

Conferences, Courses ... and Exams

Time to pause for breath after a very busy period in May and June! Not only has the School been engaged in grading students' final examination papers and preparing to send graduating students out to the industry, but we have also been maintaining close contacts with the industry and hospitality educators. HTM recently organised several key events including the Fifth Biennial Conference on Tourism in Asia: Development, Marketing and Sustainability; the First Asia Pacific Forum for Graduate Students Research in Tourism; the First Executive Development Course on Convention Management; and the Eco-tourism Business Opportunities 2002 Conference. Please see below for detailed stories.

THE FIFTH BIENNIAL CONFERENCE ON TOURISM IN ASIA

Organised in Hong Kong for the first time, the **Fifth Biennial Conference on Tourism in Asia: Development, Marketing and Sustainability**, was held on 23-25 May at the Hotel Miramar. The conference was founded by Prof Kaye Chon, Chair Professor and Head of HTM, in the US in 1993. Co-organised by the University of Houston and University of Angers, the two-day conference provided tourism educators, academics, industry practitioners and researchers with an interdisciplinary forum for exchange of information pertaining to recent research in tourism. More than 200 delegates from 22 countries and regions attended this year's conference. It was held in conjunction with the **First Asia Pacific Forum for Graduate Students Research in Tourism**, co-hosted with The Institute For Tourism Studies (IFT) in Macao, on 22 May. More than 200 delegates from different parts of the world attended both conferences.

Officiating at the opening ceremony of the Fifth Biennial Conference were **Mrs Selina Chow, Chairman of Hong Kong Tourism Board**; **Mrs Rebecca Lai, Commissioner of Tourism of the HKSAR**; and **Prof Poon Chung-kwong, President of PolyU**. Many world-class scholars, key government and tourism organisation representatives shared their insights during the conference. **Mr Jing Xu, Officer of the World Tourism Organization**; **Ms Clara Chong, Executive Director of Hong Kong Tourism Board**; **Mr Mark Lettenbichler, Chairman of Hong Kong Hotels Association**; and **Mr Alan Wong, General Manager, Corporate Communications of Cathay Pacific Airways Ltd**, shared their views on tourism issues in Hong Kong and East Asia during the industry panel presentation session. **Mr Richard Johnson, President of Hotel Online**, delivered a keynote speech on "Development of Internet as a medium of industry information exchange" at lunch on the first day while **Mr John Koldowski, Director of the Strategic Information Centre of Pacific Asia Travel Association (PATA) Operational Headquarters in Bangkok**, spoke on the development of tourism in Asia from PATA's perspective at the conference dinner. The conference also featured a special plenary session on Asia's casino gaming industry. Four experts from the US, UK, and Hong Kong gave their views on the emerging issues of the gaming industry. They were **Mr Fred Gushin of Spectrum Gaming**; **Mr Phil Layton of Armor Group**; **Mr Roy Wheatley of Ritz Club** and **Prof Cathy Hsu of HTM**.

In addition, more than 70 academic papers were presented at the conference. Two papers, "Modeling Travel Expenditures for Taiwanese Tourism" co-authored by Vicky Seiler, Hawaii Pacific University, Sheauhsing Hsieh, Progressive Corporation, Michael Seiler, Hawaii Pacific University, and Chiali Hsieh, Tong-Fang College of Technology and Commerce, and "Typology of Adventure Travelers: Formulating Strategies For Different Target Segments" by Heidi Sung, University of Houston, and Joseph O'Leary, Texas A&M University, were awarded best papers of the conference.

EXECUTIVE DEVELOPMENT PROGRAMME

HTM held the first executive course in **Convention Management: Association and Corporate Meetings** from 2-4 June. This three-day executive course, attended by 36 participants from six countries and regions in Asia, provided a valuable opportunity for practitioners to learn the essential skills in the organisation and management of conventions and meetings. Industry professionals from Hong Kong, Mainland China and Australia, including two key speakers **Mr Yao Yuecan, VP of the China International Travel Service** and **Mr Gary Grimmer, Chief Executive Officer of the Melbourne Convention and Visitors Bureau**, together with four PolyU professors addressed a wide range of topics relating to the management of conventions and meetings. Very favourable feedback about the course was received from the participants. This course is the first of a series of Executive Development Programmes organised by **Prof Amy Chan** and **Karin Weber**, faculty members of HTM.

ECO-TOURISM CONFERENCE

In recognition of the United Nation's International Year of Eco-tourism 2002 and the World Environment Day on 5 June, HTM successfully co-organised the "**Eco-tourism Business Opportunities 2002 Conference**" with the Business Environment Council on 5 and 6 June. The conference, which was held at the Hong Kong Convention and Exhibition Centre, attracted an attendance of 120 participants and it provided an opportunity for organisations to share information on eco-tourism business issues and best management practices. Officiating guests and speakers included **Mrs Rebecca Lai, Commissioner for Tourism, Hong Kong SAR**; **Ms Clara Chong, Executive Director, Hong Kong Tourism Board**; **Mr Anthony Wong, Managing Director, Asian Overland Service, Malaysia**; and **Ms Cathy Parson, Executive Director, Green Globe Asia Pacific, Australia**. Summaries of most of the speeches and presentations can be found at the Sustainable Travel & Tourism Resource Unit's website www.hksustainabletourism.com

INTERNATIONAL LINKAGES

HTM was honoured to host the 7th Executive Committee Meeting of the Network of Asia-Pacific Education and Training Institutes (APETIT) from 26-28 May. This network was established in 1997 under the auspices of UN-ESCAP and today has 130 members in 33 countries in Asia-Pacific. The delegates came from Fiji, Macao SAR, Singapore, Mainland China, Malaysia, Australia, India and Kyrgyzstan. The chairmen of APETIT **Mr D Singhai** and **Mr R Yamakawa** from ESCAP expressed their sincere thanks to HTM for staging the meeting.

A Memorandum of Agreement for the licensing of HTM's degree programme structure and content was signed between PolyU and **Otago Polytechnic, New Zealand**. The signing ceremony, officiated by **Hon Trevor Mallard, Minister of Education, New Zealand**, was held on campus on 7 May. This agreement opens up opportunities for future collaboration between HTM and Otago Polytechnic.

HTM has recently entered into an agreement with **Institute For Tourism Studies (IFT) of Macao** for articulation between IFT's Bachelor of Arts and HTM's Master of Science programmes. Under the agreement, BA graduates of IFT are not required to take any pre-requisite coursework when pursuing the MSc degree at HTM.

An agreement for academic collaboration and student exchange was signed between HTM and the **Graduate School of Management & Technology CERAM at Sophia Antipolis, France**. Established in the city of Sophia Antipolis, France, the Graduate School of Management & Technology offers an MSc in Tourism Management. Another collaboration agreement was signed between HTM and the **School of Tourism and Hospitality Management at Victoria University of Technology** in Australia.

INDUSTRY RELATIONS

In May, two new partners were added to HTM's list of Co-operative Education Partners, following the signing ceremonies with **Hotel Miramar Hong Kong** and **The Marco Polo Prince, The Marco Polo Gateway** and **The Marco Polo Hongkong Hotel**.

CHINA CONNECTIONS

Dr John Ap recently spoke at the Theme Park Forum held in Shenzhen, China. The forum was sponsored by the China National Tourism Administration and organised by the Overseas Chinese Town (OCT) Holding Group that operates four parks in Shenzhen. The forum is held once every three years and it attracted more than 200 participants, mainly from the industry and government. Dr Ap's presentation was on "**Developing and Maintaining a Theme Park Brand**".

ACADEMIC EXCHANGE

Prof John Bowen, Director of Graduate Studies and Professor of the Department of Tourism & Convention Administration at the University of Nevada Las Vegas, and HTM's Academic Advisor, visited the School in May for the annual exercise of reviewing HTM's research, teaching quality, and industry and international liaisons. During his visit, Prof Bowen delivered a seminar titled "Branding: An Evolving Concept" to HTM staff and research students.

Prof James Ho of the University of Illinois at Chicago delivered a seminar on the topic "Are Innkeepers Ready For Multilingual E-Business?" to HTM staff and research students.

Visiting research fellows **Prof Alan Lew** from Northern Arizona University, **Dr Patrick Legohérel** from the University of Angers and **Dr Heidi Sung** from University of Houston are with the School this summer working on collaborative research projects with HTM staff. **Dr Monica Hanefors** from the School of Economics and Commercial Law, Göteborg University, Sweden, is with HTM for one year and is currently researching on consumer behaviour in the food service industry.

Prof Hailin Qu of the School of Hotel and Restaurant Administration at Oklahoma State University rejoined HTM in June as Chair Professor of Hotel Management (under the Distinguished Scholars Scheme). Prof Qu is visiting the School for two months and will be working on research projects with HTM staff.

CONFERENCES, FORUMS AND SEMINARS

Dr John Ap was invited to speak at the Leisure Futures Conference in Innsbruck, Austria, where he spoke on the topic of "**Inter-cultural Behaviour: Glimpses of Leisure from an Asian Perspective**". Dr Ap was also invited to give a presentation entitled "**Tourism Research in Asia – How Is It Different?**" at a conference held at Texas A&M University, US, in honour of Distinguished Professor John L Crompton. Dr Ap also shared his experiences on how to conduct research in an Asian setting in a seminar he delivered on "**Conducting Research in Asia**" at the Northampton University College Business School, UK.

Dr Jack Kivela was an invited speaker at a WTO Conference on "Sports and Tourism" which took place in Seoul, Korea, where he made a presentation on "**Impact of Sports on Tourism - the Case of Hong Kong**".

STAFF IN FOCUS

Prof Kaye Chon has been elected to the International Council on Hotel, Restaurant and Institutional Education (CHRIE) Board of Directors as the Director of Information and Publications. CHRIE is the world's largest educators' organisation in hospitality and tourism.

Prof Cathy Hsu published a co-authored paper on “**Segmentation of Senior Motorcoach Travellers**” in the *Journal of Travel Research*, Volume 40, Issue 4, 2002.

Dr Ben Dewald published a paper on “**Chinese Meals in China: The Menu, Table Etiquette and Food Ordering**” in the *Hospitality Review*, Volume 4, Issue 2, 2002.

Paul Leung and **Creamy Kong** have published a co-authored paper on “**Heritage Management and Control: The Case of Egypt**” in the *Journal of Quality Assurance in Hospitality & Tourism*, Volume 2, Issues 1 / 2, 2002.

James Wong has a co-authored paper on “**VONNA (HBP): A Multimedia Learning Package on Hotel Budgeting Planning**” in the *Journal of Teaching in Travel & Tourism*, Volume 2, Issue 1, 2002.

NEW APPOINTMENT

Tony Tse, previously General Manager of Corporate Communications for the Hong Kong Tourism Board, joined HTM in May as Consultant for Executive Development Programmes. Mr Tse will serve as the manager for all executive development programmes HTM is organising in the future.

CONGRATULATIONS!

A paper co-authored by **Prof Ray Pine** and **Dr Terry Lam** and entitled “**Study of Managerial Job Satisfaction in Hong Kong's Chinese Restaurants**” published in the *International Journal of Contemporary Hospitality Management*, Volume 13, Issue 1, 2001, has received the Highly Commended Award 2002 from the Emerald Literati Club.

Congratulations to **Carey Goh**, PhD student, and **Dr Rob Law** who won the Best Paper Award in the **First Asia Pacific Forum for Graduate Students Research in Tourism** held at IFT, Macao on 22 May. The winning paper was on “**Integrating the Rough Sets Theory Predict Travel Demand**”.

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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Are you a graduate of HTM? Yes No

If 'Yes', which year did you graduate?