THE 2ND STATE OF HONG KONG TOURISM CONFERENCE

HTM successfully held the 2nd State of Hong Kong Tourism Conference on 18 October with participation by more than 150 delegates. The Conference was designed as a forum for industry practitioners, government officials, educators and researchers to discuss strategies for Hong Kong tourism up to the year 2020. The Conference featured keynote speeches by Dr H. Varma, Regional Representative for Asia and the Pacific of World Tourism Organization, Madrid, Spain, and Mr. Frederick M. Tibbitts, Jr., President of Fred Tibbitts & Associates, Inc, from New York, United States. The Conference also devoted a special panel session focusing on the potential impact of recent tragedies in New York and Washington, D.C. on the future of tourism in Hong Kong and the region. Industry experts in this panel included Mr. Ian Perkin, Chief Economist, Economic and Legal Affairs Division of The Hong Kong General Chamber of Commerce; Mr. Nigel Summers, Director of Horwath Asia Pacific Hong Kong; Mr. Philip Wickham, Analyst – Equity Research of ING Barings; and Mr. Stephen Yong, Director of North East Asia & Office of The Environment & Culture from the Pacific Asia Travel Association (PATA) Thailand. HTM wishes to express our appreciation to industry speakers who shared their time and expertise with us at the Conference.

FULL-TIME MSc PROGRAM APPROVED

In support of HTM’s efforts to internationalise its student population and to position the School as the regional centre for hotel and tourism education, the University has approved a “Full-time MSc Programme” with its first intake in September 2002. We expect students from both Hong Kong and abroad to subscribe to this new program in which full-time students would be able to complete the entire MSc requirements in one full calendar year. Further information is available from the Programme Coordinator Dr Terry Lam (hmterry@polyu.edu.hk).

“CREAM OF THE CROP”

Across all undergraduate programmes at PolyU, HTM’s BA in Hotel Management students (along with BA Financial Services) topped the list with the highest A-level scores for the current year’s intake. This is exciting news to HTM and the hospitality and tourism industry, as the most academically talented students are pursuing careers in hospitality and tourism.

A FACE-LIFT FOR HTM

HTM has undergone a major renovation this summer. All offices and teaching facilities including the Millennium Training Restaurant, kitchen, a teaching classroom and the computer facilities are now
consolidated on the 8th floor of the HJ and GH wings. The former computer laboratory has been transformed into a state-of-the-art facility for teaching and learning and has been renamed as the Hotel and Tourism Technology Unit (HTTU). To provide a better learning environment for students, new Pentium IV computers and LCD monitors have been installed in all workstations.

**ACADEMIC EXCHANGE**

HTM has a new partner institution in Finland. The School has signed an agreement for student exchange and academic collaboration with the School of Business, Tourism and Service Management of Jyvaskyla Polytechnic in Finland.

**SCHOLARSHIPS**

Two HTM students, Miss Cheng Hoi Chi, BA Catering year 2 student and Miss Ting Pui Sze, HD year 3 student, have recently been awarded the Club Managers’ Association (CMA) scholarships worth a total amount of $20,000. The two scholarship recipients have been invited to attend the presentation ceremony at the CMA Fund Raising Event in November. For the past years, CMA has shown great support to HTM by offering scholarships to outstanding students and participating in a number of professional collaborations with the School.

The University is now inviting applications for The Hong Kong Polytechnic University International Postgraduate Scholarships for full-time PhD studies. The applicant should possess a class first honours degree or equivalent from a reputable university. Closing date for application is on 15 December 2001. Application form can be downloaded from the website http://www.polyu.edu.hk/ro/forms/Rc-lps.doc. For more information, please contact Prof. Cathy Hsu, HTM’s Graduate Programmes Director (hmhsu@polyu.edu.hk) or visit HTM’s website http://www.polyu.edu.hk/%7Ehtm/main_intro.htm.

**CONFERENCES, FORUMS AND SEMINARS**

Prof. Kaye Chon, Dr Bob McKercher and Honorary Prof. Prof. Amy Chan attended the World Tourism Organization General Assembly in Seoul and Osaka in October, where Prof. Chon was a keynote speaker on "Human Resources Development in Tourism Industry" in a forum devoted to tourism strategies development.

HTM has co-hosted and sponsored an international seminar on “Destination Management and Destination Marketing” in Phuket, Thailand, in which Prof. Kaye Chon was a speaker on "Destination Marketing at Regional Levels." Other conference hosts and sponsors included the University of Innsbruck, Austria, and the Prince of Songkla University, Thailand.

Prof. Kaye Chon, Dr Hanqin Zhang and Dr Haiyan Song attended the “First China's Young to Middle Aged Tourism Scholars Forum” held in Dalian, China and hosted by Dongbei University of Finance and Economics.

Dr Vincent Heung attended the 6th Meeting of the Asia Pacific Education and Training Institutes in Tourism (APETIT) held in India. APETIT was established by the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) in 1997 to promote cooperation in tourism education and training. Currently, APETIT has 100 members representing 30 countries in the Asia Pacific region. HTM is an executive committee member and will host the 8th meeting in May 2002.
STAFF IN FOCUS

Dr Thomas Bauer, as Chairman of Pacific Asia Travel Association's Task Force on the Northern Triangle of Vietnam, was the principal author for a report on "Marketing Enhancement in the Northern Triangle of Vietnam." Dr Bauer has also co-authored an article on “Government Intervention in the Australasian MICE Industry” in Convention and Exhibition Management, Vol. 3, No 1. In the same issue of the Journal, Assistant Professor Karin Weber also published an article on “Service Quality Issues for Convention and Visitors Bureaus.”

Dr Terry Lam was invited by China Travel Hotel Management Services HK Ltd. to provide an executive training programme in Nanjing, China, on employee attitude and performance management for hotel managers from Hong Kong and Mainland China.

Simon Wong, Andrew Chan and Dr Vincent Heung conducted a consultancy project on "Customer Satisfaction Tracking Survey" for a restaurant chain in Hong Kong. Recommendations were given to improve the restaurant chain’s level of service and guidelines for staff bonus distribution.


NEW APPOINTMENTS

Rita Yuen has joined HTM as a part-time Project Assistant for Hon. Professor Amy Chan. Monique Yeung has joined the School as a full-time Project Assistant for Prof. Chon and Prof. Cathy Hsu.

EXTENSION OF NOMINATION DEADLINE FOR OUTSTANDING POLYU HTM ALUMNI AWARD

In view of the fact that Hong Kong's hotel and tourism industries were affected by the aftermath of the “9-11” incident in the U.S., the selection committee of the Outstanding HTM Alumni Award has extended the nomination deadline to 30 November 2001 so as to provide sufficient time for our proposers to nominate candidates who deserve the recognition. For additional information, please contact Eric Chan (hmeric@polyu.edu.hk).

WE VALUE YOUR COMMENTS

Should you be interested in sharing your views on this publication or receiving electronic notification of future issues on our website, 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 ☐ Please send me the electronic version

Dr/Mr/Mrs/Ms/Miss Last name: First name:
Company: Position:
Mailing address (Home/Business):
Telephone: Fax: Email:
Are you a graduate of HTM? ☐ Yes ☐ No If 'Yes', which year did you graduate?
SCHOOL OF
HOTEL AND TOURISM MANAGEMENT

A VISIONARY CHOICE IN
INTERNATIONAL HOTEL AND TOURISM EDUCATION

Full-Time Master of Science
in Hotel and Tourism Management

Programme features:
- 30 credits
- Variety of subjects offered to meet students' needs and interests
- Optional practical training in Hong Kong
- Only one year to complete the requirements for non-dissertation students (one and a half to two years for students choosing the dissertation option)
- An international and multicultural environment with staff and students from all over the world

ADMISSION REQUIREMENTS:
- Bachelor degree holders in the area of hotel and tourism management, recreation and leisure management, business studies, management, accounting and finance, or other relevant business/management areas, who have had industry work experience of not less than one year; or
- Bachelor degree holders in areas other than those stated above who are currently working or have worked in the hotel and tourism industry for not less than one year, subject to attending specified business/management foundation subjects, if required.
- Equivalent professional qualifications may also be considered.

Next Intake ⇒ September 2002

For more information, please:
- Visit the HTM website: http://www.polyu.edu.hk/~htm/
- Contact Dr. Terry Lam, Programme Coordinator, Tel: (852) 2766 6370
  E-mail: hmterry@polyu.edu.hk