BUSY MONTH AND FREQUENT CONTACTS WITH INDUSTRY

We are pleased to present you with the 3rd issue of the HTM UPDATE. October was a busy month for the department. With support from the industry, The 1st State of Hong Kong Tourism Conference was held with a success. Our department was invited to visit Hong Kong’s largest airline’s facility - Cathay Pacific City where we had the chance to learn first hand about training at the company and also to try out the flight simulator which Cathay uses for pilot training. A number of our staff represented the department at international conferences and meetings. We are proud that our department head, Prof. Kaye Chon, was recently appointed to the Tourism Strategy Group. Also, HTM students were given the opportunity to learn about Italian wines, and there is more news on staff in this issue.

1ST STATE OF HONG KONG TOURISM CONFERENCE

The 1st State of Hong Kong Tourism Conference "Hong Kong As a World Class Destination" organised by the Department and held on the 23rd October 2000 at the Kowloon Shangri-La Hotel was a success. Over 200 industry practitioners, hospitality educators and researchers met and discussed issues of common interest and concern.

The conference featured two plenary sessions where keynote speakers, Mr Ian Perkin, Head of Economic and Legal Affairs Division of The Hong Kong General Chamber of Commerce, Mr Qu Ping-shu, representative of Prof. Zhang Guangrui of the Tourism Research Centre of the Chinese Academy of Social Sciences, and Mr Philip Yan-kin Chan, Executive Director of Star East Holdings Limited, presented their views on Hong Kong’s competitiveness and Internet marketing. Over 30 industry leaders and experts were invited as panelists for the individual sessions. Topics discussed were: Regional Tourism, Hong Kong as a World City, Tourism Product Development, Hong Kong as a Dining and Shopping paradise, and Tourism and the Environment, Internet and Tourism Marketing, Image of Hong Kong in the New Millennium, and the Structure of Tourism in Hong Kong.

Again, the Department would like to extend its sincere appreciation to the speakers, panelists, sponsors, participants and others who have contributed to the success of the event.

STAFF IN FOCUS

Prof. Kaye Chon was appointed to the Tourism Strategy Group for SAR Hong Kong. Recently, Prof. Chon was interviewed by Channel View News of Singapore on "Mega Sports Events and Tourism". To maintain a close link with the industry, Prof. Chon also represented the Department in attending the AGMs of Hong Kong Hotels Association, Hotel Controllers Association, HARTCO (Hong Kong Association of Registered Travel Coordinators), and Hong Kong Tourist Association.

Prof. Ray Pine represented the Department at the Inaugural Meeting of EATOF in Korea on 6th September 2000. EATOF, the East Asia Inter-Regional Tourism Forum, has been created to allow tourism destinations at provincial level to come together to seek mutually beneficial ways of
working together. The list of members includes: Cebu, Philippines; Chiang Mai, Thailand; Jilin, China; Kangwon, Korea; Primorski Kray, Russia; Sarawak, Malaysia; Tottori, Japan; TUV Aimag, Mongolia; and Yogyakarta, Indonesia. Also affiliated to EATOF are the UNDP's Tumen project and the Cambodian Ministry of Tourism, whilst Prof. Pine and Prof. Chon of HTM and Mr. Xu Jing of the World tourism Organization are international advisors to EATOF.

Dr Bob McKercher was a keynote speaker at the International Conference 2000 - Cultural Tourism in the New Millennium. The conference was held in Kwangju, Korea on the 17th and 18th October and featured papers from over 35 Korean and international speakers. Dr McKercher spoke on the research he has conducted on cultural tourism in Hong Kong. He was also invited to give a guest lecture to tourism students at Hanyang University in Seoul on the 19th October.

Dr Hilary du Cros, part-time research fellow, and Dr John Ap, Associate Professor, were invited by the United Nations Education, Scientific and Cultural Organisation (UNESCO) to provide expert advice on cultural heritage management and tourism of eight sites throughout Asia that have been designated as World Heritage Sites or are recognised as having World Heritage significance. The 10-day UNESCO workshop was held at the World Heritage Site of Bhaktapur, Nepal. The main purpose of the workshop, attended by key officials from each of the eight sites, was to enhance stakeholder co-operation in tourism development and heritage preservation in Asia and the Pacific. The expertise sought from Dr du Cros and Dr Ap was in the areas of heritage management and tourism planning respectively.

Dr Amy Tan has joined the Department as an Assistant Professor, effective 3rd October, 2000. Amy has just completed her PhD in Hotel, Restaurant and Institutional Management at Kansas State University in the USA. Amy is not new to HTM as she joined the Department initially as a Teaching Assistant in the Food & Beverage division in 1994, and was a Teaching Assistant and Research Associate for the Tourism division in 1995. She is currently teaching marketing courses. Her areas of research interest include tourism, tourism marketing and hospitality education.

Dr Alan Lew, visiting scholar, presented a seminar to HTM staff and research students on Postmodern Tourism Landscapes in the New Asia. The presentation examined the development of the 'New Asia' concept and looked at how the growth of Asian economies and personal incomes have contributed to increased demand for leisure travel and tourism.

Miss Alice To, Assistant Lecturer, was interviewed by the Oriental Daily (a local Chinese newspaper) on HTM's food and beverage courses and the new HTM training restaurant, Millennium. iMail (a local English newspaper) also invited Alice to demonstrate the making of "Cold Soup" for an article.

Ms Carey Goh has joined the department in October as a full time PhD student. Carey has obtained her Master's degree from the Chinese University and a Bachelor's degree from Hawaii. Under the supervision of Dr Rob Law and Prof. Ray Pine, Carey is currently working on a project titled "A decision rules based forecasting model for tourism demand in Hong Kong".

**CHINESE MAINLAND CONNECTIONS**

Classes for our MSc in Hotel & Tourism Management (China) programme have already commenced. The first intake has a total of 26 students and they are all experienced practioners in
the hospitality industry in China. Dr Rob Law, Assistant Professor, and Mr Alan Wong, Lecturer, delivered the first two subjects to the students at Zhejiang University (Hangzhou) in October.

Dr Terry Lam and Dr Hangin Zhang took part in the World Tourism Organization (WTO) Workshop from the 12th to 17th October 2000. The workshop, co-organized by WTO and Yunnan Province Tourism Administration, covered topics in tourism planning, human resources development, and marketing for Yunnan province. Dr Lam and Dr Zhang were involved in moderating the sessions and conducting training in human resources development strategies. More than a hundred tourism officials of the provincial, prefecture and county governments, tourism educators and trainers participated in the workshop.

**OTHER SNAPSHOTS**

HTM Catering Management students had the privilege to attend an Italian Wine Tasting course organised by the Italian Trade Commission (Italian Institute for Foreign Trade). This course was made successful by the cooperation of two Italian wine suppliers (ICE Roma and Federvini) and the co-ordination by Dr Jaksa Kivela, Associate Professor of HTM. On the 20th October, our students were excited to receive the certificate of attendance from the Italian Trade Commissioner, Mr Carlo Angelo Bocchi.

Dr Robert Wong, Associate Professor and Co-ordinator of Research Analyst at Georgian College in Canada visited the department in early October. He presented a seminar to HTM staff and research students on the advantages of using the latest technology (Palm computers) for research.

Eleven HTM faculty members visited Cathay Pacific City located at Chek Lap Kok Hong Kong International Airport on the 11th October. Mr Philip Chen, Director & Chief Executive Officer, and Mr Alan Wong, General Manager - Corporate Communications of Cathay Pacific Airways extended a very warm welcome to our staff. We were given a comprehensive tour of the complex, including the mock up first class cabin, crew training centre and the flight simulation training centre where our staff were given the opportunity to participate in flying simulation sessions.

*Thanks!* HTM has received a donation of professional English training material from The Repulse Bay. The material is produced by the Peninsula Group and is used by the group in training their guest-contact employees. HTM students can access these materials in the Department's Resource Centre.

*WE VALUE YOUR COMMENTS*

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

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