PROFESSOR FOR A DAY

The new semester has started! In HTM’s continuing efforts to enhance students learning by integrating practice into theory, the “Professor for a Day” programme was created to provide the opportunities for students to learn from industry practitioners and international scholars about the latest developments in their respective fields. During October, a number of these industry experts were invited to talk to students taking different courses, with the details listed here:

<table>
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<tr>
<th>Guest speakers</th>
<th>Topics presented</th>
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<tr>
<td>Michael Andrea, CEO, Consultant for Hospitality Industry (CHI)</td>
<td>How to write a sound marketing plan</td>
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<td>Douglas Barber, General Manager, Novotel Century Hong Kong Hotel</td>
<td>ACCOR’s strategy for growth in the Asia-Pacific region</td>
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<td>Dr Roger Cater, WTO consultant, Managing Partner of the Tourism Enterprise and Management</td>
<td>Impact of internet in tourism industry’s service strategies</td>
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<td>Joseph Cheung, General Manager, King Parrot Group</td>
<td>The corporate and business marketing strategies of the King Parrot Group</td>
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<td>Franz Donhauser, General Manager, Island Shangri-La Hotel</td>
<td>Shangri-La’s service strategies</td>
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<td>Olivier Hui Bon Hoa, Sales and Marketing Manager, Vins de France Corp. Ltd.</td>
<td>Guided tasting on French and Australian wines</td>
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<td>Andrew Kay, Managing Director, China Promotion Exhibition</td>
<td>Exhibition management issues in China</td>
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<td>Michelle Lam, Deputy General Manager, Star Cruises Hong Kong</td>
<td>Cruise industry in Hong Kong and its development</td>
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<td>Daniele Raulet-Reynaud, Sopexa</td>
<td>Cheese</td>
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Terence Ronson, Managing Director, Pertlink

Prof Pauline Sheldon, Interim Dean, School of Travel Industry
Management, University of Hawaii

Paul Tse, Security and Health Club Manager, Eaton Hotel

Cliff Wallace, Managing Director, Hong Kong Convention and
Exhibition Centre and Chairman of HTM’s Advisory Committee

Mono Wan, Director of Human Resources, Regal Airport Hotel

Manfred Wong, District Manager, Anytime Catering

Technology as a business drive

Research process: data collection and methodology

Security and fire safety in hotel

Future trends in the exhibition industry and their impact on Hong Kong’s competitiveness

Challenges of human resources management in the hospitality industry

A case of service award in the hospitality industry

INDUSTRY LINKAGES

HTM supported the First Asia Pacific Hotel Association Forum held in Hong Kong on 23-24 September, by chairing the panel discussions and hosting a lunch at The Millennium training restaurant. Nine hotel associations from Australia, Singapore, Japan, Malaysia, Thailand, mainland China, Macau and Hong Kong participated in the forum.

A two-day Executive Development Programme for the Grand Hyatt Shanghai was conducted from 17-18 September, attended by 20 executives. Subjects covered included Quality Service Management with Prof Kaye Chon, Global Trends in Hotel and Tourism Development with Prof Ray Pine, Leadership with Alan Wong and Marketing Management with Dr Vincent Heung.

Dr Terry Lam and Dr Hanqin Zhang were invited by the World Tourism Organization to provide the Heilongjiang Provincial People’s Government with a long-term human resources master plan. They made a presentation of their report findings and recommendations to a group of senior government officials at the provincial and prefectural levels, scholars, and industry people in the province in mid September.

Richard Miller, Vice President of the World Travel & Tourism Council, visited the School on 15 October.

A group of students from the Department of International Tourism, Okayama Shoka University, Japan visited HTM. Tony Tse gave a talk to the group on Hong Kong Destination Marketing.

STAFF IN FOCUS

Prof Chon was interviewed by the ATV Home Channel for the programme "Get A Job" which featured employment prospects in the travel industry.

Prof Cathy Hsu attended the 2002 International Society of Travel and Tourism Educators Annual Conference at Salt Lake City, Utah, in October as the President of the organisation. She served as a panel member for a discussion entitled “Towards a Global View of Tourism and Hospitality Education: Is there One View or Just Multiple Perspective?” that covered hospitality and tourism education development status, challenges and opportunities in greater China.

Dr Vincent Heung published a co-authored paper on "A Study of Tourists' Satisfaction and Post-Experience Behavioral Intentions in Relation to Airport Restaurant Services in the Hong Kong SAR" in the Journal of Travel & Tourism Marketing, Volume 12, Issue 2/3, 2002.

Dr Thomas Bauer attended the PATA Board of Directors meeting of the Education and Sustainable Tourism committees in Manila. He was also invited as a speaker at the Marine and Water Pollution Conference in Hong Kong and at PATA's first Sustainable Tourism Conference in Banten, Indonesia. In September Dr Bauer was also an invited speaker at the UNESCAP seminar on Sustainable Tourism Development in Hanoi, Vietnam. He was the chairman for part of the seminar and gave a television interview on the Vietnam Evening News covering the issue of “Tourism Carrying Capacity”.

HEARTIEST CONGRATULATIONS!

We would again like to thank all those from the industry who participated in the JUPAS interviews selecting the Year 1 BA students for this academic year. Again, students admitted to HTM's undergraduate programmes have shown high academic achievements. The BA programmes for Tourism Management and Hotel Management ranked among the top five at PolyU for students’ A-level entry scores.

A total of 80 students were recognised at the first presentation ceremony of "HTM Academic Achievement Award". This award is presented to those who achieve an average GPA of 3.5 in a semester.

Congratulations also go to Prof Ray Pine and Simon Wong who have been awarded certificates in recognition of their excellence in research. Prof Pine’s co-authored paper on "Consumer Behavior in the Food Service Industry: A Review" was published in the International Journal of Hospitality Management Volume 20, Issue 3 while Simon’s co-authored paper on "Understanding the Behaviour of Hong Kong Chinese Tourists Group Tour Packages" was published in the Journal of Travel Research 2001, Volume 40, Issue 8.

Congratulations to Alan Wong, lecturer and the recipient of the HTM Teaching Excellence Award. In addition to the votes from students, the award recipient was selected by a panel comprising Dr Catherine Tang, Head of Educational Development Centre, PolyU, and the Chairman of the panel; Nixon Chung, Outstanding Alumni of 2001; Prof Cathy Hsu, designated academic member of the School; and Wong Seen May, Representative of HTM Student Society.

WE VALUE YOUR COMMENTS

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.

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Dr/Mr/Mrs/Ms/Miss Last name: First name: Position:

Company: Mailing address (Home/Business):

Telephone: Fax: Email:

Are you a graduate of HTM? ☐ Yes ☐ No If 'Yes', which year did you graduate?