

## Looking to the Future – HTM Career Day

More than 20 key hospitality and tourism industry companies will be displaying and offering job-market information to our final-year students at the HTM Career Day, to be held in the Jockey Club Auditorium on 9 April, 2002.

The event helps students prepare for their future by disseminating the latest information on career prospects and current and upcoming developments in the industry, and providing career consultation services. It is aimed at enhancing students' understanding of the profession and also allows the organisations to recruit HTM's professionally educated graduates-to-be. Friends and alumni from the industry are welcomed to participate in the event (Please email Maggie Ng at [hmmaggie@polyu.edu.hk](mailto:hmmaggie@polyu.edu.hk) for more information.)

## PROFESSOR FOR A DAY

**Sylvia Chiu**, General Manager of the Miramar Hotel, was invited to be "Professor For A Day" to present a lecture on "**Career Development and Progression for Female Executives in the Hotel and Tourism Industry**" to HTM students as part of their Management Principles in Hotel, Catering and Tourism course.

**Paul Pei**, Marketing Director of Ocean Park, presented a guest lecture to tourism students on "**Marketing at Ocean Park**" as part of their Introduction to Theme Parks & Attractions.

**Steve Ma**, Sales Manager of Micros Fidelio, delivered a guest lecture to Year One students learning about Front Office Operations Management. Fidelio is the market leader in hospitality software in Hong Kong, with more than 10,000 hotels worldwide using its property management and central reservation systems and customer-relations solutions.

## HTM ANNUAL OUTSTANDING ALUMNI AWARD

**Nixon Chung Yiu-Kwong**, an HTM graduate in 1983, was recently selected as the first recipient of the School's Annual Outstanding Alumni Award. Nominated by **Dr Terry Lam** and endorsed by the panel of judges consisting of **Prof Kaye Chon**, Honorary Professor **Prof Amy Chan** and **Mr Jerry Young**, Chairman of Hotel & Tourism Management Alumni Association (HTMAA), **Chung** was recognised for his distinguished professional achievements in the hospitality industry and his significant contribution to the community as well as to his alma mater. He is currently the

Managing Director of Camloy International Company Ltd. He studied in the former Department of Institutional Management and Catering Studies.

## ACADEMIC EXCHANGE

**Prof Wang Cong Ju**, President of Chongqing Technology & Business University, and **Prof Xiong Du** paid a visit to HTM recently. Along with HTM representatives, the visitors explored potential collaborative research projects between the School and Chongqing Technology & Business University in Mainland China.

## STUDENT EXCHANGE

HTM had entered an agreement with The Siam University of Bangkok for exchange of students. Under the partnership agreement, both universities will find workplace placements, including in hotels and travel agencies, for students' internships. A teaching assistant on campus position is also available for graduate students. HTM students can undertake their work experience in Bangkok for a period of three 3 months or more, and obtain accommodation at The Siam University.

## STAFF IN FOCUS

**Dr Thomas Bauer** has published a co-edited article on "**Evaluating Natural Attractions for Tourism**" in the *Annals of Tourism Research* Vol. 29, No. 2. pp 422-438, 2002. **Dr Bauer** also has a book review in the same issue on "**How Germans will travel in 2005**".

**Dr John Ap** was interviewed by ATV Hong Kong for its "Inside Story" television programme focusing on Ocean Park Hong Kong and future tourism development.

**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, 2001.

## SCHOLARSHIP

Congratulations to our BA Year Four student **Marco Lai King Hong**, who has been awarded the Hong Kong Hotels Association Scholarship. **Lai** spent one year working at the Mayfair hotel in Shanghai last year, and is now in his final year of studies on the BA programme. As part of the scholarship, he has received HK\$10,000 to assist him in his studies.

# TOURISM IN ASIA : Development, Marketing & Sustainability

## The Fifth Biennial Conference

(INCORPORATING TOURISM IN INDO-CHINA/SOUTHEAST ASIA CONFERENCE)

May 23-25, 2002 Miramar Hotel, Hong Kong SAR

SECOND  
ANNOUNCEMENT

Following the success of the Fourth Biennial Conference on Tourism in Southeast Asia & Indo-China, which took place in Chiang Mai, Thailand, in June 2000, The Hong Kong Polytechnic University (School of Hotel and Tourism Management), University of Houston (Conrad N. Hilton College), and University of Angers (ESTHUA) are pleased to announce the Fifth Biennial Conference on Tourism Industry: Development, Marketing and Sustainability. This conference is presented with a revised geographic theme of "Tourism in Asia" that reflects the importance and significance of tourism in the Asian continent in recent years. The Conference will take place immediately after the **First Asia Pacific Forum for Graduate Students Research in Tourism** scheduled on May 22 in the Institute For Tourism Studies (IFT), Macao.

This conference seeks to provide the international tourism and hotel industry community with an opportunity to learn about tourism/hotel industry development and marketing opportunities in Asia. It will provide tourism educators, academics, industry practitioners and researchers with an interdisciplinary forum for exchange of information pertaining to recent research in tourism. The Conference programme will feature keynote speeches by important government and tourism organization representatives in the region, regional tourism industry leaders, and prominent international experts on tourism development and marketing as well as competitively selected paper presentations by researchers.

### WHO SHOULD ATTEND THE CONFERENCE?

- Academics in tourism and hospitality fields
- Managers of hotels, restaurants and tourism businesses
- Tourism/hotel/hospitality/restaurant management educators and trainers
- Tourism/hospitality researchers and industry consultants
- Inter-regional organisations with interest in tourism and hospitality industry
- Administrators of tourism and hospitality management educational programmes
- Tourism and hotel/restaurant industry executives and representatives of multinational firms
- Financial institutions and tourism industry investors
- Tourism policy makers and national tourism organisation directors
- Students in tourism and hospitality

### CONFERENCE PROGRAMME

The Conference will start with a welcome reception at 6:00pm on May 23 and finishes after lunch on May 25. The Conference Programme will include one cocktail reception, two lunches, and one dinner.

### REGISTRATION AND HOTEL ACCOMMODATIONS

All presenters and participants are requested to register for the conference. Conference registration fee will be US\$295 before January 31, 2002 and US\$345 thereafter. For those delegates who will also register for the **First Asia Pacific Forum for Graduate Students Research in Tourism** to be held at the Institute For Tourism Studies (IFT) in Macao on May 22, (Please refer to conference announcement for First Asia Pacific Forum for Graduate Students Research in Tourism) a special registration of US\$355 (\$395 after January 31, 2002) will be offered for participation in both events. Delegates can arrange their hotel accommodations directly with the conference hotel and quote the name of the conference at reservation to enjoy the special conference rate. For updated information on the conference, please visit the website [www.polyu.edu.hk/htm/conference](http://www.polyu.edu.hk/htm/conference)

### 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 Maggie Ng at [hmmaggie@polyu.edu.hk](mailto:hmmaggie@polyu.edu.hk).*

**Please let us know if you have changed your contact details or if you would like to receive your own copy of this HTM UPDATE by completing and returning this form to us.**

- Change of contact details       New subscriber       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?

# CONVENTION MANAGEMENT:

## Association and Corporate Meetings

## Executive Development Course

### Target Audience

This course will be of special interest to industry professionals at junior and middle management level who wish to enhance their knowledge and skills in meeting management practices while at the same time expanding their horizon for new market opportunities. It is of particular relevance to

1. Executives from
  - the Convention and Meeting Industry
    - Professional Conference Organizers
    - Convention Centres
    - Convention & Visitor Bureaus
    - National Tourist Offices
    - Destination Management Companies
    - Associations, Corporate and Government Entities
  - Related Industries
    - Hotels
    - Airlines
    - Cruise Lines
2. Executives from other industries who have responsibilities for planning and organizing meetings and conventions
3. Academics interested in learning more about the latest industry trends and meeting management
4. Postgraduate students in hospitality, tourism and related fields who want to learn more about the MICE industry

### Course Program

#### Sunday, 2 June 2002

- \* Registration
- \* Welcome/Opening
- \* Course Introduction
- \* Tapping New Markets
- \* China Meeting Market

#### Monday, 3 June 2002

- \* Bid Preparation/Presentation
- \* Site Selection Considerations
- \* Buyer Supplier Relationships
- \* Negotiation Skills and Value Creation
- \* Meeting Technology

#### Tuesday, 4 June 2002

- \* Marketing of Meetings
- \* Budgeting
- \* Meeting Management
- \* Exhibitions
- \* Future Trends

### Benefits for Course Participants

- Unique opportunity to gain valuable insights into the China meeting market, one of the key emerging markets for meetings and conventions in the new millennium
- Enhance your knowledge and skills on key meeting management aspects
- Get an update on the latest industry issues and trends
- Profit from the expertise of internationally renowned speakers from Mainland China, Hong Kong and Asia Pacific
- Be part of an engaging learning environment that utilizes the latest adult learning techniques where you meet, work and share ideas with fellow industry professionals
- A comprehensive set of notes and resources for future reference
- Recognition of course participation with a certificate
- Special recognition for course participants who will complete an additional two courses offered by the School of Hotel & Tourism Management
- Opportunity to visit the 16th International Travel Expo (ITE) that takes place at the Hong Kong Convention & Exhibition Centre, 30 May–2 June 2002

### Session Leaders

Our team of session leaders includes top meeting industry professionals from Mainland China, Hong Kong and the Asia-Pacific region. They have been carefully selected not only for their outstanding industry expertise but also for their engaging presentation skills to ensure that course participants receive the maximum benefit in their learning experience.

For further information on this executive development course, please contact:

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or visit our website at  
[http://www.polyu.edu.hk/htm/EDP\\_Convention Mgt](http://www.polyu.edu.hk/htm/EDP_Convention Mgt)  
for updates on the sessions and session leaders.

2 June to  
4 June 2002