BRING INDUSTRY EXPERTS INTO THE CLASSROOMS
HTM is continuously exploring ways to bring industry expertise into the classroom. Two initiatives were implemented at the beginning of this semester. Mrs Amy Chan, former Executive Director of the Hong Kong Tourist Association, has been appointed as the department’s “Honorary Professor”. In addition, the "Professor for a Day" Programme has been launched in which industry practitioners are invited as guest speakers. These moves mean that as well as the theories learned from classes, students will have the opportunity to learn about current industry issues from these experts. We really value their input.

STAFF IN FOCUS

Prof Kaye Chon was recently elected Vice Chairman of the newly established Education Council of the World Tourism Organisation (WTO). This council was created to promote and enhance tourism education worldwide. In addition, Prof Chon was admitted to the International Academy for the Study of Tourism, an elite group of tourism scholars worldwide.

Dr Bob McKercher has been appointed Associate Head of Department. In his new position, Dr McKercher is responsible for overseeing research programmes and output in the Department and developing and managing the Tourism Development and Education Centre (TDEC), a specialty centre that will promote applied research, industry consultancies, conference organisation and executive training programmes.


Dr Rob Law has published an article on "Demand for hotel spending by visitors to Hong Kong: a study of various forecasting techniques," in the Journal of Hospitality and Leisure Marketing, Volume 6, Issue 4, 2000. In addition, Dr Law has also written a column on "Internet in Travel and Tourism" in the Journal of Travel and Tourism Marketing, Volume 9, Issue 2, 2000. In the same publication, Dr Barry Mak has a book review on "Transport and tourism".

Dr Terry Lam and Prof Ray Pine have co-authored an article on "A study of managerial job satisfaction in Hong Kong's Chinese restaurants" published in the International Journal Contemporary Hospitality Management, Volume 13, Issue 1, 2001.

Dr Terry Lam was invited to the human resources sub-committee meeting of Marriott Business Council in February. This was an opportunity for HTM to better understand the overall human resources requirements of the hotel industry and to provide support in refining our programmes and strategies to better meet the needs of the industry.

Mr Norman Au and Mr Kenith Leung conducted a seminar on "e-business in the travel and tourism industry" for the management staff of the Hong Kong Tourism Association (HKTA) on January 5, 2001.

Mr Eric Chan has been appointed "Specialist" by the Hong Kong Quality Assurance Agency (HKQAA), a non-profit organisation. HKQAA was established by the Hong Kong Government in 1989 to assist industry and commerce in the development of quality-management systems. As a specialist, Mr Chan will support
HKQAA’s audit team for ISO 9000 quality-management system assessment by providing them with advice during the certification service.

OTHER SNAPSHOTs

Mrs Amy Chan, former Executive Director of the Hong Kong Tourist Association, has recently been appointed to the position of Honorary Professor at HTM for a two-year term. With this appointment, Mrs Chan will provide assistance and advice to HTM in the area of executive development programmes. She will also deliver occasional guest lectures to share her extensive industry experience with our students.

Starting this semester, HTM has initiated the ‘Professor for a Day Programme’ in which industry leaders and practitioners are invited as guest speakers to share their valuable experience and expertise with students. To roll out the programme, Ms Jo Lamb, Director of Disney University, was invited as the first speaker to talk about Disney’s training and development strategies. A number of other industry guest speakers have been scheduled to talk about their area of expertise in different classes.

Two first-year degree students in Hotel, Catering and Tourism, Ms Tang Ho Ching, Michelle and Ms Pow Ying Ying, Phyllis are the first recipients from PolyU of the Travel & Tourism Education Programme (TTEP) Scholarship. The two students are among the first cohort of TTEP graduates to have enrolled in PolyU’s hotel, catering and tourism programme. Selection was based upon an interview, student’s understanding of and commitment to the industry, as well as academic performance. The scholarships, worth $10,000 each, were awarded to five Hong Kong students currently undertaking tourism and hospitality studies at tertiary level. The scholarships are for TTEP graduates who took Travel and Tourism for their Hong Kong Certificate of Education Examination (HKCEE). TTEP is a non-profit company established and funded by the American Express Foundation together with sponsorships from industry organisations such as Cathay Pacific Airways and the Hong Kong Hotels Association. It is an industry-support organisation that promotes the teaching of Travel and Tourism at secondary schools. Seventy-nine secondary schools throughout Hong Kong offer this subject with 5,300 students currently taking it.

The Annual Dinner organised by the Hotel and Tourism Management Student Society (HTMSS) on 2 February 2000 at the Royal Plaza Hotel was a great success. Over 100 students and staff attended the function and there were lots of fun, prizes and surprises for everyone!

A group of master degree students from the Department of Sports Management, National College of P.E. & Sports, Taiwan, visited our Department on Feb 14 2001.

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