

Scholars release survey findings on local tourism industry

How is Hong Kong viewed by international tourists?

Visitors were generally satisfied with the current environmental conditions in Hong Kong, and the quality of air and the environment in Hong Kong was not a major concern to the majority of visitors.

These findings were released last month by researchers at the Department of Hotel and Tourism Management, who have completed a major survey on international tourists' perceptions of the Hong Kong environment and their behaviour in the territory.

The researchers interviewed at random a total of 2,068 visitors from Australia, Chinese mainland, Singapore, Taiwan, the UK and the US at the Departure Hall of the Hong Kong International Airport from August to December 1999.

Results from the survey, led by Dr Bob Mc Kercher, Associate Professor of the Department, can be summarised as follows:

- **Environmental quality:** Compared with non-Asian visitors (from the US, the UK and Australia), higher percentages of Asian visitors (from Taiwan, the Chinese mainland and Singapore) felt that Hong Kong's environment was worse than other cities in Asia and such impressions do have certain impact on their intention to revisit. Conversely, the non-Asian visitors were more likely to think that Hong Kong's environmental quality was either better than or comparable to other Asian cities. Their revisit intentions were less affected by their impressions of the environment.
- **Air quality:** There was a significant difference between Asian and non-Asian travellers on choice of travel destination and environmental values. The majority of the visitors did not consider Hong Kong's air quality when choosing Hong Kong as a travel destination. However, Asian visitors seemed to be more conscious of Hong Kong's air quality than Western visitors when considering visiting Hong Kong. More than 70 percent of the visitors surveyed found Hong Kong's air quality acceptable, with Asian visitors

having a higher level of acceptability than the non-Asian visitors.

- **Cultural tourism:** Western visitors participated more frequently in cultural tourism activities and at a deeper level than Asian visitors.
- **Cross-border tourism:** In spite of nearly a decade-long effort to develop the Pearl River Delta as a single tourist destination, tourists were likely to take day trip forays into either Macau or Guangdong Province, but rarely both. There is little evidence of extended touring in the Pearl River Delta.
- **Tourist-host contact:** Most respondents perceived their contact with local residents positively.

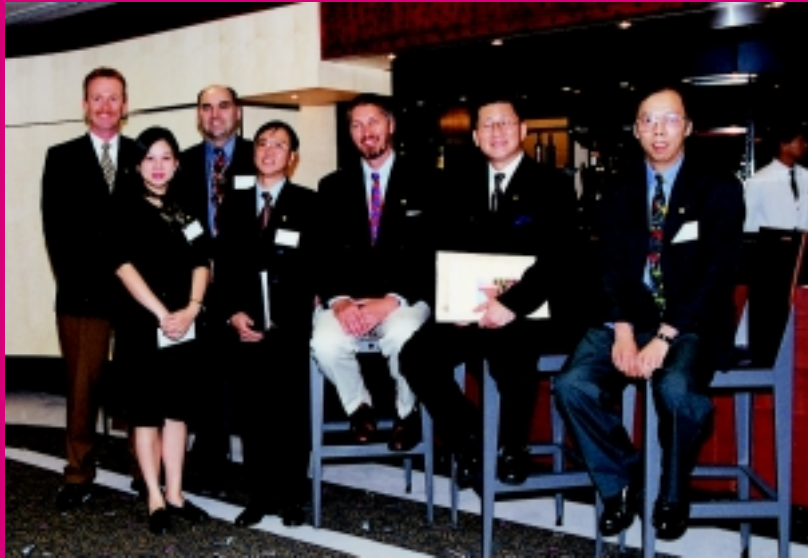


Dr Bob Mc Kercher (right) and Department Head Prof. Kaye Chon meet with the press about the survey findings.

- **Tipping behaviour:** Even though there was a slight adaptation to local tipping habits, respondents who tipped more often at home did the same while travelling abroad. Americans tended to tip more often and in relation to service, whereas Britons and Australians tipped less frequently. Mainland visitors tipped the least often. Some tourists felt obliged to leave a tip. Mandatory tipping of tour guides stands out as one quarter of Taiwanese and half the Singaporeans felt pressured to

leave a gratuity for their tour guides. Seven to 10 percent of all other nationalities felt the same way towards tour guide tipping. It is interesting to note that none of the mainland visitors surveyed considered that they had been forced to tip. Other service areas where tourists felt pressured include restaurant servers and hotel porters.

- **Tourist satisfaction:** Tourists in general were satisfied with the professional skills, customer relationship and communication skills of the local tour guides. Some tourists, however, complained about the requirement to tip the tour guides. The study also showed that Western tourists were more satisfied than tourists from Asian source markets.



The driving force behind the survey poses at the newly opened "Millennium", a training restaurant of the Department: (from left) Mr Ben Dewald, Ms Catherine Cheung, Dr Bob McKercher, Mr Alan Wong, Dr Thomas Bauer, Prof. Kaye Chon and Mr Andrew Chan.

The restaurant, which features new technology and equipment tailored for training students, was renamed after an extensive renovation of its predecessor, "Polytop".

How do local residents view the Hong Kong Disneyland project?

Prior to the tourism survey, another survey identifying the general perceptions and attitudes of Hong Kong residents towards Hong Kong Disneyland and its impacts had been completed. Dr John Ap, Associate Professor of the Department, presented the results to the delegates, comprising mainly of theme park industry executives, who attended the Leisure and Entertainment Asia 2000 conference in July.

The findings indicated that:

- A majority of interviewees were "enthusiastic about tourists visiting Hong Kong" (84%) and supported of the development of tourism in Hong Kong (86%).
- Seventy-five percent (75%) of respondents indicated support for the development of Hong Kong Disneyland. Eight percent (8%) were opposed to the idea and 16% gave a neutral rating.
- Sixty-three percent (63%) indicated that the benefits of Hong Kong Disneyland would outweigh the costs. Thirteen percent (13%) disagreed and nearly one quarter (24%) gave a neutral response.
- Respondents tended to disagree with the statements concerning the fairness of the deal in providing a low interest Government loan (38%) and the land formation and infrastructure works (39%) in order to attract Disneyland to Hong Kong. Approximately, one quarter of the respondents gave neutral and positive replies respectively for these two items.
- Approximately half of the respondents would tolerate the negative impacts created by Hong Kong Disneyland (51%), and reschedule their activities (51%) or avoid the Penny's Bay area (54%) due to the crowding resulting from the project.
- The social and cultural impacts of the project were not rated as

highly as the economic impacts; however, they were mostly rated positively. Seventy-two percent (72%) of the respondents indicated that they liked the "Opportunity to learn about other people and cultures".

- Thirty-nine percent (39%) indicated that they liked "Influence of American culture on Hong Kong society". Forty percent (40%) gave a neutral response and 21% indicated they disliked the American influence.
- The environmental impacts received the lowest ratings. With four of the five environmental items more than half of the respondents aired their concern about the environmental impacts associated with the project. The level of dislike of such changes ranged from 53-69% for the items relating to the Chinese white dolphins (69%), water quality (64%) quality of the environment (54%) and wildlife (53%).
- Lantau/Peng Chau interviewees gave lower ratings than the telephone interviewees for many of the impacts resulting from the development of the project. This showed that those living closest to the project have greater concerns about the impacts.
- Two-thirds (67%) of respondents either "somewhat like" or "like" the overall impacts or changes associated with the development of Hong Kong Disneyland. Thirteen percent (13%) indicated they "somewhat dislike" or "dislike" the overall impacts and 19% gave a neutral response.

The above results were obtained from 832 residents involving two surveys conducted in March and April of this year.

The survey is the first of a series of proposed annual surveys to be conducted by the University over the next five to six years to monitor residents' opinions towards the Disneyland project. ❖



Education Info Day introduces new double degree programme

PolyU Education Info Day, an annual event open to the public, attracted 18,000 visitors, including prospective applicants and career teachers to campus on 30 September.

With the slogan of “Explore a brand new era at the PolyU”, the Education Info Day featured a variety of activities including exhibitions, seminars, video shows, demonstrations, guided tours and student performances.

To give detailed first-hand information of the programmes on offer, academic staff were present to answer enquiries. Many visitors joined the guided tours of campus facilities, such as the Library, the Industrial Centre and various laboratories.

Discussion forums held specifically for career teachers in secondary schools were instrumental in giving teachers the necessary information about advising students on programme selection and application.

The University’s unique programmes cover those in the areas of Surveying and Geo-Informatics, Fashion



Different equipment displayed at the booths for visitors to try out.

and Textiles, Real Estate, Health Technology, Physiotherapy, Occupational Therapy, Optometry, Radiography, Design, and International Shipping and Transport Logistics.

In the coming academic year, PolyU will launch Hong Kong’s first double degree programme in Management and Computing. Students on this programme can graduate with either of these degrees in three years’ time, or opt to study an extra year on a self-financed basis to obtain both degrees.

The new programme aims to groom graduates who can meet Hong Kong’s increasing demand for professionals knowledgeable about both computing and management fields. It will help develop students’ knowledge and skills in three key areas, namely computing and information technology; management; and the marketing of technical know-how in terms of management needs, strategic planning and entrepreneurship.

The number of credits required for graduation is 145 for the double degrees, 108 for BA(Hons) in Management, and 109 for BSc(Hons) in Computing.



A staff member of Institute of Textiles and Clothing demonstrates how the 3-D body scanner works.

\$5 million donation helps groom mainland textile experts

校友捐贈五百萬元資助內地大學教員來港進修

Twelve mainland lecturers in textile studies have been studying at PolyU since last month thanks to the \$5 million foundation fund donated by alumnus Mr Lam Tai-fai.

Up to 15 scholarships will be awarded each year for five consecutive years, covering the students' tuition and accommodation expenses. It is hoped that upon graduation, this group of teachers will bring home new insight and knowledge to their students and contribute to the further development of the textile industry on the mainland.

The Lam Tai Fai Foundation Fund, established by Mr Lam, awards scholarships to highly qualified academics from mainland universities in pursuit of PolyU's new, one-year

full-time Master of Arts programme in Fashion and Textile Design.

Mr Lam Tai-fai, a graduate of the then Hong Kong Polytechnic in 1981, is currently Managing Director of Peninsula Knitters and Chairman of The Textiles and Clothing Alumni Association of the University. He is also President of the Scout Association of Hong Kong (Kowloon region) and the Hong Kong Amateur Handball Association.

In honour of his many contributions to his alma mater, PolyU will confer one of its first University Fellowships upon Mr Lam in its upcoming Congregation in November.

(from left) Prof. Philip Yeung, Mr Lam Tai-fai, Prof. Poon Chung-kwong and Prof. Edward Newton.



(前排左起)林大輝先生、楊國榮教授、校長潘宗光教授、紐德華教授與受惠學生合照。

本校獲得校友林大輝先生慷慨捐贈五百萬元成立基金，供十二位教授紡織製衣的學者來港修讀本校一項全新碩士學位課程。

林先生於一九八一年畢業於香港理工學院，現為半島針織集團董事總經理及理大紡織染製衣同學會會長。此外，他亦出任香港童軍總會(九龍城地域)及香港業餘手球總會會長。

理大將從新成立的林大輝基金會，於未來五年，每年頒發最

多十五項獎學金予內地的大學講師，讓他們在本校修讀為期一年的全日制服裝及紡織品設計文學碩士課程。獎學金用作支付學員的學費及住宿費用。預期這些內地學員學成後，會為他們的學生和內地的服裝及紡織業注入新的意念和知識。

為表揚林先生對母校的重要貢獻，理大將於今年十一月舉行的畢業典禮上，頒授榮譽大學院士銜予林先生。此為理大首度頒授該榮譽學銜予多位傑出人士。

Supporting toy industry's hi-tech endeavour

Hong Kong's toy industry received a strong boost last month with the opening of the Innovative Toys Design Centre on campus.

The Centre was officially unveiled by Mr Danny Ngai Kam-fai, President of both Toys Manufacturers' Association of Hong Kong (TMAHK) and Artin International (Holdings) Ltd; and Dr Lui Sun-wing, PolyU's Vice President and Chief Executive Officer of PolyU's Institute of Enterprise (IFE).

The new facility was established soon after the University agreed to assist TMAHK to develop innovative and hi-tech toy products. Under the agreement, the Association and its members have committed a total of more than \$1 million in the form of donation and payment of service fee to IFE.

Speaking at the ceremony to the industry's key members, Mr Ngai said, "The toy industry can no longer rely on low manufacturing cost. It must expedite the use of innovative technology to remain competitive. Backed by the University's expertise and facilities, the Association will be able to further assist its members to turn creative ideas into innovative products."

Dr Lui is also confident that the industry-academia partnership will pay off as the local toy industry shares the success of technology design and innovation. "The new Centre has started investigating into a number of strategic areas, including interactive toys, multimedia and computer game software. These initiatives will provide the toy industry with an edge to compete in the international arena," he pointed out.



Mr Danny Ngai (left) and Dr Lui Sun-wing.

Mr Arthur Chan, TMAHK Vice-President and Managing Director of Unimax Toys Limited, added that the Association and the University were jointly organising a large-scale seminar for members of the industry in November 2000.

The seminar aims to increase industry's awareness for strategic issues in the face of stronger competition when China is admitted to the World Trade Organisation. Carrying the theme of Hi Tech Toys, the event will

feature prominent overseas and local speakers who will be sharing their experience with members of the industry.



After the ceremony, the official party and participants saw a demonstration of an interactive toy development concept.



The plaque unveiling marks the opening of the Centre.

與哈爾濱市政府 開展長期合作及培訓

本校於九月二十五日與哈爾濱市政府於校園簽署合作協議書，並舉行該市管理人員培訓班開幕典禮。協議由專程來港的哈爾濱市市長王宗璋先生以及潘宗光教授共同簽訂。

潘宗光教授在典禮上向嘉賓致辭時表示：「我校過去一直與內地機構合作無間，是次合作更是我們第一次與市級政府達成的合作協議，標誌著理大在推動及促進本地與內地的學術及商貿聯繫上，又向前邁進一步。」

合作協議將充份發揮兩者的優勢，加強雙方在專業人才培訓，並且聯合開發新技術、學術研討與交流。哈爾濱市更會以理大作為其培訓基地，培訓該市公務員、經濟管理人員和企業高級管理人員等。於同日開辦的第一期「國際金融市場營運培訓班」，共有三十位來自哈爾濱的學員，他們將在理大的中國商業中心接受為期三個月的培訓，內容包括金融、市場營銷、企業管理、法律環境、企業財務、決策技巧、電子商貿、資訊科技、環保等。

潘教授又稱：「我們相信，隨著中國即將加入世貿，加上全球經濟一體化的進程加速，雙方合作的空間將會更大，合作的範圍會更廣闊，形式亦更趨多樣化。」

協議雙方一向維持緊密的合作關係，理大的電子計算學系、土木及結構工程學系、製造工程學系、機械工程學系、建築及房地產學系等與哈爾濱工業大學、哈爾濱建築大學等都有在學術和科研項目上合作。

早於一九九二年，理大成立中國商業中心，積極開展與內地的聯繫，透過培訓、研究及諮詢活動，加深中港兩地企業的認識和瞭解，以增強香港與內地的貿易關係和經濟合作。



潘校長接受哈爾濱市市長王宗璋先生送贈的紀念品。

(左起)副市長尚玉金先生、市長王宗璋先生、潘校長及陳文鴻博士。



Sinowisdom.com goes live

The University's China Business Centre (CBC) has partnered with Sun Wah Hi-Tech Group to launch Sinowisdom.com, a unique Internet service combining comprehensive database and professional consultancy on China's affairs.

By providing comprehensive data as well as professional analysis of the policies, financial, economic and trade development in China, the website aims to give a more in-depth understanding of China's economy so as to increase business opportunities for the mainland and the world.

Dr Thomas Chan, Head of CBC, said, "Sinowisdom.com is a bilingual website equipped with condensed, processed and in-depth information on China's economy and business. This, together with the selective and quality information we provide, make it unique and incomparable in the market."

The strong connections of Sun Wah Hi-Tech Group with the mainland will enable the website to maintain a highly up-to-date database on the current issues in China. Besides, with its advanced software centres established in collaboration with Zhongshan University and Beijing and Postal Telecommunications University, the Group can provide powerful technical support for the website.

Mr Jonathon Choi, Chairman of the Group, said, "We are confident that the website will provide customised services best fit the specific needs of our subscribers and hope that it will become the leading information provider on China affairs in five years' time."

The target subscribers include local and



Mr Jonathon Choi (right) and Prof. Joshua Wong, former Vice President of the University.

overseas leading universities, multinational companies, chambers of commerce, and private and public research centres. The website will also provide value-added services, such as B2B e-commerce, to cope with the economic development. ❖

Honourable guests set foot on campus



Miss Annie Tam receives a memento from President Poon.

The University had the pleasure to receive several honourable guests recently.

Mrs Fanny Law, Secretary for Education and Manpower, and Mr Raymond Young, Deputy Secretary (Education and Manpower), paid a visit to the University in August to learn about its latest development.

President Prof. Poon briefed the guests on the current and future projects during a presentation session. They then proceeded to tour the major facilities on campus, including the Optometry Clinic, Global Virtual Design Studio, Rapid Product Development Syndicate, Virtual Reality Nursing Laboratory, Jockey Club Auditorium and Multimedia Innovation Centre.

Miss Annie Tam, Deputy Secretary for Information Technology and Broadcasting, has also visited for a familiarisation tour. Miss Tam was shown to the state-of-the-art facilities as well as a demonstration of cyberspace projects conducted by the Department of Electronic and Information Engineering. ❖



Mrs Fanny Law (second from right) and Mr Raymond Young (far left) visits the Virtual Reality Nursing Lab.