**NEWIMAGE. NEWLOOK**

In the coming month, HTM will launch its new website with a more professional look and user-friendly layout. We will make the HTM UPDATE available on our website in order to make it more accessible and more environmentally friendly. At the same time, the first issue of HORIZONS, our official magazine of the department, will be published shortly. A variety of topics will be covered in HORIZONS, including tourism trends, recent HTM research, and news on staff, students and HTM Alumni Association. Happy reading!

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**‘PREFERRED GRADUATE’ DEVELOPMENT PROGRAMME**

HTM's co-operative education partnership programme is operated under the aegis of PolyU's "Preferred Graduate" Development Programme (PGDP). Since the launch of the latter in 1997, the total number of participating companies has reached 524. The programme has proved to be a success in giving our students the chance to practice what they have learnt at school in real-life business environments in Hong Kong and overseas. It is not only the students who benefit from the programme but also our industry partners, as it allows them to identify potential future managers. More than 150 HTM students have completed their internship under this programme. In order to show its appreciation for the support from the industry partners, PolyU organised an award presentation ceremony and cocktail reception on 27 November at the Jockey Club Auditorium on campus. Representatives of the participating companies of PGDP were invited to the ceremony, including HTM co-operative education partners: Hong Kong Convention and Exhibition Centre, Disney Worldwide Services, Inc., McDonald's Restaurants (HK) Ltd., Birdland (HK) Ltd., LSG Lufthansa Service Asia Ltd., The Hong Kong Jockey Club, Mandarin Oriental Hong Kong and Marriott International, Inc.

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**STAFF IN FOCUS**

**Prof. Kaye Chon** attended the Executive Committee meeting of APETIT (Network of Asia Pacific Education and Training Institutes in Tourism), organised by the United Nations ESCAP (Economic and Social Commission for Asia and the Pacific) and held in Singapore, at which he was elected Vice Chairman.

**Prof. Ray Pine** represented the department at the First Experts Meeting of the Ad Hoc Committee of the World Tourism Organization Education Council Academic Research Network (ARNE). The prime business of this meeting was to examine the wider role of ARNE within the WTO Business Council and specifically to discuss the place of PhD work in tourism. Prof. Pine was responsible for drafting the report of this meeting, which will be presented to WTO for action. Informal talks were also held with WTO officers with regard to HTM becoming more formally involved in WTO research and consultancy projects.

A paper on "An investigation of employees' job satisfaction: the case of hotels in Hong Kong", co-authored by **Dr Terry Lam** and **Dr Hanqin Zhang**, has been recently published in *Tourism Management*, Vol.22 Issue 2. Recently, Dr Lam, Dr Zhang and **Dr Thomas Bauer** completed a report on “The Study of Human Resource Training and Development Needs in the Hotel, Catering and Fast Food, and Tourism Sectors in Mainland China.”
Dr Kevin Wong has been appointed as regional editor (Asia/Pacific) for the journal, ANATOLIA: An International Journal of Tourism and Hospitality Research, effective November 1. The Journal is published twice a year in Turkey. Dr Rob Law has been appointed as Internet Editor for the Journal of Travel & Tourism Marketing, effective Volume 10, Issue 1, 2001.

Congratulations! Barry Mak, Assistant Professor, was awarded PhD by the University of Strathclyde in November. The topic for his thesis is “The politics of tourism development in the People's Republic of China.”

OTHER SNMPHTS

HTM has reached co-operative education agreements with two new partners in November - Century International Hotels and a group of Hong Kong-based theme-restaurants comprising Island Seafood, Balalaika, El Cid and Spice. Century International is our third hotel partner. The group has more than 30 hotels mainly concentrated in South East Asia. It was the first time that the department has signed a co-operative agreement with independent theme-restaurants. Following the signing of the agreement, HTM students will have more chances to expose themselves to different real-life working environments through co-operative education training.

Mr Stephen Wong, Manager (Public Relations Department) of the Hong Kong Tourist Association (HKTA), gave an enlightening seminar to our Year One BA and HD students on the Hong Kong tourism industry and HKTA’s marketing strategies.

This year, the Peter L Atkins Memorial Fund - Tourism Education Scholarship of HTM, has raised an encouraging HK$54,000 through the sale of raffle tickets. The lucky draw was held on 28 October with the presence of honourable guests including The Hon. Howard Young, JP and The Hon. Abraham Razack JP (Legislative Councillors), Dr Lui Sun Wing (VP of PolyU), Prof. Kaye Chon, Mr Benson Tsang (HTM alumni and President of the Peter L Atkins Memorial Fund) and over 30 other guests and alumni.

HTM will host the Certified Hospitality Educator (CHE) workshop from 17 to 20 January 2001. The workshop is targeting educators and professional trainers in the hospitality and tourism disciplines who wish to enhance their teaching skills in the area. Prof. Robert O’Halloran, Professor and Chair, Department of Hotel, Restaurant & Tourism Management of the State University of New York at Plattsburgh and Dr Fred Mayo, the Associate Vice President and Dean of Liberal and Management Studies of the Culinary Institute of America, have been invited to be the trainers. Fee: US$800 per person. For enquiry and registration, please contact Miss Yvonne Lai, Administrative Officer, at telephone (852) 2766 6381, fax (852) 2362 9362 or email hmyvonne@polyu.edu.hk before 15 December 2000.

WE VALUE YOUR COMMENTS

Should you be interested in sharing your views on this publication or receiving this publication in electronic format, 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.

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