BACHELOR OF ARTS (HONOURS) IN HOTEL AND CATERING MANAGEMENT (FULL-TIME CONVERSION)

HTM is pleased to announce the commencement of a full-time conversion programme leading to the award of BA (Hons) in Hotel and Catering Management. The first intake will take place in September 2002. Students who enroll in this programme can normally expect to complete their studies in one full academic year over three semesters. To qualify for the award, a student must complete 45 credits. For the 2002-2003 academic year, the tuition fee is HK$2,400 per credit. The application period is from May 4 to May 24, 2002. For more information, please visit the School website at http://www.polyu.edu.hk/htm/ or contact Jennifer Leong, Programme Leader at (852) 2766 4748 or e-mail: hmjleong@polyu.edu.hk.

PROFESSOR FOR A DAY

Mark Lettenbichler, General Manager of the Ritz-Carlton Hong Kong and Chairman of the Hong Kong Hotels Association, presented a guest lecturer to MSc students on "Leadership" as part of the Leadership in Hotel and Tourism Industry course.

Akiko Takahashi, Group Director of Human Resources of Shangri-La Hotels & Resorts, presented a guest lecture on "Career Prospects of Undergraduate Students in the Hospitality and Tourism Industry" to HTM students studying the subject Management Principles in Hotel, Catering and Tourism.

John Girard, Area Director and General Manager of the Marco Polo Hong Kong Hotels, was invited to present a lecture on “The State of Hospitality and Tourism in Hong Kong” to the Higher Diploma final-year students in the subject of Hospitality Management.

JCTI Luncheon

HTM hosted a luncheon and the Annual General Meeting of the Hong Kong Joint Council of Travel Industry (JCTI) in the Millennium training restaurant. The event was attended by more than 70 industry leaders representing the travel, hotel, airline and retail sectors of the Hong Kong travel
industry. Four final-year BA and HD students were selected to present their career aspirations to the council members during the luncheon.

CONFERENCES, FORUMS AND SEMINARS

Prof Kaye Chon attended the World Tourism Organization Conference on “The Impact of Information Technology on Tourism” held in Kunming, Mainland China, in which he was the Chairman of a session focusing on "Worldwide Trends and Issues Related to the Use of Information Technology on Tourism in Asia Pacific".

Prof Kaye Chon was invited to give a talk on “The Issues in Tourism in Developing Countries with a Focus on China's Tourism Development" for the Hong Kong Japanese Chamber of Commerce.

Prof Cathy Hsu was invited by the China National Tourism Administration to give a speech on “Developing Trends in International Hotel and Tourism Education” at the China Tourism Education Development Forum in Nanjing, Mainland China.

Prof Ray Pine attended the Spring 2002 Hospitality Research Conference of the Council for Hospitality Management Education in Leeds, UK, and presented a paper on "Hotel Industry Development in China Since The Open Door Policy in 1978".

Dr Barry Mak and Wilco Chan attended the 7th International Conference on ISO9000 and TQM at Melbourne held by RMIT University and Baptist University. Dr Mak & Mr Chan presented papers on "The Road to Business Excellence in Karaoke Business in HKSAR" and "Tour Operators' Quality Assurance and Business Excellence" respectively.

Dr Thomas Bauer delivered a presentation on “Chinese Tourists on The Move – Preparing for Their Arrival” at the IATA Asia Pacific Communications Conference in Hong Kong.

STAFF IN FOCUS

Dr Kevin Wong and a former MPhil student Lam Chi-Yung have published a co-authored paper on "Predicting Hotel Choice Decisions and Segmenting Hotel Consumers: A Comparative Assessment of a Recent Consumer-Based Approach" in the Journal of Travel and Tourism Marketing, Volume 11, Issue 1, 2001. Dr Wong has also been conferred the Associate Professor title effective from April.

Dr Rob Law and former HTM students Angela Law and Edmund Wai published a co-authored paper on "The Impact of the Internet on Travel Agencies in Hong Kong" in a special issue of The Journal of Travel & Tourism Marketing on Internet and Travel Marketing, Volume 11, Issues 2/3, 2001.
Paul Leung has published a paper on “Tourism and Economic Development of Less Developed Countries: The Case of Cambodia” in Tourism Recreation Research, Volume 27, Issue 1, 2002.


Congratulations

Stella Tsoi Siu Ching, BA Year Two Tourism student, has been selected as a winner in an essay competition organised by Gulf Air and the Egyptian Ministry of Youth. The Egyptian Consulate in Hong Kong has awarded Stella, along with three other winners from other universities in Hong Kong, a two-week trip to Egypt. The contestants had to write a 500-word essay explaining what they knew about the Middle East and how they believed Hong Kong people could better understand the region.

Should you be interested in sharing your views on this publication or receiving electronic notification of future issues on our website, please email Ms Maggie Ng at hmmaggie@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?
TOURISM IN ASIA: Development, Marketing & Sustainability

The Fifth Biennial Conference
(INCORPORATING TOURISM IN INDO-CHINA/SOUTHEAST ASIA CONFERENCE)

May 23-25, 2002 Miramar Hotel, Hong Kong SAR

Following the success of the Fourth Biennial Conference on Tourism in Southeast Asia & Indo-China, which took place in Chiang Mai, Thailand, in June 2000, The Hong Kong Polytechnic University (School of Hotel and Tourism Management), University of Houston (Conrad N. Hilton College), and University of Angers (ESTHUA) are pleased to announce the Fifth Biennial Conference on Tourism Industry: Development, Marketing and Sustainability. This conference is presented with a revised geographic theme of "Tourism in Asia" that reflects the importance and significance of tourism in the Asian continent in recent years. The Conference will take place immediately after the First Asia Pacific Forum for Graduate Students Research in Tourism scheduled on May 22 in the Institute For Tourism Studies (IFT), Macao.

This conference seeks to provide the international tourism and hotel industry community with an opportunity to learn about tourism/hotel industry development and marketing opportunities in Asia. It will provide tourism educators, academics, industry practitioners and researchers with an interdisciplinary forum for exchange of information pertaining to recent research in tourism. The Conference programme will feature keynote speeches by important government and tourism organization representatives in the region, regional tourism industry leaders, and prominent international experts on tourism development and marketing as well as competitively selected paper presentations by researchers.

WHO SHOULD ATTEND THE CONFERENCE?
- Academics in tourism and hospitality fields
- Managers of hotels, restaurants and tourism businesses
- Tourism/hotel/hospitality/restaurant management educators and trainers
- Tourism/hospitality researchers and industry consultants
- Inter-regional organisations with interest in tourism and hospitality industry
- Administrators of tourism and hospitality management educational programmes
- Tourism and hotel/restaurant industry executives and representatives of multinational firms
- Financial institutions and tourism industry investors
- Tourism policy makers and national tourism organisation directors
- Students in tourism and hospitality

CONFERENCE PROGRAMME
The Conference will start with a welcome reception at 6:00pm on May 23 and finishes after lunch on May 25. The Conference Programme will include one cocktail reception, two lunches, and one dinner.

REGISTRATION AND HOTEL ACCOMMODATIONS
All presenters and participants are requested to register for the conference. Conference registration fee will be US$295 before January 31, 2002 and US$345 thereafter. For those delegates who will also register for the First Asia Pacific Forum for Graduate Students Research in Tourism to be held at the Institute For Tourism Studies (IFT) in Macao on May 22, (Please refer to conference announcement for First Asia Pacific Forum for Graduate Students Research in Tourism) a special registration of US$355 (US$395 after January 31, 2002) will be offered for participation in both events. Delegates can arrange their hotel accommodations directly with the conference hotel and quote the name of the conference at reservation to enjoy the special conference rate. For updated information on the conference, please visit the website www.polyu.edu.hk/htm/conference