NEW HEAD OF DEPARTMENT – PROFESSOR KAYE CHON

HTM is pleased with the arrival of Professor Kaye Chon as the first Chair Professor and Head of the Department, effective 3 July 2000. Prior to his current appointment, Professor Chon was a Professor and Executive Director of Research Programmes and Executive Director of the Tourism Industry Institute at the Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, USA. Professor Chon maintains close links with industry and has actively participated in various consulting activities relating to travel, tourism and hospitality businesses. Professor Chon is currently the editor of *Journal of Hospitality and Tourism Research*, *Journal of Travel and Tourism Marketing*, the *Asia Pacific Journal of Tourism Research*, and the *Journal of Teaching in Travel and Tourism*.

In his new position at PolyU, Professor Chon envisions developing the department as a world-class hotel and tourism educational institution and maintaining close links with the industry in the region.

STAFF IN FOCUS

Results of a survey identifying the general perceptions and attitudes of Hong Kong residents towards Hong Kong Disneyland and its impacts were released by Associate Professor John Ap at the Leisure and Entertainment Asia 2000 conference in mid-July. The survey findings indicated that six months following the announcement of the agreement between the Walt Disney Company and the Government to develop Hong Kong Disneyland, there was a strong support for the project in the community.


Mr Ben Dewald and Mr John Sutton have published an article on “Hospitality Employees' Empowerment in Hong Kong and Chinese Mainland” in the charter issue of the *Journal of Quality Assurance in Hospitality & Tourism*. Dr Nick Johns has also co-authored an article “SERVQUAL and PAT: Alternative Disconfirmation Approaches to the Measurement of Service Quality in the Foodservice Industry” in this same issue.

Dr Vincent Heung published a paper “Airport-restaurant Service Quality in Hong Kong: An Application of SERVQUAL” in the June 2000 issue of *Cornell HRA Quarterly*. In addition, Dr Heung has also co-authored an article on “Hong Kong as a Travel Destination: An Analysis of Japanese Tourists’ Satisfaction Levels, and the Likelihood of Them Recommending Hong Kong to Others” in the special issue of *Journal of Travel*
& Tourism Marketing on “Japanese Tourists: Socio-economic, Marketing and Psychological Analysis”. Another article published in this special issue titled "Travel-Related Behavior of Japanese Leisure Tourists: A Review and Discussion" is co-authored by Dr Terry Lam.

Mr Norman Au and Dr Rob Law published an article titled “The Application of Rough Sets to Sightseeing Expenditures” in the August issue of Journal of Travel Research. Dr Vincent Heung co-authored another article “Important Factors Affecting Hong Kong Consumers' Choice of a Travel Agency for All-Inclusive Package Tours” in the same issue.

Well Done!: HTM staff did exceptionally well in the recent CERG grant application round. Dr Rob Law and Professor Ray Pine were awarded $411,000 to study "A Decision Rules Bases Forecasting Model for Tourism demand in Hong Kong." Dr Jack Kivela and Dr Nick Johns were awarded $347,000 to examine "A Mythological Approach to Analyzing Customer Perceptions of Restaurant Service Experience in Hong Kong." In addition, Mr John Sutton was part of a successful project run through another Department looking at language skill needs.

The Fourth Biennial Conference on "Tourism and Hotel Industry in Southeast Asia & Indo-China: Development, Marketing and Sustainability" was held in Chiang Mai, Thailand, June 24-26, 2000. The Conference was jointly organised by the University of Houston (USA), Universite d'Angers (France) and Siam University (Thailand) and chaired by Professor Kaye Chon. HTM staff Norman Au, Wilco Chan, Vincent Heung, Terry Lam, Jennifer Leong, Paul Leung, Barry Mak, Ray Pine, Kevin Wong and Hanqin Zhang presented papers at this conference.

CHINESE MAINLAND CONNECTIONS

Management staff from the Diaoyutai State Guest House visited HTM on 26 July. The delegates headed by Deputy Manager of Operation Department Mr Yin Junbiao were in Hong Kong for a training programme offered by the Royal Pacific Hotel. Professor Kaye Chon extended his very warm welcome to the group by showing them the facilities of the department. The Diaoyutai State Guest House, which is under the administration of the Ministry of Foreign Affairs, is mainly responsible for providing accommodation to politically important guests such as heads of state, prime ministers and presidents.

HTM’s MSc. in Hotel and Tourism Management (China) was formally approved by the Degree Committee of State Council in June. HTM works closely with the PolyU Outpost Center to promote this programme. On Aug 5 and 6, Professor Kaye Chon, Dr Hanqin Zhang and Dr Terry Lam, ran two information seminars for potential candidates in Shanghai and Hangzhou.

This summer, the Guangzhou Hotel Association invited HTM staff Dr Hanqin Zhang, Dr Terry Lam and Mr. Andrew Chan to conduct management training workshops for their staff. The training content included the Trends of Hotel Chain Operation and Franchising in China, How to Create and Maintain Hotel Image, and the Value of Hotel Staff and Customer Services.

Dr Bob McKercher, Dr John Ap, Barry Mak, Alan Wong and Paul Leung were invited by Kunming J&L Holdings Group International Business Co. for a site inspection tour to Naijing Valley in Guiyang for possible eco-tourism development in the area. The crew together with representatives from J&L Holdings, China Guizhou Railway International Travel Service, and Guizhou Provincial Government and staff from PolyU’s Chinese Business Centre conducted an investigation on the valley's potential for developing eco-tourism.

Dr Hanqin Zhang, Dr Terry Lam and Dr Hilary du Cros are part of a team developing a tourism master plan for Yunan Province, sponsored by the World Tourism Organization.

Serving as an Academic Mentor of the China Synergy Programme, Ms Jennifer Leong, Lecturer, had the honor to lead 201 outstanding youths representing 76 universities from 14 different places around the...
world. Held in Hong Kong, Xian, Shanghai, Guangzhou and Beijing, the Programme included meeting with senior government officials, visiting major places of socio-economic, technological and cultural interest, and participating in exchange activities with local undergraduates and scholars.

OTHER SNAPSHOTs

Eleven BA (Hons) Hotel & Catering Management students celebrated their completion of McDonald’s internship programme at a graduation ceremony on 22 July. After an intensive and comprehensive 5-week McDonald’s training programme, each student received a certificate of achievement by Mr. James Ip, Senior Vice President and General Manager of McDonald’s (Hong Kong) Limited.

MARK YOUR DIARY

1ST STATE OF HONG KONG TOURISM CONFERENCE – 23 OCTOBER 2000

HTM is pleased to announce the 1st State of Hong Kong Tourism Conference “Hong Kong as a World Class Destination” on 23 October 2000 at the Kowloon Shangri-La Hotel. This conference will serve as a forum for the tourism industry to meet, discuss issues of common interest and present a unified set of recommendations to government. Experts from different aspects of the industry are invited as our speakers. Participants will be able to voice their opinions on issues affecting Hong Kong’s competitive situation, exchange ideas on solutions to challenges faced by industry practitioners, and collectively recommend policy directions to the Hong Kong government about future tourism development. Registration fee: HK$650 per person inclusive of admission to all conference sessions, one lunch, two coffee breaks and a summary document on the conference sessions to be mailed at a later date.

Please visit our website http://www.polyu.edu.hk/~htm/ for conference agenda and registration form. For enquiries, please contact Ms Lucia Chen at telephone (852) 2766 7393 or email hmlucia@polyu.edu.hk.

WE VALUE YOUR COMMENTS

Should you be interested in sharing your views on this publication, please email Ms Ada Lo at hmdada@polyu.edu.hk.

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