INTERNATIONAL VISITORS SURVEY

The results of the 1999 International Visitors Survey conducted by the Department of Hotel and Tourism Management were announced at a press conference on 25 September. A total of 2,068 visitors from the United States, the United Kingdom, Australia, Taiwan province, Mainland China, and Singapore were randomly interviewed at the Departure Hall of the Hong Kong International Airport from August to December 1999. This project, funded by the Faculty of Business and Information Systems of PolyU, was conducted with the co-operation of the Hong Kong Tourist Association and the Airport Authority of Hong Kong. The survey covered a wide range of topics such as tipping behaviour, tourist satisfaction, tourist-host contact, air quality, environmental quality, cultural tourism and cross-border tourism.

This year's International Visitors Survey has already commenced in mid-September. In addition, a hospitality survey on Hong Kong residents will soon be launched. Should you wish to find out more about the results of the 1999 survey or be interested in sponsoring a study in our 2001 survey, please contact Dr Bob McKercher at telephone (852)2766 6553, fax (852)2362 9362 or email hmbob@polyu.edu.hk.

1ST STATE OF HONG KONG TOURISM CONFERENCE

The Department will organise the 1st State of Hong Kong Tourism Conference on 23 October 2000 at the Kowloon Shangri-La Hotel. Titled "Hong Kong As a World Class Destination", this conference will serve as a forum for the tourism industry practitioners to meet, discuss issues of common interest and present a unified set of recommendations to government.

Keynote speakers include Mr Ian Perkin, Head of Economic and Legal Affairs Division of The Hong Kong General Chamber of Commerce, Professor Zhang Guangrui, Director of Tourism Research Centre of Chinese Academy of Social Sciences (CASSTRC), Beijing, China, and Mr Philip Yan-kin Chan, Executive Director of Star East Holdings Limited. Experts from different areas of the industry are invited as panelists for the different sessions. 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.

For registration or further information on the conference, please contact Dr Bob McKercher at telephone (852) 2766 7393 or email hmbob@polyu.edu.hk. Conference details are also available at http://www.polyu.edu.hk/~htm/.

"HAVE YOUR SAY"

This is the second time we are promoting the 1st State of Hong Kong Tourism Conference organised by HTM in this HTM UPDATE. Obviously, this is an event that should not be missed. The conference is designed for industry members to express their opinions and views on the state of tourism in Hong Kong. Different sessions have been created to permit participation from delegates. We have invited industry experts as panelists to stimulate but not dominate the discussions and debates. It is now your opportunity to express your views. Join us and have your say! (Details below.)
STAFF IN FOCUS

Prof. Kaye Chon served on the Judging Panel for the **2000 Hong Kong Award for Services: Tourism Services**, a program organized by the Hong Kong Tourist Association to give public recognition to companies which provide outstanding services to visitors to Hong Kong.

Prof. Ray Pine and Dr Hanqin Zhang have guest-edited a special issue of **International Journal of Contemporary Hospitality Management**, Volume 12, Issue 5, 2000, on “Hospitality Management Trends in China” in which articles authored or co-authored by the following HTM staff were published: Prof. Ray Pine, Dr Hanqin Zhang, Dr Terry Lam, Mr Pingshu Qi, Dr Vincent Heung, Mr Nelson Tsang, and Dr Hailin Qu.

Ms Catherine Cheung and Dr Rob Law have published an article titled "Visitors' perception of air quality in Hong Kong" in the **Voice of TIC**, Volume 3, 2000, a bi-monthly publication of the Travel Industry Council of Hong Kong. Dr Terry Lam and Dr Hanqin Zhang have also published an article on service quality of travel agents in Hong Kong “Can Hong Kong Travel Agents Meet Their Customers' Expectations?” in the following issue of the same publication.

Dr Thomas Bauer participated in the Business Environment Learning and Leadership (BELL) conference in Nashville, USA, where he presented a case study on the Hong Kong Dolphin Watch Ltd. He was also invited to present a paper on the topic of “Promotion of Cultural Tourism and Heritage Site Management” during the **UNESCAP/WTO National Seminar on Sustainable Tourism Development in Myanmar** in Yangon, Myanmar. Dr Bauer has recently assumed the chairmanship of PATA’s (HK) Sustainable and Responsible Tourism Action Committee. As one of the first initiatives of the committee, a task force was convened to investigate the status of tourism at Tai O village after the recent fires that destroyed many of the local stilt houses. Jointly with Dr John Ap, Dr Bauer prepared a report on the situation that recommended that greater attention will have to be paid to the environment in Tai O if tourism is to be a sustainable activity for the village. The report will be presented to the Executive Committee of PATA (HK) and if endorsed it is expected that HTM and PATA will work with the Friends of the Earth to implement the recommendations.

Prof. Alan Lew has joined us as a visiting scholar. Dr Lew is a professor at the Northern Arizona University, USA, specialising in tourism geography. During his visit, Prof Lew will be working closely with other HTM staff on the International Visitors Survey 2000.

Prof. Jafar Jafari, Editor-in-Chief of **Annals of Tourism Research**, and a professor in the Department of Hospitality and Tourism at the University of Wiscon-Stout, USA, visited the Department and offered a seminar on publishing and scholarship.

CHINESE MAINLAND CONNECTIONS

Prof. Zhan Junchuan and his master student Mr Zhao Xinyuan of the Department of Tourism and Hotel Management, Zhongshan University visited HTM in September.

OTHER SNAPSHOTS

Prof. Kaye Chon and Dr Duncan Gibson met recently with the Chairman of the Hong Kong Hotel Controllers Association (HCA), Mr Clarence Shun-Wah, to progress a "Self-financed Company Partnership Academic Programme", whereby members of the HCA, who are senior hotel personnel involved with hotel accounting and finance, would be able to attain a university award. Such schemes were approved by the Senate last year and it would be envisaged that the course would be hosted by HTM and administratively supported through the School of Professional Education and Executive Development.

Mr Norman Au and Mr Kenith Leung have conducted a computer training course on basic computer and internet concepts and usage of Microsoft Office softwares for 40 Kentucky Fried Chicken (KFC) store managers and supervisors on 1 September.
Call for Papers

China - Emerging Market: Emerging Issues for Tourism and Hospitality Marketing

A Special Issue of the JOURNAL OF VACATION MARKETING

Guest Editors: Dr. Hanqin Qiu Zhang & Dr. Vincent C.S. Heung

The continuing pace of economic liberalisation means that China (PRC) will become increasingly important to global tourism as both a generator and receiver of tourists. Despite China’s potential as an outbound market, little research on Chinese tourists’ behaviour has been conducted. From an inbound perspective, enormous changes have been taking place in terms of the development of tourism and hospitality enterprises. Furthermore, domestic tourism in China has been developing new products and services of which little is known outside China.

The aim of this special issue is to provide a forum for those involved in China’s tourism and hospitality industries, either as academic researchers or marketing professionals, to publish their studies and views on marketing issues and trends facing China. Papers that address tourism and hospitality marketing from an inbound, outbound and domestic perspective are all welcome.

Possible topics might include the following:

- Analysis of the growth of China’s outbound tourism markets
- Marketing tourism products to Chinese consumers
- Issues in conducting marketing research in China
- Development of joint ventures, partnerships and strategic alliances
- Social and cultural dimensions of Chinese tourists’ behaviour
- Developing new products for the Chinese market
- Delivery systems for hospitality and tourism services
- Service quality and customer satisfaction
- Domestic tourism marketing issues in China
- Internet marketing and E-commerce
- Hospitality and tourism marketing trends and developments
- Other related topics

Submissions from both academics and practitioners are now invited for this special issue of Journal of Vacation Marketing. Those who wish to contribute to the Special Issue are encouraged to submit a two-to three-page abstract of their proposed paper by 28 December 2000. The guest editors will advise on the suitability of the article for the Special Issue. Authors will then be requested to submit three copies of the completed paper for double-blind review. Accepted papers will be published in the Special Issue of Journal of Vacation Marketing Volume 7, Number 4. Please send the two-to-three page abstract for “Practitioner papers” section or the “Academic papers” section to the appropriate guest editors.

For “Practitioner papers”, send the abstract to:
Dr. Hanqin Qiu Zhang, Guest Editor
Special Issue of Journal of Vacation Marketing
Department of Hotel & Tourism Management
The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong SAR, China
Tel: (852)-2766-6368
Fax: (852)-2362-9362
Email:hmhanqin@polyu.edu.hk

For “Academic papers”, send the abstract to:
Dr. Vincent C.S. Heung, Guest Editor
Special Issue of Journal of Vacation Marketing
Department of Hotel & Tourism Management
The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong SAR, China
Tel: (852)-2766-6330
Fax: (852)-2362-9362
Email:hmvheung@polyu.edu.hk

Deadline for the submission of abstracts is 28 December 2000
1ST STATE OF HONG KONG TOURISM CONFERENCE
23 OCTOBER 2000, KOWLOON SHANGRI-LA HOTEL
REGISTRATION FORM

For registration, please complete and return this form with full payment to: Ms Lucia Chen, Department of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong SAR, CHINA on or before 11 October 2000.

Cheques or bank drafts should be made payable to: THE HONG KONG POLYTECHNIC UNIVERSITY.
Please photocopy this form for additional registrations.

I would like to register for the State of Hong Kong Tourism Conference on 23 October 2000. I enclose payment of HK$ __________ (cheque / bank* draft no. __________ bank: ___________).

Title: Mr / Ms / Mrs / Dr / Prof. / Other * ________________
Name (Surname first in block letters): _______________________________

Company / institutional affiliation * _______________________________
Title: ___________________________________________

Mailing Address: __________________________________________________________________________________________________

Daytime telephone no.: _______________________ Fax no.: _________________________ Email: _______________________________

* Please delete as appropriate.

To help us plan seating arrangements, please indicate with a ✔ next to the session(s) which you are most likely to attend:

Morning Session 1
☐ Regional Tourism: Regional tourism development – Pearl River Delta
☐ Hong Kong as a World City: Is the Hong Kong hotel sector competitive?
☐ Hong Kong as a World City: The environment and tourism in Hong Kong

Morning Session 2
☐ The Hong Kong Experience: Hong Kong as a shopping paradise?
☐ Product Development: Convention and Exhibitions
☐ The Hong Kong Experience Hong Kong as a food and dining paradise?

Afternoon Session
☐ Internet and tourism marketing
☐ Image of Hong Kong in the New Millennium
☐ How Hong Kong Tourism should be organised?

Preferred language

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We value your comments

Should you be interested in sharing your views on this publication or receiving future issues of HTM UPDATE electronically, please email Ms Ada Lo at hmada@polyu.edu.hk.

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

☐ Change of contact details  ☐ New subscriber

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Company:     Position:

Mailing address (Home/Business):

Telephone:    Fax:    Email: