

# ASIA'S TOP *tourism school* unveils *teaching hotel plan*



- 1 (From left) Mr James Lu, Executive Director of Hong Kong Hotels Association; Dr K.S. Lo, Managing Director of Great Eagles Holdings; Mr Howard Young, Legco Member (Tourism); Mr Vincent Fang, Legco Member (Wholesale & Retail); Prof. Poon Chung-kwong; Dr Henry Tang; Mr Victor Lo; Mrs Selina Chow, Legco Member and Chairman of Hong Kong Tourism Board; Mr Jeffrey Lam, Legco Member (Commercial) and PolyU Court Member; Prof. Kaye Chon
- 2 (From left) Mr Victor Lo, Dr Tang, Dr K.S. Lo
- 3 (From left) Mr Cliff Wallace, Managing Director of Hong Kong Convention and Exhibition Centre; Prof. Amy Chan, Honorary Professor of SHTM; Dr Fong Yun-wah, Chairman and Managing Director of the Hip Shing Hong Group of companies; Prof. Chon
- 4 Prof. Poon and Dr Chow Yei-ching, Chairman and Managing Director of Chevalier Group and PolyU Council Member
- 5 Dr Chan Tai-ho, Founder of Playmates Group (left) and Mr Jeffrey Lam

The University has unveiled a plan to develop dedicated premises for its School of Hotel and Tourism Management (SHTM), putting under one roof a teaching hotel and world-class training and research facilities.

Following an initial announcement made late last year, an auspicious Spring Reception was held on 10 February at the Hong Kong Convention and Exhibition Centre to celebrate the latest world-class achievements of SHTM and to introduce the plan and the vision behind it to industry and the public.

**Dr Henry Tang Ying-yen**, Financial Secretary of the SAR Government and Guest-of-Honour of the reception, said: "During the past quarter of a century, the school has been a nurturing ground for professionals in Hong Kong's tourism and hospitality industry. It has provided quality education to more than 10,000 graduates, many of them are now leaders in the industry – not only in Hong Kong but also worldwide.



*"The school's commitment to promoting tourism education and exchange of expertise with institutions worldwide has been well recognized, and I am particularly pleased to learn that the school was ranked the fourth in the world among tourism and hospitality schools."*

*An artist's impression of the planned hotel school premises in Hong Kong.*



## Achievements of SHTM

- 2005** Top ranking among Asian institutions of its kind and fourth in world-ranking based on research and scholarship, according to a study published in the August issue of the *Journal of Hospitality & Tourism Research*
- 2003** Institutional Achievement Award from International Society of Travel & Tourism Educators (ISTTE) for innovation and contribution to the field of tourism education
- 2002** Designation as World Headquarters and Secretariat for the International Academy for the Study of Tourism (IAST)
- 2000** TedQual (Tourism Education Quality) Certification from World Tourism Organization (WTO)
- 1999** Designation as Asia's only university among the 16-member WTO Education and Training Network

By this he was referring to a league table of the top 20 hospitality and tourism institutes in the world in terms of research and scholarship from a study published in the *Journal of Hospitality and Tourism Research* in its August 2005 issue.



## Excellent world-ranking

SHTM is the only one in Asia to have made it to the top 20 list, and is also acknowledged as “the only non-US based institution in the top five”. The School came only after Cornell University, Michigan State University and Virginia Tech.

Entitled “An Analysis of Hospitality and Tourism Research: Institutional Contributions”, the study was conducted by a team of international researchers and based on a meta-analysis of authorship of articles published in 11 major hospitality and tourism journals over the 10-year period from 1992 to 2001. Among the top 20 universities are 14 in the US, three in the UK, and one each in Hong Kong, Canada and Australia.

While Hong Kong has fared extremely well as a shopping and dining paradise and a cosmopolitan city with thriving cultural activities, Dr Tang stressed that: “To further enhance our status as the premier tourist destination in Asia, we must ensure a continuous supply of high quality, industrious and passionate professionals to our tourism industry. In this connection, I am glad to see that the school is embarking on visionary plans to become Asia’s leading tourism education institution.”

**Mr Victor Lo Chung-wing**, PolyU Council Chairman, commented: “Tourism has always been and will remain a pillar industry and key driver of the Hong Kong economy. As our mother country’s economy takes off, talent is in roaring demand in the hotel and tourism sector.

“In this connection, I take pride to say that hotel and tourism management is one of the niche and strength areas of PolyU which has tremendous potential to excel internationally. I am therefore delighted that the University has resolved to strategically focus efforts to further realize the development potential in this area.”

During the reception, the University President **Prof. Poon Chung-kwong**, said that building on the strong repute of SHTM, the University has decided to demolish the staff quarters Pak Sui Yuen in Tsimshatsui East next to PolyU’s main campus to make way for new dedicated premises for the School. Part

of the new facility is expected to be ready for occupation in the 2008/09 academic year.

“Let me stress that the teaching hotel plan was much more than a university project,” Prof. Poon said. “Apart from helping to propel SHTM to an even higher position in the world, it will help PolyU to better meet escalating demand for quality manpower and expertise in the hotel and tourism sector and thus to boost the economies of Hong Kong and the region.”

Estimated to cost about \$600 million, the project will be financed by PolyU’s non-Government funds and supplemented by external sponsorships and bank loans. Apart from the teaching hotel with about 270 rooms, the premises will house conference facilities, teaching restaurants, research centres, classrooms, offices and new staff quarters. The School area will accommodate a student population of 2,000 by the year 2020.

**Prof. Kaye Chon**, Head of SHTM, said: “We believe that having dedicated premises for SHTM and a quality teaching hotel is in line with the practice of top hotel and tourism schools in the world.”



*A pact was signed in July by Mr Xu Jing, Regional Representative for Asia and the Pacific of the World Tourism Organization, and Prof. Chon, under which they will foster co-operation in research and industry support activities.*

## Pledge of US\$1m bequest for establishing Andreas Hofer Scholarship

**T**hanks to a generous bequest of US\$1 million pledged by internationally esteemed hotelier Mr Andreas Hofer and Mrs Valerie Hofer, PolyU will establish the Andreas Hofer Scholarship for outstanding SHTM students.

At a ceremony to acknowledge their support held on 19 October, President Prof. Poon Chung-kwong, said the University is truly grateful for the couple’s generosity. “This is the first bequest ever pledged for the Institution. Mr and Mrs Hofer have indeed set a fine example for other supporters of PolyU to follow,” he said.

Mr Hofer, formerly General Manager of the Mandarin Oriental Hotel from 1975 to 1982, said: “It was Hong Kong where doors to my career opened up. This enabled my wife and myself, through hard work, to enjoy a privileged lifestyle. Whilst continuing to do so, we agree that it would be an honour to perpetuate the success by enabling worthy local students to pursue a career in the hotel industry.”

The Andreas Hofer Scholarship will support two local outstanding students to study at SHTM, or graduates to pursue further studies at SHTM or other leading institutions around



*From left: Prof. Kaye Chon, Mr Hofer, Prof. Poon, Mrs Hofer and former Council member Mr Manuel R. Woo celebrate the signing of the scholarship agreement.*

the world. Candidates would be selected on the basis of academic merits, their passion for hotel and tourism management and those who, due to financial considerations, would be unable to pursue their chosen career. All recipients of the scholarships, upon their graduation, are required to serve in the hospitality industry in Hong Kong for at least three years.

Mr Hofer joined the Mandarin Oriental Hotel in 1966. With his exceptional talents, he took up appointment in the Mandarin Oriental Hotel Group’s Head Office in 1982 and later became Vice President, South East

Asia of the company based in Singapore.

In 1987, he was appointed by Hong Kong’s Wharf Holdings as President of the then newly formed Marco Polo International Hotel Group. Three years later, he decided to start his own private hotel consulting and investment business, Hyde Park Land and Hospitality Management Ltd.

He is concurrently Vice Chairman of Lanson Places Hotels and Residences, a division of Wing Tai Asia and its Hong Kong subsidiary USI Holdings, and Executive Director of Hyde Park Land and Hospitality Management in Canada. ❖



*Valuable learning experience at Disney University.*

### Membership of the Steering Committee for Developing Dedicated Premises for SHTM

#### Chairman

Dr Ng Tat-lun, Chairman & CEO, Talent Solutions Inc.

#### Deputy Chairman

Dr K.S. Lo, Deputy Chairman & Managing Director,  
Great Eagle Holdings

#### Members

Mr Rudolf Greiner, President — Hotel Division,  
Sun Hung Kai Properties

Mr Marc Hediger, Group Director of Development,  
Shangri-La Hotels & Resorts

Mr James Lu, Executive Director, Hong Kong Hotels  
Association

Mr Peter Yu, Executive Director & Group General  
Manager, Miramar Hotel & Investment

Mr Chris Mong, Associate Vice President, PolyU

Prof. Kaye Chon, Chair Prof. & Head, SHTM, PolyU

Prof. Edwin Chan, Professor, Department of  
Building & Real Estate, PolyU

#### Technical Coordinator

Mr Tony Tse, Programme Director (Industry  
Partnerships), SHTM, PolyU

#### Committee Secretary

Mrs Belinder Yuen, Head, General Administrative  
Support Office, PolyU

## A young but promising institute

He is confident the new facility will be a great boost to the School's long-term development. "Apart from the advantage of having various teaching and research facilities, offices, conference facilities and teaching hotel and restaurants under one roof in an excellent location, we look forward to having new research laboratories to experiment with such areas as design, infrastructure and services in a hotel including, for example, hotel room design, wiring and ducting, room service, business centre service, etc."

"On top of the training offered in the premises, we will continue to arrange placements with hotels at home and abroad to ensure the broad exposure of our students," Prof. Chon added.

According to Prof. Chon, the centre for excellence in hotel and tourism industry has moved to Asia in recent years, as evidenced by the fact that some of the finest hotels, airlines and attractions can be found in Asia. "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 that when compared to highly ranked North American tourism institutes, the 27 year-old SHTM is relatively young with potentials that could be further developed.

Back in November 2004, a taskforce comprising industry representatives and PolyU Council members was appointed to study the need for and feasibility of the teaching hotel development plan. Upon the recommendation of the taskforce, the University Council approved the plan at its meeting held last September.

Furthermore, a Steering Committee comprising both PolyU members and industry leaders has now been formed to ensure that the development plan will be on the right track to cater for the latest market trends and needs of industry.

SHTM is well known as the pioneer of hotel and tourism education in Hong Kong. The School has a faculty of 45 academic staff drawn from 17 countries. It now offers programmes at levels ranging from Higher Diploma and Bachelor's through to Master's degree and PhD by research.



*A pact was signed in early October by Mr Li Deming, Director-General of Shandong Provincial Tourism Administration, and Prof. Chon, under which SHTM will tailor-design training for and forge research collaboration with tourism practitioners in Shandong.*



*SHTM's strong team of staff.*

# 亞洲頂尖旅遊學院 公佈教學酒店計劃



(左起) 潘宗光校長、唐英年司長、羅仲榮先生、周梁淑怡議員及田桂成教授舉杯祝願理大酒店及旅遊業管理學院發展更上層樓。

**理**大於二月十日假香港會議展覽中心舉行新春酒會，與業界人士及友好慶祝該校酒店及旅遊業管理學院近期的驕人成就與重要發展，包括為進一步提升該學院的世界級教學地位，積極籌建一棟教學酒店大樓。酒會由理大校董會主席羅仲榮先生及校長潘宗光教授聯袂主持，並邀得香港特別行政區政府財政司司長唐英年博士擔任榮譽嘉賓。

唐司長於酒會上致辭時讚揚該學院是為香港酒店及旅遊業界培育人才的基地，過去二十五年來培育了逾萬名畢業生，其中不少現已成為業界的領導者。他更為學院於全球酒店及旅遊學府中位列第四感到欣慰。根據國際權威《酒店及旅遊研究學刊》於二零零五年八月刊登的全球首二十位酒店及旅遊學府排名榜，理大酒店及旅遊業管理學院在發表研究論文方面全球排名第四。

## 全球第四 亞太第一

該學院也是全亞洲唯一榜上有名的旅遊學院，並獲肯定為「首五名之中唯一非來自美國的院校」，排名僅次於康奈爾大學、密芝根州立大學和維珍尼亞理工大學。

唐司長稱：「為進一步鞏固香港作為亞洲主要旅遊城市的地位，我們必須為旅遊業源源不絕地注入高質、勤奮和熱誠的專業人才，在這方面，我喜見理大開展高瞻遠矚的計劃，致力成為亞太區優質旅遊教育與研究的翹楚。」

校董會主席羅仲榮先生表示：「旅遊業一直帶動香港經濟發展，舉足輕重。時

值中國內地經濟騰飛，酒店及旅遊業求才若渴。酒店及旅遊業管理學科是理大其中一項獨特強項，極具發展潛質，享譽國際，我以此為傲，而大學將策略性地進一步發展該強項，我也樂見其成。」

## 籌建酒店 再創高峰

校長潘宗光教授指出，理大決定拆卸位於尖東的教職員宿舍百粹苑，讓酒店及旅遊業管理學院興建新大樓，預期部份設施可於二零零八至零九學年啟用。潘教授強調：「新的教學酒店計劃並非一般的大學發展項目，它對理大、業界和社會均有重要的意義。計劃不單有助進一步提升學院的國際地位，也有助理大更適切地迎合業界對人才和專業知識的殷切需求，從而協助帶動本港及區內的經濟發展。」

該教學酒店大樓預計建築費用約六億元，將由理大自資並加上外界贊助及銀行貸款籌建。除了一所約有二百七十間房間的教學酒店外，新大樓更備有會議設施、教學餐廳、研究中心、課室、辦公室及新教職員宿舍。預計該酒店可配合學院至二零二零年學生人數增加至二千人的需求。

該學院主任田桂成教授表示：「理大將擁有一所專為學院而設的大樓和優質教學酒店，與世界頂級的酒店及旅遊業學院並駕齊驅。」他認為，跟北美排名榜首的學府比較，該學院只有短短二十七歷史，發展潛質極其優厚。

田教授補充說：「教學酒店不但有助學院貫徹研究與實踐的理念，亦能吸引更多來自世界各地的高質素學生及教員。除教學酒店所提供的培訓外，學院會繼續致

力安排學生於本地及海外的酒店實習，以擴闊他們的眼界。」

理大酒店及旅遊業管理學院是本港酒店及旅遊業教育的先鋒，聘有四十五位來自十七個國家的教職員，提供由高級文憑、學士、碩士以至哲學博士等不同程度的課程。

## 獲諾遺贈 設獎學金

二零零五年十月十九日，學院獲酒店業鉅子何富華先生夫人承諾，於他日身故後捐贈一百萬美元設立「何富華獎學金」，以嘉許學院的優異生。這是理大首次獲得同類型資助，校長潘宗光教授對何氏伉儷的慷慨捐贈表示衷心感謝。基金將資助兩名優異的本地學生於學院升學，或資助兩名畢業生於學院或其他大學繼續進修。獎學金得主必須於畢業後在本地酒店業服務至少三年。何富華先生曾任香港文華東方大酒店總經理，現任蘭深住宅式酒店副主席及加拿大海德公園及酒店管理有限公司執行總裁。

