



酒店营运技能

Hotel Operation Skills (SIHOS)

酒店营运技能

Hotel Operation Skills

(SIHOS)

1 年课程

Years Course

▲ 80% 实践训练
80% *Practical Skills*

▲ 20% 理论
20% *Theory*

▲ 教学媒介语以英文为主，
中文为辅
Medium of Instruction:
Simple English & Chinese

▲ 16 岁以上即可报读，
无需入学资格
Entry Requirement:
16 Years Old & Above

为期一年的酒店营运技能职业课程，专注于酒店营运相关的管理，旨在让学生深入且实际地了解市场营销、产品开发、活动管理及永续发展等领域在酒店营运中的应用。

本课程涵盖关键商业领域的概览，确保学生掌握酒店业的全球视野，同时透过酒店营运技能的案例研究，将所学知识应用于真实情境中。

本课程对关键业务的统览确保学生对酒店营运技能业建立全球格局，旅游业的个案研究则让学生将所学应用到实际操作中。

The one-year Vocational Course in business industrial administration course which specialized in Hotel Operation Skills provides students with in-depth and practical understanding of marketing, product development, event management, and sustainability, as it applies to hotel operation skills.

This overview of key business areas ensures that students gain a global understanding of the industry while case studies in hotel operation skills allow students to apply their knowledge to real-world scenarios.

学生将学习 / Students will learn and be able to:

- ▲ 了解酒店业最重要的方面，即客户业务。
Understand the most important facet of the hospitality industry, customer service.
- ▲ 教导学生如何依据客户的需求安排行程。
Teach students how to customize travel services according to needs of clients.
- ▲ 研究市场主要趋势并评估其对相关领域的潜在影响和营销。
Research major trends and marketing to assess their potential impact on the industry.
- ▲ 酒店业对接待与旅游业成长与发展中的重要性。
The importance of hotel industry in the growth and development of hospitality and tourism.
- ▲ 理解有效沟通的重要性，学习与客户和同事进行良好沟通的正确礼节。
Importance of positive verbal and non-verbal communication, and good communication with guest and co-worker with correct etiquette.
- ▲ 酒店营运统览、前台运作、工作场所安全保障与人力资源部的职能。
Overview of hotel operation, operation of the front office, workplace safety and functions of the human resource department.
- ▲ 全面质量管理的理念和基本原则。
Philosophy and fundamentals of TQM.
- ▲ 餐饮部门与服务事项的重要操作。
Important operations and services provided by Food and Beverages Departments.

课程内容 | COURSE OUTLINE

- 酒店行业的介绍
Introduction to Hotel Industry
- 前台管理
Front Office Management/Concierge
- 工作场所的基本安全保障
Basic Work Place Safety
- 酒店餐饮业
Food and Beverage Operation
- 酒店业的人格与沟通技能的开发
Personality & Communication Development in Hotel
- 酒店人力资源规划与发展
Hotel Human Resources Planning and Development
- 酒店客户服务技巧
Customer Service Skill in Hotel
- 销售与营销
Sales & Marketing
- 酒店全面质量管理
Total Quality Management in Hotel
- 就业技能和招聘流程
Employability Skills and Recruitment Process

* Please note that the modules listed are indicative and may be subject to change.



评估标准 | ASSESSMENT

100%的作业和实践练习。酒店营运技能的理论占20%，实践占80%，聚焦于工作场所的实际应用。

鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of hotel operation skills, with a focus on the practical application of these skills in the workplace.

Teamwork is encouraged and students learn to work in groups to complete their projects.



考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭

Diploma awarded by West College Scotland, UK



就业前景 | CAREER PATHWAYS

前厅部、前台、总机、商务中心、礼宾部、邮轮、酒店客户服务、旅行社经理、旅游咨询师、休闲旅游营销策划、旅行社代理员、主题公园的经营与管理等等。

Front office, Reception desk, Switchboard, Business center, Concierge Cruise, Hotel Customer Service Position, Holiday Representative, Tour manager, Tourism officer, Tourist Information Centre Manager, Travel Agency Manager, Travel Officer, Travel Agency Coordinator, Travel Consultant, Theme Park Manager, and etc.




实践体验式不同的酒店运转模式的营销，确保学生对酒店营运业建立全球格局。
Provides students with in-depth and practical understanding of hotel operation, ensures that students gain a global understanding of the industry.



 **011-6051 0218 | 011-1688 4915**
(DEPARTMENT OF SMART INDUSTRIAL AND HOSPITALITY)

03-8737 8770 | 03-8737 9292
(GENERAL LINE)

 B5-B7, Block B, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Selangor.  enrolment@neivce.edu.my

 www.neivce.edu.my

 新纪元技职与推广教育学院

 [newera_vocational_malaysia](https://www.instagram.com/newera_vocational_malaysia)

 新纪元技职与推广教育学院