



A new chapter for students and the School alike at the 2007 Graduation Ceremony

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Message from Director of School



As the new year gathers pace it is a good time to think about beginnings. The SHTM has a proud tradition of graduating students who suit the rigorous requirements of the hospitality and tourism industry, leaving us to commence a new phase of their lives. Likewise, November 2007 marked a new phase for the School. With PolyU having adopted the practice of supplementing the University-wide graduation ceremony with separate events for each faculty and school, the first SHTM graduation ceremony took place. As we report in this issue, the two-part ceremony was a time for reflection and looking ahead. My congratulations go to all 539 graduates.

December last year marked another beginning featured in this issue – the First International Forum on Tourism Education held at the Guilin Institute of Tourism. The event capped a year of cooperation with the Institute in its drive towards university status. Combined with the School's co-organisation of the Fourth China Tourism Forum in Kunming two days later, the event reflects our diligence in fostering dialogue between tourism academics and practitioners in the mainland.

Closer to home, the recently launched Hong Kong Tourism Demand Forecasting System, developed by the SHTM and PolyU's Public Policy Research Institute, should have an important influence on the industry. The web-based system, described later in this issue, provides inbound tourist demand forecasts for up to 10 years.

With excavation work now underway at the teaching hotel site in Tsim Tsa Tsui East, the School has invited interior designers to propose sophisticated, open layouts with an Asian touch that feature greenery. As we mention later, this will be a challenge but it will differentiate our hotel from the many nearby commercial establishments.

Finally, it gives me great pleasure to mention that Assistant Professor Simon Wong received a PolyU President's Award for Excellent Performance/Achievement late last year, to compliment the SHTM Teaching Excellence Award he also received. This issue reports on Dr Wong's achievements, and those of two other SHTM award recipients. Combined, they show that excellence is not only an ideal, but also a reflection of true achievement.

A handwritten signature in black ink, appearing to read 'Kaye Chon'. The signature is fluid and cursive, with a large initial 'K' and 'C'.

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



GRADUATION CEREMONY MARKS NEW BEGINNINGS

2007 marked a new era for PolyU, with the University-wide graduation ceremony supplemented by individual faculty and school events for the first time. The SHTM grasped the opportunity with typical enthusiasm, holding a two-part graduation ceremony on 7 November for 5 PhD, 2 MPhil, 132 MSc, 2 PgD, 150 BA, 69 BSc and 179 HD students who completed their studies in the 2006/2007 academic year.

Presenting his opening address at the ceremony, SHTM Director Professor Kaye Chon mentioned that 'commencement' was perhaps a more appropriate word for graduation. Noting that the students now had to fulfil their potential, he told them that "you are commencing another chapter in your lives."

The ceremony itself was a celebration of that new chapter. Both morning and afternoon sessions featured processions of graduating students in caps and gowns, accompanied by SHTM staff members, parents and industry guests as they made their way with much excitement across the PolyU campus to the Jockey Club Auditorium. Complementing both processions were two bagpipers in full Scottish dress.



Dr Lam Tai-fai (middle) with Professor Chon and Mr Brian Deeson after the morning session

Dr Lam Tai-fai, Member of the University Council, officially declared the morning session of the ceremony open, and Dr Ng Tat-lun, Deputy Chairman of the University Council, performed the honour in the afternoon session.

Both sessions of the ceremony featured guest speakers and valedictory speeches by graduate



Bagpipers leading the procession to the Graduate Ceremony





SHTM academic staff on graduation day

representatives. Mr Brian Deeson, Senior Vice President – Asia Pacific for ACCOR Hospitality, gave the morning address, saying that instead of talking about the many changes he had seen in his 41 years in the business, he wanted to focus on those things that had stayed the same. “What hasn’t changed is the fundamentals”, he said. “We are in the business of hospitality and service, the business of ‘building dreams’, and we must never lose sight of that.”

Noting that SHTM graduates are uniquely placed to take advantage of the tremendous opportunities presented by mainland China, which would very soon be the world’s largest tourism market, he urged them to never forget these fundamentals and hoped they would continue to feel “the thrill of making customers happy” in China or anywhere else in the world.

In his address to the afternoon session, Mr Clement KM Kwok, Managing Director and CEO of the Hong Kong and Shanghai Hotels Limited, emphasised the importance of a ‘can do’ attitude and of always seeking extra challenges. He offered the students four



Mr Clement Kwok (middle) with Professor Kaye Chon and Dr Ng Tat-lun during the afternoon session

pieces of advice: “enjoy and make the most of every day”, “be passionate and committed to your job”, “speak up and give your views” and “love people”.

Mr Kwok ended his speech with the story of a woman whom he said embodied all of these qualities: Ms Rainy Chan, the first female and Chinese General Manager of the Peninsula Hong Kong and a new member of the SHTM Advisory Committee. He explained that Ms Chan had worked her way up from front office cashier to the high position she is in today. “I hold her up as an inspiration for all of us”, he said.

Ms Kris Yung Pui-I, who was graduating with a BSc(Hons) in Tourism Management, harkened back to Professor Chon’s idea of ‘commencement’ in her valedictory speech in the morning, noting that “I do not see this ceremony as the end of our studies, but as a new beginning”. All of the graduating students had already proved their worth by studying in a world-class institute, she said, and now it was time for them to “prove their value to industry and to society”.

Ms Yung concluded with a rousing exhortation: “Fellow graduates, it’s time for us to excel!”

The value of showing respect to and helping customers from all walks of life was the focus of the afternoon valedictory address. Ms Lilian Yeung Chung-huen, a BA(Hons) graduate in Hotel, Catering and Tourism Management, shared her experiences as a management trainee in Pattaya and Beijing, during which time she was able to use the valuable communication skills she had developed at the SHTM.



Miss Lilian Yeung presenting her valedictory speech during the afternoon session

“We are privileged to have been exposed to different environments and cultures,” Ms Yeung said. Quoting Tom Brokaw, she urged her fellow graduates to think of their new academic qualifications as their “ticket to change the world”.

The SHTM congratulates all of the graduates, and wishes them well as they commence the most exciting phase of their lives! **Li**

Practical and Beneficial Demand Forecasting System Launched

The tourism industry, government and academics alike will benefit from the Hong Kong Tourism Demand Forecasting System according to project leader and SHTM Associate Director, Professor Haiyan Song. Jointly developed by the SHTM and PolyU's Public Policy Research Institute, the online system was soft-launched to industry and government guests in late November.

Speaking at the launch, Professor Song described the system as "very interesting, practical and beneficial." The web-based system, housed at TourismForecasting.net, projects tourism demand in Hong Kong for up to 10 years, as measured by expected tourist arrivals and departures, expenditure and hotel room nights. Arrivals, departures and expenditure are grouped by 10 major countries and regions, and room nights by type of tariff.

All of the forecasts, generated by econometric methods and adjusted by experts, will be updated on a quarterly basis, ensuring that subscribers always have the most advanced data at their fingertips.


This, said Professor Kaye Chon, Director of the SHTM and member of the project team, means that "tourism practitioners can gain first-hand information on future trends", which in turn "will be beneficial to business development and policy making". Most importantly, it will allow industry practitioners to implement suitable



medium- to long-term tourism strategies, and provide academics with valuable research input.

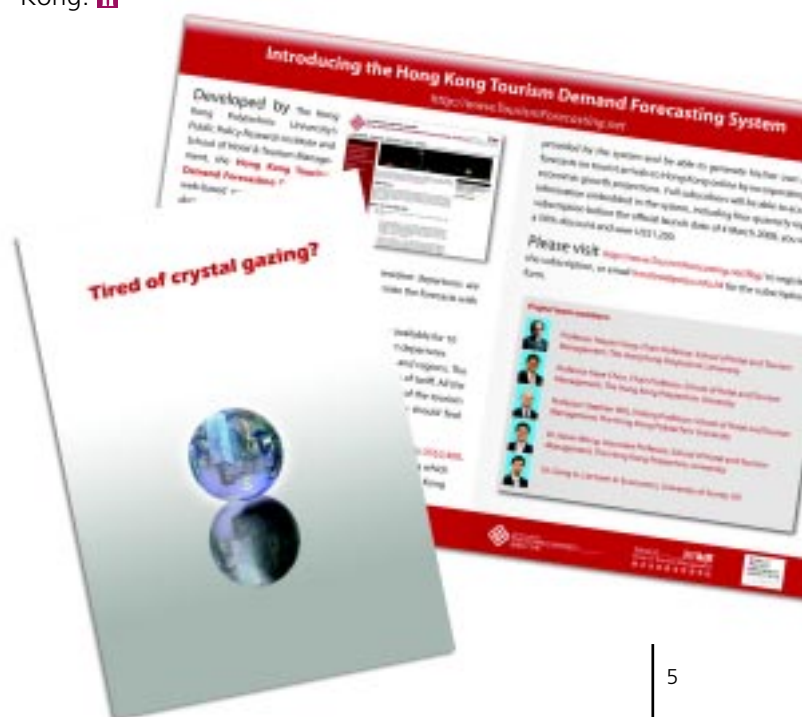
Culminating three years of very hard work, the soft-launch was testimony to the enthusiasm of the SHTM team members, including Professors Song and Chon, Associate Professor Kevin Wong and Visiting Professors Stephen Witt and Gang Li. Professor Chon noted that innovative projects like this are "one of the reasons why the School is rated highly".

The system devised by the team offers basic information on tourism demand to members of the public, but subscribers benefit from the full range of its features, including quarterly reports and the ability to generate alternative forecasts by incorporating different economic growth projections into the calculations. Annual subscription costs US\$2,400, and more information is available from Miss Eling Yim at hmeling@polyu.edu.hk.

The official launch of the system will be held in March, and is sure to mark a new chapter in accurate and accessible tourism demand forecasting for Hong Kong. 



(From left) Professor Song, Professor Lee Ngok and Professor Chon at the forecasting system launch



Excavations are underway at the SHTM teaching hotel site, with the interior design plan to be finalised by the middle of the year. This is an exciting time in the development of the hotel, which will house the School, its teaching and research facilities and an operational hotel.

With the exterior design finalised in September last year, the 29 storey hotel will be “a new landmark in the Tsim Sha Tsui East area”, according to Professor Kaye Chon, Director of the SHTM. When completed, the hotel will include 278 guest rooms, with more than half including harbour views.


A New Landmark

Excavation work should be completed in the second quarter of this year. With a height limit imposed on buildings in the area, the basement will stretch down 22 metres, offering 4 levels dedicated to car parking, back of house operations, kitchens and function rooms.

The hotel interior will boast a spacious, elegant design. Professor Chon said that the brief is asking for sophistication rather than opulence to differentiate the SHTM hotel from the range of commercial hotels in the district.

Interior designers are currently working with the themes ‘unique’ and ‘deluxe’, with a distinctly Asian touch that includes elements of greenery. This will provide a layout that is different and a little unconventional, but very welcoming. As Professor Chon remarked, “it will be a big challenge for the interior designers to nicely combine all these elements.”

The University is currently considering names for the hotel, with a chief concern to reflect PolyU’s vision and mission while recognising the hotel as an independent operation. Any suggestions for a name incorporating these characteristics are very welcome and can be sent to Mr Ian Lee, the SHTM’s Hotel Project Manager, at hmil@polyu.edu.hk.

The hotel will open in 2010 to further extend the education and research offerings of the SHTM, already the leading hospitality and tourism school in Asia. 

Hotel Industry House of Innovation

Prototype guest rooms that advance hospitality and tourism research will feature in the new hotel. Developed in collaboration with industry partners and situated on a single floor, the rooms will showcase new technologies, designs and business concepts. Having invited expressions of interest from the industry, PolyU is looking to build a true house of innovation.

Artist's impressions of the hotel's exterior and interior designs

Conferences Keep Pace with Tourism Development

The SHTM continued its leading role in bringing together mainland tourism academics and practitioners by co-organising two significant forums last December. The First International Forum on Tourism Education was held in Guilin, Guangxi Zhuang Autonomous Region, on 12-13 December, and the Fourth China Tourism Forum took place in Kunming, Yunnan, on 15-16 December.

Speaking of the School's role in co-organising the events, Professor Kaye Chon, SHTM Director, said that "with China experiencing strong demand for international and domestic tourism, it is important for the country to keep pace with the trend of tourism education development around the world". Paired with this, he noted, was the need "to examine closely issues facing the tourism industry in China".

Open Dialogue on Emerging Issues in Guilin

The First International Forum on Tourism Education in Guilin brought together Professor Chon's two concerns, focusing on the internationalisation of tourism professionals in mainland China by enhancing tourism education and training.

Held in conjunction with the United Nations World Tourism Organisation (UNWTO) and the Guilin Institute of Tourism, the forum was part of the UNWTO project to raise the Institute to university-level status. Other organisers included the Government of the Guangxi Zhuang Autonomous Region, the Guangxi Zhuang Tourism Bureau and the Guilin Tourism Bureau.



Participants at the First International Forum on Tourism Education in Guilin



Dignitaries on stage at the Closing Ceremony of the First International Forum on Tourism Education

A feature of the two-day event was the impressive mix of keynote speakers and panel discussants drawn from the tourism industry and educational institutions, including Mr Vicente Moles, Director of Themis Foundation for the UNWTO, Mr Chen Xian-chun, Head of the Human Resources Department at the China National Tourism Administration, Mr James Lu, Executive Director of the Hong Kong Hotels Association and the SHTM's Professor Chon, amongst many others.

Professor Chon also led a lively panel discussion on tourism education from the student perspective, in which a number of students, including SHTM PhD research student Mr Alexander Grunewald, had the opportunity to put forward their views. Another panel

discussion, chaired by Associate Professor Hanqin Zhang, considered the different modes of training tourism professionals.

The SHTM's Associate Director, Professor Haiyan Song, chaired keynote presentations on both days that addressed the impact of tourism development trends on, and the prospects of, tourism education in mainland China.

Other thought-provoking subjects featured at the forum included education and knowledge management in tourism, specialised research on the programme structure of tourism education, and work-integrated education.

Sustainable Tourism Development the Focus in Kunming



Participants at the Fourth China Tourism Forum in Kunming

The Fourth China Tourism Forum in Kunming also drew together industry leaders, academics and students, taking community-based tourism as its theme.

Organised by the SHTM, the UNWTO and the School of Business and Tourism Management at Yunnan University, the forum focused on the impact of tourism in the less developed areas of China. This is particularly important in Yunnan with its ethnic diversity, high potential for culturally based tourism and spectacular scenery balanced against high levels of poverty.

The forum sought to identify issues related to sustainable tourism development, with other themes including ecotourism, heritage and cultural tourism, rural tourism and security in tourism destinations.



Professors Kaye Chon and Haiyan Song with the speakers at the Fourth China Tourism Forum

Speakers included eminent academics and practitioners such as Professor Wu Song, President of Yunnan University, Mr Hua Zefei, General Manager of the Yunnan Expo Group, Professor Peter Murphy, Foundation Professor of Tourism and Hospitality at La Trobe University in Australia, the SHTM's Professor Kaye Chon, and Mr Cliff Wallace, Managing Director of the Hong Kong Convention and Exhibition Centre.

The panel discussions included emerging issues in the hospitality and tourism industry in mainland China, moderated by SHTM Associate Director, Professor Cathy Hsu, and ecotourism and sustainable development. A concurrent session on the forum's final day tackled such issues as

regional collaboration, tourism development strategies and heritage tourism.

The Fifth China Tourism Forum will be hosted jointly with the Tourism College of Huangshan University and held in Huangshan, Anhui, on 13-14 December 2008.

Another event to note this year will be the Fourth International Forum on Chinese Outbound Tourism on 14-16 April. Hosted in Beijing by the China National Tourism Association, the UNWTO and the Pacific Asia Travel Association, the event will be co-organised by the SHTM and Ivy Alliance Tourism Consulting. The forum's theme will be 'Approaching the Destination', and further information is available at www.outbound-tourism.cn/english/intro.asp. 

Our Thanks to an Exceptional Advisory Committee

The SHTM is very grateful to its Advisory Committee for providing advice on and recommendations for a wide range of curricular and development matters. The Committee's members are outstanding professionals, drawn from the most senior positions in the local hospitality and tourism industry.

Our warmest appreciation goes to the following people for their always proactive support.

Chairman	Ms Sylvia Chung General Manager, Hotel Miramar Hong Kong
Vice-Chairman	Mr Thomas Mehrmann Chief Executive, Ocean Park Hong Kong
Members	Ms Rainy Chan General Manager, The Peninsula Hong Kong
	Mr Ronnie Ho Chairman, Travel Industry Council of Hong Kong
	Mr Clement Lam General Manager Sales – PRD & Hong Kong, Cathay Pacific Airways Limited
	Mr Anthony Lau Chun Hon Executive Director, Hong Kong Tourism Board
	Mr Frank Lee President, Tom Lee Music Company Limited
	Mr Leo Lee General Manager and Owner Representative, Stanford Hotels International
	Ms Monica Lee-Muller Deputy Managing Director, Hong Kong Convention and Exhibition Centre (Management) Limited
	Mr Mark Lettenbichler Chairman, Hong Kong Hotels Association; Vice-President and Area General Manager, The Ritz-Carlton Hong Kong
	Ms Portia Leung Human Resources Manager (Wellness and Services), The Hong Kong Jockey Club
	Mr Michael Li Executive Director, Federation of Hong Kong Hotel Owners Limited
	Mr William Ng Executive Director, Star Cruises (Hong Kong) Limited
	Mr Michael Nisky General Manager, JW Marriott Hotel Hong Kong
	Mr Clarence Shun Wah Assistant Director, Marco Polo Hotels Limited; Chairman, Hotel Controllers and Accountants Association of Hong Kong
	Mr Tan Eng Leong Group Director of Human Resources, Shangri-La Hotels & Resorts
Mr Dave Vermeulen Vice President Resort Operations, Hong Kong Disneyland Resort	
Ms Kinnie Wong Assistant Commissioner for Tourism Commission, Commerce and Economic Development Bureau, HKSAR Government	
Professor Albert Chan Vice-President (Research Development) and SHTM School Board Chairman, The Hong Kong Polytechnic University	
Professor Kaye Chon Chair Professor and Director, SHTM, The Hong Kong Polytechnic University	
Professor Haiyan Song Chair Professor and Associate Director, SHTM, The Hong Kong Polytechnic University	
Professor Cathy Hsu Professor and Associate Director, SHTM, The Hong Kong Polytechnic University	

From Strength to Strength

Now in their eleventh year, the SHTM programmes in mainland China are moving from strength to strength. There is no better way to illustrate this than through testimonials of the students themselves.

Bachelor (Conversion) Programme in Xian Brings Immediate Benefits

PolyU is well known for its quality teaching. The courses that the School of Hotel and Tourism Management provide not only cover theory, but also come very close to the demands of the hotel industry in practice. I had the opportunity to learn from various experts, faculty members and scholars, which helped broaden my horizons. The knowledge gained has been essential in developing work experience, and it will help me structure my future career. I have also found it very beneficial to have learned how to apply strategic thinking to my management work.

Shi Hu

2007 graduate and Banquet Manager of the Garden Hotel in Guangzhou

The faculty members of PolyU's School of Hotel and Tourism Management are experienced and knowledgeable. Their advanced and innovative teaching concepts and methods help inspire students' passion for learning and creativity, enhance their powers of analysis and research, and raise their team spirit. The course has enabled me to build a solid foundation on which I can study for my Master's degree and develop my future career.

Dong Ping

2007 graduate and now MSc student at the SHTM



Staff and students at the Opening Ceremony of the Xian BSc programme, Xian Jiao Tong University

丰富知识，开拓视野



Hangzhou MSc students at Zhejiang University with SHTM staff

近年来，随着经济的飞速发展，中国酒店及旅游业愈趋蓬勃。作为业内一分子，深深明白到必须不断进修以开拓视野、更新知识，从而提高自己的专业系统，并更好地指导工作实践，才能在事业上有所成就。由于香港理工大学酒店及旅游业管理学院在亚洲首屈一指，因此在众多相关课程中，特别拣选了该学院的酒店及旅游业管理硕士学位课程，期望日后能学以致用，发挥所长。

从两年的学习过程中，内地与香港不同的授课方式让我感受良多。内地教育偏重理论知识传授与灌输，实用性和启发性较弱；反之，香港教师授课过程中则较注重沟通互动，积极鼓励学员独立思考，提倡学以致用、研究解决实际问题，同时还十分强调学员间的团队协作和知识、经验分享。而正是这种开明开放的氛围，促使我可以更轻松、更积极地投入学习。

说到课程优势，我所选修的「酒店及旅游业管理硕士学位课程」，课程设置科学合理，系统全面；课程内容具全球化视野，紧扣国际最新的理念和实践，精彩实用。尤其体贴的是，授课时间安排得当，便于在职学员在基本不影响工作的情况下攻读。此外，学习中还可结识行业精英，积累人脉资源，对将来发展极有帮助。

毕业在即，难忘事甚多，但最特别的当属在导师Dr Rob Law 的指导下完成毕业论文的写作。导师渊博的知识，严谨求实、追求完美的治学态度，以及诲人不倦的精神，都给我留下了很深的印象。

王晖

酒店及旅游业管理硕士学位课程(杭州班)

New Hotel Management Programme Launched in Guilin

The SHTM's involvement with the United Nations World Tourism Organisation (UNWTO) project to assist the Guilin Institute of Tourism upgrade to university standard entered an exciting new phase in October last year. With the launch of a Diploma in Hotel Management after a year of planning and development, the efforts of the SHTM team are beginning to pay off.

Commenting on the new programme, Project Director Professor Haiyan Song said that "the feedback from students is very encouraging, and the teachers are adjusting to the new learning methods and curriculum model".



Mr Paul Penfold (left) and Dr Jacksa Kivela assessing progress at the Guilin Institute of Tourism

As few textbooks were available in simplified Chinese for many of the new subjects, Institute teachers were trained in Hong Kong and wrote detailed work schemes, including lesson plans, tutorial materials and assessment tasks. An online learning management system was put in place by the SHTM team for other activities such as a bulletin board and grade book completion to complement these new materials. However, Project Manager Mr Paul Penfold noted that a shortage of computers still hinders the students from making best use of these resources.



Stylish design of the new International Exchange Centre

Two cohorts of 30 students have joined the programme, with admission requirements set higher than usual to attract exceptional candidates. A quality assurance system has been developed, a programme committee is now operating and an advisory board has been confirmed. Professor Song and Mr Penfold attended the first two programme meetings in November and January to monitor progress.

The programme will soon have available the purpose-built food and beverage facilities of a new International Exchange Centre, which is scheduled to open in March. The SHTM's Dr Jacksa Kivela and Mr Guenther Karch were instrumental in reviewing plans and providing input into the design and layout of the centre, and also lent guiding hands to equipment purchasing.



Students hard at work

With the UNWTO project gaining momentum, the Chinese Ministry of Education assessed the Institute's academic programmes in late 2007, allowing it to apply for college status. With that status confirmed, the Institute will take another step along the path to becoming the first dedicated tourism university in China. **h**

Thought Provoking Winter School



Mr William Mackay (front row, middle), presenter of the service quality management session, with participants

Senior hospitality managers from Hong Kong, mainland China, Thailand, Indonesia, Korea and Germany had the opportunity to gain insights into the many challenges facing the industry at the Hong Kong Winter School in January this year. This was the sixth annual Winter School held in conjunction with the Hong Kong Hotels Association.

Continuing the trend of innovative executive training programmes hosted by the SHTM, the Winter School offered three intensive workshops that stretched over two days each.

Featuring cutting-edge research and management concepts, the thought provoking workshops were jointly conducted by top industry professionals and leading academics from the SHTM and US universities.

The first workshop focused on human resource management, with Dr Dennis Reynolds of Washington State University emphasising the need for service firms to leverage their human capital to enhance service quality, gain consumer loyalty and boost profits. Professor Robert Bosselman of Iowa State University addressed the different approaches required to manage a multi-generational workforce, giving participants the tools to communicate successfully with both older and younger workers.

The second workshop featured a financial management workshop conducted by Dr Basak Denizci of the SHTM and Mr Thomas Maier, Vice President of Hotel Operations at the Red Lion Hotels Corporation. The pair equipped participants with important knowledge on assessing value-creating investment options and managing revenue through the art and science of real-time customer demand prediction at the micro-market level.

The programme closed with a service quality management workshop led by Professor Kaye Chon, SHTM Director, and Mr William Mackay, Regional Vice-President and General Manager of the Four Seasons Hotel Hong Kong. Professor Chon used hospitality industry case studies to address the demand for service quality in today's rapidly changing socio-cultural, economic and political environment. With the help of practical models, Mr Mackay tackled the relationship between people management, service quality and corporate culture and its impact on the bottom line.

The seventh Hong Kong Winter School will be held in January next year. [h](#)

AWARDS REFLECT STAFF COMMITMENT

SHTM staff members received awards for excellence in teaching, research and service in the latter part of last year, reflecting how the commitment to making a difference is valued at the School and University.



Dr Simon Wong (right) receiving the President's Award for Excellent Performance / Achievement for Teaching from Professor Poon Chung-kwong

Assistant Professor Simon Wong received both an SHTM Teaching Excellence Award and a PolyU President's Award for Excellent Performance/Achievement. SHTM Associate Director Professor Haiyan Song received a Research Excellence Award from the School, and Manager (Educational Development) Mr Paul Penfold received a Service Excellence Award.

Dr Wong previously received an SHTM award in 2003/2004, and described his goal as developing people based on the core values of "Integrity, Innovation and Influence". He focuses not only on the students, but also on his own development, always working to improve the way he teaches. This has certainly reaped rewards, with students commenting that Dr Wong's teaching is

demanding but interesting, and that it helps them to better understand themselves.



Professor Haiyan Song (left) displaying his Research Excellence Award

Professor Song was a worthy recipient of his award, being very active in the research community and recently leading the team that developed an online tourism demand forecasting system for Hong Kong. He has also organised the China Tourism Forums for the past four years, which have generated substantial interest from both academics and practitioners in mainland China. After receiving the Research Excellence Award he modestly said that "this recognition also reflects the influence of our School on China's hospitality and tourism research and education".

Mr Penfold's Service Excellence Award comes only three years after he joined the SHTM. Aside from developing a virtual hotel to teach undergraduate students service and operational skills, he has formulated e-teaching essentials for online tutors and a tutoring portal for postgraduate courses. He has also developed the School's Hotel and Tourism Resource Centre, and contributed to the United Nations World Tourism Organisation's project to upgrade the Guilin Institute of Tourism and develop the region's tourism potential. Mr Penfold serves as the Project Manager of the SHTM team working with the Institute, and is confident that the project "will contribute to the sustainability of tourism in the region".



Professor Kaye Chon presenting Mr Paul Penfold his Service Excellence Award

The SHTM congratulates all three recipients for their truly deserved awards.



Student Achievements Rewarded

The Elite of the Elite presentation ceremony for Semester Two 2006/07 was held on 17 October last year in Millennium Restaurant. Twenty-nine undergraduates who achieved grade point averages of 3.7 or higher for the semester received SHTM Academic Achievement Awards in front of staff, family and friends.

The SHTM extends its congratulations to all recipients.

BA(Hons) in Hotel, Catering and Tourism Management

CHEUNG Yuet Woon
LI Wong Hung
YEUNG Chung Huen Lilian

BSc(Hons) in Hotel Management

CHAU Man Yee
CHO Min Gyu
GROW Heath Scott
HUNG Wing Sze
LEUNG Ka Yan
LUI Siu Wai
MAK Sin Ting
SIU Suet Yee

BSc(Hons) in Hotel Management (Conversion)

CHAU Tak Sun
LAM Wai Sze
LAU Kin Yan

BSc(Hons) in Tourism Management

CHEUNG Ching Yi
CHIN Chi Wai Gloria Elisa
CUI Yi
HUBER Rosemarie
TUEN Chun Tung
LAU Tik Yi
LI Yuen Yan
LIU Fung Ching

BA(Hons) in Hotel and Catering Management

CHAN Ho Ham

BA(Hons) in Hotel and Catering Management (Xian)

AU Ka Yan
CHU Lai King

Higher Diploma in Hotel Management

WONG Lai Shan

Higher Diploma in Hotel Management (Part-time)

LAM Wing Chuen
YIP Hoi Ching

Higher Diploma in Tourism Management

TANG Yi Ka

Doctor of

Hotel and Tourism Management



We invite exceptional individuals to apply for the **Doctor of Hotel and Tourism Management** degree offered by the Hong Kong Polytechnic University's School of Hotel & Tourism Management.

This programme is designed for the next generation of industry and education leaders who want to advance their careers by completing a professional doctorate that focuses on innovation, creativity and the enhancement of research abilities.

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For more information, please contact:

Professor Bob McKercher
School of Hotel & Tourism Management
The Hong Kong Polytechnic University
Tel: 852-2766 6553
Email: hmbob@polyu.edu.hk
(for academic enquiries)

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School of Hotel & Tourism Management
The Hong Kong Polytechnic University
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(for administrative enquiries)

Website: www.polyu.edu.hk/htm

In Brief



IoH Hong Kong Branch Launched

The UK-based **Institute of Hospitality (IoH)** launched a **local branch** at the Hong Kong Polytechnic University last September. The Institute promotes professional standards of management and education in the hospitality, leisure and tourism industries.



(From left) Professor Kaye Chon, Ms Cynthia Leung and Mr Edward Theobald at the launch of the Institute of Hospitality Hong Kong branch

Professor Kaye Chon, SHTM Director and advisor to the new branch, said that it would plan functions and seminars for its members to “help enhance the service standard for related industries”. Mr Edward Theobold, General Manager of The Park Lane Hong Kong, is the inaugural branch Chairman.

Community Service Awards

The SHTM received **two awards from PolyU's Community Service Learning Programme** in November last year. ‘Cooking up a Storm’, a ten week cooperative project organised by SHTM Lecturer Mr Guenther Karch and the Fu Hong Society, received a Certificate of Excellence for promoting social integration between PolyU students and the mentally disabled.



SHTM award recipients at the Community Service Award Presentation Ceremony

The efforts of student helpers and their overseer, SHTM Instructor Ms Chloe Lau, in helping to stage and organise the 2007 World Mental Health Congress were also recognised with a Certificate of Outstanding Performance.

70th Anniversary Alumni Convention

The PolyU 70th Anniversary Alumni Convention was held in Hangzhou on 24 November last year, with around 50 SHTM alumni in attendance. Dr Tim Gao, CEO of the Hainan Airline Hotel Management Group, and Mr Sunny Sun, VP Development (China) of Langham Hotels International, spoke on the current and future trends of the mainland hotel industry in a session chaired by SHTM Associate Director, Professor Haiyan Song.

Japanese Student Visit

A group of **62 students from the Trajal Hospitality and Tourism College in Tokyo** visited the SHTM in November last year. Arranged by the Hong Kong Tourism Board, the visit included the group meeting 15 SHTM students for lunch and a lively discussion. The visitors were then shown around the PolyU campus.



Visiting students from the Trajal Hospitality and Tourism College

Attachment Programme for Malaysian Institutes



Mr Guenther Karch (middle) at the Attachment Programme

Last December, the SHTM hosted an **attachment programme for participants from the Community College of Chenderoh, Johor Bahru Polytechnic, Merlimau Polytechnic and Sultan Idris Shah Polytechnic in Malaysia**. The programme comprised 12 train-the-trainer workshops and field trips to Ocean Park and the Hong Kong Convention and Exhibition Centre.

Virtual Orientation

An **orientation programme hosted in Second Life** was made available to all first year SHTM students last year. This was the first student orientation activity to be held in the virtual three-dimensional world, which boasts more than 9 million users. New students could use avatars, or online characters, to explore the PolyU campus and meet staff, learning more about their new environment over the Internet.



Second Life Orientation Programme

Jockey Club Gaming Seminars

Professor Cathy Hsu, SHTM Associate Director, and **Dr Henry Tsai** delivered three seminars on gaming management to the Hong Kong Jockey Club in September, October and November last year. The seminars covered gaming industry development and environment, responsible gaming, game mathematics, casino promotion and marketing.



Ms Susan Kim of COEX with Professor Chon during her three-month visit

PATA Young Tourism Professionals

The Hong Kong Polytechnic University **Pacific Asia Travel Association Young Tourism Professionals** group was launched late last year. Proposed by Professor Kaye Chon, the group brings together committed PATA members amongst SHTM students to provide industry exposure at the local, regional and global levels. The group has planned a series of 'Leaders Back to School' luncheon talks in which tourism leaders will share their experiences and discuss the latest industry trends. Other activities are also in the works.

The SHTM is the first PATA institution to organise such a group. Membership is available to those aged 30 and below who work for a PATA member organisation or study at a PATA member educational institution. Mr Sammy Li is the group's first President.



PATA Young Tourism Professionals launch ceremony

Thanks from a Korean Visitor

Susan Kim of the COEX Convention Centre in Seoul, South Korea, spent three-months at the SHTM in 2007, studying three Master's subjects. COEX sends a manager to the School every year, to learn about Hong Kong's advanced exhibition and convention industry and the associated research fields. On return to Seoul, Ms Kim said that the SHTM "helped me see a different world". She thanked both her student friends and teachers, inviting them to contact her for a site tour of COEX if they have the chance to visit Seoul.

Staff News

Miss Denise Chong has been promoted from Assistant Officer to Executive Officer.

Formerly Assistant Student Placement Officer, **Mr Chris Luk** has been promoted to Executive Officer (Student Placement).

New Arrivals

Dr David Jones, Associate Professor and Undergraduate Program Director. Dr Jones gained his BSc and MBA degrees from Michigan State University and his PhD from Virginia Tech. His career has included time spent as Group Director of Sales for Shangri-la International Hotels and Vice President of Marketing of the San Jose Convention and Visitors Bureau. He has also taught at San Francisco State University, the University of Nevada, Las Vegas, and in Cornell University's Professional Development Program. Dr Jones' research and teaching expertise is in hotel marketing and convention sales and service.



Mr Murray Mackenzie, Lecturer. Before joining the SHTM, Mr Mackenzie worked at the Auckland University of Technology in New Zealand as a Senior Lecturer. He holds a Master's degree in Business, and his career in food and beverage management has taken him to Ireland, Australia, South Africa and New Zealand. Mr Mackenzie has also engaged in research into corporate social responsibility.

Mr Bin Jiang, Liaison Manager (Chinese Mainland). Mr Jiang has joined the SHTM to manage its activities and programmes in the mainland. He was previously Lecturer of English at the Luoyang Foreign Language Institute, Associate Professor at the PLA



Guilin Army Academy and Head of the International Exchange Office at the Guilin Institute of Tourism. With rich experience in language teaching, interpretation, translation and the coordination of international academic projects on China, he has published books on topics such as language teaching, architecture, the military, tourism and archaeology.

Miss Sally Leung, Executive Officer. Miss Leung is responsible for managing the Che-woo Lui Hotel and Tourism Resource Centre. She is also assisting in planning the Centre's expansion.



Visiting Scholars



Dr Lawrence Stalcup is a Visiting Associate Professor at the SHTM for 6 months in 2007/08. He has been with the Hotel and Restaurant Management Programme at Georgia Southern University for 11 years, and previously worked in hotel management

in New York, Texas and Puerto Rico. Dr Stalcup has graduate degrees from Purdue and Cornell. His research interests concentrate on hospitality human resources and hotel service management.

Thanks to Our Professors for a Day

The SHTM extends a very warm thank you to the distinguished practitioners who have recently served as professors for a day.

Speaker	Title and Company	Topic
Ms Lily Agonoy	Deputy General Manager, Farrington American Express Travel Services Limited	Human Resource Management in Travel Agents: Opportunities and Challenges
Professor Arthur Berger	Visiting Professor, SHTM	If Sigmund Freud Went Travelling: Applied Psychoanalytic Theory and Tourism
Mr John Chan	Rooms Division Manager of Royal Pacific Hotel and Towers	How to Become a Preferred Hotel for a Customer
Mr Jacky Yan Shing Chan	Production Chef, China Pacific Catering Service Company Limited	Food Sensory Testing Environment and Considerations
Ms Anna Cheung	Manager, Sales (Exhibitions), Hong Kong Trade Development Council	Exhibitions
Mr Henry Cheung	Senior Consultant, Occupational Safety and Health Council	Occupational Safety and Health in the Hospitality Industry
Ms Carroll Chu	Training Manager, Island Shangri-La Hotel	Training Needs Analysis: Process, Methodology and Concerns in the Hotel Industry
Ms Regina Chu	Director, Learning and Development, InterContinental Hong Kong	Learning and Development in the InterContinental Hong Kong
Mr Stephen Chung	Area Director of Finance – Greater China Marriott International Lodging	Profit Maximisation
Mr Adrien Ellul	Director and General Manager, Pizza Express (HK) Limited	How and Why PizzaExpress Started in Hong Kong
Mr Sion Evans	Owner and Chef, La Fresque, Savoy, France	French Dairy Products
Dr Ulrike Gretzel	Professor, Texas A&M University	e-Tourism 2.0
Mr Michael Han	Director, Human Resources Greater China, InterContinental Hotels	China Human Resources Challenges and Difficulties in the 21st Century
Ms Teresa Hong	Senior Manager, Event Development and Management, Hong Kong Tourism Board	Event Development and Management
Mr Louis K.H. Kau	Senior Town Planner, Tsuen Wan and West Kowloon District Planning Office, Planning Department	Western Kowloon Cultural District! What is it? A Dream or a Reality?
Dr Andrew Kay	Managing Director of CP Exhibition/China Promotion Limited	Exhibitions in Hong Kong and Mainland China
Mr Peter Kwong	Wine Connoisseur, Wisdom Fortune Networks Limited	Wine Seminar: Bordeaux
Ms Cynthia Lam	Senior Training Officer, Equal Opportunities Commission	Equal Employment Opportunities in Hong Kong
Ms Michelle Lam	Marketing Director, Kerry Properties	Success in the Launch and Positioning of Mega Stores
Mr Ian Lee	Senior Project Manager (Hotel Development), SHTM	Developing the SHTM Teaching Hotel


Speaker	Title and Company	Topic
Ms Vivian Lee	Marketing Director, Ocean Park	Enhancing Tourist Experience Through a Marketing Campaign: Love HK, Love Ocean Park
Mr Ray Leung and Ms Chat Tique	Director of Quality & Research and Assistant Manager respectively, Langham Place Hotel	Quality Service Management – The Langham Experience
Mr Alcuin Li	General Manager, Sunflower Travel Service Limited	Tourism Distribution Channels – The Role of the Travel Agent and Wholesalers
Ms Anne Li	General Manager, PICO	Formation of the Exhibition Industry
Dr Gang Li	Lecturer, Deakin University, Australia	A Causal Analysis for the Expenditure Data of Business Travellers
Mrs Karen Li	Executive Director, Lanson Place Hospitality Management Limited	Corporate Strategies: A Case of Lanson Place Hospitality Management Limited
Mr B.C. Lo	Hong Kong Disneyland	Service Quality and Experience Management
Professor David Lung	Professor of Architecture, Chinese University of Hong Kong	Sustainable Tourism
Mr Tom Mehrmann	Chief Executive, Ocean Park	Event Marketing
Mr Ramin Memar	General Manager, Heineken Hong Kong	Brand and Possible Trends within the Beer Markets Locally and Around the World
Ms Monica Muller	Deputy Managing Director, Hong Kong Convention and Exhibition Centre	The Strategy of CEC in MICE Business
Professor Jamie Murphy	The Business School of Western Australia	An Investigation of Hotel Room Rates across Direct Channels
Mr David Ng	Human Resources Manager, Hong Kong Convention and Exhibition Centre	Venue Management
Ms Mabel Sin, Ms Loretta Fung, Ms Jasmine Chan and Mr H.K. Tang	The Equestrian Company	2008 Olympics in Hong Kong
Ms Jenny So, Mr Michael Man and Ms Kitty Wong	Manager, Sales Division Representative and Senior Marketing Executive, respectively, Leung Yick Company Limited	Presenting the Company, Providing Marketing Data and Beverage Consumption Trends and Discussing New Products on Offer
Ms Jane Suporn	Director of Revenue Management, Marco Polo Hong Kong Hotel	Revenue Management in Application
Mr Fred Tibbitts	President, Fred Tibbitts and Associates, International Wine Consultant and Distributor	Nothing but 'Excellence' within the Beverage Industry
Mr Bobby Tse	Service Manager, Kowloon Shangri-La Hotel	Customer Relationship Management
Ms Ellen Wong	Area Director (Hong Kong and Macao), Singapore Tourism Board	Destination Marketing – A Case Study of Singapore
Mr Kenneth Wong	Head, Consumer Marketing and Communications, Hong Kong Tourism Board	Marketing Hong Kong as a Tourism Destination
Miss Pansy Woo	Quality Assurance Officer, Sir Hudson Group	Quality Assurance in Food Service
Ms Sinead Yeo	Manager, Sydney Convention and Visitors Bureau, Australia	On the Convention and Visitors Bureau
Mr Paul Zimmerman	Executive Director, MF Jebson International Limited	Hong Kong's Heritage and the Harbour – How Good is that for Tourism?



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For Academic Enquiries:
Dr Sylvester Yeung, Programme Leader
Tel: (852) 2766 6345 Email: hmsylvester@polyu.edu.hk

For Administration Enquiries:
Mr Willie Chan, Executive Officer
Tel: (852) 2766 4767 Email: hmwillie@polyu.edu.hk

School of Hotel and Tourism Management
The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong



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Programme Design

The MSc programme in Hotel and Tourism management is designed to develop international leaders, educators, and researchers for the global hotel and tourism industry.

- **Length of study** – You can complete your MSc degree in full-time mode from 12 to 18 months or part-time mode from 18 to 36 months. If you are in full-time employment, for example, you can choose to complete the MSc programme in 3 years.
- **Mode of study** – The programme is offered on a credit-based system with classes scheduled during evenings and daytime ensuring greatest of flexibility.
- **Faculty** – The MSc programme is taught by internationally renowned faculty.
- **Scholarships** – SHTM provides scholarships for enrolled MSc students. The awards are competitive and are granted based on the student's academic merit, financial need and previous work experience.

International Recognition

- The School was designated by the World Tourism Organisation (UNWTO) as one of its global Education and Training Network Centres.
- The School was one of the first educational institutions to receive the UNWTO's TedQual Certification, a quality assurance system for tourism education, training and research.
- The School received the "2003 Institutional Achievement Award" for significant contributions to tourism education from the International Society of Travel and Tourism Educators.
- In 2005, the School ranked No. 1 among Asian institution of its kind and No. 4 globally based on research and scholarship, according to a study published in the *Journal of Hospitality and Tourism Research*.
- With a faculty of 50 academic staff drawn from 18 countries, we offer innovative teaching in a creative learning environment.

The course has been included in the list of reimbursable courses for CEF (Continuing Education Fund) purposes.

Please logon to www.polyu.edu.hk/admission to submit your online application today!



Student Reflections

The MSc Programme in Hotel and Tourism Management attracts students from both Hong Kong and around the world. Their enthusiasm and thirst for knowledge shine through in these reflections.



I am grateful to be a student in SHTM. The School offers the best graduate programme in the Asia-Pacific region, designed to help students share their work experiences or prepare for successful management careers.

Kenneth Leung Ka Cheung
MSc student from Hong Kong



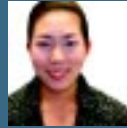
The MSc programme is the meeting point of professionals. It has given me the opportunity to gain the most up-to-date knowledge from professors who are active professionals in the industry. I've also learned from my classmates, who are hotel and tourism professionals here in Hong Kong.

Hiroko Kobayashi
MSc student from Japan



Thanks to inspiring teachers and helpful classmates, this year has been smooth and productive, but not without pain and tears! The MSc course has broadened my horizons and revealed my inadequate knowledge of the hotel and tourism industry.

Amy Mei Sang Lee
MSc student from Hong Kong



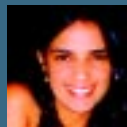
I chose to study in SHTM because of its reputation. As an international student, I have benefited from learning from excellent and internationally known faculty members, and from studying with classmates from diverse cultural and ethnic backgrounds.

Michelle Somin Lee
MSc student from South Korea



Studying in SHTM has been truly life changing. I will be eternally grateful for the brilliant teachers and students I have met here.

Gloria Jing Liu
MSc student from Hong Kong



Studying in PolyU has been a great experience. The SHTM faculty and professors from universities around the globe broaden our views of the hospitality industry worldwide.

Berenice Senra
MSc student from Brazil



Hong Kong, with its high tourism potential, provides an apt atmosphere for studying in this field. The experience-based teaching in SHTM, along with group discussions and international students and staff, offer a global understanding of the industry.

Ramasamy Subramanian
MSc student from India

Making the Most of Overseas Internships

The SHTM's overseas placements offer a world of experience for student interns prepared to make the most of them, as the following comments attest.

Gloria Chan Kwok Yee, a Higher Diploma in Hotel, Catering and Tourism Management student, spent a year with the World Tourism Organisation (UNWTO) in Madrid, Spain:



“ My internship was an invaluable opportunity. Working in the Regional Representation Office for Asia and the Pacific, I had the opportunity to help organise a training programme and two conferences. I am now on a further half-year contract with the Press and Communications Department. Internships allow students to apply their knowledge and sharpen it – devotion is the key. ”

Gloria Chen (second from left) at the UNWTO Madrid

Ho Tik Kan, a BSc(Hons) in Tourism Management student, spent 3 months at Walt Disney World in Florida, USA:

“ I would describe my placement as ‘magical’. My major job duty was to serve guests with food and drinks, but all ‘cast’ members were asked to create happiness by giving the finest service. Disney service quality is superior to that of any other organisation because the company emphasises it in everything. I learned that frontline staff are a very important part of an organisation, and I am interested in working in the service industry upon graduation. ”



Ho Tik Kan (left) with colleagues at Walt Disney World

Annie Tien Choi Lan, a BA(Hons) in Hotel, Catering and Tourism Management student, spent 48 weeks at the Renaissance Shanghai Pudong Hotel:



“ My placement was a memorable experience. Through it I acquired the skills and techniques needed for working in the industry, and widened my field of vision because I had to meet and work with people from different countries and backgrounds. I also found out more about myself, my abilities and weaknesses, and made many new friends. ”

Annie Tien (front right) with staff at the Renaissance Shanghai Pudong Hotel

Cora Huen, an MSc in Hotel and Tourism Management student, is undertaking a one year placement with the UNWTO in Madrid:

“ My internship at the UNWTO has allowed me to combine a true challenge with my previous work experience. I am working in the Risk and Crisis Management Section, where one of my core functions is to monitor processes, outputs and tasks. I am also gaining worldwide tourism networking opportunities, and pride myself on being the first MSc student from the SHTM to be placed with the UNWTO. ”



Cora Huen (back row, second on left) with UNWTO colleagues

Practical Insights from Study Trips

October 2007 was a busy month for study trips, with students exposed to a variety of hospitality and tourism operations in Guangzhou, Shanghai and South Korea. Leaving behind the familiarity of the PolyU campus, they gained practical insights into how the tourism industry operates in other parts of Asia.

Mr Shing Tak Pang, a Higher Diploma in Hotel Management student, returned from the trip to Guangzhou's Novotel Baiyun Airport Hotel full of enthusiasm. "All of us benefited a great deal from this tour," he said. "Not only did it stimulate our thinking, but it also helped us realise the importance of rooms division management."

And that was exactly what the tour leader, Assistant Professor Catherine Cheung, had in mind when she planned the trip. After attending a series of talks by the hotel's management, said Dr Cheung, the students gained "a better understanding of hotel guest profiles and the complexities and challenges of the rooms division at an airport hotel".

Another group of students learned more about the hotel business in the mainland through a four-day visit to Shanghai. Eighty-six BSc(Hons) and Higher Diploma in Hotel and Tourism Management students took in Le Royal Meridien, the Sheraton Shanghai Hotel &

Residences and the Pudong Westin Bund Centre Shanghai, as well as a number of tourist attractions.



Hotel and Tourism Management students at the Sheraton Hotel Shanghai



SHTM students and staff visiting the COEX exhibition centre in Seoul



Students at Guangzhou's Novotel Baiyun Airport Hotel

SHTM Postdoctoral Fellow Dr Han Shen accompanied the students and said they gained "genuine experience of the tourism infrastructure, attractions and products of Shanghai". She also mentioned that they could "communicate with Chinese hoteliers to develop innovative and creative ideas."

Conceptual and cultural interactions were also a feature of the trip to South Korea in the final days of the month. Attended by 74 students from Assistant Professor Jinsoo Lee and Ms Chloe Lau's courses in Exhibition Management and Convention Venue Management, the tour offered a chance to visit convention and exhibition venues in Seoul and Jeju. Other highlights were cultural exchanges with local tourism education institutions and industry associations.

The students were so enthusiastic about the trip that Dr Lee has adapted his teaching philosophy to "offer more hands-on experience" in his courses. Not only students benefit from the SHTM's overseas study trips. **h**

A Flurry of Activity

The Executive Committee of the SHTM Students' Association spared no time in organising activities even before the first semester began in September last year. Association President Dickson Cheng reports on a busy few months . . .

The Students' Association is always eager to bring students together in group activities, and last year drew to a close in a flurry of activity.

Preparations for the 2007/08 academic year began early with our Orientation Camp in August – an opportunity for freshmen to meet each other and interact through games and other fun activities. Hong Kong Orienteering was a



Fun at the Orientation Night

particularly interesting game, with everyone eagerly completing the tasks and hoping to win. Never has there been a more devoted band of orienteers!



The Orientation Camp gets underway

Another feature was the camp dance, and even though the water fight had to be cancelled due to the rain, the sharing session gave us all the opportunity to learn more about each other.



Student members learning more about table manners

For those who missed out on these activities, an Orientation Night was held in mid-October, once again featuring games and the chance to meet new friends.

A more serious event was the Table Manners Class we held in early November. The class proved to be very successful, with the talk given by guest speaker, SHTM Lecturer Guenther Karch, very much appreciated. We also enjoyed the delicious dinner prepared by students, and the lucky draw that rounded out the night.

Turning back to fun and games, the singing contest in November created a truly festive atmosphere, and the sporting Cup in December was enjoyed by all.



One of the many participants in the singing contest

If you have never attended an Association function you really should try. Our Annual Dinner will be held this month, and it promises to be a fantastic event. Please feel free to join us!

Dickson Cheng

Grand Tour, Grand Plans

From the second half of last year into this year, the SHTM Alumni Association has been organising activities and developing plans for its members. Here are some of the highlights.

Taiwan Tour

A feature of 2007 for the Alumni Association was its Grand Tour to Taiwan. Held over 3 days in October, the tour took in Kaohsiung and Kenting at the very south of the island.

The resort atmosphere at Kenting, a popular beach area surrounded by national park, helped everyone to relax – especially at the hot springs. And Kaohsiung proved to be revelation, with tour members praising the food on offer at the night markets. Particularly delightful were the sweet potatoes and eggs cooked over a fire fed by natural underground gas.

The final word on the tour goes to Charles Le Baud, a French exchange student who said his expectations had been exceeded. In a ringing endorsement of the Alumni Association's organisation, Mr Le Baud concluded that "everything was perfect".

Association members at the British Museum in Kaohsiung



The Tang family enjoying the atmosphere on tour



By the sea on tour



At the Chateau Beach Resort in Kenting

Looking Ahead

In the year to come, the Association will be building on its strategy of recruiting new members and offering ever more activities. This will be important, said External Affairs Secretary Benson Tang, "because our industry is a human industry and we need networking, continual networking in the tourism and hotel fields".

With great effort exerted by the current Executive Committee, the Association's membership has more than doubled. "Hopefully", said Mr Tang, "by 2010 the membership will increase 3-fold again". Part of this will be achieved by admitting associate members, including SHTM academic staff and industry practitioners, and student members from within the SHTM student body.

The influx of members has led to the possibility of employing a part-time administrator to manage the Association's day to day affairs and its various events. Already planned for the first half of this year are a career talk evening, a professional development session for final year students and a visit to the Jockey Club track at Happy Valley to experience the excitement of Wednesday night racing.

The Association held its Spring Dinner and Annual General Meeting on 23 February. **h**

Alum-notes

1980s

Mr Wallace Li HD 1984 is General Manager, Racecourse Catering Operations, of the Hong Kong Jockey Club. He currently serves as Chairman of the SHTM Alumni Association.

Mr Mathew Cheng HD 1986 is General Manager of the Hong Kong Youth Hostels Association, where he is responsible for the overall management and strategic direction of the organisation. Since graduating from the SHTM he has gained extensive experience in facilities and accommodation management. He has also served as a facilities manager for various governmental organisations, including the Hospital Authority, the University of Hong Kong, the City University of Hong Kong and the Legislative Council Secretariat.

Mr Mono Wan HD 1989 is Group Human Resources Manager of Regal Hotels International Holdings Limited. He was previously Head of Human Resources at one of the casinos managed by the Galaxy Entertainment Group in Macao and at the Harbour Plaza Metropolis Hong Kong.

1990s

Mr Benson Tang BA(Hons) 1995 was recently promoted to Executive Director of Goldman Sachs (Asia) LLC. His main job responsibility is to manage the Business Travel Department for Asia, except Japan. Since graduating from the SHTM Benson has received a Master's degree in Tourism Planning and Management, and has also worked for Cathay Pacific Airways

Ms Cynthia Leung HD 1995 is Assistant General Manager – General Catering Division of LSG Catering Hong Kong Limited, which specialises in catering for airlines and institutions. She is also Vice Chairman of the Institute of Hospitality, Hong Kong Branch.

Ms Polly Wan BA (Hons) 1998 recently joined Tourism Victoria in Australia as Marketing Manager (Hong Kong and Southern China). She previously worked with Tourism Malaysia in Hong Kong. Polly has also held posts in airlines, theme parks and travel agents.

Ms Cannie Kwok BA(Hons) 1999 is Human Resources Manager of the Marriott Vacation Club International (Asia Pacific) Hong Kong, a newly established vacation ownership company. She previously worked at the Conrad Hotel, the Holiday Inn Golden Mile Hotel and Hong Kong Disneyland.

Ms Alison Yau HD 1998, BA 1999, MSc 2002 is General Manager of Hotel LKF, a boutique hotel in Hong Kong's Central district.

2000s

Mr Tom Au Yeung MSc 2003 is Manager – Leasing and Management of Hang Lung Properties Limited, a leading property developer in Hong Kong and mainland China.

Mr Jeremy Xu Muhan MSc 2004 is Vice President of the China National Travel Service Group/Hong Kong CTS Group, and General Manager of the Metropark Hotels Management Company.

Ms Claire Lau MSc 2005 recently joined the Hong Kong Jockey Club as Public Affairs Manager to promote the Olympic equestrian events. She previously held posts with Hong Kong Disneyland and the Hong Kong Tourism Board.

Mr Andrew Ma MSc 2005 is Head of Sales and Marketing at Heli Express Limited, a cross-border helicopter shuttle service. He was previously Assistant Director of Business Development at the Eaton Hotel Hong Kong.

Mr Ray Wang MSc 2006 is Loyalty Manager, OCT International Hotel Management Company Limited in Shenzhen. He previously worked for hotels and government organisations in Canada and mainland China, in areas from hotel operations to project management.

Mr Jeff Wong BSc 2007 is a Management Trainee at Hotel LKF, where he is learning about the interaction of service teams and further developing the skills and knowledge he acquired at the SHTM.

Ms Mae Wong BSc 2007 is Senior Human Resources Officer at Hotel LKF.



SHTM staff visiting graduates at Hotel LKF recently: starting fifth from left, Jeff Wong BSc(Hons) 2007, the SHTM's Mr Tony Tse and Professor Kaye Chon, Alison Yau, Hotel LKF General Manager and BA(Hons) 2002 graduate, the SHTM's Mr Ian Lee, Elaine Lam HD 2006 and Mae Wong BA(Hons) 2007

Mr Fred Wu MSc 2007 is currently with the Holiday Inn Macao as Human Resources Manager, and will teach part time at the Hong Kong University of Science and Technology from April. Before graduating from the SHTM he also earned an MBA. Fred has over 14 years of experience in the hospitality industry in Macao, Taiwan and Japan, and is a Certified Hospitality Educator.



Patrick L'Espoir Decosta *MSc*
PhD student

Andrew Tang *MSc*
Director, Learning and Staff Development
Langham Hotel Hong Kong

Jeremy Yu *MSc*

Vice President, China National Travel Service
Group/Hong Kong CTS Group
General Manager, Metropark Hotels Management

Tom Au Yeung *MSc*
Manager – Leasing & Management
Hang Lung Properties

Carey Goh *PhD*
Assistant Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Joanne Yoo *PhD*
Assistant Professor
Conrad N. Hilton College
University of Houston

DO YOU KNOW US?

You might not know us... but we are all postgraduate alumni from the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University. We chose SHTM's Master or Doctoral degrees because of the career opportunities provided by these quality programmes, the opportunity to learn from internationally renowned faculty and the chance to study in a multi-cultural environment.

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- Doctor of Hotel and Tourism Management
- Master of Philosophy in Hotel and Tourism Management
- Master of Science in Hotel and Tourism Management

by visiting www.polyu.edu.hk/htm, and see how the School can help you further your career in the hospitality and tourism industry.

School of Hotel & Tourism Management

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Upcoming Events

Date	Event	Organiser	Contact
6 March 2008	SHTM Career Day	SHTM	Chris Luk Email: hmchris@polyu.edu.hk
11 April 2008	SHTM Industry Appreciation Dinner	SHTM	Pauline Ngan Email: hmpn@polyu.edu.hk
16 April 2008	Fourth International Forum on Chinese Outbound Tourism	SHTM and Ivy Alliance Tourism Consulting	Tony Tse Email: hmttse@polyu.edu.hk Website: http://www.outbound-tourism.cn/english/intro.asp
9-10 May 2008	The 2nd International Forum on China Hotel Brand Development, Guangzhou, China	SHTM and the School of Management at Sun Yat-sen University	Qu Xiao Email: hmqxiao@polyu.edu.hk Website: www.polyu.edu.hk/htm/conference/2nd_chbd_flyer.jpg
21-24 May 2008	6th Asia-Pacific CHRIE Conference and THE-ICE International Panel of Experts Forum 2008, Perth, Australia	Asia-Pacific CHRIE, International Centre of Excellence in Tourism and Hospitality Education, Australian School of Tourism and Hotel Management, and Southern Cross University	APacCHRIE Conference Secretariat Email: info@eecw.com.au Website: www.apacchrieconference.com
3-4 June 2008	7th Asia Pacific Forum for Graduate Students' Research in Tourism, Petaling Jaya, Malaysia	Universiti Teknologi Mara, Taylor's University College, eTurboNews and SHTM	Y. Sulaiman Email: sulaimanyusof@gmail.com Website: www.polyu.edu.hk/htm/main_confinfo.htm
2-4 July 2008	The 8th Biennial Conference on Tourism in Asia –Tourism, Hospitality and Foodservice Industry: Growing Role of Asia in the World Tourism, Angers, France	SHTM and the University of Angers	Antonia Wong Email: hmawls@polyu.edu.hk website: www.asia2008.fr/en/home.htm
9-12 July 2008	14th Asia Pacific Tourism Association Annual Conference, Bangkok, Thailand	Asia Pacific Tourism Association and the Hotel and Tourism Management International College of Siam University	Yeong-Hyeon Hwang Email: dryeong@dau.ac.kr Website: siameng.siam.edu/apta2008/
22-25 July 2008	Certified Hospitality Education, Hong Kong	SHTM and the American Hotel and Lodging Association Education Institute	Flora Ng Email: hmfn@polyu.edu.hk
22 Aug 2008	SHTM Induction Day, Hong Kong	SHTM	Emily Leung Email: hmemily@polyu.edu.hk
25-27 Aug 2008	SHTM Summer Retreat, Hong Kong	SHTM	Theresa Mui Email: hmtmui@polyu.edu.hk
13-14 Dec 2008	Fifth China Tourism Forum, Huangshan	SHTM and the Tourism College of Huangshan University	Eling Yim Email: hmeling@polyu.edu.hk Website: www.polyu.edu.hk/htm/conference/5ctf/