



澳門旅遊大學
UNIVERSIDADE DE TURISMO DE MACAU
Macao University of Tourism



Macao University of Tourism (UTM) Annual Report 澳門旅遊大學年報

2024/2025

Contents 目錄

About UTM	3
澳門旅遊大學簡介	
Facts and Figures	
關鍵數據	
Number of Registered Students	4
註冊學生人數	
Number of Full-time Staff	5
全職員工人數	
University Income	
大學收入	
Publications and Citation Frequency	6
出版文獻與被引用次數	
Training and Assessment Programmes	7
專業培訓課程及考核	
Number of Professional Courses	
專業課程數量	
Degree Programmes	8
學位課程	
Collaborative Programmes	11
聯合人才培養	
Highlights of the Year	13
年度焦點	
UTM Development Foundation	32
澳門旅遊大學發展基金會	
Scholarship and Fellowship	34
獎助學金	

ABOUT UTM 澳門旅遊大學簡介

The Macao University of Tourism (UTM) was established in 1995. Formerly known as the Macao Institute for Tourism Studies, UTM is a public institution of higher education in Macao and is under the supervision of the Secretary for Social Affairs and Culture of the Macao SAR Government. UTM offers degree programmes, as well as professional training in a wide range of culture, tourism and hospitality management related disciplines such as hospitality, tourism, cultural and heritage, creative and cultural studies, events, leisure and entertainment, sports and recreation, culinary arts, food and beverage, smart technologies, business, marketing and brand, communication, and language.

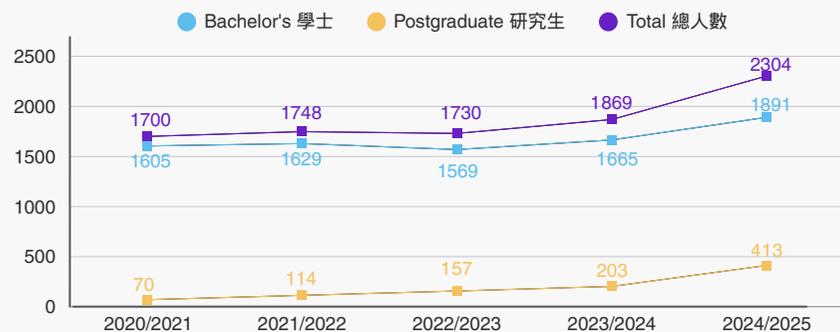
The University is committed to providing quality education to its students. In recent years, the University has continued to improve its teaching and research standards and has developed into a higher education institution offering Bachelor's, Master's and Doctoral degrees, as well as continuing education and internationally accredited programmes.

澳門旅遊大學於1995年成立，前身為澳門旅遊學院，為澳門公立高等院校，受澳門特別行政區政府社會文化司監督，提供文旅和款待相關管理學位和專業培訓課程，課程範疇包括：酒店、旅遊、文化與遺產、文化創意、會展、休閒娛樂、康體活動、廚藝、餐飲、智慧科技、商業、品牌及市場營銷、傳播及語言等。

大學致力為學生提供優質教育，近年教學及研究水平持續提升，發展成為一所提供學士、碩士、博士，以及持續教育和國際認證課程的高等院校。

Number of Registered Students

註冊學生人數

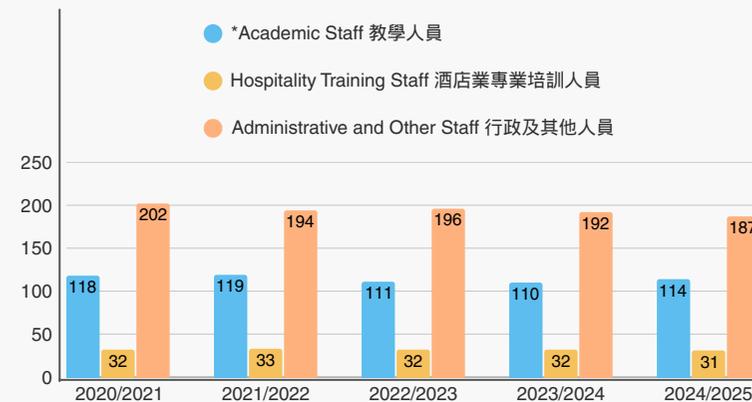


The total student figure incorporates those from diploma programmes
 總學生人數包括文憑課程學生



Number of Full-time Staff

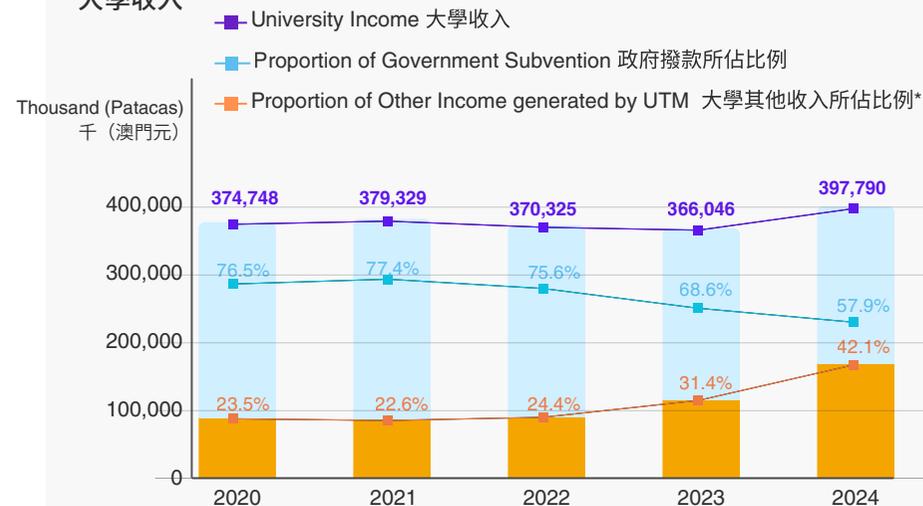
全職員工人數



* Includes resigned academic staff who taught at least 1 full semester during the academic year
 包括在學年內任教至少一個完整學期，但現已離職之教學人員

University Income

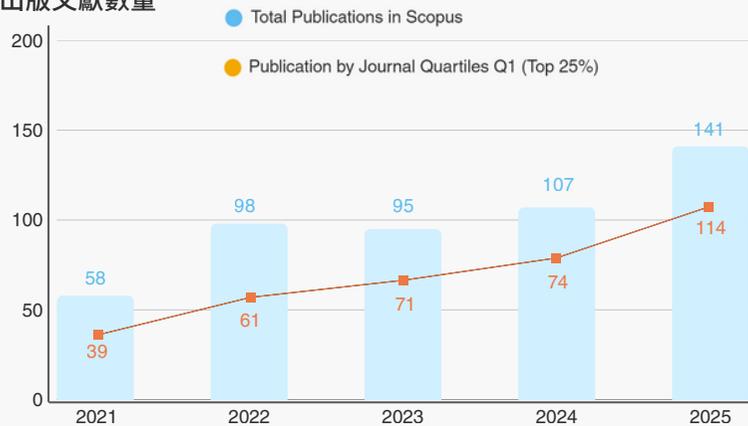
大學收入



* Other Income generated by UTM includes: Tuition Fees, Services and other activities
 大學其他收入包括學費、服務與其他項目

Yearly Number of Publications

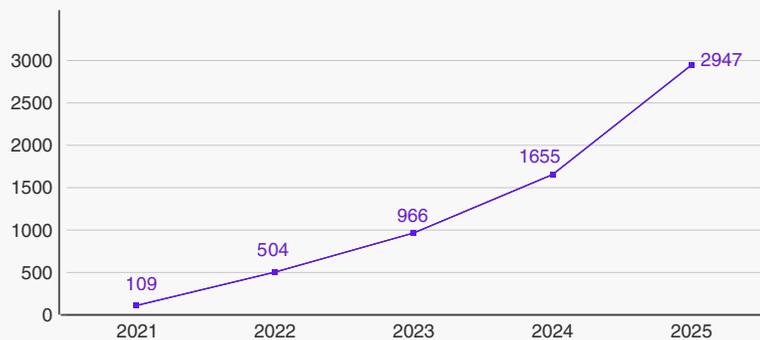
每年出版文獻數量



Date source : Statistics by Scopus, as of 29 January 2026.
資料來源：Scopus 統計，截至2026年01月29日。

Yearly Citation Frequency of Publications

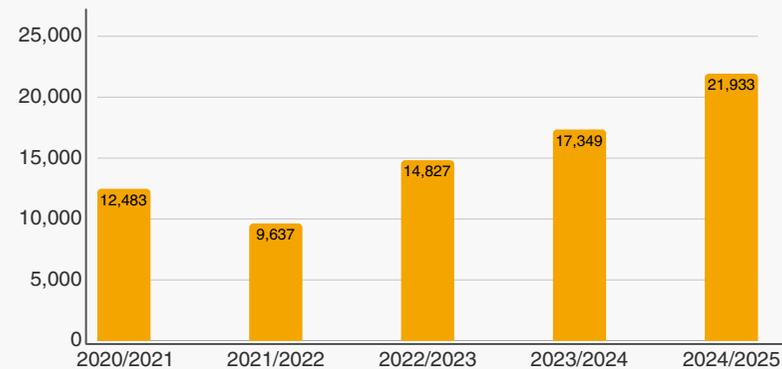
每年出版文獻被引用次數



Date source : Statistics by Scopus, as of 29 January 2026.
資料來源：Scopus 統計，截至2026年01月29日。

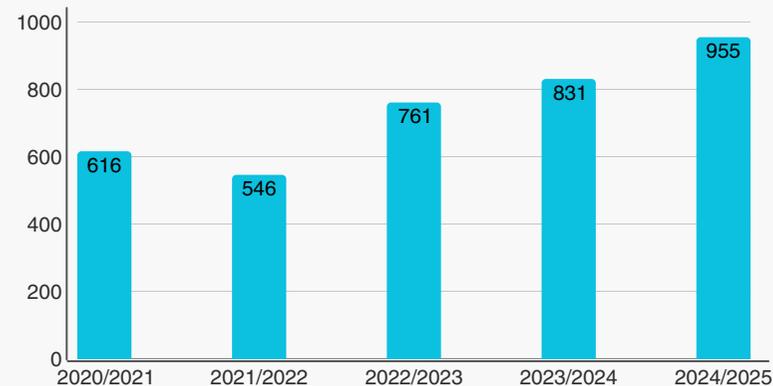
Participants in Training and Assessment Programmes

參與專業培訓課程及考核學生人數



Number of Professional Courses

專業課程數量



Bachelor of Science 理學士學位課程	
Faculty of Innovative Hospitality Management	創新款待管理學院
Hotel Management (English / Chinese Medium)	酒店管理 (英文／中文學制)
Tourism Event Management (English / Chinese Medium)	旅遊會展及節目管理 (英文／中文學制)
Culinary Arts Management	廚藝管理
Faculty of Creative Tourism and Intelligent Technologies	創意旅遊與智慧科技學院
Tourism Business Management (English / Chinese Medium)	旅遊企業管理 (英文／中文學制)
Cultural and Heritage Management (English / Chinese Medium)	文化與遺產管理 (英文／中文學制)
Marketing and Brand Management (English / Chinese Medium)	市場營銷與品牌管理 (英文／中文學制)
International Business and Innovative Communication	國際商業及創新傳播

Master of Science 理學碩士學位課程	
Faculty of Innovative Hospitality Management	創新款待管理學院
International Hospitality Management	國際酒店管理
International Food and Beverage Management	國際餐飲管理
International Gastronomy Management	國際美食學管理
International Events Management	國際會展及盛事管理
Luxury Hospitality and Health Service Management	高端款待與健康服務管理
Faculty of Creative Tourism and Intelligent Technologies	創意旅遊與智慧科技學院
International Tourism Management	國際旅遊管理
Smart Technologies in Hospitality and Tourism	酒店及旅遊智慧科技
Digital Marketing and Analytics	數碼營銷與分析

Master of Philosophy

哲學碩士學位課程

International Hospitality and
Tourism Management
(with specialisations)國際酒店及旅遊管理
(帶專業範疇)**Doctor**

博士學位課程

Business Administrations (DBA)

工商管理

Doctor of Philosophy (PhD)

哲學博士學位課程

Hospitality and Tourism
Management

酒店及旅遊管理

Partners 合作單位**Dual Bachelor 雙學士學位**University of Surrey,
United Kingdom

薩里大學 (英國)

César Ritz Colleges Switzerland,
Switzerland

瑞士愷撒里茲大學 (瑞士)

Glion Institute of Higher Education,
Switzerland

格里昂高等教育學院 (瑞士)

Les Roches Global Hospitality
Education, Switzerland

理諾士國際酒店管理學院 (瑞士)

Swiss Hotel Management School,
Switzerland

瑞士酒店管理大學 (瑞士)

Foshan University, China

佛山大學 (中國)

Collaborative Bachelor's degree programme

學士學位合作課程

Duy Tan University, Vietnam

維新大學 (越南)

Dual Master 雙碩士學位University of Surrey,
United Kingdom

薩里大學 (英國)

University Institute of Lisbon,
Portugal

里斯本大學學院 (葡萄牙)

University of Queensland, Australia

昆士蘭大學 (澳洲)

Collaborative Master's degree programme

碩士學位合作課程

UN Tourism

聯合國世界旅遊組織

Partners 合作單位

Double-award Programme 雙證書課程

Culinary Arts Academy Switzerland, Switzerland	瑞士美食藝術管理大學 (瑞士)
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Direct Diploma Admission 直接入讀文憑課程

École Ducasse, France	杜卡斯廚藝學院 (法國)
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4+1 Progression Pathway “碩士直通車” 計劃

Swiss Hotel Management School, Switzerland	瑞士酒店管理大學 (瑞士)
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César Ritz Colleges Switzerland, Switzerland	瑞士愷撒里茲大學 (瑞士)
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Culinary Arts Academy Switzerland, Switzerland	瑞士美食藝術管理大學 (瑞士)
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Exchange Programme 短期交流課程

Hotel Institute Montreux, Switzerland	瑞士蒙特勒飯店管理大學 (瑞士)
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HIGHLIGHTS OF THE YEAR 年度焦點

- Educational Residence, the second accommodation training unit of UTM, inaugurated in April 2025.
澳門旅遊大學第二所住宿實習單位——住宿教學樓在2025年4月投入運作。

09 / 2024

47th WorldSkills Competition

UTM students Jennie Huang Wenyi and Nick Chan Chi Lek, won Medallions for Excellence in Cooking and Hotel Reception respectively.

UTM Café Begins Operations

UTM Café, located within Pousada de Mong-Há, begins its operations. It has since extended its opening days and hours, increasing training opportunities for students while meeting customer demand and generating additional revenue.



10 / 2024

International Forum: Innovative & Sustainable Finance & ESG

Organised by Macau Institute for Corporate Social Responsibility in Greater China (MICSRCG) and co-organised by UTM, the Forum emphasised the importance of sustainable finance in the current global environment and calling for concerted efforts to achieve the sustainable development goals.

Shenhe Cup

“Shenhe Cup” Zhuhai-Macao-Hengqin Hospitality Vocational Skills Competition Hotel Reception Category was held at UTM. The whole competition attracted nearly 120 contestants from more than 40 hotels and vocational colleges in Macao, Hengqin and Zhuhai.

第47屆世界技能大賽

澳旅大學生黃雯儀與陳志力分別於烹飪（西餐）與酒店接待奪得卓越表現獎。



澳旅大咖啡廊投入運營

位於望廈迎賓館的澳旅大咖啡廊投入運營，並逐步延長營業時間。不僅滿足顧客需求、增加營收，也為學生提供更多實踐培訓的機會。

創新及可持續金融與ESG國際論壇

論壇由澳門企業社會責任大中華學會主辦，澳門旅遊大學合辦，強調可持續金融在當前全球環境中的重要性，並呼籲各界共同努力實現可持續發展目標。



深合杯

2024年珠澳琴職業技能大賽暨“深合杯”職業技能競賽酒店接待項目在澳門旅遊大學進行。

整項競賽吸引了來自澳門、橫琴、珠海三地40多家酒店企業和高職院校近120名選手參加。

11 / 2024

UTM Delegation Visited Partners in France and Switzerland

Led by Rector Fanny Vong, the delegation visited partner institutions in France and Switzerland, including École Ducasse, Glion Institute of Higher Education, Les Roches Global Hospitality Education, Swiss Hotel Management School, César Ritz Colleges Switzerland, and Culinary Arts Academy Switzerland. The delegation reviewed current collaborations and discussed future plans with each institution.

Additionally, UTM delegation met with students enrolled in the 3+1 Dual Bachelor Programme and the 4+1 Master Progression Pathway, gaining insights into their academic experiences abroad.

9th World Chocolate Masters (WCM) Greater China Qualifiers

UTM lecturer Mr. Jeffrey Lao from the Institute of Executive and Professional Development (IEPD) won the third place in the competition.

UTM-UN Tourism Training Programme

The 16th edition commenced at MGM Cotai, bringing together more than a dozen of distinguished speakers and 19 programme participants.

This diverse group includes tourism government representatives from across the Asia-Pacific region of UN Tourism's member states, industry professionals and tertiary educators from the Guangdong-Hong Kong-Macao Greater Bay Area, industry leaders, academics, and technology specialists from renowned organisations, associations, and universities.

澳旅大赴法國和瑞士訪問合作夥伴

黃竹君校長率團前往法國和瑞士訪問合作夥伴，包括法國的杜卡斯廚藝學院；以及瑞士的格里昂高等教育學院、理諾士國際酒店管理學院、瑞士酒店管理大學、瑞士愷撒里茲大學與瑞士美食藝術管理大學。期間與各個院校管理層檢視當前合作成效及探討未來新計劃。

此外，更與參加3+1雙學士學位課程及4+1碩士直通車計劃的澳旅大學生會面，了解他們在當地的學習情況。



第九屆世界巧克力大師賽大中華區預選賽

澳門旅遊大學管理及專業發展學院劉擇祥講師在競爭激烈的賽事中脫穎而出，榮獲第三名。



澳門旅遊大學-聯合國世界旅遊組織培訓課程

第16屆課程於美獅美高梅揭幕。來自聯合國世界旅遊組織亞太地區成員國旅遊範疇的政府代表，以及粵港澳大灣區的行業及高校代表共十九名學員與十多名來自知名機構、協會及院校的行業領袖及學術專家齊聚一堂。

11 / 2024

Idea-cation 2024

The competition continued with the themes of Macao's "1+4" strategy for appropriate economic diversification and "Rural Revitalisation and Regional Development", aiming to innovate tourism to boost the local economy.

International Symposium on Regional Tourism Collaboration and Partnerships

Co-hosted by the editorial department of Beijing Union University's "Tourism Tribune" and UTM, the symposium aims to establish an international exchange platform, bring together talents in culture and tourism, and promote collaboration between Mainland China and overseas partners.

GBA Health Tourism, Services, and Integrated Logistics Development Forum

The forum was hosted by the Chartered Institute of Logistics and Transport in Macao and co-organised by UTM, covering multiple integrated fields such as supply chain, transportation, healthcare, wellness, services, and tourism.

8th UNESCO UNITWIN Conference 2024

The conference, themed "World Heritage as Resilience for Tourism Recovery", brought together scholars from around the globe to explore the role of World Heritage in fostering resilience, humanity, and innovation.

創意·薈2024

競賽繼續以澳門“1+4”經濟適度多元發展策略及“鄉村振興與區域發展”為主題，推動旅遊業創新以促進當地經濟。



區域旅遊合作與夥伴關係國際研討會

研討會由北京聯合大學《旅遊學刊》編輯部、澳門旅遊大學主辦，旨在搭建國際化交流平台、匯聚文化與旅遊人才、促進內地和海外合作。

大灣區健康旅遊和服務與物流運輸融合發展論壇

論壇由澳門物流與運輸學會主辦、澳門旅遊大學合辦，涵蓋供應鏈、交通、醫療、健康、服務和旅遊等多個融合領域。

第八屆聯合國教科文組織姊妹大學會議

會議主題為“世界遺產：如何成為旅遊復甦與韌性的源泉”，強調保護世界遺產和推動可持續發展的協同努力。



12 / 2024

Symposium on the Integrated Development of Health Tourism and Services Industry in Macao and Hengqin

UTM and PwC co-hosted seminar to present the jointly-commissioned Report on Integrated Development of Health Tourism and Services in Macao and Hengqin.

Macao in Camera—Photo Exhibition by Teachers and Students from the Photography Courses

The exhibition features 42 works created by teachers and students from various photography courses offered by the Institute of Executive and Professional Development (IEPD).

Roadshow Competition

UTM students Mira Zhu Zimeng, Aurora Liu Chenyu, and Jennifer Nie Fei stood out among numerous competitors at the "Ling Xiu ChuangXiang" Roadshow Competition, winning the "Creative Exploration Award" for their project, "Time-Space Bridge: Building a Premium Study Tourism Base at Macao University of Tourism."



MORS

UTM held the award presentation ceremony for the "Macao Occupational Skills Recognition System (MORS) 2024 Gold Pin Competition" at the Grand Lisboa Palace. In 2024, MORS introduced three new professional standards—Tea Master, Event Specialist and Barista—bringing the total number of occupation standards to 19.

澳琴健康旅遊與服務業融合發展座談會

澳旅大與羅兵咸永道合辦座談會，向與會者分享共同編制的《澳琴健康旅遊與服務業融合發展報告》。

“鏡中鏡—攝影課程師生作品展”

作品展共展出42幅來自管理及專業發展學院不同攝影課程的師生作品。

路演大賽

澳旅大學生朱子濛、劉宸妤、聶菲在“嶺秀創享”路演大賽中，憑藉“時空橋樑：澳門旅遊大學精品研學基地打造計劃”項目，從眾多參賽隊伍中脫穎而出，榮獲“創意探索獎”。

澳門職業技能認可基準

澳門旅遊大學在澳門上葡京綜合度假村舉行“澳門職業技能認可基準（MORS）”2024金襟針大賽頒獎典禮。

今屆新增茶藝師、會展專員、咖啡師三個專業技能標準，使整個專業技能評定體系增至19個工種。



12 / 2024

“National Gold-medal Athletes Visit Macao – CPPCC Members on Campus”

During the event, Mr. Ip Kuai Peng, a member of the Hebei Provincial Committee of the Chinese People’s Political Consultative Conference, served as the keynote speaker.

“國家金牌運動員訪澳系列活動 X 政協委員進校園”

活動上，河北省政協委員葉桂平擔任演講嘉賓。



Subsequently, national gold medal athletes shared their training experiences and personal journeys with students. The delegation was led by Mr. Tang Lingfeng and included multiple gold medalists: Mr. Su Bingtian, Ms. Wu Minxia, Mr. Li Xiaopeng, Ms. Liu Xuan, Ms. Li Shanshan, Mr. Fu Haifeng, Ms. Zhang Ning, Ms. Zhao Ruirui, Ms. Zhang Yufei, Mr. Sun Jiajun, Mr. Wang Shun, and Mr. Liu Yang.

隨後，國家金牌運動員向學生分享訓練經歷和成長歷程，包括領隊唐凌烽及多位金牌運動員：蘇炳添、吳敏霞、李小鵬、劉璇、李珊珊、傅海峰、張寧、趙蕊蕊、張雨霏、孫佳俊、汪順、劉洋。



01 / 2025

Rural Revitalisation

Institute of Executive and Professional Development (IEPD) organised a training programme for the professionals of the tourism administration departments, enterprises, and accommodation sectors of Xiushui County, Jiujiang City.

03 / 2025

Ferrandi Paris Master Chef Demo

Institute of Executive and Professional Development (IEPD) held five sessions of the "Ferrandi Paris Master Chef Demo & Training Workshop—Contemporary French Pastries & Delicacies", attracting a total of 100 participants.

MICHELIN Guide Hong Kong & Macau 2025

UTM Educational Restaurant has retained the MICHELIN Greer Star for its sustainability efforts and the Bib Gourmand for serving exceptionally good food.



Sharing Session on Spirit of “Two Sessions”

UTM held a sharing session on the spirit of the National People's Congress and the Chinese People's Political Consultative Conference.

鄉村振興

澳門旅遊大學管理及專業發展學院為九江市修水縣的旅遊業行政部門、企業及住宿業管理人員開設“旅遊人才培訓課程”。

法國Ferrandi Paris廚藝學院星級大師廚藝展示工作坊

澳門旅遊大學管理及專業發展學院舉辦五場“法國Ferrandi Paris廚藝學院星級大師廚藝展示工作坊——新派法式糕餅及精點”，活動共吸引100人次參與。

香港澳門米芝蓮指南 2025

澳旅大教學餐廳憑藉其可持續發展的卓越表現，成功續獲“米芝蓮綠星”，亦因高品質的美食再度入選“必比登推介”。



兩會精神分享會

澳旅大舉辦“全國人大、全國政協會議”精神分享會。

03 / 2025

Zhu Yongxin Visited UTM

Mr. Zhu Yongxin, Vice Chairman of the 14th National Committee of the CPPCC and Executive Vice Chairman of the Central Committee of the China Association for Promoting Democracy, led a delegation to visit UTM. Both sides engaged in in-depth discussions on topics such as innovation in the tourism industry and the development of higher education.

朱永新到訪澳旅大

第十四屆全國政協副主席、民進中央常務副主席朱永新率團到訪澳門旅遊大學。雙方圍繞旅遊業創新、高等教育發展等主題展開深入探討。



04 / 2025

Educational Residence

Educational Residence, the second accommodation training unit of UTM, inaugurated in April 2025. Standing on the coast of Taipa, the Residence holds 28 cozy rooms of different types, ranging from standard rooms to skyline duplex suite, all fitted with oversized windows or spacious balconies.

住宿教學樓

澳門旅遊大學第二所住宿實習單位——住宿教學樓在2025年4月投入運作。

大樓位於氹仔校區，設有28間客房，各具特色，從標準客房到擁有天際線視野的複式套房均配有偌大窗戶或寬敞陽台。

High-level Forum on GBA Tourism Development

UTM, in partnership with the China Tourism Academy, hosted the 2025 High-level Forum on Greater Bay Area (GBA) Tourism Development during the 13th Macao International Travel (Industry) Expo (MITE). The forum discussed strategies on elevating the GBA's global appeal as a world-class culture and tourism destination.

粵港澳大灣區旅遊發展高級論壇

第十三屆澳門國際旅遊（產業）博覽會期間，澳旅大聯同中國旅遊研究院舉辦“2025粵港澳大灣區旅遊發展高級論壇”，探討大灣區文旅市場國際化策略。



05 / 2025



“Macao Premium Goods”

The Commerce and Investment Promotion Institute (IPIM) and UTM joined hands for the first time to launch the “Macao Premium Goods’ Exhibition and Sales Campaign by Macao Ideas x Macao University of Tourism” for three consecutive days. This event has brought together 16 local brands at UTM.

“澳門好貨”

招商投資促進局與澳門旅遊大學首度合作，一連三日舉辦“澳門好貨”商匯館展銷專場X澳門旅遊大學”，集結16家本地品牌亮相澳門旅遊大學。

05 / 2025

Director Xia Baolong Visited UTM

Mr. Xia Baolong, the Director of the Hong Kong and Macao Work Office of the Central Committee of the Communist Party of China and Director of the State Council's Hong Kong and Macao Affairs Office, visited the Macao University of Tourism, accompanied by the Chief Executive, Mr. Sam Hou Fai, and the Secretary for Social Affairs and Culture, Ms. O Lam.



The delegation was briefed about the institution's approach, namely that theoretical knowledge and practical skills are given equal weighting. Director Xia engaged in cordial conversations with faculty members and students while on campus.



夏寶龍主任考察澳旅大

中央港澳工作辦公室主任、國務院港澳事務辦公室主任夏寶龍到澳門旅遊大學考察，由行政長官岑浩輝和社會文化司司長柯嵐陪同。

夏主任聽取校方代表介紹該校理論與實踐並重的教學特色，與師生親切交談。

05 / 2025

The 15th China Market Research and Analysis Competition (CRA)

UTM student Eden Huang Guangzheng, and graduates Vicky Yu Haochen and Steven Yu Zhiyi, won the first prize at the CRA Postgraduate Student Group and International Students Group national final competition.

“正大杯”第十五屆全國大學生市場調查與分析大賽

澳旅大研究生黃光正、畢業生于昊琛和虞智軼同學在大賽研究生組暨在華留學生組全國總決賽獲總決賽一等獎。



06 / 2025

2nd Research Symposium on Event Studies

UTM and the School of Tourism Management at the Sun Yat-sen University (SYSU) once again jointly organised the “2nd Research Symposium on Event Studies” in Mong-Ha Campus at UTM, with the support of Event Management Journal.

第二屆會展研究學術論壇

澳門旅遊大學與中山大學旅遊學院在望廈校區合辦“第二屆會展研究學術論壇”，並獲國際期刊《Event Management Journal》(China Region)支持。

Forum on Cultural Tourism Development

UTM partnered with the Macao Tourism Culture Research Association to co-host a forum on Macao’s World Heritage and Cultural Tourism Development. The event attracted over 100 tourism professionals and students to participate.

文化旅遊發展論壇

澳門旅遊大學攜手澳門旅遊文化研究會在望廈校區合辦論壇，吸引逾百名文旅業界人士及學生參加。

07 / 2025

Tianjin Exchange Programme for Macao University Students

A ceremony was held in Tianjin to commemorate the 10th Anniversary of ‘Tianjin Exchange Programme for Macao University Students’.

Initiated in 2015, this exchange programme is organised by Committee for Liaison with Hong Kong, Macao, Taiwan and Overseas Chinese of the National Committee of the Chinese People’s Political Consultative Conference, Liaison Office of the Central People’s Government in the Macao SAR, Tianjin Municipal Committee of the Chinese People’s Political Consultative Conference, as well as Macao Foundation, and co-organised by UTM and College of Tourism and Service Management of Nankai University.

澳門大學生天津學習交流計劃

澳門大學生天津學習交流計劃十周年總結會暨2025年學習交流結業式在天津舉行。

始於2015年，此交流計劃由全國政協港澳台僑委員會、中央人民政府駐澳門特別行政區聯絡辦公室、天津市政協及澳門基金會主辦，澳門旅遊大學及天津南開大學旅遊與服務學院協辦。



UTM Development Foundation convened the inaugural meetings of its Trustees Committee and Executive Committee at the Pousada de Mong-Há, on 17 December 2024.

2024年12月17日，澳門旅遊大學發展基金會於望廈迎賓館召開第一次信託委員會及行政委員會會議。



In 2025, the UTM Development Foundation received its first donation from Mr. Francis Lui Yiu Tung, Chairman of K. Wah Group and Galaxy Entertainment Group for naming the building. UTM held a grand naming ceremony for the Yiu Tung Building on 23 July 2025.

Standing 14 storeys high, Yiu Tung Building has a total construction area of approximately 16,000 square metres. Starting from the academic year 2025/2026, it serves as the primary teaching venue for degree programmes, which is capable of accommodating over 2,000 students simultaneously for study and practice.



2025年，澳門旅遊大學發展基金會獲首次贊助，由嘉華集團及銀河娛樂集團呂耀東主席捐贈資金冠名大樓；並於7月23日舉行耀東樓冠名典禮。

耀東樓高14層，總建築面積約16,000平方米。2025/2026學年起作為學位課程的主要教學場地，可同時容納逾二千名學生開展學習實踐。



澳門旅遊大學
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UTM DEVELOPMENT
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