HTM Launches First Triple A’s

HTM in collaboration with HOTEL Asia Pacific has launched the Annual Achievement Awards (Triple A’s) to accolade distinguished personnel in the hospitality industry in Asia Pacific. This is one of the first official initiatives in the region to recognise outstanding professionals who are committed to the hospitality industry. The initiative is also in line with the Hong Kong SAR Government’s policy on promoting a hospitality culture and positioning Hong Kong as Asia’s world-class tourist destination. The Triple A awards comprise two categories, namely Achiever and Young Achiever. The Achiever awards are for those aged 30 or above who have demonstrated ongoing commitment and contribution to the industry; while the Young Achiever awards are targeted for those aged below 30 who show aptitude in self-development and potential for future advancement. Open nominations are welcomed for the Young Achiever awards, while candidates of the Achiever awards need to be named by a judging panel. For details, please visit the website www.polyu.edu.hk/htm/main_stualu.htm.

PROFESSOR FOR A DAY

This semester, our MSc students are enjoying the privilege of learning from academic experts from other institutions and from Hong Kong hotel industry’s professionals. Prof Francis Buttle of the Graduate School of Management, Macquarie University, Sydney, Australia, presented a seminar on “Customer Relationship Management”, and Mr Tony Chung, Front Office Manager of the Newton Hotel Hong Kong, presented a lecture on “E-Business in Hong Kong’s Hotel Industry” to these students.

EXECUTIVE DEVELOPMENT PROGRAMME

In August, several HTM academic staff conducted a tailor-made Executive Development Programme for the Orient Hotel Management Company. The programme was conducted at the Yindo Hotel, Zhuhai, mainland China, one of the properties of the Orient Hotel group. This two-day executive course, attended by 60 managerial staff from more than 15 Orient-managed hotels and properties, was part of the Orient’s annual management meeting. Speakers included Prof Kaye Chon who delivered a topic on “Services Quality Management”; Prof Cathy Hsu on “Marketing Management”; Prof Ray Pine on “Global Hotel Trend and Hotel Development in China”; and Dr Duncan Gibson on “Responsibility Accounting System for Hotels”.

ACADEMIC EXCHANGE

Dr Lena Mossberg, from the School of Economics, Goteberg University, Sweden, delivered a seminar to HTM staff and research students on “Quality Experiences and Customer Satisfaction” in September.

Dr Ross Dowling from Edith Cowan University, Western Australia, delivered a seminar on “Global Ecotourism”.

Students Exchange

HTM is reaping the fruits from our partnerships with various overseas tourism and hospitality institutions! Two BA Tourism students, Michelle Tang and Phyllis Pow, recently returned from the Netherlands after a one semester exchange at NHTV, Breda University of Professional Education. This current semester, HTM has received two exchange students: Winnie Lui, from NHTV and Amy Xu from the Business School of Zhongshan University, mainland China. Both students are joining the BA Tourism year two students for one semester. With the increase in the number of in-bound exchange students enrolling in our programmes as full-time or exchange students, HTM's student body is becoming more international.

Conferences, Forums and Seminars

In August, Prof Kaye Chon was invited to deliver a keynote speech on "Theoretical Framework for Customer Satisfaction in the Tourism Industry" at the United Nations Economic and Social Commission for Asia Pacific (ESCAP) conference on "Customer Services in Tourism" in Vientiane, Laos.

Prof Cathy Hsu attended the 2002 Hospitality Education International Conference on “The Curriculum Reform and Trends of Hospitality Higher Education Development in the United States” at the National Taiwan Normal University, Taipei.

Dr John Ap was invited by the University of Innsbruck and University of the Philippines to attend the Asia-Link programme workshop held on September 2-4 2002 in Manila. Two papers on "The Demand and Community Interest in Eco-tourism in Hong Kong" and "Challenges and Issues in Promoting the Environmentally Sustainable Development Strategy for Hong Kong's Travel & Tourism Industry" were presented by Dr Ap at the workshop. The Asia-Link programme is a grant programme funded by the European Union to encourage collaboration between EU and Asian academic Institutions in sustainable tourism development projects.

Staff in Focus

Prof Kaye Chon has been reappointed to the Hong Kong SAR Government's Tourism Strategy Group for September 2002 through August 2003, and was also recently appointed as an Advisor to the Home Affairs Bureau of the Hong Kong SAR Government in relation to development of a youth hostel as part of the Centre for Youth Development project. His co-authored book entitled Tourism in Developing Countries was translated into Japanese and published in Japan.


Dr Bob McKercher’s viewpoint article on “The Privileges and Responsibilities of Being a Referee” was published in the Annals of Tourism Research, Volume 29, Issue 3, 2002.


Dr Terry Lam and Ada Lo have published a co-authored paper on "New Employees' Turnover Intentions and Organisational Commitment in the Hong Kong Hotel Industry" in the Journal of Hospitality & Tourism Research, Volume 26, Issue 3, 2002.

Paul Leung has a co-published book in Chinese entitled Who Has Stolen the Future of the Mekong?, published by Oxfam Hong Kong.


Alan Wong, Paul Leung and Dr Thomas Bauer published a paper on "Improving Tourism in Guangxi and Detian Falls" in the Voice of Travel Industry Council, Volume 2, 2002. Alan Wong published an article for the cover story on the topic of "Are Tourists Satisfied with Hong Kong's Tour Guides?" in Volume 3 of the same publication.


Eric Chan was interviewed by the Cable TV on the topic of hotel fire safety issues.

NEW APPOINTMENTS

Tony Tse, formerly HTM's Consultant for Executive Development Programmes, has been appointed Director of Industry Partnerships. In addition to overseeing the Executive Development Programmes, Tony will also focus on developing consultancy opportunities and external relations with the industry, sourcing student placement opportunities, and recruiting co-operative education partners for the School.

Baudouin Neirynck has joined HTM as a part-time visiting lecturer in Food & Beverage Management.

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.

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Company:  Position:

Mailing address (Home/Business):

Telephone:  Fax:  Email:

Are you a graduate of HTM? [ ] Yes  [ ] No  If ‘Yes’, which year did you graduate?