

Help Us Identify the "Cream of the Crop"!

Our aim is to supply the hotel, tourism and catering sectors with students of the highest calibre. And this process starts with recruiting students who not only have high test scores and good academic reports, but who also have the right personality profile. Their overall attitude to and outlook on the hospitality industry is just as important. To this end, starting this summer a panel of three, comprising two academic staff and one industry executive, will interview our JUPAS applicants. So if you would like to be an interviewer – or can recommend someone suitable – please get in contact! Interviews will be conducted during the week of 18-25 June 2001.

CAREER DAY 2001

HTM held a Career Day on campus on 10 April to help prepare final-year hotel, catering and tourism students for their future careers. A total of 24 organisations from hotel, catering and tourism sectors participated in this annual event to disseminate the latest information about career prospects and developments in the industry, and to provide career consultation services to the students. The event helped enhance students' understanding of the profession and allowed the organisations to recruit the university's professionally educated graduates-to-be from HTM. Mr Towfighnia, General Manager of JW Marriott Hong Kong and member of HTM's Advisory Committee, was invited to inaugurate the event.

STAFF IN FOCUS

Prof Kaye Chon was recently named the Paul E. Wise Fellowship Professor at the University of Delaware for autumn 2001. As a "Paul E. Wise Fellowship Professor", Prof Chon will be invited to deliver lectures to the university's hotel and tourism management students in October. Prof Chon was a featured speaker at a Conference on Advancement of China's Hotel Industry, organised by China Hotels Association in Sanya, Hainan Province, China, on 16-17 April. He also delivered a lecture to students at the College of Tourism at Hainan University where he was appointed a Distinguished Guest Professor by the university president.

Dr Vincent Heung and **Dr Kevin Wong** presented papers at the International Conference on Service Management organised by the University of Angers in France, where **Prof Chon** was honoured as the Conference Chairman. **Dr Vincent Heung** presented a paper titled "An Analysis of the Relative Competitiveness of Restaurants' Services Using Service Quality Indices in Capiez A. (Ed.)". **Dr Kevin Wong** presented a paper titled "Predicting Hotel Choice Decision and Segmenting Hotel Consumers: A Comparative Assessment of a Recent Consumer Approach", which he co-authored with his part-time MPhil student **Sunny Lam**.

Dr Rob Law was invited to be one of the guest speakers for the panel discussion at a seminar on "E-Commerce for Tourism & Traveling" on 2 April 2001. It was organised by the Hong Kong Productivity Council, Travel Industry Council of Hong Kong and the Information Technology Services Department of the HKSAR. A major objective of the seminar was to explore/share knowledge and experience in e-commerce business activities for the travel and tourism industry in Hong Kong. The latest findings from Dr Law's industrial project on the demand perspectives of e-travellers were well received by the seminar participants. Additionally, some possibilities for future investigations were offered by travel practitioners present to provide further insight into the e-travel industry in Hong Kong.

CONGRATULATIONS!

Dr Vincent Heung and **Dr Rob Law** have recently been conferred Associate Professor titles. HTM PhD student **Carey Goh** has been awarded the 2000/2001 **Taipei Trade Centre Scholarship**, based on an article he wrote, in Chinese, entitled "The Contributions of Demand Forecasting to Tourism in Greater

China". **Yvonne Lai**, Administrative Officer, has recently been accepted as an associate of CPA Australia. While **Athena Mak**, Secretary to Head, has recently received the PolyU's President's Award for Outstanding Performance/Achievement. Congratulations to all of them!

NETWORKS & CONNECTIONS

HTM is actively liaising with international institutions to encourage future collaborations and academic exchanges. Formal linkages were recently established with the School of Advanced Studies in Hotel and Tourism Management (ESTHUA) of the **University of Angers** in France and the **University of The Philippines**. The department is also in the process of finalising agreements with the **University of Houston** and **University of Delaware** in the US, **University of Management Studies in Austria**, and the **Victoria University of Technology** in Australia. Through such connections, HTM students can broaden their perspectives from student exchanges and internships abroad.

A new Co-operative Education partnership has been established with **Gate Gourmet**, a SAirGroup Company, and the second largest air caterer in the world. Under this agreement, Hotel and Catering management students will be given the opportunity to undertake a 10-week or 12-month industrial placement in its operation at Hong Kong International Airport.

OTHER SNAPSHOTS

Commissioner of Tourism Mrs Rebecca Lai and Assistant Commissioner of Tourism Ms Karyn Chan visited the department on 3 April 2001.

Ms Sunmee Choi, a PhD candidate at Cornell University, visited the department in April and gave a presentation to our staff and research students on "Managing Distribution Channels for Revenue Management in the Hotel Industry".

Since the launch of the "Professor for a Day" programme, 14 senior executives from hotel, catering and tourism industries have been invited to conduct guest lectures for students. In April, Mr Brian Deeson, CEO of Century International, was invited as a guest speaker in the Leadership Management class for our MSc students. He delivered a wonderful talk covering his career in the industry and gave the students many insights as to how he has become one of the industry's leaders over the years. Mr Kevin Murphy, Vice President of International Operations and Development of Great Eagle Hotel International, presented a guest lecture on "Strategic Leadership" to our final year BA students in the Strategic Management class. Finally, Mr Lenny Wong, Executive Assistant Manager of Best Western Rosedale on the Park, shared his experiences and challenges in opening this new "cyber boutique hotel".

WE VALUE YOUR COMMENTS

Should you be interested in sharing your views on this publication or receiving electronic notification of future issues on our website, please email Ms Ada Lo at hmada@polyu.edu.hk.

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Change of contact details

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Please send me the electronic version

Dr/Mr/Mrs/Ms/Miss

Last name:

First name:

Company:

Position:

Mailing address (Home/Business):

Telephone:

Fax:

Email:

Are you a graduate of HTM? Yes No

If 'Yes', which year did you graduate?