

Horizons

SHTM Magazine

Official Magazine of the School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Vol 7 Issue 1, Feb 2007



Benefactor Honoured – Resource centre named after Dr Che-Woo Lui

Milestone – World-first Doctorate in Hotel and Tourism Management

Teaching Excellence Award – The secrets of Vincent Heung's success

China Tourism Forum – Practitioners and educators combine for success



Over 45 academic staff members from 17 different countries who bring a wealth of industry experience and research expertise to the SHTM.

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Message from

Director of School



Innovation is the key to understanding our success at the School of Hotel and Tourism Management. I recently attended an academic conference to present a keynote speech, and was approached by a young academic from the audience who congratulated us on our 'blue ocean' strategy. Beyond our commitment to research, scholarship and industry support activities, he meant our ability to identify areas in which we are unique in the educational marketplace. This allowed me to reflect on some of our recent initiatives.

Our most recent move into the blue ocean of innovation is the Doctor of Hotel and Tourism Management programme that we will launch in the Fall Semester. This professional degree programme is the first of its kind anywhere. It has been designed to advance the professional knowledge base of hospitality and tourism industry executives, bringing them together in a student-centred learning environment. With the prospect of enhanced personal and professional networks, both the School and students will benefit.

This type of approach to teaching and learning will feature on an even larger scale in our teaching hotel. To be located in Tsim Sha Tsui, the multipurpose complex will consist of School facilities, a teaching hotel and restaurants, and university staff apartments. Our aim is to provide a unique learning and research laboratory. Already, the building itself has attracted interest for its innovative and practical design, being chosen as the Hong Kong entrant in an international architecture competition. When completed, the complex will be an icon for Asia's hospitality and tourism industry.

Our commitment to excellence is well supported by the community. We are particularly encouraged by Dr Che-woo Lui's recent donation of \$14 million. A renowned developer, hotelier and philanthropist, Dr Lui is confident that the School will aid his mission of developing hotel brands and management in Greater China. The gratefully received donation will help us to undertake significant research into hotel chain development in Asia, and will be a deserving boon for our students.



*Design of the teaching hotel,
with construction to be
completed in late 2009*

A final measure of innovation worth mentioning is the new section of Horizons in which we will be showcasing recent research by our faculty members. Named 'Research Horizons', it indicates that we are constantly advancing our understanding of the industry. Not only will readers learn more about what we do, but they will also receive advice and encouragement about the obstacles and trends they are likely to face.

As always, we welcome feedback from our readers, and any contributions that they might have.

Professor Kaye Chon

Chair Professor and Director
School of Hotel & Tourism Management
The Hong Kong Polytechnic University

Resource Centre Named After Benefactor



Dr and Mrs Lui flanked by Professor Poon Chung-kwong (on left) and Professor Kaye Chon at the unveiling ceremony

In a ceremony on 9 October at PolyU's Jockey Club Auditorium, the SHTM officially named its Hotel and Tourism Resource Centre after Dr Che-woo Lui, who recently donated \$14 million to the School.

The Che-woo Lui Hotel and Tourism Resource Centre caters to the research needs of students, staff and the industry. Spanning 250 square meters on campus, the Centre is a repository of hospitality and tourism books, journals, magazines, statistical bulletins and audiovisual learning materials from around the world.

A staunch supporter of tourism and hospitality education, and a founding court member of the university, Dr Che-woo Lui received his honorary Doctor of Business Administration parchment at the opening ceremony. He had been awarded the degree earlier in recognition of his outstanding achievements and contributions to the community.

Speaking at the ceremony, Dr Lui highlighted world trends in the hotel and tourism sector with particular emphasis on Hong Kong and Macao, which he believes are set to play a crucial role in advancing South China's economy. He also believes that family resort destinations catering to various interests will become highly sought after holiday options.

Dr Lui is a remarkable Hong Kong success story. Beginning his career in the construction materials industry in the 1950s, he diversified into property investments a decade later and eventually entered the

hospitality market. His K Wah Group now counts the InterContinental Grand Stanford Hotel amongst its portfolio, along with a string of hotels throughout the US. In 2002, the Group ventured into Macao's gaming and hospitality sector, and is one of just three operators to hold a gaming license.

The K Wah Group is now striving to nurture locally developed hotel brands and play a key role in propelling the professional development of hotel chains in China. Dr Lui's interest lies in how he can help to develop Chinese hotel chains to gain the outstanding reputations of renowned international chains.



Professor Kaye Chon, Director of the SHTM, and Professor Poon Chung-kwong, President of PolyU, receive the \$14 million donation from Dr Che-woo Lui

Dr Lui's donation to the SHTM is one of the ways in which he is making that interest a reality. Not only will his kindness enable the School to enact many of its own plans, but it will also work to expand the scope of tourism education both in Hong Kong and mainland China. Part of the donation will be used to establish ten annual scholarships to support internships for five Bachelor of Science (Bsc) and five Higher Diploma (HD) students in a major hotel chain overseas or in mainland China.



Panel discussion after Dr Lui's presentation, featuring (from left) Ms Cherrie Lau, BA (Hons) Hotel Management Year 3 student; Ms Ada Lo (moderator); Mr Anthony Carter, CEO of Galaxy Entertainment; Dr Lui Che-Woo; Professor Kaye Chon; and Ms Hanna Lij, BA(Hons) Tourism Management Year 3 student

Each scholarship will cover a student's travel and living expenses during the year-long internship. This opportunity will be open to BSc Year Two and HD Year One students who demonstrate outstanding English and Chinese language skills, have outstanding academic results and have appropriate characters.

Another part of the donation will be channelled towards SHTM research, enabling faculty members to conduct studies on chain hotel or hotel brand management, with priority given to those with research proposals that show a direct impact on the development of hotel chains or brands in mainland China.

Faculty members will also be sponsored on short hospitality courses at prominent hotel schools worldwide, with the focus on their ability to incorporate what they learn into the teaching at the SHTM. They will be expected to further apply that learning to their research within an Asian context, and to bring the acquired knowledge to forums and the SHTM's Executive Development Programmes.

The remainder of the donation will be used to fund an annual China Hotel Branding Forum, with the first session scheduled for 2007. To be held in China, it will feature overseas, Hong Kong and mainland Chinese speakers discussing hotel chain management and brand management in China.



Dr Chee-woo Lui delivering his address at the opening ceremony

"PolyU has benefited from Dr Lui's invaluable insights and support in developing our hotel and tourism programmes," says Professor Poon Chung Kwong, President of PolyU. "The donation will not only enable PolyU to gather funds from the government's third Matching Grant Scheme, but also facilitate the SHTM's efforts in raising hotel management standards in the Chinese mainland."

Dr Lui himself best sums up the mission that has guided his philanthropy over the years.

"The world is full of ruthless competition. But what we pursue with our utmost effort is not necessarily a life of glamour and wonder. Rather, an ordinary and harmonious life should be our goal. Only this will bring us genuine peace of mind and happiness."

We would all do well to follow Dr Lui's advice. [h](#)

SHTM Launches Doctorate of Hotel and Tourism Management



Hotel and tourism management is a dynamic and rewarding profession, with the constant need to develop new skills and react effectively and efficiently to a volatile marketplace. Industry leaders and educators in the Asia-Pacific region have long been in need of a professional doctoral level programme. To fulfil that need, the SHTM will be offering an innovative Doctorate of Hotel and Tourism Management beginning in the Fall Semester of 2007.

"This programme is unique globally," says Professor Bob McKercher, Programme Coordinator. "It will provide students with an opportunity to earn a professional doctorate. The subjects have been designed specifically to develop insight, creativity and analytical skills to a much more sophisticated level than any current Master's programme."

Building on the success of the SHTM's MSc in Hotel and Tourism Management, the doctoral programme is aimed at senior industry executives, senior staff members in government, non-governmental and industry tourism organisations, and hotel and tourism management academics.

"The programme will be both challenging and rewarding. Students will learn much about themselves and will have a chance to achieve their potential," says Professor McKercher.

The subjects have been designed to promote career and personal development by placing hotel and tourism management in a broader social, economic and political context, developing research skills and instructing students to identify emerging trends. Taught subjects will cover a wide range of areas, from theories and concepts, environmental analysis, the distinct Asian setting and research methods to hotel and tourism management education. Elective subjects will also be offered, and students will be expected to complete a thesis, focusing on an applied research topic of their own choice.

Strong demand for the programme is expected to come from mainland China and the Asia-Pacific region. SHTM research has revealed that more than half the serving tourism and hospitality management academics in the mainland aspire to a doctoral level qualification. Upskilling has also been identified as a key need for senior public and private sector staff in the broader region.

Students in the Doctorate of Hotel and Tourism Management programme will be able to study at their own pace. The programme will be offered in a mixed-mode of study (full-time, part-time or a combination of both), with the expected completion time to range between 2.5 years (full-time) and 5 years (part-time). Part-time students will enrol in block release subjects taught over two weekends a semester.

Professor McKercher notes that "the block release mode is also specifically designed to enable students from diverse geographic and working backgrounds to get to know each other well." Combined with a residential school at the beginning of the programme and another before commencement of the thesis, students will have ample opportunities to network with their industry peers.

This itself will help tie the SHTM closer to the industry. Professor McKercher says that "it will be a win, win, win situation. Students gain from both a unique, high quality educational opportunity and the ability to develop a strong international network of peers. The School benefits by expanding its alumni network and its recent graduates win by broadening their career prospects." [h](#)

For enquires about the programme, please contact Professor Bob McKercher, Programme Coordinator, at email: hmbob@polyu.edu.hk telephone: (852)2766 6553, or fax: (852)2362 9362.



On stage at the opening session of the Forum were (from left) Professor Haiyan Song, Forum Chairman; Mr Philippe Rositter, Chief Executive of the HCIMA; Dr Taleb Rifai, Deputy Secretary-General of the UNWTO; Ms Au King-chi, Commissioner for Tourism, Hong Kong SAR Government; and Professor Kaye Chon

China Tourism Forum *a Huge Success*

The Third China Tourism Forum, hosted by the SHTM in collaboration with the UN World Tourism Organization (UNWTO) in December 2006, has been hailed as a huge success.

Professor Haiyan Song, the Forum's Programme Chair, says that the event enabled industry players and academics, both in and outside of China, to exchange ideas. "With over 150 participants from 6 countries, the Forum served as a bridge for academics and practitioners to discuss issues they have in common."



Panel discussion on tourism development in the PRD, featuring (from left) Professor Cathy Hsu (moderator); Ms Jacqueline Tong, General Manager, Strategic Planning and Marketing Communications, Hong Kong Tourism Board; Ms Lili Zhang; and Professor Kaye Chon

The Forum provided an opportunity for policy makers, marketing organisations, researchers, academics and industry practitioners to identify issues related to tourism and economic development in China, and to discuss possible solutions to the resultant challenges. The issues explored included the latest trends in domestic tourism, how to prepare for the exponential growth of outbound tourism, the impact of tourism on the Pearl River Delta, the planning of new hotel development in China and community-based tourism.

Presenting his keynote speech at the opening of the Forum, Dr Taleb Rifai, Deputy Secretary-General of the UNWTO, noted that tourism is one of the most fascinating phenomena of the 21st century. The fact that tourists around the world spent over US\$700 billion in 2005, despite the challenges brought on by inflation, higher oil prices, terrorism and the Indian Ocean tsunami, is an indicator of how important the industry has become, Dr Rifai added.

Nowhere is this more evident than in Asia, where the UNWTO has forecasted a 47% growth rate over the next 14 years. Staggering growth like this will be generated by the efforts of many Asian nations to boost inbound tourist numbers, which has already



Hotel development panel, featuring (from left) Mr Symon Bridle, Mr John Girard, Dr Tim Gao and Professor Amy Chan (moderator)

prompted the opening of secondary airports and heightened the profiles of remote and rural areas. The emergence of low-cost carriers has popularised the concept of travel, with a new preference to combine sightseeing with leisure-based activities prompting higher spending and longer stays.

In conjunction with this, Dr Rifai announced that China would take the mantle of the number one tourism destination in the world well ahead of schedule. Yet he warned that the tourist industry must consider its activities from a social, cultural and environmental viewpoint. "Unless tourism is managed in a sustainable manner, it will affect the lives of people negatively," he said.

Professor Kaye Chon, Director of the SHTM, reiterated that concern in his speech. He said that with China's dominance on the world stage most likely to take place around 2012-2015, those in the sector need to think about development sustainability. A first step in quality management lies in education, with Professor Chon highlighting the staggering pace of education advancement in the area.

From just one institution in China that offered tourism education in 1979, there are now 1,980 schools providing tertiary level courses. Such extensive academic efforts are in line with the government's strategy to prepare key parts of the country for tourism and hospitality through talent training, collaboration with local municipalities and the enhancement of education programmes.

Professor Wang Zhong-ming of Zhejiang University's Global Entrepreneurship Research Centre spoke of the changing focus of tourism education in China.

"Chinese universities have traditionally placed more emphasis on admission to the programme than on career development, but this is changing. We now have a fully taught English programme in Hangzhou and place greater focus on the development of entrepreneurial and business planning skills."

A highlight of the Forum's second day was a panel of hoteliers discussing their expansion plans in China and issues of talent recruitment. The panel comprised Dr Tim Gao, CEO of TEDA Hotels Management, John Girard, General Manager and Area Director of the Marco Polo Hotel Group, and Symon Bridle, Shangri-La's Chief Operating Officer. After discussing their respective development plans, the panellists addressed the huge void in China's hospitality talent pool. They were particularly concerned that as many as 70% of tourism and hospitality students have no plans to join the sector following graduation. The panel's consensus was to offer more lengthy internships to students in their preferred disciplines so they can see for themselves how the industry works.

This, too, is an aim of the SHTM, and the Forum confirmed the School's significance as Asia's only representative in the UNWTO's 16-member Education and Training Network.

The fourth China Tourism Forum is scheduled for 15-16 December 2007, and will be held in Kunming in collaboration with the University of Yunnan. [h](#)



Closing keynote presentation, featuring Professor Zhang Guang-rui, Director of the Tourism Research Centre at the Chinese Academy of Social Sciences (left), and Mr Fen Hou, CEO of Jinling Hotels and Resorts (right)

Multifaceted Teaching Excellence



Associate Professor Vincent Heung receives his Teaching Excellence Award from Professor Kaye Chon.

A teacher should play different roles and embrace tasks that go beyond the typical instructor's scope, according to Associate Professor Vincent Heung, recipient of the SHTM Teaching Excellence Award 2006.

Dr Heung draws on a wealth of experience in the hotel, food service and tourism industries when preparing to teach, but he knows that "there are other roles to play: advisor, consultant, guidance, facilitator, director and entertainer." He adds that his main focus is to provide a learning environment in which students can excel.

He is also mindful of the fact that students' varying levels of ability should influence the way in which they are taught. "To provide the best possible help and guidance to students, I should be aware of the individual differences amongst them," he says. "I have to adopt different teaching and learning methods to bring the students' performance in line with the learning outcome."

Aside from teaching the curriculum, Dr Heung says he aspires to teach students about life. "It is my wish not only to achieve the learning outcomes of a particular subject, but also to broaden students' horizons and to extend their capabilities for self learning, self evaluation and self development."

In addition to anchoring his teaching approach in developing trust with students, Dr Heung has developed a triple "A" model for learning, comprising appreciation, application and approach

The first phase lies in appreciation, which means expressing interest in a topic by going beyond mere understanding and on to the next level where students are eager to learn for themselves.

The second stage is in the application, and the ability to apply concepts, principles and theories to real life situations to solve problems or seize opportunities. "Students should have learned all the relevant concepts and principles and should be able to draw upon them for wider application both locally and globally," he says.

The third and ultimate phase lies in the approach: students should not be limited by principles or theories, but should be free to create, invent or innovate as they see fit.

Dr Heung believes that when introducing a new topic he should make students aware of its relevance, and then stimulate their interest through linking the topic to their daily life or personal experience. "Once interest is developed, students will be more attentive and have a desire to learn more. This will then lead them to the final action stage," he says.

As a result, "students will become active learners, and the classroom will be an active classroom. Students will have successfully achieved the learning outcome, developed an attitude receptive to ongoing learning and become independent learners and innovators."

Dr Heung is certainly a worthy recipient of the SHTM Teaching Excellence Award 2006. [h](#)



SHTM

Leading the Way in Mainland China

Nowhere can the growth of tourism be more palpably felt than in mainland China, where arrivals and departures are rising at a staggering rate, set in the context of the world's fastest growing economy. But such impressive results are only sustainable if both the infrastructure and service standards are improved. That is why every effort is being made to develop new talent, to reduce the deficit of qualified professionals who possess a blend of hospitality and tourism training with attuned Western and Chinese cultural backgrounds. In this, the SHTM is no exception, but has the additional advantage of possessing teaching faculty with a deep understanding of mainland China's hospitality and tourism industry developments, and a track record in international management best practices.

The SHTM's programmes are changing the face of hospitality and tourism in mainland China today, with the certainty that more courses will be created in the future to fuel the unstoppable growth.

Master of Science in Hotel and Tourism Management, Hangzhou

One of the SHTM's longest-running programmes in mainland China, the full English language programme run in collaboration with Zhejiang University in Hangzhou targets working professionals in the sector.

"Many people in mainland China have extensive work experience in the field, but they may not necessarily have had the education opportunities," explains Assistant Professor Henry Tsai, the Programme Leader. The two-year part-time course allows students to choose up to 10 out of 21 subjects, with the option of undertaking a research project in the final year.

The core subjects of the programme cover human resource management, marketing management, hotel and tourism financial management and research methods. The elective courses focus on specific areas of interest such as China hotel and tourism business studies, convention tourism, and strategic management in the hotel and tourism industry.

Hotel general managers, directors of tourism, educators in the industry and government officials have all been students in the course, the structure of which replicates its Hong Kong equivalent.

Dr Tsai notes that "it is a very competitive programme to get into, as each year we have a limited intake quota authorised by the Ministry of Education in China." Applicants must have a bachelor's degree and at least a year of work experience in the industry. Those with an associate degree and at least six years of industry experience may also be considered in exceptional circumstances. Prospective students must pass an English test and an interview in Hangzhou before an offer is made.

Cynthia Song, Vice General Manager of a four star hotel in China, says that the course helped to advance her knowledge of international tourism management issues, improved her English language ability and finessed her teamwork ethos. Ms Song graduated from the course in December 2006, and now includes teaching as a possible future career.

"One of the programme's benefits is that we are able to provide globally reputable teaching and research as well as scholarly activities to students in mainland China, who also have the opportunity of broadening their views through interacting with our staff," says Dr Tsai.

The programme also features visiting professors from the US and the UK, amongst other countries, who can

give insights into the latest industry trends and practices from an international perspective.

Fred Xu, another recent graduate, says that the up-to-date knowledge he acquired has assisted his work at the Zhejiang Tourism Bureau. Although challenged by the time constraints and the English language delivery, Mr Xu benefited from the networking opportunities with his teachers and fellow students.

"In mainland China, the hardware to build excellent hotel facilities and amenities is there, but one thing it still lacks is the software in terms of customer service and the standard of staff. Education is a vehicle by which customer service standards can be raised and students can learn from other international organisations," Dr Tsai says.

Master of Science in Hotel and Tourism Management, Ningbo

The bilingual Master of Science in Hotel and Tourism Management programme is run jointly with Ningbo Polytechnic, an extension of Zhejiang University and the SHTM. Launched in September 2006, classes are taught in Putonghua and course materials are in both English and Chinese, enabling even those less proficient in English to participate, says Dr Hanqin Zhang, Programme Leader.

"There are a limited number of people in China who speak English, so the concept behind this programme is to extend the same opportunity to those who are less skilled in it," she explains. "The group of executives who take the programme will understand English, but they may not feel confident in speaking and communicating in it."



Ningbo MSc students relaxing together

The programme is taught in block mode, with average completion to be between 18 months and two years. Applicants must have at least a year of industry experience and a bachelor degree in hospitality and tourism or a related field to meet the requirements of the course. The first intake included 30 industry professionals, ranging from senior executives in the tourism and hospitality industry to government officials. "I am expecting more demand from the industry as more and more upscale hotels open up in China," Dr Zhang adds.

Although the programme is currently taught exclusively by faculty from the SHTM, plans are being made to delegate specific subjects to qualified instructors from local universities. The programme affords double recognition, both in terms of an internationally recognised degree from PolyU and approval from the mainland government's Ministry of Education.

"Graduates of the programme are expected to move on to much more prosperous careers with better job opportunities," Dr Zhang adds.

Bachelor of Arts (Hons.) in Hotel and Catering Management, Xi'an

The Bachelor of Arts (Hons.) in Hotel and Catering Management programme, held in conjunction with Xi'an Jiaotong University, is a two-year course that allows students to upgrade their diploma in a related subject. The programme started two years ago, and is mainly taught by staff from the SHTM, with some input from faculty members at the partner university.

The majority of the courses are conducted on the Xi'an campus, with a few at Shenzhen Polytechnic and two weeks on the PolyU campus in Hong Kong. They cover hotel and catering services management, research methodology and quantitative methods for financial management in hospitality and tourism. The programme culminates in a final year project on an area of the student's choice.

The students range from fresh diploma graduates in their 20s who have only six months of relevant work experience to industry professionals in their 50s with over 30 years of work experience.

"Students in the programme are able to experience the best of both worlds by learning from instructors who



The Xi'an BA in Hotel and Catering Management class

understand the China environment but are also familiar with international professional best practices," says Ms Chloe Lau, Programme Leader. She adds that students who mostly hail from areas in South China such as Shenzhen, Guangzhou and Hangzhou, and some from North China such as Dalian and Xi'an, will gain crucial intercultural experience from the programme.

With these opportunities, the hospitality and tourism industry in the Pearl River Delta can look forward to an influx of leading-edge talent.

感悟香港理工大学

时间过得飞快，转眼间就要结束两年多的研究生学习，回顾这几年学习经历，即充实又愉快，但内心更充满了感激、感动和感谢。感激公司提供学习机会和给予我的关心与支持，惟有用一棵感恩的心，把所学到知识化做行动全身心投入到工作去，以此来回报公司的厚爱；感动同学们克服了种种困难，风雨无阻和上下求索的求知精神及同学之间建立的真挚友谊，这种资源和经历使我在未来职业生涯中会走的更从容、更自信；更要感谢香港理工大学各个科目授课老师们的孜孜不倦教诲，老师们地词锋犀利、思维敏捷，幽默风趣，博学自信，无论从人为师，还是处世方面，都给予了我深刻的启迪。

人生短短几十载，少年无成老必憾，不断地给自己“充电”使自己具备条件为公司和行业进步而克难奋进，成为一个有社会价值和有一个可以预期的绚丽多彩的人生，是我一直的梦想。让我感到欣慰的是：是香港理工大学为我圆梦，提供了这样一个学习平台，让我尽情地汲取知识，使我感到幸运和自豪。我为自己当初的选择而庆幸、为自己能够成为香港理工大的一名学生而自豪。

从这次的学习中，我感觉到香港理工大学在两个方面体现了很好的桥梁作用。其一，在于她是理论和实践之间很好的桥梁：理大的老师大多有在企业工作和实践的经历，老师们博学的知识和丰富的处理问题的经验给了我很大的帮助；同时在教学中通过案例和老师同学的互动使理论和工作实际的结合非常充分，让我们在学习的同时能够同时改善和提高我们在企业中的管理水平。桥梁作用的第二方面是理大给我们提供了一个中西方文化之间的桥梁，众所周知，香港在文化上有著浓重的西方文化的特色，在中国日益国际化的今天，企业管理者的国际化经历是对企业管理者素质评估的一个重要方面，通过在理大的学习，尤其是通过和理大各位老师的接触，让我们感到了文化的差异和不同文化的价值，相信这些都会随著中国的国际化进程的推进，成为我们学员的宝贵财富。

路慢慢其修远兮，吾将上下而求索。在今后的生活工作中，我将不断地完善自己、使精神生活更加丰富。当有人问我，你何校毕业？我会大声而自信的说：香港理工大学！

周香菊

宁波硕士班(06-07 届)

The World is talking about China and here is the opportunity to learn...

中国 酒店及 旅游发 展

Seminar on China Hotel & Tourism Development

New York • 27 April 2007

In response to the expanding opportunity in the hotel and tourism industry in China, The Hong Kong Polytechnic University and Hotel Online have teamed up to offer this special seminar on China Hotel & Tourism Development in New York on 27 April 2007.

Renowned China experts from Asia will be speaking at the Seminar on issues related to China's hospitality industry, such as:

- Investment in hotel development
- Analysis of hotel development and demand in China
- Hotel ownership structure
- Service quality and management development needs
- Analysis of China's outbound travel patterns
- Management and labour relationships
- Multiunit operations and human resources development in China

Topics and Speakers

Overview of hotel and tourism industry in China – Current Issues and Challenges

Professor Kaye Chon, Chair Professor and Director, School of Hotel & Tourism Management, The Hong Kong Polytechnic University



The Development Trend in China's Hotel & Tourism Industry

Dr Tim Gao, CEO of TEDA Hotels Management Company Ltd., Beijing

Hotel Ownership and Investment in China

Mr Frank Hou, President, Jinling Hotels Management Co., Ltd.



The Hotel Industry Performance, Profitability and Outlook

Mr Leo Yen, Director, Horwath HTL Asia Pacific

China Outbound Market – from the Government's Perspective

Mr Tony Tse, Program Director (Industry Partnerships), School of Hotel & Tourism Management, The Hong Kong Polytechnic University



For more information about the Seminar on China Hotel & Tourism Development and to download a registration form, please click www.polyu.edu.hk/htm/edp/chtd or www.hotel-online.com (or email: hmttse@polyu.edu.hk).

Venue: Le Parker Meridien

118 West 57th Street, New York, NY10019

A True Global Citizen

For most people one stint of work experience overseas would be enough, but not for Joanne Yoo, who graduated from the SHTM in 2005 with a PhD in Hotel and Tourism Management.

A Korean native, Dr Yoo has studied and worked in her home country, the Netherlands, Australia, Hong Kong and Thailand. With her imminent relocation to the University of Houston to take up the role of Assistant Professor at the College of Hotel and Restaurant Management, she is on track to becoming a true global citizen.

After graduating from Ewha Woman's University in South Korea, Dr Yoo's first job was with KLM Royal Dutch Airlines as an in-flight interpreter. "I flew between Asia and Europe three times a month, witnessing an explosive outbound tourism boom in Korea, only five years after the government lifted its overseas travel ban," she says.



Curious about this overwhelming trend in travel, she decided to embark on further studies. She won an Australian government scholarship to study for a Master in Tourism Management at Griffith University. Following graduation she returned to Korea, where she taught

introductory tourism courses at Tamna University for four years. Despite the rewards of the work, Dr Yoo still had the ambition to become a more competent researcher and educator. It was during her early teaching years that she met Professor Kaye Chon of the SHTM, who later became her mentor and encouraged her to study for a PhD.

Dr Yoo comments that the SHTM gave her numerous opportunities to attend overseas conferences, which broadened her horizons and honed her international competitiveness. That prepared her for a tenure at the Pacific Asia Travel Association (PATA) in Bangkok as Assistant Director of the Strategic Intelligence Centre. PATA is the leading industry organisation for travel and tourism in the Asia-Pacific region, with a membership comprising governments, national tourism organisations, transportation carriers, lodging accommodation firms and travel industry companies in 73 countries.

"My major role at PATA was to produce research and intelligence for the membership, to interact with member organisations in relation to their research and information needs, and to represent the association at various international and regional meetings, conferences and symposiums. My tenure helped me broaden my understanding and perspective of tourism at a very macro and international level."

Now that she is moving to the University of Houston, where she will teach tourism and event management, Dr Yoo is again benefiting from her time at the SHTM. She feels proud to have gained the appointment, mentioning that her success reflects the quality of the SHTM's PhD programme.

Dr Yoo encourages other graduates to look at the myriad global opportunities. Most important is to keep a pulse on global events, as they can have a profound and immediate impact on the tourism industry.

"To succeed, I believe you need a deep understanding of the global industry environment," she says. [h](#)

Graduates of 2006



*MSc/PgD in Hotel and Tourism Management
(Full-time) 2006*



*MSc/PgD in Hotel and Tourism Management
(Part-time) 2006*



*MSc/PgD in Hotel and Tourism Management
(Hangzhou) 2006*



*BA (Hons) in Hotel, Catering and Tourism
Management (Hotel) 2006*



BSc (Hons) in Hotel Management 2006



*BA (Hons) in Hotel, Catering and Tourism
Management (Catering) 2006*



*BA (Hons) in Hotel, Catering and Tourism
Management (Tourism) 2006*



*BA (Hons) in Hotel, Catering and Tourism
Management (Hotel) (Part-time) 2006*



*BA (Hons) in Hotel and Catering
Management (Part-time) 2006*



*Higher Diploma in Hotel, Catering and Tourism
Management (Hotel) 2006*



*Higher Diploma in Hotel, Catering and Tourism
Management (Catering) 2006*



*Higher Diploma in Hotel, Catering and Tourism
Management (Tourism) 2006*



*Higher Diploma in Hotel, Catering and Tourism
Management (Part-time) 2006*

Students Cook Smart

First year students Bonnie Tang Lai Mei and Karen Tam Wai Yu were awarded the second runner-up prize in the China Light and Power (CLP) Eat Smart for Total Health recipe design and cooking competition in November. The pair are studying for the SHTM's Higher Diploma in Hotel Management and aspire to work in the food and beverage sector of the hospitality industry.

CLP held the competition to raise awareness amongst the younger generation of the health needs of the elderly, while also educating them about the importance of healthy eating. The tertiary section of the competition featured twenty teams from three universities that were given strict instructions to create a nutritious meal suitable for the elderly.

The preparation and cooking time was limited to just 20 minutes, with food enthusiast Karen Tam creating a steamed bean curd dish. "The competition showed us the importance of thorough and strategic thinking. We realised that we needed to think of every eventuality and prepare for them well, particularly given the limited time frame," says Bonnie Tang.

The pair, friends since secondary school, were very pleased with their success given that they overran their allocated time. "We went over by ten minutes, so were initially very anxious because we knew marks would be deducted from our final score for this," explains Ms Tang.

But the success of the recipe managed to offset that hitch. Both were elated to have gained one of the top three slots in the competition. "We were so surprised to have come this far. We really didn't expect it," says Ms Tam.

The pair's recipe is for a tasty and easy to prepare dish.



Bonnie (left) and Karen

Bean Curd Parcel

Ingredients

8 pieces of seasoned fried bean curd skin ("abura-age" – Japanese fried tofu)

3 egg whites

20 g finely diced carrots

20 g finely diced green pepper

20 g corn kernel

20 g chopped shiitake mushrooms

150 ml chicken stock

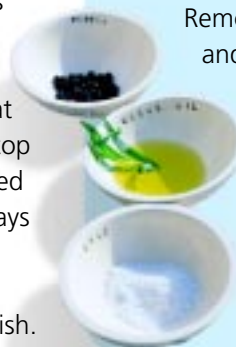
Method

Soak the bean curd skin in hot water for 30 minutes to reduce its natural sweetness.

Mix the egg whites with the chicken stock using a 1:1.5 ratio. Pour the blended mixture onto a 6 or 7 inch aluminium plate and steam for 10 minutes. Add the carrot, mushrooms, green pepper and corn. Steam until consolidated into one piece.

Remove the bean curd skin from the water and lightly press with kitchen paper to remove excess liquid.

Scoop the steamed egg white mixture into the open end of the bean curd skin. Fold the open end to close the pocket and shape into small parcels.





Participants and presenters of the 5th Hong Kong Winter School

Innovative Winter School

In January and early February the SHTM hosted the fifth Hong Kong Winter School, an elite Executive Training Programme designed to enhance the skills and strategic development of senior hotel managers in Hong Kong.

Run jointly by the SHTM and the Hong Kong Hotels Association between 29 January and 3 February, this learning opportunity came at a pertinent time for hospitality educators and industry professionals given the intense competition, increasing costs and labour shortages facing the sector.

Around one hundred executives from the tourism and hospitality sector attended the week-long programme, which featured a series of three workshops, each spanning two days. The workshops were especially thought provoking this year because they were jointly conducted by academics and industry notables.

“By partnering an academic with a hotel industry executive to talk about specific subjects, we aimed to stimulate more discussion and involve participants in an interactive experience,” says Tony Tse, the SHTM’s Programme Director (Industry Partnerships). The workshops focused on strategic marketing management, strategic financial management and strategic human resources management.

Professor Cathy Hsu and Jeffrey Flowers, President of Marco Polo Hotels, led the strategic marketing management workshop, which provided executives with an overview of services marketing, examining how hotels can create and sustain customer value through

the use of market analysis, product positioning, branding and communications. Success stories, best branding practices and useful market research techniques were shared.

The strategic financial management workshop, conducted by Assistant Professor Prakash Chathoth and Tim Cheung, the Ritz-Carlton’s Director of Finance, equipped hospitality managers with the essential tools needed for managing their businesses through adding value in the face of increasing competition. Cash flow analyses, financial and operational leverage, the capital structure of the firm and capital budgeting were amongst the many important topics covered in lectures, group projects and presentations.

The Winter School closed with a workshop on strategic human resources management, led by Assistant Professor Simon Wong and James Lu, Executive Director of the Hong Kong Hotels Association. Conducted in two parts, participants first learned about their individual characteristics, including strengths and weaknesses, through the Myers-Briggs Type Indicator. Dr Wong illustrated how individual preferences in thinking style and behaviour could be used to create team synergy. Mr Lu then discussed the latest happenings in human resources management and highlighted what HR professionals in the hospitality industry need to be aware of when hiring.

The sixth Hong Kong Winter School, to be held next year, will continue the trend of innovative Executive Education Programmes hosted by the SHTM. [h](#)

In Brief

HCIMA Accreditation Renewed

The **Hotel and Catering International Management Association** (HCIMA) has renewed its accreditation of the SHTM's undergraduate programmes in hotel management. HCIMA Chief Executive Philippe Rositter presented the accreditation certificate to SHTM Director, Professor Kaye Chon, during the opening ceremony of the third China Tourism Forum last December.

Professor Chon says that "the re-accreditation demonstrated the SHTM's adherence to quality in programme management, excellence in teaching and academic rigour."

The accreditation report analysed every aspect of the SHTM's operations, from course structure, work placements and teaching mode to assessment strategies, delivering a stellar appraisal of the Bachelor of Science (Honours) in Hotel Management and Higher Diploma in Hotel Management programmes.

Forum on Tourism Demand

On 23 November Professor Haiyan Song presented a forum at PolyU's **Public Policy Research Institute** (PPRI) on the development of a tourism demand forecasting system for Hong Kong. The well-attended event attracted industry representatives and government

officials from the Hong Kong Tourism Board and the Census and Statistics Department.

Professor Song updated the audience on the three-year project he is conducting in collaboration with Professor Kaye Chon, Dr Kevin Wong, and Visiting Professors Stephen Witt and Gang Li. The project is developing an automated modelling and forecasting system to help Hong Kong formulate and implement suitable medium- to long-term tourism strategies. The system will be able to accurately forecast tourist arrivals from ten major markets and forecast tourist expenditure, demand for hotel nights and outbound departures to various destinations.

"This system will be useful for policy makers in terms of forecasting future demand for tourism," says Professor Song.

Once the project is completed in 2008, a dedicated website will be created to host the forecasting model, with detailed quarterly updates available to subscribers. Basic information on tourism demand will be available to members of the public.

CNTA Delegation

Organised by the **China National Tourism Association**, 31 provincial tourism directors from mainland China joined an SHTM Executive Development Programme on 18-19 November 2006. The programme included four informative and lively seminar sessions: "Tourism Strategy and



The CNTA delegates after the Executive Development Programme

Management" by Mr Peter Semone, former Vice-President of the Pacific Asia Travel Association (PATA), "Service Quality Management" by Professor Kay Chon, "Competitiveness and Forecasting in Tourism" by Professor Haiyan Song and "Case Studies of Event Management" by Mr Tony Tse.

Japanese Students Visit

A group of 60 students from the **Travel Journal Hospitality and Tourism College in Tokyo** visited the SHTM on 7 November 2006. The visit was arranged by the Hong Kong Tourism Board, with the group meeting 15 SHTM Student Association representatives for lunch and a lively discussion. They were then shown around the PolyU campus, including the Che-woo Lui Hotel and Tourism Resource Centre.



The Japanese students with their SHTMA counterparts and representatives of the Hong Kong Tourism Board

Cooperation Agreement with Sichuan Province

The Tourism Administration of Sichuan Province signed a cooperation agreement with the SHTM on 19 November 2006. The agreement covers collaboration in research, conference and tourism activities, academic exchange and Executive Development Programmes.



Signing of the Cooperation Agreement

Huangshan Tourism Potential

Programme Director (Industry Partnerships) **Mr Tony Tse** describes Huangshan in Anhui province as “the source of aspiration for Chinese brush painting, poets and painters” following his three day visit in November 2006.

Mr Tse joined a delegation from Hong Kong that was exploring Huangshan’s tourism potential on the mayor’s invitation. The visit followed the SHTM’s signing of Memoranda of Understanding with both Huangshan city and Huangshan University’s Tourism College. The partnership is likely to translate into tourism research, a forum and academic exchange, and will enable the college’s teaching staff to study in the SHTM’s postgraduate programmes.

Traditionally a town for scholars, Huangshan has significant potential for international tourism given that it is already a well-known domestic destination. It combines exhilarating natural and romantic heritage, which are not available in many other destinations in mainland China. But the infrastructure and maintenance of the two World Heritage villages should be improved to enhance the authenticity of the sites. Less commercialisation such as souvenir selling would also be preferable, as would more signage to explain the town’s history and culture.



Huangshan’s visual delights

Seeking Closer Connections with Yunnan and Guizhou

In April, **Professor Cathy Hsu** joined a business delegation headed by Chief Executive Donald Tsang on a three-day visit to Yunnan as part of an effort to collaborate more closely with members of the Pan-Pearl River Delta. Yunnan is considered one of mainland China’s top tourist destinations, offering glaciers, rainforests and a minority culture population.

In a ceremony presided at by Chief Executive Tsang in early May, a Memorandum of Understanding was signed with the Yunnan Tourism Bureau. “The collaboration could involve sending Hong Kong teachers to train hoteliers in Yunnan, and embarking on joint research projects or establishing an exchange programme for students,” says Professor Hsu. A more concrete result from the visit was the collaboration agreement signed with Yunnan University to co-host the fourth China Tourism Forum in Kunming in December 2007.

More recently, in November Professor Hsu joined a larger delegation of industry notables from the tourism, Chinese medicine, banking and financial services and legal communities, who together with the Chief Executive visited Yunnan’s less developed neighbour Guizhou. “This was more of an exploratory trip, offering Hong Kong businesses the opportunity of investment. Regarded as the least well-known and developed of Southwest China’s main tourist region, the province is pushing to promote its natural scenic offerings and cultural activities,” says Professor Hsu. Believing that Hong Kong has much to offer in terms of tourism education, the Chief Executive, accompanied by four tourism academics including Professor Hsu, also made a short visit to Guizhou University.

Of the Chief Executive’s nine planned visits to the provinces in the Pearl River Delta, Professor Hsu and SHTM staff have so far participated in two, with the likelihood of more visits in 2007.

New Arrivals



Dr Jinsoo Lee, Assistant Professor.

Dr Lee worked for more than seven years in the convention and exhibition business before joining the SHTM. He received his MSc from the University of Nevada, Las Vegas, and his PhD from the Kansas State University.

Dr Han Shen, Postdoctoral Research Fellow.

Dr Shen was previously a Lecturer at Fudan University's Department of Tourism. She received her PhD from the Chinese Academy of Social Sciences.



Mrs Lily Kwong, Tutor.

Mrs Kwong previously worked as a member of the managerial staff in various front of house departments for Marriott International Inc, as an assistant director in nutrition care centres for ServiceMaster, as a service manager for Buffets Inc and as an operations manager for HDS in the US.

Ms Loretta Pang, Tutor.

Ms Pang holds a Master degree in Hotel and Tourism Management and is a Certified Hospitality Educator. She was previously Head of the Tourism and Hospitality Programme at the Hong Kong College of Technology. Ms Pang has been involved in the hospitality industry for more than 15 years, with extensive experience in hotel rooms divisions and F&B departments. She also worked as the Administration and Programme Manager of Movielink (Hong Kong) Ltd, a hotel pay-movie, information system and services company.



Mr Joey Wu, Tutor.

Mr Wu was previously a lecturer at the Hong Kong College of Technology. He has been involved in the hospitality industry for more than 10 years, with extensive experience in rooms divisions and customer services in deluxe hotels including the Mandarin Oriental Hong Kong and the Kowloon Shangri-La. Mr Wu trained at the Royal Park Hotel in Tokyo, and his last position in the industry was as Senior Duty Manager at the Tinian Dynasty Hotel and Casino, CNMI, US.



Ms Theresa Mui, Executive Officer.

Ms Mui previously worked at the PolyU Academic Secretariat, overseeing admission matters.

Ms Florence Ng, Senior Secretary.

Ms Ng worked as a professional secretary in the hospitality and retail industry before joining the SHTM as Senior Secretary to the Director of the School.



Ms Flora Ng, Programme Officer.

Ms Ng is working in the Industry Partnerships team, assisting with EDPs, consultancy, public relations and liaison with the industry. She previously worked with the Hong Kong Tourism Board.

Professor for a Day

The SHTM extends its heartfelt thanks to the distinguished practitioners who have served as professors for a day.

Speaker	Title and Company	Topic
Mr John Berndt	Vice President of Operations, Marco Polo Hotels	Service Management in Marco Polo Hotels
Mr Anthony Carter	Director and CEO, Galaxy Entertainment Group	Galaxy and Asian Gaming – With Particular Reference to Macao
Ms Anna Cheung	Manager, Sales (Exhibitions) Hong Kong Trade Development Council	Exhibition Industry in Hong Kong, TDC Fairs and Exhibition Management
Ms Quince Chong	Director of Service Delivery, Cathay Pacific Airways Ltd	Service Management in Cathay Pacific Airways
Ms Vida Chow	Director of Human Resources, Grand Hyatt Hong Kong	Human Resources Practices, Initiatives and Motivation – Experience from the Grand Hyatt Hong Kong
Mr Patrick Chui	Director, Ronald Lu and Partners Hong Kong Ltd	Planning for a New Hotel Project
Mr Jeffery Flowers	President, Marco Polo Hotels	Branding in Multiunit Hotel Firms: The Case of the Marco Polo Hotels
Mr Philippe de Gentile-Williams	General Manager, Airline Planning, Cathay Pacific Airways Ltd	Airline Planning – The Case of Cathay Pacific Airways
Mr Galen Jones	Director of Sales, Star Cruise Company	Strategic Planning Issues in the Cruise Industry
Mr Andrew Kay	Managing Director, CP Exhibition	Seeking Employment in the Exhibition Industry
Mr Zeph Koay	Head, Learning and Developing Asia Pacific, Cendant Travel Distribution Services	Training in the Travel industry
Mr Maurice Kong	Director of Food and Beverage, Hong Kong Convention and Exhibition Centre	How to Deliver a Successful Banquet to Your Customers
Mr Martin Kwan	Director of Operations, New Projects, Marco Polo Hotels	Developing a 5-star Hotel in China
Mr Wilson Kwok	Managing Director, Laden Development Ltd	Wine Seminar
Ms Janet Lai	Group Director of Human Resources, Sino Group of Hotels	Human Resources Management in Multiunit Hotel Firms
Ms Petty Lai	Assistant Director-General (Regional Cooperation) Hong Kong Committee for Pacific Economic Cooperation	The Management of the Hong Kong WTO Ministerial Conference 2005
Mr Clement Lam	General Manager, Sales China and HKSAR Cathay Pacific Airways Ltd	Competition Issues Cathay Pacific is Facing Today
Mr Edmond Lam	General Manager, Hong Kong Wetland Park	Visitor Management in the Hong Kong Wetland Park
Mr Jerome Lee	Director of Engineering Hotel: Renaissance Harbour View Hotel	Hotel Environmental Management
Ms Maggie Lee	Executive Officer, AOS Management Ltd	Management and Marketing “The Avenue of the Stars”
Mr Wilson Lee	Resident Manager, Grand Hyatt Hong Kong	Service Management

Speaker	Title and Company	Topic
Ms Ivy Leung	Director of Human Resources, Langham Place Hotel	555 Training Excellence
Dr Gang Li	Lecturer in Economics of Tourism, University of Surrey	Quantitative Research in Tourism
Mr Jimmy Li	Senior Analyst, Revenue Management, Hong Kong Disneyland	Hotel Occupancy Forecasting and Yield Management
Ms Elaine Luey	Director of Marketing, JW Marriott Hotel Hong Kong	Branding and Positioning: The Case of the JW Marriott Hotel, Hong Kong
Ms Galina Lui	Regional Sales and Marketing Manager, Swiss International Airlines	Globalisation of Airlines
Mr Jacky Luk	Director, International Audit and Investment Planning, International SOS	Challenges and Operational Issues in Handling Tourist Safety and a Crisis
Mr Ahmad Bakhtiar Abdul Majid	Deputy Director, Tourism Malaysia HK	Malaysia's Convention Industry and Promotion
Ms Kelly Mak	Head of Marketing and Customer Services, Madame Tussauds at the Peak	Planning Urban Tourist Attractions
Mr Joe Ng	Manager, Regional Office, Asia-Pacific of Air Canada	Airline Pricing Strategies
Mr Wilson Shao	Marketing Manager, East Rail, Kowloon-Canton Railway Corporation	The KCR and the Tourism Industry
Mr Kevin Sun	Director of Development, Marco Polo Hotels	Corporate Strategies – The Case of Marco Polo Hotels
Mr Sunny Sun	Vice President Development, Langham Hotels International	Hotel Project Development
Mr Alain Tang	Chief Engineer, Grand Hyatt Hong Kong	Facilities Management in the Hotel Industry
Mr Benson Tang	Associate, Corporate Service and Real Estate Goldman Sachs (Asia) LLC	Service Quality from the Customers' Perspective
Mr Alidad Tash	Director of Marketing Services, Venetian Macao Ltd	Macao's Past, Present and Future Gaming and Lodging Habits
Mr Paul Tse	Security Manager and Health Club Manager, Eaton Hotel Hong Kong	Security Management in Hotels
Ms Susan Tse	Director of Marketing, Ngong Ping 360	Ngong Ping 360
Mr Dave Vermeulen	Vice President, Resort Operations, Hong Kong Disneyland	Disneyland Parks: Worldwide...Cultural Challenges and Considerations
Prof Stephen F Witt	Visiting Professor, SHTM	Tourism Demand Analysis and Forecasting
Ms Maggie Wu	The Equal Opportunities Commission	Equal Opportunity Service to Customers
Ms Maggie Wu	The Equal Opportunities Commission	Managing Human Resources in Hotels and Tourism
Mrs Ada Yau	Curator, Education and Publicity	Challenges and Issues in Promoting Cultural Heritage in Hong Kong
Mr Raymond Yeung	Financial Controller, Royal View Hotel	The Front Office Audit
Ms Linda Yuen	Executive Director/General Manager, Sightseers (HK) Ltd	The Development and Challenge of the Cruise Industry

Student Learning *in* the Real World



Guenther Karch supervising his foodservices students

Foodservice Responsibility

On the first day of his Foodservices in Special Events and Conventions course, lecturer Guenther Karch assumed Donald Trump's role from the hit television show *The Apprentice*. He treated the classroom like a boardroom and appointed students to take on the responsibilities of managing directors, with each having a different duty. The sole purpose was to develop, stage and evaluate a quality event for a real client.

That client was the Fu Hong Society, which provides social services to adolescents and adults with mental and multiple disabilities. The charity provides opportunities for its own clients to develop their abilities and ensure that they achieve the greatest independence possible. The ultimate aim is for them to become fully integrated members of society.

The students learned about the demands of holding a special event through community service projects with Fu Hong over a number of weeks, with the focus on working towards a final function at the end of the course.

"It was amazing to see how students reacted to interacting with the disabled and the various levels of response in the class. Some started running with it from the beginning; others kept their distance and felt uncomfortable. Aside from learning the fundamental elements of the course, the partnership with Fu Hong taught the students life skills, and gave them a certain type of exposure they would normally not have experienced," says Mr Karch.

Following interaction with Fu Hong in a number of workshops where food was used as a medium of expression, students took on allocated roles that ranged from producing a business plan, writing up a client contract with Fu Hong and managing a budget to devising worksheets, recipes and food ideas. All of these tasks channelled towards staging a lunch event on the PolyU campus on 11 November 2006. Over 250 people attended the event, including the disabled, their families, friends and student buddies.

"Through this type of teaching methodology, students not only gained knowledge of how to put together a special event, but it also helped them grow and develop as human beings," Mr Karch adds. Known as service-learning, the approach combines an academic classroom curriculum with meaningful community service initiatives.

Already an established trend in the US over the last 20 years, this method has become a popular tool across university campuses, integrating meaningful community service with instruction and reflection to enrich the learning experience through civic responsibility.

"This teaching approach is definitely much newer in Hong Kong, but universities here are taking to it and this university has shown a commitment to it," says Visiting Associate Professor Joseph Koppel, who has extensive experience using the approach in the US and



The foodservices class with a Fu Hong client

the Bahamas. Dr Koppel was the lead editor and a major contributor to a monograph published by the American Association of Higher Education entitled *Hospitality with a Heart: Concepts and Models for Service-Learning in Lodging, Foodservice and Tourism*.

Clearly a pioneer in this discipline, the PolyU awarded a three year teaching grant in 2005 to further develop service-learning on campus. The grant has allowed Dr Koppel to extend his stay. "The university can use this vehicle to facilitate more interaction between the industry and students," he adds. Last year he engaged students and the Eaton Hotel in a joint initiative to deliver traditional moon cakes and chicken soup to the elderly as a service to the community.

In the Fall of 2005, a group of Dr Koppel's Year One students worked with the JW Marriott Hotel to provide Christmas entertainment to patients at the Jockey Club Cheshire Home. "The experience taught students to be professional; they had to hold meetings with Marriott staff beforehand, and coordinated what they wanted to do, organising the event from scratch by themselves," he says. Students applied selected music as a cultural expression in the entertainment they developed.

Dr Koppel is confident that service-learning will become more pervasive: "this is developing into a very strong teaching trend right across the board; it can be applied to all academic disciplines and is certainly not exclusive to hospitality and tourism education."

Gaming Management Students Visit Macao

Assistant Professor Henry Tsai believes in action more than words, so after weeks of teaching his Gaming Management course to a group of final year undergraduates he decided they should experience the operations of a casino for themselves. He took a group of 48 students on a two-day trip to Macao in early November last year, arranging special visits to casino complexes including Sands Macao, Wynn Macao and Star World.

"The casino managers took our group around Sands and we even got a glimpse of the gaming areas usually reserved for VIPS," says Dr Tsai. A casino executive from Las Vegas also gave the students a comparative talk on gaming in Macao and the US.



The gaming management students take a break in Macao

"Some students had never been to a casino before, while others had not really paid special attention to them, so the trip was a real eye-opener for many. They got an insight into casino operations, what dealers do and how games are played, and could really see how what they had learned could be applied to a real life situation," he adds.

US exchange student Kaitlin Haggard, a frequent visitor to Las Vegas, comments that her original idea of Macao was of "another island off China becoming Westernised by the popularity of gambling and casinos." But she returned optimistic that an amalgam of Eastern and Western influences would shape a vibrant city.

Aside from casinos, the group experienced aspects of the new Macao, visiting Fishermen's Wharf and the A-Ma cultural village. They also encountered some of the traffic congestion that has become symptomatic with intense development in the hospitality and tourism sector. Local student Stanley Leong sees the bright side of this, speculating that the rapid development and lack of readily available talent will mean more employment opportunities for hospitality professionals from Hong Kong.

Dr Tsai's course is the only SHTM undergraduate course related to gaming. It offers students an introduction to casino gaming and provides an insight into the history and operations of the industry in various parts of the world. It also focuses on rules and regulations, gaming control, gambling and technology surveillance, and the social and economic impact of gambling. [h](#)

Ticket to the World

Nothing quite surpasses the experience of living and learning overseas. The SHTM has student exchange programmes with universities in Australia, mainland China, Europe, Japan, Korea, New Zealand, Peru and the US, to name just a few.

"The SHTM is very supportive of exchanges as they enhance the global outlook of our students," says Dr Catherine Cheung, International Student Exchange Coordinator. Student Exchange Scholarships are available to students with outstanding track records of non-academic and academic involvement who can demonstrate financial need and want to study abroad for one semester.

"Students need to be open minded and versatile in their ability to adapt to new environments. Such experiences will bring them numerous benefits in the future, honing their sensitivity towards dealing with people of different cultures in the hospitality and tourism industry," Dr Cheung adds.

Each student's motivation for an overseas exchange may be different, but their experiences all show how much they benefit both socially and academically from encounters with the world.



Suzanne Ryder Richardson,
third year exchange student from
Oxford Brookes University, UK

Making friends was never easier for Suzanne Ryder Richardson than during her semester at PolyU. Hong Kong was her first choice from a long list of exchange options that included Australia, Europe and the US.

"The SHTM made us feel very welcome right from the beginning; we felt part of the School as soon as we arrived," she says. "The experience definitely exceeded my expectations."



This was Ms Ryder Richardson's first time in Asia, and the exchange afforded a multicultural experience that spanned beyond Hong Kong. "Through the programme, I met a lot of people from around the globe – from all over Europe as well as

mainland China. The PolyU campus is much more international than my home university, and aside from learning about the East I gained a better understanding of how to interact with different cultures."

She was so impressed by her visit that she is writing her final year dissertation on the Chinese perception of

the importance of intercultural management. With graduation around the corner next year, Ms Ryder Richardson is thinking about a career in events management, with the hope that an opportunity might arise to bring her back to Hong Kong.



Sara Birgitta Lengauer
third year exchange student from
**the International University of
Applied Sciences, Bad Honnef, Bonn, Germany**



With a long-time interest in Asia, Sara Birgitta Lengauer jumped at the opportunity of a lifetime when she discovered that her international hospitality and tourism management programme offered the chance to study at the best hotel school in Asia. Having studied

Putonghua in her final years at high school, she was eager to use Hong Kong as an anchoring pad to fuel travels to mainland China, which eventually took in Beijing, Gulin, Shenzhen and Macao.

"Aside from learning a lot about tourism in this part of the world, I would say I really learned about life," remarks Ms Lengauer. "The whole cultural experience was completely new to me, from the food to the behaviour of people, and the way they thought and acted."

The hardest adjustment to make at the beginning was overcoming the noise pollution, the humidity and strong air conditioning. "To get the most out of their experience, exchange students need to be outgoing and open-minded, and should be able to adapt to the culture," she says, adding that "they must remember to take a camera too, as so many things are different here."

Having honed her Putonghua skills further by taking an intermediate course at PolyU, Ms Lengauer hopes to one day work in a capacity that will allow her to bring Chinese tourists to Europe so they can experience something similar to what she has just been through – a truly memorable, life-altering few months.

Vivian Ng

SHTM exchange student at the University of Houston, Conrad N. Hilton College of Hotel and Restaurant Management, USA



Three weeks after Vivian Ng arrived for the Fall Semester her dormitory was evacuated and the college shut to face the onslaught of hurricane Rita. For one week she rode out the storm at a friend's house, 45 minutes away from the campus. "Hurricane Rita came soon after hurricane Katrina, so people were very panicked and worried. But in the end, it was much better than expected with not much damage," she recalls.

The experience did not tarnish Ms Ng's impressions of the southern state. To the contrary, it prompted greater bonding between her classmates, culminating in a truly memorable experience. "I became much more independent because I had to get used to doing everything on my own," she says. "I think my communication skills also improved because I met so many people from different parts of the world."

Experiencing a more casual teaching manner that encouraged students to ask questions, Ms Ng learned about leadership in the hospitality industry, facilities and housekeeping management, and tourism and beverage management.

When she graduates in hotel management next May, Ms Ng hopes to develop a career in either the hotel or

airline business. "If given the opportunity, I would definitely go back to Houston. It was fun." No doubt she will time her next visit to avoid the hurricane season.



Daisy Wong

SHTM exchange student at NHTV Breda University of Applied Sciences, the Netherlands

When Daisy Wong's Spring Semester came to an end her international and local friends at the NHTV Breda University of Applied Sciences clung to each other and cried.



"The best part was meeting people and cultivating deep and meaningful friendships," says Ms Wong. Sharing a house with four other exchange students in a

compound that was home to other international students, she made friends with undergraduates from Spain, Greece, Germany and the US.

"The experience changed me a lot. It showed me a different way of life. Before I went on the exchange, I

always thought Hong Kong was the best, but after returning I realised how much we can learn from other countries. It really changed my perspective of the city," she explains.

Ms Wong says that the differences between Dutch and Hong Kong students were huge. "Dutch students will make efforts to balance their studying and relaxation, whereas the Hong Kong focus is typically on studying and making money. People in Europe really know how to treasure life, and as a result have a much higher standard of living. I think people in Hong Kong are too work focused."

Ms Wong hopes that she will have the opportunity to see more parts of the world in the future. She is expected to take up a one-year job posting with the Hong Kong Tourism Board following graduation in 2007, as part of her scholarship agreement with the body three years ago. [h](#)





SHTM Scholarships

Our deepest gratitude goes to the many benefactors who support the SHTM and its students by providing scholarships and prizes. That support not only strengthens the School, but also ensures the vitality of the hospitality and tourism industry.

Scholarship Awardees for the 2005-2006 Academic Year

<i>Awardee</i>	<i>Scholarship</i>	<i>Value (HK\$)</i>
Higher Diploma in Hotel Management		
LEUNG Nam Wa	Lam Tai-fai Sports Development Sponsorship Scheme Sports Scholarship	10,000
Higher Diploma in Hotel, Catering and Tourism Management		
PANG Shuk Mui	Sports Scholarship for Outstanding Student Athletes	3,000
BA(Hons) in Hotel and Catering Management		
CHNI Shanshan	UGC Scholarship for Outstanding Mainland Students	100,000
CHONG Chuen Shya	The Hong Kong Polytechnic University International Students Scholarship	90,000
JUNG Se-kyung	The Hong Kong Polytechnic University International Students Scholarship	90,000
LAM Che Wan	The Hong Kong Polytechnic University International Students Scholarship	90,000
PHOON, Sweet Yee	The Hong Kong Polytechnic University International Students Scholarship	90,000
NGWIRA Mabvuto, Percy	The Hong Kong Polytechnic University International Students Scholarship	72,110
NI Lei	The Hong Kong Jockey Club Scholarship for Outstanding Mainland Students	89,000
ZHU Hao	The Hong Kong Jockey Club Scholarship for Outstanding Mainland Students	89,000
CHOW Ka Yan	Dr James T Wu Scholarship	30,000
LEE Po Ying	Dr James T Wu Scholarship	30,000
PANG Sin Ying	Dr James T Wu Scholarship	30,000
AU YEUNG Ho Wang	Maxim's Caterers Ltd Scholarship	30,000
TAM Yee Ling, Elaine	Maxim's Caterers Ltd Scholarship	30,000
TSE Wai Ting, Tinny	Maxim's Caterers Ltd Scholarship	30,000
TONG Sin Man	Rudy Choy Fund Scholarship	12,000
WONG Ka Yan, Mabel	Rudy Choy Fund Scholarship	12,000
TIN Choi Lan	Manuel Woo Scholarship in Memory of His Late Parents	10,000
CHENG Man Chung	Outstanding Hotel and Catering Operations Management Student Award	5,000
CHAN Ho Ham	Outstanding Strategic Management in Hospitality and Tourism Student Award	5,000
BSc(Hons) in Hotel Management		
LI Xiu Hui	The Hong Kong Polytechnic University International Students Scholarship	100,000
MULABE, Mike	The Hong Kong Polytechnic University International Students Scholarship	100,000
CHAN Yuen Ki	FTA Steve Shellum Scholarship	7,771
CHEUNG Ching Yi	FTA Steve Shellum Scholarship	7,771
HUNG Wing Sze	FTA Steve Shellum Scholarship	7,771
YIM Hoi Lam, Phoebe	FTA Steve Shellum Scholarship	7,771
CHEUNG Ching Yi	Eta Sigma Delta – International Hospitality Management Honour Society (PolyU Chapter) Scholarship	3,000
MSc in Hotel and Tourism Management		
HUANG Pei	School of Hotel and Tourism Management Services Scholarship for SHTM MSc Students	20,000
Doctor of Philosophy		
LIANG Wan Ju	Chung Hwa Travel Service Scholarship	20,000

HIGHEST ACHIEVERS



*Academic Achievement
Award recipients proudly
display their certificates*

An Elite of the Elite presentation ceremony was held in October 2006 at Millennium restaurant for recipients of the SHTM Academic Achievement Award. Forty students with GPA averages of 3.7 or above during Semester Two or Summer Semester 2005/06 received the award.

Another highlight of the event was the presentation of the Teaching Excellence Award 2006 to Associate Professor Vincent Heung.

The SHTM would like to extend its heartiest congratulations to the following students.

Higher Diploma in Hotel Management

Cheng Nga-ying
Tang Ka-lee
Yeung Wai-man

Higher Diploma in Hotel Management (Part-time)

Yau Lai-ping

Higher Diploma in Tourism Management

Chan Kwan-mei

BA(Hons) in Hotel Management

Chan Pui-yee, Zoe
Lam Che-wan
Lo Evan
Ni Shan-shan
Tam Pui-yin

BA(Hons) in Tourism Management

Chui Chi-kwan
Fan Yin-ting
Lam So-man
Lau Kwok-shing
Ng Sum-sum
Tong Sin-man

BA(Hons) in Hotel Management (Sandwich)

Chak Wing-shan
Cheung Yung-yee
Jung Se-kyung
Mong Tan-nei

BSc(Hons) in Hotel Management

Chan Yuen-ki
Hui Man-shan
Hung Wing-sze
Lam Hiu-mei
Li Xiu-hui
Tam Hiu-mei
Tang Yuen-ying
Wong Wa-chi
Yim Hoi-lam, Phoebe
Yuen Kwai-fong

BSc(Hons) in Tourism Management

Bao Chusu
Cheung Ching-yi
Kwong Kar-yee, Karry
Li Kwok-ting
Luk Wai-ching
Yan Shulan

BSc(Hons) in Hotel Management (Full-time Conversion)

Chow Kai-tai

BA(Hons) in Hotel and Catering Management (Part-time Conversion)

Chan Ho-ham
Lau Ting-yan, Marsha
Wong Hoi-wai

ESD CHAPTER EXPANDS

The latest Eta Sigma Delta (ESD) initiation ceremony was held on January 2007 at the Che-woo Lui Hotel and Tourism Resource Centre. Guests of honour Mr Alan Lee, General Manager of Hong Kong Fourseas Tours, and Professor Kaye Chon, Director of the SHTM, applauded the initiates for their achievements and potential as future leaders.

Of the 17 new ESD members, 12 attended the event and participated in a candle-lighting ceremony led by chapter President Jennifer Fan. The five candles lit represented the values of leadership, creativity, excellence, ethics and service.

The chapter is also actively helping other students. The revenue from a second-hand book sale held in September 2006 will help to build the ESD (PolyU) Scholarship fund. The inaugural Scholarship recipient is Cheung Ching-yi, a first year student in the BSc(Hons) in Tourism Management programme.

ESD is a prestigious international society that unites students with exceptional academic achievements at more than 90 hospitality and tourism institutions around the world. SHTM undergraduates who have completed 50% of the credit hours required for graduation and have a cumulative GPA of 3.5 or above are eligible to apply for membership.

Our heartfelt congratulations go to the following new ESD members.



ESD members lighting candles for Excellence, Leadership, Creativity, Service and Ethics



(From left) Professor Chon, Ms Jennifer Fan, Mr Alan Lee and Mr Eric Chan (ESD Faculty Advisor)

CHAN Ho-ham, Kelvin
 CHAN Pui-yee, Zoe
 CHAN So-yue
 CHAN Wing-yin, Betsy
 CHOW Lok-man
 CHU Kiu-yeun, Anna
 CHUI Chi-kwan, Odelia
 HO Ka-lam
 HO Sze-man
 LEE Cheuk-wing
 LEE Yuen-san
 NG Ho-hin, Benjamin
 TANG Ka-lee
 WONG Hoi-wai
 WONG Lai-kwan
 WONG Mei-suet, Cherry
 YEUNG, Lilian

Any student who is interested in joining the ESD (PolyU) chapter can contact Eric Chan, SHTM Lecturer and ESD Faculty Advisor, for details.

Alumni Association Revamped

The SHTM Alumni Association has ushered in the new year with a loud bang, thanks to a revamped marketing plan and a clear development strategy hinging on five key elements.

Those elements include alumni contributing back to the school, nurturing current students, creating new industry learning opportunities for alumni and students, and providing social gathering platforms for members to catch up with old friends and network with new ones.

Chairman Wallace Li says that “we have injected some commercial elements into the Association’s structure, running it just like a business. Together with our management team, we hope to rejuvenate the organisation.”

External Affairs Secretary Benson Tang says that all activities will now be carried out in alignment with the goals of the plan. Of particular significance will be the continuance of the well-received Professor for a Day initiative, which features alumni giving talks to students.

“The concept is to match the expertise of an alumnus with the schedules of the professors and bring back someone who can share the latest industry knowledge with students, and offer them updated techniques and case studies,” says Mr Tang. Alumni can also invite relevant friends and colleagues from the industry to be professors for a day.

The Association also plans to give career talks to final year students and participate in orientation programmes for first year students. Learning programmes will cover wine tasting, Easter chocolate making and tea appreciation.



SHTMAA Executive committee: (from top left) Lina Lam, Membership Secretary; Margaret Kwok, Administrative Secretary; Jason Wong, Communications Secretary; Ray Luk, Honorary Financial Secretary; Benson Tang, External Affairs Secretary; Florence Chan, Vice Chairman (Communications); Wallace Li, Chairman; and Maurice Kong, Vice Chairman (Membership)

“We try to ensure a good spread of events and diversify the activities to make them more interesting for members,” Mr Tang explains.

Ever mindful of the need to network through social gatherings, the Association has lined up a feast of events including a Chinese New Year dinner for members and a four day trip to Taiwan.

Wallace Li hopes such extensive and structured efforts will encourage more graduates to become members. “To me, the major benefit of joining the Association is the network. Graduates who join will only gain. They will get to know more people in the industry, and should they need anything in the future they need only give us a call.”

He adds that the Association’s management team is dedicated to aggressively boosting the membership pool, and is committed to making the Association bigger and better in the future.

New Membership Card

In January, the Alumni Association launched a new membership card as part of the effort to re-brand its image. Our members will be proud to have this card in their wallets,” says Florence Chan, the Vice-Chairman of Communications.



The Association has worked in partnership with retail merchants to offer special perks for card members, including discounts from certain restaurants, travel agents and jewellery stores. “We have lined up about ten merchants so far, but we expect this pool will grow more and more in the future,” Ms Chan adds.

The Association will also be launching an electronic newsletter for graduates and alumni later in the year, offering an alternative communication channel and heightening the group’s profile.

Alumni Scholarship

The Alumni Association has launched a \$5,000 scholarship to support the work of the SHTM and its students. Pooling the donations of alumni members, the scholarship is a first step in raising the profile of the Association.

Interested students will first need to submit a short essay, addressing a topic that will change annually. Wallace Li notes that this year’s subject is how the Association can better enhance its marketing plan to attract more members. Short-listed candidates will be asked to present their papers before a panel of alumni, with the successful applicant announced by the end of February.

“This is just a kick off scholarship,” explains Mr Li. “We will be embarking on fundraising activities at a later stage, and hope to offer even more scholarships in the future.”

Alum-notes

1990s

Sunny Sun HD 1992 joined Langham Hotels International as Vice-President of Development, China and has been relocated to Shanghai to spearhead the company’s development. Previously, he served as Director of Development for Hilton International and Accor Asia Pacific. He can be contacted at sunsun69s@gmail.com.

Amy Chu BA(Hons) 1995 and her husband both graduated in the first cohort of Tourism Management bachelor students. After graduation they pursued Master degrees in Tourism Planning and Management at the University of Birmingham in the UK. Since returning to Hong Kong, Amy has been responsible for

the information databank of the Hong Kong Tourism Board.

Ray Luk HD 1995, MSc 2006 has recently become a parent, with his first baby born on 10 January. Ray met his wife, Demmi (another SHTM graduate) at the Hong Kong Jockey Club when she was working there part time. He currently serves on the Executive Committee of the SHTMAA as Honorary Financial Secretary.

Clive Cheng HD 1996 used the qualification he obtained from the SHTM to move from his position of Senior Room Attendant at the Hong Kong Hilton to Executive Housekeeper at the Harbour Plaza Hung Hom. In 2005, Clive was headhunted by the Wynn Macao Resort Hotel, where he is now the Director of Housekeeping.

Eric Chou HD part-time 1996 joined Cathay Pacific Airways as a cabin crewmember in 1985. From 1987 to 1991 he served as a First Class Flight Purser, and from 1991 to 2000 held the rank of Senior Purser. Since 2000 Eric has been an Inflight Services Manager. In 2001 he received a Simply the Best – Inflight Service Manager Category award. Eric has been an Honorary Mentor for the SHTM since 2002. He can be contacted at hkchoueric@gmail.com.

Candy Ng HD 1996, BA(Hons) 2001 has over 15 years of experience in hotel rooms divisions. She is currently the Rooms Division Manager at the Excelsior, where she is responsible for the organisation, coordination and strategic planning of the division. Candy previously worked at the J.W. Marriott and in the Marco Polo Hotels Group. She has served as an Honorary Mentor for the SHTM since 2005.

2000s

Ivan Chan BA(Hons) 2004 is an Assistant Human Resources Officer at the Renaissance Harbour View Hotel, where he completed his internship in the Front Office Department. His position gives him the opportunity to enhance guest satisfaction, which should always be the prime aim of the hospitality industry.

This “Alum-notes” section is where you can catch up with your long lost friends. Should you wish to share your latest news with us, please send the information to Ms Maggie Ng at hmmaggie@polyu.edu.hk. Photos are also welcome.

Instilling a Sense of Community



The last quarter of 2006 was a busy period for the SHTM Students' Association (SHTMSA). Marking the start of the academic year, the Association conducted an orientation camp for freshmen. "We had a camp fire dance without fire", said SHTMSA President Cyrus Yip, noting that a rainstorm couldn't dampen the fun. "Everyone was still very excited."

An orientation evening in October for those who missed the first event also helped to instil a sense of community within the student body. And given the international nature of tourism and hospitality studies, SHTMSA members seized the opportunity to lead a delegation of Japanese students around the campus in November. December saw the first full colour cover of the SHTMSA newsletter, and the Association is currently finalising the details on a range of memorabilia, including an SHTMSA jacket.

As part of its mission to ensure that members are well-rounded in their vocation, the SHTMSA also held personal development functions from October to February. Ms Mei Ng conducted a well-attended table manner class in Millennium, the SHTM's training restaurant. Classes co-organised with Canmake Cosmetics focused on basic skin care and makeup skills.

But not all activities were entirely serious. The beginning of November saw the semi-finals of the annual singing contest, with the finale held in the middle of November. Sporting activities were also held over the first two months of 2007, including badminton, 3-on-3 basketball and table tennis.

The highlight of the year was the Annual Dinner, held at the Sheraton Hong Kong Hotel and Towers on 7 February. All is now ready for the Annual General Meeting in March, when the Executive Committee will hand over control to its successor in preparation for another exciting year. [h](#)

Upcoming Events

Date	Event	Organiser	Contact
Feb 2007	Bio-safety in foodservice seminar, Hong Kong	SHTM	Tony Tse Email: hmttse@polyu.edu.hk
6 Mar 2007	SHTM Career Day, Hong Kong	SHTM	Tony Tse Email: hmttse@polyu.edu.hk
18 Apr 2007	Industry Appreciation Dinner, Hong Kong	SHTM	Tony Tse Email: hmttse@polyu.edu.hk
27 Apr 2007	China Hotel and Tourism Development Seminar, New York USA	SHTM	Tony Tse Email: hmttse@polyu.edu.hk
May 2007	Uniform Systems of Accounts for Hotels seminar, Hong Kong	SHTM	Tony Tse Email: hmttse@polyu.edu.hk
15-20 May 2007	10th Biennial Conference, International Academy for the Study of Tourism, Mugla, Turkey	International Academy for the Study of Tourism	Kaye Chon Email: hmkchon@polyu.edu.hk
16 May 2007	China Outbound Tourism Workshop, Beijing, China	SHTM	Tony Tse Email: hmttse@polyu.edu.hk
24-27 May 2007	The 5th APac-CHRIE and 13th Asia Pacific Tourism Association Joint Conference, Beijing, China	Beijing International Studies University	Zhou Deng/Ning Zhang Email: aptc@bisu.edu.cn
30-31 May 2007	UNWTO Ulysses Conference 2007, "Knowledge-based Development through Tourism", Madrid, Spain	UNWTO	Kaye Chon Email: hmkchon@polyu.edu.hk
July 2007	Certified Hospitality Educator Workshop, Hong Kong	SHTM and the American Hotel and Lodging Educational Institute	Tony Tse Email: hmttse@polyu.edu.hk
3-4 July 2007	China Hotel Branding Forum Shenzhen, China	SHTM	Tony Tse Email: hmttse@polyu.edu.hk
21-23 Sept 2007	6th Asia-Pacific Forum for Graduate Student Research in Tourism, "Shaping Sustainable Tourism in Asia-Pacific: Competition and Cooperation", Xiamen, China	School of Management, Xiamen University	Derong Lin Email: deronglin@hotmail.com
14-15 Dec 2007	4th China Tourism Forum, "Community-based Tourism", Kunming, China	SHTM and the School of Business and Tourism Management, Yunnan	Haiyan Song Email: hmsong@polyu.edu.hk