexible, industry-aligned curriculum facilitates the part-time study, particularly for local students, enabling professionals to upgrade qualifications while remaining employed.
- 4.1.7 In consideration of the above information, including discussions with representatives of relevant stakeholders, the Panel considered that the Programme has objectives that address the community and educational needs, with intended learning outcomes that meet the QF standards at Level 6.

4.2 **Learner Admission and Selection**

The minimum admission requirements of the learning programme must

be clearly outlined for staff and prospective learners. These requirements and the learner selection processes must be effective for recruitment of learners with the necessary skills and knowledge to undertake the programme.

- 4.2.1 The Panel noted that the MScDTHM programme will be delivered in Putonghua. Essential learning and teaching materials, as well as assessment tools, will be provided in Traditional Chinese, supplemented by selected reference materials in English or Simplified Chinese. Students may submit written assessments in either Traditional or Simplified Chinese. These collectively referred to hereafter as “the Programme’s designated MOI”.
- 4.2.2 The Panel noted that the part-time study mode of the Programme is eligible for local students only. Having reviewed the comprehensive statistics provided by the Operator on part-time student populations of their other master’s degree programmes with the same MOI as the Programme’s designated MOI in the past two years, prevailing educational and industry demands as well as the student numbers projected by the Operator, the Panel formed the view that the originally proposed annual number of new students appears ambitious.
- 4.2.3 Responding to the Panel’s observations, after a holistic review the Operator adjusted the annual number of new students for the part-time study mode to 30. The Panel considered that this adjustment better reflects the actual demand observed in past records while ensuring that part-time study opportunities remain available for local industry practitioners interested in pursuing the Programme.
- 4.2.4 The minimum admission requirements of the Programme are as follows:

Academic Qualification (Local or Non-local)

1. A relevant bachelor’s degree or equivalent from a recognised institution; or
2. A bachelor’s degree or equivalent from a recognised institution, with at least one year of working experience in a related industry; or
3. A bachelor’s degree or equivalent from a recognised institution, with at least three years of supervisory working experience in a non-related industry.

AND

Language Requirement (Putonghua)

- (i) Mother tongue/ language is Putonghua; or
- (ii) Received a bachelor's degree or above of which the MOI was Putonghua; or
- (iii) Have at least three years of working experience in Chinese Mainland or other Putonghua speaking countries or regions; or
- (iv) Have achieved at least Grade B, Level 3 in the Putonghua Shuiping Ceshi awarded by the State Language Commission (SLC); or
- (v) Demonstrate the Putonghua speaking competence through assessments in an interview.

All applicants are required to submit a personal statement in Chinese regarding their reasons for applying for the Programme, their expectations, and a future plan of their study. In addition, they need to submit a set of Curriculum Vitae and reference letter(s) from their present and/ or past employers to prove that they have the required amount and nature of work experience.

- 4.2.5 Responding to the Panel's comments on the details of the admission interview policy, the Operator elaborated that they apply a structured admission interview mechanism to ensure transparent and evidence-based assessment of applicant suitability. Standard entry applicants are interviewed in small groups (two interviewers with up to eight applicants in a group), while non-standard entry applicants undergo one-on-one interviews. All interviews are conducted primarily in Putonghua with an integrated English proficiency check. Interviews follow a consistent format covering academic background, professional experience, motivation, industry awareness, and communication skills, etc., and are video-recorded for quality assurance.
- 4.2.6 A standardised scoring rubric is applied, and where applicants fail to demonstrate adequate English proficiency, this is formally recorded, flagged, and taken into account in the overall assessment. In case in which admission is recommended under such circumstances, approval from the Vice President (Academic) is required, thereby safeguarding the standards of discretion while maintaining fairness and accountability.
- 4.2.7 Having reviewed the admission interview process, including the detailed rubrics and individual acceptance thresholds for both standard and non-standard entry applicants during the site visit, the Panel considered that the procedures enable them to assess whether

applicants meet the minimum requirements to undertake the Programme.

- 4.2.8 Responding to the Panel's comment on how to ensure that student numbers remain within the approved maximum enrolment numbers, the Operator confirmed its commitment to maintaining enrolment strictly within the approved maximum numbers through a structured sifting and control process. This process involves continuous monitoring of application volumes against planned intake capacity, phased issuance of admission offers calibrated by acceptance rates and historical yield data, and the immediate cessation of registration once the approved maximum is reached.
- 4.2.9 In line with the Government's policy on the yearly quota of non-standard admissions for programmes accredited under the Qualifications Framework, for degree programmes operating in the 2023/24 academic year and onwards, the maximum number of non-standard admissions (including mature students) should be capped at a maximum of 10% on an institutional basis and 15% on a programme basis of the actual number of new students of the year. The percentage is based on the sum of new student numbers across different study modes of the programmes. The cap is applied in line with the general expectation for self-financed degree-awarding institutions to safeguard teaching and learning quality, thereby upholding the credibility and recognition of the qualifications.
- 4.2.10 Responding to the Panel's comments on non-standard admission quota, the Operator confirmed that the Operator's programmes will abide by the prevailing policy and cap the non-standard admission quota accordingly.
- 4.2.11 Based on the above information and the discussions with the representatives of relevant stakeholders, the Panel considered that the minimum admission requirements are clearly outlined for staff and prospective students. The minimum admission requirements and the student selection process are appropriate for the recruitment of students to undertake the Programme.

4.3 Programme Structure and Content

The structure and content of the learning programme must be up-to-date, coherent, balanced and integrated to facilitate progression in order to enable learners to achieve the stated learning outcomes and to meet the programme objectives.

4.3.1 The MScDTHM programme is a one-year full-time, two-year part-time master's degree programme. It includes eight core modules, an elective module (selected one from five elective modules offered) and a Capstone Applied Project. The Programme carries 126 QF credits, and the maximum registration period of study is two times the normal study period of the Programme.

4.3.2 The programme structure and module list are outlined below:

No.	Module Title	QF Level	Institute Credit Point (CP)
1.	AI Revolutions & Applications in Tourism & Hospitality 旅遊及酒店業人工智能革命與應用	6	3
2.	Smart Technologies in Tourism & Hospitality 旅遊及酒店業智慧科技	6	3
3.	Technologies in Customer Service Management 顧客服務管理科技	6	3
4.	Research Methods & Data Analytics in Tourism & Hospitality 旅遊及酒店業研究方法與數據分析	6	3
5.	Digital Business Strategy & Transformation 數碼業務策略及轉型	6	3
6.	Ethics in a Digital World 數碼世界的道德規範	6	3
7.	Digital Marketing 數碼行銷	6	3
8.	Technology Solution for ESG & Sustainable Tourism & Hospitality 可持續旅遊及酒店業技術解決方案	6	3
9.	Programme Elective ^{^^} 選修單元	6	3
10.	Capstone Applied Project 應用商業總整專案	6	3
^{^^}Elective Modules (Select 1 out of 5)			
9a.	Tourism & Hospitality Revenue Management 旅遊及酒店業盈收管理	6	3
9b.	Strategic Innovation & Entrepreneurship 策略性創新與創業精神	6	3

9c.	Business Intelligence & Analytics 商業情報及分析	6	3
9d.	Cyber Security in Business 商業網絡安全	6	3
9e.	Innovations in the Global Tourism & Hospitality Industry 全球旅遊及酒店業創新	6	3
Total Institute CP (Degree Award)			30
Total QF Credit (Degree Award)			126

- 4.3.3 Responding to the Panel's comment on strengthening programme content in digital transformation in relation to risk management and Property Technology (PropTech), the Operator elaborated that PropTech is embedded in core modules such as *Smart Technologies in Tourism & Hospitality* and *AI Revolutions & Applications in Tourism & Hospitality*, which cover smart hotel applications, automation, and AI driven solutions for asset optimisation and guest experience. Risk management is incorporated through the elective *Cyber Security in Business*, focusing on vulnerability assessment, disaster recovery, and risk evaluation, complemented by *Ethics in a Digital World*, which examines strategic and social risks including data privacy and cybercrime.
- 4.3.4 Having reviewed the module outlines, the sample learning and teaching materials for the Programme, the Panel considered that the Programme provides sufficient volume of learning and coverage to facilitate the students to achieve the stated learning outcomes that align with the programme objectives.
- 4.3.5 The Panel, however, noted the inconsistent use of Chinese terminologies (Chinese Mainland, Hong Kong, Taiwan) across different modules of the Programme. Responding to the Panel's comment that terminology should remain consistent, the Operator confirmed during the site visit that Hong Kong Chinese terminology would be adopted and subsequently provided updated programme syllabuses for review.
- 4.3.6 Having reviewed the latest version of programme syllabuses, the Panel continued to identify inconsistencies and erroneous linguistic presentation across modules. During the site visit meetings, the Panel reiterated the importance of ensuring accuracy, consistency, and coherence in line with the adopted linguistic and terminological standards for programme content development at master's degree level.

- 4.3.7 Based on the observations and discussions during the site visit, the Panel stipulated the following Pre-condition to ensure the accuracy, consistency, and coherence of the programme content.

Pre-condition

The Operator is to review and revise the Chinese linguistic and terminological usage across all modules in the MScDTHM programme syllabuses to ensure accuracy, consistency, and coherence in accordance with the adopted linguistic and terminological standards for programme content development.

The Operator is to submit the revised programme syllabuses and other relevant evidence as appropriate to HKCAAVQ on or before 6 July 2026.

- 4.3.8 The Panel noted potential overlapping contents between certain modules, such as *Research Method & Data Analytics in Tourism & Hospitality* and *Digital Business Strategy & Transformation*. Responding to the Panel's observation, the Operator clarified that while several modules share a digital foundation, the curriculum is structured to progress from theory to application. For example, the former module emphasises academic rigor in data collection and analytical software use, while the latter focuses on managerial implementation and leadership in digital transformation. Similarly, modules such as *Smart Technologies in Tourism & Hospitality* and *Technologies in Customer Service Management* are connected but differentiated, with one establishing technical baselines and the other applying them to customer experience.
- 4.3.9 The Operator elaborated that overlapping contents such as personalised recommendations and AI have been incorporated across various modules from different disciplinary perspectives, different depth and width to enable learning progression.
- 4.3.10 Having reviewed the Operator's clarification, and with a view to continuous improvement, the Panel made a recommendation, as outlined in paragraph 4.7.4, that the Operator should strengthen its internal quality assurance mechanisms at the institutional or departmental level. These mechanisms should monitor ongoing module development to ensure clear differentiation among modules, particularly where similar topics are covered.

4.4 Learning, Teaching and Assessment

The learning, teaching and assessment activities designed for the learning programme must be effective in delivering the programme content and assessing the attainment of the intended learning outcomes.

- 4.4.1 The Programme includes a variety of learning and teaching activities, such as lectures and tutorials, project-based learning, problem-based learning, peer learning, guest lectures, case studies, etc.
- 4.4.2 Responding to the Panel's requested clarification on maximum class sizes and project presentation arrangements, the Operator confirmed that lectures will be capped at 200 students and tutorials at 50. For modules where group presentations form part of the assessment, these will be scheduled in the final weeks of the semester, either in block sessions or distributed according to class size and module requirements.
- 4.4.3 The Panel noted that current assessment methods rely heavily on formative tasks and group work, with limited individual summative components. Responding to the Panel's observation, the Operator clarified that individual attainment will be directly assessed through written assignments, case studies/tests, and in-class participation, which together account for about half of the assessment weighting. For group projects, individual contributions and presentation performance are separately evaluated to ensure fairness.
- 4.4.4 Teaching staff would also design tasks that require context-specific analysis, critical reflection, and integration of programme concepts, supplemented by oral components to safeguard against AI-assisted work. Furthermore, the Operator will introduce DAYA, an AI similarity detection platform from AY2026/27 to uphold academic integrity in individual assignments.
- 4.4.5 The Panel noted that word count requirements for written assignments, including the Capstone Applied Project, are relatively short compared to common practice for master's level assessments in Chinese. The Panel opined that the lengths appear based on English essay standards, which are shorter than the common practice for Chinese. Responding to the Panel's observation, the Operator confirmed that the word count requirements for all the written assignments of the Programme would be increased by approximately two-thirds. Having reviewed the revised assessment requirements provided during the site

visit, the Panel considered that they are comparable to common practice for master's degree programmes in Chinese.

- 4.4.6 The Panel noted that there is currently no attendance requirement for individual modules and expressed concern about the effectiveness of student interaction, which is crucial to the learning and teaching activities of the Programme, particularly for modules with in-class participation assessment. Responding to the Panel's concern, the Operator elaborated that in-class assessment is designed to measure participation through short activities, exercises, and interactive methods such as games, role-plays, and debates. Since coursework completion depends on active involvement, this approach encourages consistent attendance and participation without mandating it.
- 4.4.7 Furthermore, students must record attendance by tapping their student identity cards, and module teaching staff will monitor registers closely, contacting those with unusually low attendance.
- 4.4.8 During the site visit meeting with the senior management, the Panel reiterated that there is insufficient evidence to ensure that, in the absence of a minimum attendance requirement, the current student engagement measures are demonstrably effective in facilitating student participation in learning and teaching activities, and in supporting teaching staff in programme delivery.
- 4.4.9 Based on the observations and discussions during the site visit, the Panel stipulated the following Requirement.

Requirement

The Operator is to ensure that, in the absence of a minimum attendance requirement, the existing student engagement measures for the MScDTHM programme are demonstrably effective in facilitating student participation in learning and teaching activities, and in supporting teaching staff in programme delivery.

The Operator is to submit evidence to HKCAAVQ to demonstrate that these measures, or alternatively a revised mechanism, have effectively encouraged student participation on or before 30 June 2027.

- 4.4.10 To be eligible for the award of the Master of Science in Digital Tourism and Hospitality Management, students are required to:
- i. complete 30 Institute Credit Points (CPs) by passing all compulsory (core) modules and the required elective module, and
 - ii. achieve a minimum Award Grade Point Average (AGPA) of 2.0.

- 4.4.11 The Panel noted that a student who fulfils the graduation requirements will be awarded a taught postgraduate programme with one of the following classifications:

Degree Classification	Description of Standard	AGPA Range
Distinction	Excellent	AGPA $\geq$ 3.50
Merit	Good	3.50 > AGPA $\geq$ 3.00
Pass	Pass	3.00 > AGPA $\geq$ 2.00

4.5 Programme Leadership and Staffing

The Operator must have adequate programme leader(s), teaching/training and support staff with the qualities, competence, qualifications and experience necessary for effective programme management, i.e. planning, development, delivery and monitoring of the programme. There must be an adequate staff development scheme and activities to ensure that staff are kept updated for the quality delivery of the programme.

- 4.5.1 The Operator provided the following information on the leadership and staffing resources for the Programme:

- Academic qualifications, relevant teaching experience and major roles and responsibilities of the key management of the Programme.
- The identified teaching staff of each module.
- Projected Student-to-Staff Ratio (SSR) for the Programme.

- 4.5.2 The Panel noted that all academic staff of the Operator are recruited in accordance with the recruitment procedures and required qualifications. Additionally, all prospective and current academic staff members appointed to deliver the Programme are required to fulfil the following appointment criteria for Chinese proficiency:

- (a) Mother tongue/ language is Putonghua; or
- (b) Received a bachelor's degree or above in which the MOI was Putonghua; or
- (c) Have at least three years' working experience in Chinese Mainland or other Putonghua speaking countries or regions (Singapore, Taiwan, etc.); or
- (d) Attained one of the following qualifications:
 - Grade B, Level 3 or above in the Putonghua Shuiping Ceshi administered by the State Language Commission; or
 - Level 3 or above in the Assessment Papers of the Language Proficiency Assessment for Teachers (Putonghua) administered

by the Hong Kong Examinations and Assessment Authority (HKEAA); or

- Equivalent qualification(s).

- 4.5.3 The Panel noted that not all language requirements outlined above directly assess the teaching staff's proficiency in Traditional Chinese reading and writing, which is essential given the Programme's designated MOI. Responding to the Panel's observation, the Operator explained that the teaching staff appointment process includes requiring shortlisted candidates to prepare teaching materials and deliver a presentation in the designated MOI. This enables the selection panel to evaluate both subject knowledge and full language proficiency.
- 4.5.4 Responding to the Panel's comment on the readiness of Putonghua-speaking support staff and the availability of Putonghua communication channels to ensure effective programme support, the Operator clarified that new administrative staff are recruited with Putonghua proficiency explicitly required and assessed through interviews and certification evidence. Existing staff are encouraged to enhance their language skills through internal Putonghua Shuiping Ceshi training courses or Putonghua programmes.
- 4.5.5 Furthermore, the Student Affairs Office provides services in Putonghua, including support from a dedicated counsellor appointed to support Putonghua-speaking students. The Centre for Learning Enhancement also offers advisory services to both staff and students, helping to strengthen overall readiness for programme delivery.
- 4.5.6 Regarding staff competence and development plans for specialised business intelligence tools, the Operator supplemented that each module is led by its respective Module Convenor, who has strong academic credentials, published research, and industry experience in digital tourism and hospitality, alongside proficiency in tools such as NVivo, SPSS, and machine learning applications. Most academic staff already possess digital competence, supported by ongoing IT training and collaborations with industry partners in AI, cybersecurity, and hospitality platforms. Continuous professional development will also be provided as needed, ensuring staff remain current with evolving digital technologies and capable of guiding students effectively.
- 4.5.7 At the meeting with teaching staff, the Panel was given to understand that all the representatives expressed their commitment and dedication to delivering the Programme, without hesitation regarding the projected staffing plan. However, the Panel observed that the teaching loads of

senior-ranked academic staff, such as the Programme Leader and Associate Professors, are relatively high.

- 4.5.8 During the site visit meeting, senior management of the Operator elaborated that they are fully aware of the situation and have been monitoring staff workload as part of academic staffing oversight. Measures already in place include the provision of teaching relief and the engagement of part-time staff to share teaching duties. Revised teaching load arrangements were submitted during the site visit to demonstrate the Institute's commitment to ensuring balanced and sustainable staff workloads.
- 4.5.9 Having reviewed the latest staffing plan, the Panel noted that some teaching staff members still have planned teaching loads exceeding the recommended level set out in the institutional policy.
- 4.5.10 In light of the observations from paragraphs 4.5.7 to 4.5.9, and with a view to ensuring sufficient staff development opportunities in relation to emerging trends and technologies in digital tourism and hospitality management, the Panel made a recommendation regarding the internal quality assurance mechanism to relieve teaching staff of certain teaching loads where appropriate, as set out in paragraph 4.7.4.
- 4.5.11 Having reviewed the academic and professional qualifications, research credentials, and/or relevant work experience of the Programme Leader and teaching staff, the Panel considered that there is adequate staffing capacity with competent programme leadership, teaching capability, and support skills to conduct the learning, teaching, and assessment designed for the Programme.
- 4.5.12 On the staff development provisions, the Operator provided policies and information demonstrating several measures in place, including:
- With effect from AY2025/26, all new full-time/ part-time academic staff are required to complete the Teaching Induction Programme in relation to Outcome-based Teaching and Learning approach;
 - Internal and external seminars and workshops on teaching enhancement and vocational education and training;
 - Applied research and industry collaboration projects; and
 - Research and industrial conferences.
- 4.5.13 The Panel has also reviewed the following relevant evidence provided by the Operator:
- A summary of staff development activities in AY2024/25.
 - A Staff Development Plan for full-time and part-time teaching staff in AY2026/27 – AY2028/29.

- 4.5.14 Notwithstanding the recommendation stated in paragraph 4.7.4, in consideration of the above information, the site visit, and discussions with representatives of relevant stakeholders, the Panel was of the view that the programme leadership and staffing are appropriate and the staff development activities of the Operator can ensure that teaching staff are kept updated for the quality delivery of the Programme.

4.6 **Learning, Teaching and Enabling Resources/Services**

The Operator must be able to provide learning, teaching and enabling resources/services that are appropriate and sufficient for the learning, teaching and assessment activities of the learning programme and the planned learner group, regardless of location and mode of delivery.

- 4.6.1 The Operator provided the Panel with Income and Expenditure Projections and relevant financial assumptions adopted for AY2026/27 to 2030/31 for the Programme. The Panel noted that the Programme is projected to generate a financial surplus over these five-year periods. Based on the financial information provided, the Panel concluded that the Programme is adequately supported in terms of financial resources and remains financially viable.
- 4.6.2 The Operator presented the Panel with information regarding the learning, teaching, and enabling resources available to support programme delivery. During the site visit, a tour of the facilities for the Programme was arranged, allowing the Panel to review the adequacy of these resources.
- 4.6.3 The Operator also introduced the Panel to the e-resource subscriptions of the library, which are designed to support the learning and teaching activities of the Programme. The Panel considered these resources to be adequate and fit for purpose, meeting the learning and teaching needs of the Programme.
- 4.6.4 In addition to general teaching and learning facilities, the Panel was informed that programme-specific facilities are available to support specialised teaching and learning activities, such as:
- Microsoft Power BI, Tableau, and Revsim;
 - Cambridge Cloud Property Management System (PMS) for hotel operations; and
 - Kunlun Data Insight (KDI) for data-driven management and business intelligence.

- 4.6.5 In consideration of the above information, discussions with representatives of relevant stakeholders, the Panel opined that the Operator is able to provide appropriate and sufficient learning, teaching, and enabling resources to support the delivery of the Programme.

4.7 **Programme Approval, Review and Quality Assurance**

The Operator must monitor and review the development and performance of the learning programme on an on-going basis to ensure that the programme remains current and valid and that the learning outcomes, learning and teaching activities and learner assessments are effective to meet the programme objectives.

- 4.7.1 Responding to the Panel's comments regarding evidence of approvals for the offering of the Programme, the Operator provided extracts from meeting minutes. These included approval records from the Programme Board, Vocational Education and Training Board and Academic Board.
- 4.7.2 The Panel noted that the Operator's overall quality assurance system consists of the following linked elements, which cover a four-stage model of the Plan-Implement-Review-Improve:
- A planning framework;
 - A programme development and approval system;
 - A system to approve programme changes;
 - A review cycle of strategic and operational plans;
 - An annual staff performance review and a staff development plan;
 - External input and professional accreditation;
 - External examining; and
 - Stakeholder surveying.
- 4.7.3 The Operator also outlined the processes for new programme proposal, development, and approval. To demonstrate that the Programme is reviewed on an ongoing basis, feedback and comments are received from stakeholders, including
- External Examiners;
 - Members of the Departmental Advisory Committee;
 - Staff-student Consultative Committee meetings;
 - Programme Board (PB) meetings; and
 - Student Feedback Questionnaire.
- 4.7.4 In view of continuous improvement, based on the observations and discussions during the site visit, as outlined in paragraphs 4.3.8 to 4.3.10 and 4.5.7 to 4.5.10, the Panel made the following

recommendation to ensure effective oversight and continuous improvement at the institutional or departmental level.

The Operator should strengthen its internal quality assurance mechanisms at the institutional or departmental level to :

- (i) Monitor ongoing module development to ensure clear differentiation among modules, particularly where similar topics are covered, thereby preventing unnecessary duplication while maintaining programme coherence.
- (ii) Provide sufficient staff development opportunities in relation to emerging trends and technologies in digital tourism and hospitality management, by relieving teaching staff of certain teaching loads where appropriate.

4.7.5 Notwithstanding the recommendation stated in paragraph 4.7.4, through reviewing the information provided as well as discussions with representatives of relevant stakeholders, the Panel formed the view that the Operator has taken steps according to its internal QA processes to solicit sufficient internal/external input during programme development, so as to ensure that the programme is current, valid, and the content and activities are effective in meeting the programme objectives.

5. IMPORTANT INFORMATION REGARDING THIS ACCREDITATION REPORT

5.1 Variation and withdrawal of this Accreditation Report

5.1.1 This Accreditation Report is issued pursuant to section 5 of the AAVQO, and contains HKCAAVQ's substantive determination regarding the accreditation, including the validity period as well as any conditions and restrictions subject to which the determination is to have effect.

5.1.2 HKCAAVQ may subsequently decide to vary or withdraw this Accreditation Report if it is satisfied that any of the grounds set out in section 5 (2) of the AAVQO apply. This includes where HKCAAVQ is satisfied that the Operator is no longer competent to achieve the relevant objectives and/or the Programme no longer meets the standard to achieve the relevant objectives as claimed by the Operator (whether by reference to the Operator's failure to fulfil any conditions and/or comply with any restrictions stipulated in this Accreditation

Report or otherwise) or where at any time during the validity period there has/have been substantial change(s) introduced by the Operator after HKCAAVQ has issued the accreditation report(s) to the Operator and which has/have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. These Guidance Notes can be downloaded from the HKCAAVQ website.

5.1.3 If HKCAAVQ decides to vary or withdraw this Accreditation Report, it will give the Operator notice of such variation or withdrawal pursuant to section 5(4) of the AAVQO.

5.1.4 The accreditation status of Operator and/or Programme will lapse immediately upon the expiry of the validity period or upon the issuance of a notice of withdrawal of this Accreditation Report.

5.2 Appeals

5.2.1 If the Operator is aggrieved by the determination made in this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of this Accreditation Report.

5.2.2 If the Operator is aggrieved by a decision to vary or withdraw this Accreditation Report, then pursuant to Part 3 of the AAVQO the Operator has a right of appeal to the Appeal Board. Any appeal must be lodged within 30 days of the receipt of the Notice of Withdrawal.

5.2.3 The Operator should be aware that a notice of variation or withdrawal of this Accreditation Report is not itself an accreditation report and the right to appeal against HKCAAVQ's substantive determination regarding accreditation arises only from this Accreditation Report.

5.2.4 Please refer to Cap. 592A (www.elegislation.gov.hk) for the appeal rules. Details of the appeal procedure are contained in section 13 of the AAVQO and can be accessed from the QF website at www.hkqf.gov.hk.

5.3 Qualifications Register

5.3.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register ("QR") at www.hkqr.gov.hk for recognition under the QF. The Operator should apply separately to have their quality-assured qualifications entered into the QR.

- 5.3.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

Ref: 72/54/02

26 May 2026

JoH/CQ/SkC/jof

Appendix

Technological and Higher Education Institute of Hong Kong, Vocational Training Council

Learning Programme Accreditation for Master of Science in Digital Tourism and Hospitality Management

26 – 27 March 2026

Panel Membership

Panel Chair

Prof LEUNG Philomena Wong Yuen Yue
Group Executive Education
The Institute of Public Accountants
AUSTRALIA

*** Panel Secretary**

Mr CHAN Siu Keung
Registrar
Research and Training
The Hong Kong Council for Accreditation of
Academic and Vocational Qualifications
HONG KONG

Panel Members

Dr KWAN Mun Yee Stella
Former Managing Director
Ngong Ping 360 Limited
HONG KONG

Prof LI Mimi
Professor
Associate Director of Research Centre for
Digital Transformation of Tourism
School of Hotel and Tourism Management
The Hong Kong Polytechnic University
HONG KONG

Prof REN Lianping
Professor
Faculty of Creative Tourism and
Intelligent Technologies
The Macao University of Tourism
MACAO

* The Panel Secretary is also a member of the Accreditation Panel.

