



Hotel ICON at the centre of a pioneering education approach 唯港薈 — 嶄新教學模式之核心



Following the opening of its teaching and research hotel, Hotel ICON, PolyU's School of Hotel and Tourism Management is breaking new ground in hospitality and tourism education.

隨着理大教研酒店唯港薈正式啟用，酒店及旅遊業管理學院將在酒店及旅遊教育方面拓展新的領域。

The School of Hotel and Tourism Management (SHTM) began the 2011/12 academic year in style during September with the official opening of Hotel ICON, the centrepiece of its pioneering approach to hospitality and tourism education. Wholly owned by PolyU, the teaching and research hotel is located a short distance from the main campus in a 28-storey complex that also houses the SHTM and the PolyU staff quarters, University House.

理大酒店及旅遊業管理學院在今年九月開課時（二零一一/一二學年），適值教研酒店唯港薈正式開幕。唯港薈由理大全資擁有，將成為嶄新教學模式之核心。它毗鄰大學本部，建築物樓高二十八層，除唯港薈外，酒店及旅遊業管理學院和理大教職員宿舍亦位於其中。



Staff and students of the SHTM are already benefiting from their new surroundings, which consolidate facilities once spread out across the main campus. Under one roof in an excellent location, they now have easy access to the Che-woo Lui Hotel and Tourism Resource Centre, the Samsung Digital Lab for Hospitality Technology and the Vinoteca Lab, the School's state-of-the-art wine laboratory. Also housed in the complex is Bistro 1979, the SHTM's training restaurant named to mark the year in which the School was founded as the Department of Institutional Management and Catering Studies.

A unique teaching and research hotel

Rising tall against the Tsim Sha Tsui East skyline, Hotel ICON completes the new complex. Crucial to the hotel's design philosophy was the need to include a range of hotel functions and hospitality venues in which SHTM students will be able to hone their skills. With 262 guest rooms ranging in size from 36 to 80m², the hotel features three distinctive eateries. GREEN in the lobby operates as a neighbourhood lounge and bar. The Market on the second floor, inspired by Hong Kong's iconic wet-markets and featuring open kitchens, serves top-quality Asian and international cuisine. Above & Beyond, offering stunning views of the Hong Kong skyline from the 28th floor, serves gourmet dim sum and Cantonese dishes. Further adding to the hotel's appeal and its utility as a teaching and research venue are Angsana Spa, operated by Banyan Tree Hotels and Resorts, and the Silverbox Ballroom, with a capacity of 480 people.

General Manager Mr Richard Hatter described Hotel ICON as "the first of its kind in Asia", noting that all stakeholders were "proud of the hotel and its link to local culture, which can be seen through various features".

Mr Rocco Yim of Rocco Design Architects oversaw the hotel's striking architectural design, and Mr William Lim of CL3 Architects designed the contemporary interiors. Mr Lim was particularly mindful of the hotel's importance to the SHTM's education model, commenting that "I've always been very interested in teaching and inspiring students. I am also a part-time professor. So, to me to have a physical hotel that can actually both inspire and teach students is very important part of the curriculum".

PolyU alumna and international fashion icon Ms Vivienne Tam was also conscious of her role in nurturing a new generation of students when designing Hotel ICON's exclusive VT Suite, remarking that she was "delighted to have the chance to work with my alma mater on the design of Hotel ICON and to contribute to Hong Kong". Other local designers involved in bringing the hotel alive were Mr Barney Cheng, who fashioned the stylishly clean staff uniforms, and Mr Tommy Li, one of Hong Kong's most prominent graphic designers, who created the hotel's eye-catching logo. Renowned local designer Mr Freeman Lau curated the hotel's collection of iconic art.



1. Silverbox Ballroom
宴會廳

2. Swimming pool overlooking Hong Kong's iconic harbour and skyline
酒店泳池坐擁優美維港景致

3. GREEN in the hotel lobby
GREEN位於酒店大堂

4. Hotel ICON General Manager Mr Richard Hatter
唯港薈總經理海德先生

5. Hotel lobby
酒店大堂

6. Hotel room interior
酒店客房

在此之前，學院的設施分佈在大學本部各處，現在集中於一座大樓內，這新環境無疑讓教職員和學生更添歸屬感。學院設施包括呂志和酒店及旅遊資源中心、Samsung旅遊及酒店數碼科技研究室，以及學院重要新設施之一的VinotecaLab品酒室。大樓內更設有學院的培訓餐廳Bistro1979，其命名為紀念學院成立的年份，當時名為機構管理及膳食供應學系。

獨特的教學及研究酒店

唯港薈聳立於尖沙咀東部，是新大樓重要的一部份。這所酒店的設計理念，關鍵在於包含一系列酒店設施，以供學院學生培訓之用。唯港薈提供二百六十二間面積由三十六至八十平方米不等的客房，另設有三間不同風格的餐廳。GREEN位於酒店大堂，集咖啡室及酒廊於一身。The Market設於酒店二樓，餐廳設計概念源於極具香港特色的市場，並設有多個開放式廚房，提供頂級亞洲及環球美食。天外天中菜廳則位於酒店二十八樓，坐擁維港優美景致，提供精緻的中式點心及廣東菜式。另外，酒店的Angsana Spa由悅榕莊酒店及度假村主理，而宴會廳更可容納四百八十人。酒店設施應有盡有，確實是培訓酒店及旅遊業學生的一個理想場地。

唯港薈總經理海德先生表示：「唯港薈在亞洲開創了先河。大家對於酒店及其從多方面體現本地文化的特色深感驕傲。」

酒店矚目的建築設計由許李嚴建築師事務有限公司的嚴迅奇先生負責，至於時尚的室內設計則由思聯建築設計有限公司林偉而先生一手包辦。林先生特別考慮到酒店對學院教育模式的重要性，他表示：「作為一位兼職教授，我一直對教學和啟發學生很感興趣。我認為建立一所可以同時啟發和培訓學生的酒店是課程中非常重要的一部分。」

理大校友兼國際著名時裝設計師譚燕玉女士亦有參與設計酒店的特色套房，她意識到自己在培育新一代學生中的角色，她說：「我很高興有機會與母校合作設計唯港薈，同時亦為香港作出貢獻。」此外，其他有參與設計唯港薈的設計師包括：鄭兆良先生精心設計簡約時尚的員工制服、香港著名平面設計師之一李永銓先生設計酒店引人注目的標誌，以及本港著名設計師劉小康先生精心挑選酒店的陳設藝術珍品。





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International luminaries who helped to shape the hotel include Sir Terence Conran, Chairman of Conran and Partners, who designed Above & Beyond and The Market. The French botanist and artist Patrick Blanc created and installed the vertical garden that towers 18 meters above the hotel's lobby. Spanning a total of 230m², the garden wall is the largest of its kind in Asia.

With its distinctive features, hospitality professionals worldwide have already started to take notice of Hotel ICON. Mr Hatter expressed his pleasure in the hotel's inclusion on *Wallpaper magazine's* list of the World's Best Business Hotels 2011, which the Canadian publication announced in September. In December, it was named in the 2011 Luxe List by award-winning travel magazine

DestinAsian. In addition, Above & Beyond gained recognition by receiving three "forks-and-spoons" from the world renowned *Michelin Guide Hong Kong Macau 2012*. The University also noted positive feedback from attendees at the Fourth International Forum on China Hotel Brand Development, hosted at Hotel ICON in June. Eighty of the 200 attendees, many of whom were senior executives in prominent Chinese hotels, signed up for a tour of the hotel and complex.

Commenting on the hotel's crucial link to education, the SHTM's Dean, Chair Professor Kaye Chon, remarked that "as a purpose-driven School, we are constantly pushing into new areas", and that he was confident "the international status of the School as a world-class institution will be further strengthened through the success of Hotel ICON".

A fully integrated approach to education

A key element of that success will be the hotel's key role in the SHTM's fully integrated education approach that fosters the entrepreneurial spirit, creativity and innovation. Speaking at the Gala Dinner that marked Hotel ICON's official opening, PolyU President, Prof. Timothy W. Tong, said that the "SHTM has grown and adapted to the evolving needs of the hospitality industry with a distinctive vision of hospitality and tourism education". That vision now combines the advantages of teaching and learning in a state-of-the-art hotel and a structured education programme.

In an effort to fully integrate Hotel ICON into its curriculum, the SHTM revamped more than 30 subjects in its

唯港薈亦與享負盛名的國際級設計師合作，包括Conran & Partners主席Sir Terence Conran，他為酒店設計天外天中菜廳及The Market。此外，來自法國的植物學家兼藝術家Patrick Blanc則為酒店大堂設計出一個高達十八米，面積達二百三十平方米的直立式花園，這是目前亞洲最大的室內直立式花園。

唯港薈憑藉其獨特之處，吸引到世界各地業界人士的注目。海德先生欣然表示，唯港薈已於九月入選加拿大生活時尚雜誌《Wallpaper》「二零一一年最佳商務酒店」之一。酒店亦於十二月被列入權威旅遊雜誌《DestinAsian》二零一一年豪華酒店的名單中。此外，天外天中菜廳更獲著名的《米芝蓮指南香港澳門2012》評級為「十分舒適的餐廳」。大學亦於六月在酒店舉辦的第四屆中國酒店品牌建設國際論壇中，獲得與會者對酒店的正面評價。在二百位與會者之中，八十人參觀了酒店及大樓，當中不乏中國著名酒店的高級行政人員。

酒店及旅遊業管理學院院長兼講座教授田桂成教授稱，該酒店與教學有着緊密的關係，他表示：「學院一貫目標明確，努力不懈地開拓新的領域。」他深信唯港薈的成功將進一步鞏固學院作為世界級學府的領導地位。

綜合的教學方法

要成就這目標，關鍵在於這酒店能夠在學院的綜合教育模式中擔當重要角色，培養學生的企業家精神和創意思維。理大校長唐偉章教授於酒店開幕慶祝晚宴上表示：「理大酒店及旅遊業管理學院一直與時並進，在業界肩負起獨特的使命，銳意加強酒店及旅遊教育，以配合行業發展的需要。這所獨特的酒店揉合了教與學的優勢，得以體現具實用性的教學課程。」

為配合唯港薈正式開幕，學院已經革新了本科課程的三十多個學科，範疇從日常酒店運作、活動統籌與財務管理，以

1. Vertical garden
直立式花園

2. Above & Beyond
天外天中菜廳

3. Training restaurant - Bistro 1979
Bistro 1979 培訓餐廳

4. Vinoteca Lab
Vinoteca Lab 品酒室

5. Student interns
實習學生

6. Dean of SHTM Prof. Kaye Chon
酒店及旅遊業管理學院院長田桂成教授

7. The Market features open kitchens
The Market 設有多個開放式廚房

curriculum, casting a close eye over topics ranging from day-to-day hotel operations, event management and financial administration to entrepreneurship and service quality management. Another feature of the revised curriculum is a high level of practical training designed so that students can apply the knowledge and expertise they have developed in the classroom out in the 'real world'. Those students intending to pursue careers in hospitality are encouraged to use Hotel ICON as a launch pad for their careers.

The hotel took on its first batch of interns as it was preparing to open, allowing them to gain experience in an establishment in its opening stage. A further batch began working in the hotel's three restaurants during its 'soft-opening' phase. With the advent of the new academic year, internships can now be completed part time in 400 hours, or full time in 10 weeks, 24 weeks or one year.

Outstanding students with previous hospitality experience can apply for the Elite Management Programme. In this yearlong internship programme, interns are matched with designated Hotel ICON managers. The students shadow their supervisors, learning directly from them and further refining their skills. For those students with no prior hospitality experience, the School offers the Specialist Programme in which interns are assigned to a specific area of hotel operations for in-depth training for 24 weeks.

Interns placed in the 10-week Summer Intensive Programme will take on the challenge of understanding various areas of hotel operations, and those selected for the Part-time Programme will gain a fundamental understanding of the industry.

The final element of the integrated approach is research – at which the SHTM already excels. In 2009, the School was ranked number 2 in the world in terms of research and scholarship among all tourism and hospitality educational institutions, according to the *Journal of Hospitality and Tourism Research*. With the establishment of Hotel ICON, the breadth and scale of research undertaken at SHTM has expanded. Research projects with different foci have already been implemented in the hotel. To help ensure that this level of research excellence continues, Hotel ICON has reserved three dedicated "prototype guestrooms" for more in-depth research into the application of advanced concepts in the field of hotel management.

Combining these elements of the SHTM's new education approach will help ensure, in Prof. Chon's words, that the hotel will be "a significant symbol for the future of hospitality education, the future of our industry and the future of our graduates".

Accomplished faculty

As a major driving force behind the School's new education approach, Prof. Chon leads an accomplished academic staff of 60 drawn from 18 countries and regions around the world. In recent years, their efforts have led to the SHTM receiving the 2003 International Society of Travel and Tourism Educators Institutional Achievement Award in recognition of its significant contribution to tourism education. The School has also been designated by the United Nations World Tourism Organization (UNWTO) as one of its global Education and Training Network Centres.

Further UNWTO recognition came in 2011 when the organization awarded Prof. Chon the very prestigious Ulysses Prize. Often considered the 'Nobel Prize of Tourism', the honour is presented each year to a distinguished scholar who has made an outstanding contribution to extending the frontier of knowledge in tourism. The UNWTO commended Prof. Chon for his contributions to knowledge management in tourism and enhancing the development of tourism education at the university level. Indeed, he has played a pioneering role in helping the study of tourism to move into the academic mainstream.

With that sort of drive behind it and with Hotel ICON at its core, the SHTM's new education approach promises to offer a balance of practical, conceptual and analytical skills that will benefit a new generation of leaders in the hospitality and tourism industries.

致企業家精神與服務質量管理。修訂後的課程之另一特點是配合高層次的實習培訓，讓學生實踐課堂所學知識和專業技能，並應用於實際工作環境中。學院鼓勵有意從事酒店業的學生要充份把握在唯港薈實習的機會，為他們的事業作好準備。

早在酒店籌備開幕時，第一批實習生就已經有機會體驗及參與其運作。其後，第二批實習生於酒店的分階段開幕時期，在其三間餐廳實習工作。隨着新學年的來臨，現時學生可選擇不同的實習模式，包括：四百小時兼職工作、十周、二十四周或一整年的全職實習工作。

成績優異而過往又有酒店服務經驗的學生可以申請參加菁英管理計劃。在這個為期一年的培訓課程中，實習生將與指定的唯港薈經理配對，讓學生向他們的導師學習，進一步完善自己的管理技巧。對於暫無相關行業或實習經驗的學生，學院則提供了專才計劃，當中實習生被分配到酒店的一個特定崗位，接受二十四星期的深入培訓。

另外，參與為期十周的暑期實習計劃之實習生，將有機會了解酒店營運的各個工作範疇，而那些選擇兼職計劃的學生，將獲取行業的基本知識。

綜合教育模式的最後一個元素就是研究，而學院在這方面一直表現卓越。根據《酒店及旅遊研究學刊》於二零零九年刊登的一份報告，學院在發表研究文獻方面，在全球同類型學院中排名第二。唯港薈的成立，更進一步為學院拓闊了研究的範圍，而不同重點的研究項目已陸續於酒店展開。為了保持這高水平的研究成就，唯港薈已預留三間「原型客房」，專門用於深入研究中創新概念的應用。

田教授表示，只要結合上述學院教育模式的各種元素，唯港薈將成為一個重要象徵，標誌着酒店業教育的前景、業界的前景及學院畢業生的未來。

卓越的教學團隊

田教授推動創新教育模式不遺餘力，他帶領學院一支卓越的教學團隊，包括來自十八個國家及地區的六十位傑出學者。近年，憑着團隊的共同努力，學院獲國際旅遊業教育協會頒發二零零三年度「最佳教育學府大獎」，以表彰學院對旅遊教育的貢獻。此外，學院亦是聯合國世界旅遊組織指定的全球培訓中心之一。

二零一一年，田教授更榮獲聯合國世界旅遊組織頒授崇高的尤利西斯獎。該獎項被譽為「旅遊業的諾貝爾獎」，是專門授予對拓展旅遊業前沿知識有卓越貢獻的傑出學者。聯合國世界旅遊組織讚揚田教授在旅遊業的知識管理範疇貢獻良多，以及致力在大學界別促進旅遊業教育的發展。事實上，他正是推動旅遊業教育融入學術主流的先驅。

憑藉這些背後的動力，並以唯港薈為核心，酒店及旅遊管理學院的教育模式銳意平衡實用、概念及分析技能的培訓，造就新一代酒店及旅遊業領袖。◆

1. Samsung Digital Lab for Hospitality Technology
Samsung 旅遊及酒店數碼科技研究室

2. Che-woo Lui Hotel and Tourism Resource Centre
呂志和酒店及旅遊資源中心

3-4. Student interns
實習學生

