

25th
HTMSchool of Hotel & Tourism Management
酒店及旅遊業管理學院
1979 ~ 2004

Asia's top hotel and tourism



Prof. Kaye Chon

Talk about hotel and tourism studies in Hong Kong and the name of PolyU will quickly emerge in one's mind. With its unrivalled history of having nurtured more than 10,000 young talents for the hospitality industry in Hong Kong, members of PolyU's School of Hotel and Tourism Management (HTM) have every reason to be overjoyed with its 25th anniversary this year.

Established with a handful of staff in 1979, HTM has since evolved into the largest of its kind in Asia. Today, the School is also recognized as Asia's leading university-level provider of tourism and hotel education. It has earned such prestigious international honours as the 2003 ISTTE Institutional Achievement Award and designation by the World Tourism Organization (WTO) as one of its elite Education and Training Network Centres around the world.

But this is not all, according to Prof. Kaye Chon, Chair Professor and Head of the School. "Our mission is to be recognized globally as Asia's leader in providing high quality education, research and scholarship in hospitality and tourism," he said, "and our goal is to become one of the world's top five."

Elaborating on HTM's success formula, Prof. Chon cited the School's emphasis on getting stakeholders involved. "Apart from relying on the university and the department's resources, we see our students, graduates and industry as our key partners in education."

A good example is HTM's Professor for a Day programme, under which close to 40 executives and government officials shared their latest market observations and experiences with PolyU students last year. "We have also launched a new Chair Professor's Distinguished Lecture Series," added Prof. Chon.

"World-famous film personality and Hong Kong Tourism Ambassador Jackie Chan kicked off this special lecture series in front of more than 1,000 students last October. He advised students to set their goals, work hard towards them, and not to give up too easily. We are pleased that Jackie has been appointed Honorary Professor at HTM."

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Left: HTM faculty members. Above: Congratulations to Ms Zuleika Mok, recipient of HTM's Outstanding Alumni Award 2004. Ms Mok is currently General Manager, Human Resources, The Hongkong and Shanghai Hotels and a member of HTM's Advisory Committee.

school celebrates silver jubilee



Enhanced status for HTM

HTM, now an academic unit of the Faculty of Business, will become an independent School in the University starting this summer. This elevated status will help enhance the School's reputation and enable the University to uphold its position as the leading edge provider of hospitality and tourism education in the Asia Pacific. The status change was approved by the Senate in March for implementation with effect from 1 July 2004.



Highlights of HTM's recent honours and awards

- HTM earned the prestigious **2003 ISTTE Institutional Achievement Award** from the International Society of Travel and Tourism Educators in recognition of its leadership in enhancing tourism education in Asia and innovativeness. PolyU is the first institution outside North America to be awarded such honour.
- The **World Tourism Organization (WTO)** designated HTM as one of its 16 Education and Training Network Centres around the world in 1999. The network aims to promote quality standard in tourism education and HTM is the only such centre in Asia.
- The **International Academy for the Study of Tourism** chose the School as the home to its permanent secretariat in 2002.
- Also in 2002, HTM became one of the first Asian institutions to establish a local **Chapter of Eta Sigma Delta (ESD)**, a prestigious international society which unites institutions with exceptional academic achievement among hospitality and tourism students.

A special evening with Jackie



The University had a wonderful rendezvous with international superstar and Hong Kong Tourism Ambassador Dr Jackie Chan Kong-sang on the eighth day of Chinese New Year.

This glamorous event, jointly presented with sponsor Dr Francis Choi chi-ming and named “An Evening with Prof. Jackie Chan”, kicked off HTM’s 25th anniversary celebrations. It also raised more than \$3 million in net proceeds for the PolyU Development Fund and Student Development Fund.

The evening began with the University’s conferment on Dr Chan the title of Honorary Professor in HTM. This conferment was followed by the gala premiere of the movie *Traces of a Dragon — Jackie Chan & His Lost Family* and a dinner party graced by Dr Chan and major sponsors of the event.

PolyU President Prof. Poon Chung-kwong said at the conferment ceremony: “By appointing Dr Chan as our Honorary Professor, we look forward to having his guidance in the area of student leadership development, guest lectures and advice for our School of Hotel and Tourism Management.

“We are also deeply grateful to Dr Jackie Chan and Jackie & Willie Productions Ltd for their warm support in contributing their wonderful production for our fund-raising.”

Expressing profound appreciation of this appointment, Jackie shared his secret of success with the audience – persistent hard work is a must. While humbly confessing he did not have the chance to complete his formal education,

he said he strives to grab every opportunity to learn and to upgrade himself.

The *Traces of a Dragon* was screened for the first time in Asia that evening after its debut at last year’s Berlin International Film Festival. The documentary was directed by Ms Mabel Cheung Yuen-Ting and produced by Jackie, Mr Willie Chan and Mr Solon So, with Mr Alex Law as executive producer. The movie traces the story of Jackie Chan and his family, torn apart during one of the most turbulent periods in Chinese history.

The dinner which followed the premiere was a warm and entertaining gathering. More than \$1.3 million was raised through a charity auction, a major highlight of the banquet participated by enthusiastic friends of PolyU. The auctioned items included two limited edition Jackie Chan baseball jackets, a Chinese silkwear set, a drunken master figurine – all donated by Dr Jackie Chan, plus a ceramic vase and a plate donated by Ms Lee Jai-ying, Chairman of Han Sheng Tang Herbal Technologies Co. Ltd.

The organizing committee of this festive event was chaired by Mrs Katherine Ngan Ng Yu-ying, Executive Director of May Cheong Toy Products Factory Ltd, and Member of PolyU’s Council and Fund-raising Committee of the Council. ❖



Cheers to the successful auction bidders (photos 1–5): Dr and Mrs Francis Choi, Miss Carmen Choi, Mr and Mrs Ngan Pui-ying, Mr Roy Chung, Ms Lee Jai-ying.

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Apart from the Honorary Professorship conferment held in January, major events to celebrate HTM's anniversary will include the second Asia-Pacific Conference of the International Council on Hotel, Restaurant and Institutional Education (CHRIE) and the 6th Biennial Conference on Tourism in Asia, co-organized by HTM in Phuket, Thailand, in May. In September, HTM will host in the HKSAR the annual conference of the International Society of Travel and Tourism Educators. The grand finale of the celebrations will be a gala fund-raising dinner named "Glittering 25: Celebration of the Stars". Scheduled for 24 September, the event will feature a variety of entertaining programmes for members, friends and partners of HTM.

Looking ahead, the demand for tourism professionals is growing fast, given the rapid growth of the mainland market, the expanding Individual Visit Scheme and the opening of the Hong Kong Disneyland theme park scheduled for 2005/06. The number of visitors to Hong Kong hit 15.5 million in the year 2003, representing the second highest on record despite the outbreak of SARS. The local Government has also pledged to boost Hong Kong's image as Asia's premier tourism destination.

On the education front, the School — being the only one in the region offering students an integrated education in tourism, hotel management and food service management — is planning to increase the intake of its hugely popular programme BA(Hons) in Hotel, Catering and Tourism Management from 70 to 90 in the triennium 2005–08, subject to the Government's endorsement. Considering the manpower required to cater for the estimated 58 million visitors by the year 2020, the School is also working to offer additional places for senior years of the degree programme to provide Higher Diploma and Associate Degree holders in



the discipline to top-up their qualifications.

Consultancy and executive development are two other important areas in which HTM is very active. For example, commissioned by the APEC International Centre for Sustainable Tourism (AICST), HTM recently contributed a report on risk management for the hospitality industry in the region following the bombings in Bali and crises such as SARS. PolyU is one of the four major institutions invited to take part in the study.

HTM also completed a study for the Sustainable Tourism Development Plan for Phu Quoc, Vietnam in 2003, sponsored by the WTO, United Nations and Vietnam National Administration for Tourism. In addition, HTM is undertaking a study on the shopping and dining behaviour of visitors from the Chinese mainland, supported by the Quality Tourism Services Association and the SME Development Fund of the Trade and Industry Department.



An example of executive development is the annual Hong Kong Winter School jointly organized by HTM and the Hong Kong Hotels Association for senior industry executives.

Beyond the boundaries of the SAR, the School offers an MSc programme in Hangzhou through PolyU's outpost centre. It is an English taught programme with students from all

Landmark developments in HTM's first 25 years

- 1979:** Establishment of the Department of Institutional Management and Catering Studies with five academic staff, offering Diploma & Higher Diploma programmes for 64 full-time and 50 part-time students
- 1981:** New "Polytop" training restaurant opened
- 1988:** Offered HK's first undergraduate programme BA in Hospitality Management
- 1989:** Recognized by CHRIE as an institutional member
- 1991:** Admitted first PhD and MPhil students
- 1992:** Accepted as Affiliated Member of the World Tourism Organization
- 2000:** Opening of the "Millennium" training restaurant following a major upgrade of facilities of its predecessor Polytop
- 2001:** Renamed School of Hotel and Tourism Management (after two name changes to Department of Hospitality Management in 1986 and to the Department of Hotel and Tourism Management in 1992)
- 2002:** HTM became the first institution in Asia to be awarded WTO's TedQual (Tourism Education Quality) Certification
- 2003:** Establishment of a Hotel and Tourism Resource Centre at HTM

over China, with a majority of them holding intermediate- to senior-level management positions in the hotel and tourism industry. Two cohorts have already graduated, with two more cohorts in progress. A bilingual MSc programme will begin enrolment later this year in Beijing. The School is also launching a BA Conversion programme in the city of Xi'an in a bilingual mode. This programme allows industry practitioners to obtain a degree

in hotel and tourism management that was not available to them when they went to college. All these contribute greatly to the human resources development of the hotel and tourism industry in China.

HTM currently has more than 1,100 students in various programmes at levels ranging from Higher Diploma to Master's degree and PhD by research. Building on the firm foundation of the School and the expertise of its more than 40 academic staff drawn from some 15 countries, HTM is poised to steadily move toward its goals in the days ahead. ♦

