**PROFESSOR FOR A DAY**

The programme continued in November, with a number of industry experts, government officials and significant players in Hong Kong’s tourism industry taking time out of their busy schedules to speak to students in various classes. We would like to extend our appreciation to the following guest speakers:

<table>
<thead>
<tr>
<th>Guest speakers</th>
<th>Topics presented</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ananda Arawwawela, Managing Director, Sheraton Hong Kong Hotel and Towers</td>
<td>Teambuilding and Its Effect on the Bottom Line</td>
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<tr>
<td>Diana Chik, Director of Human Resources, Renaissance Harbour View Hotel Hong Kong</td>
<td>Best Practices of Ramada</td>
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<tr>
<td>Prof. Frederic Dimanche, Director of Tourism Centre at CERAM Sophie-Antipolis, France</td>
<td>Impact of Special Events on Tourism Destination</td>
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<td>Mark Farrow, Senior Inspector, Hong Kong Police Force Crime Prevention Bureau, and currently an advisor to the Hong Kong hotel security committee</td>
<td>Hotel Security in Hong Kong</td>
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<tr>
<td>Lawrence Lau, Controller of Hong Kong Club</td>
<td>Outsourcing in Accounting</td>
</tr>
<tr>
<td>Leo Lee, General Manager and Owner Representative, Stanford Hotels International</td>
<td>Marketing a Hotel</td>
</tr>
<tr>
<td>Martin Lee, Executive Director, Maxim’s Caterers Ltd</td>
<td>The Starbucks Experience: A Story of Success in Coffee Business</td>
</tr>
<tr>
<td>Norman Lee, Director, Infrasys</td>
<td>Use of CRM in the Hong Kong Hospitality Industry</td>
</tr>
<tr>
<td>Dr David Pang, Chief Executive Officer, Hong Kong Airport Authority</td>
<td>Creating a Regional Hub</td>
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**Guest speakers**

- Paul Pei, Director of Sales & Marketing, Ocean Park  
  *Marketing a Theme Park*

- Duncan Pescod, Deputy Commissioner for Tourism  
  *Tourism Policy Making in Hong Kong*

- Dr Ambrose So, Executive Director, Shun Tak Holdings Limited  
  *Casinos in Macau and the Future Development of Gaming Industry in Macau*

- Akram Touma, General Manager, Westin Resort Macau  
  *What's New in Resorts?*

- Lynna Wong, Business Partner, Sardonyx Computing Services  
  *What is IT in the Hospitality Industry?*

- Manfred Wong, District Manager, Anytime Catering Ltd  
  *A Case of Service Award in Hospitality Industry*

- Surlina Yin, Senior Consultant, Oracle Consulting Services  
  *IT for Managing Multinational Hotel Enterprise*

**ACADEMIC EXCHANGE**

**Prof Kaye Chon**, along with **Hon Prof Amy Chan** and **Tony Tse**, Industry Partnership Programmes Director, visited the Yinxing International Hospitality Management School, Chengdu, mainland China, to discuss academic collaboration and executive training programmes in Sichuan Province. Prof Chon also attended the BOAO Forum for Asia Tourism, held in Guilin, mainland China, on 17-19 November, and delivered a talk on the topic of “Tourism Product and Service Development: Entrepreneurship and Service Quality”. He also visited Beijing Second Foreign Language University and signed a Memorandum of Understanding between the College of Tourism at BSFLU and HTM for student exchanges and research collaboration. During his visit to Beijing, he met with officials of Beijing Tourism Administration to discuss hotel industry human resources development plans in Beijing in preparation for 2008 Olympics.

A group of secondary-school teachers and principals from the **Ministry of Education in Singapore** visited HTM in November. During the visit, **Dr Vincent Heung**, Undergraduate Programmes Director, delivered a presentation on “An Overview and the Development of HTM”.

**Prof Jon Bareham**, Dean of the Business School at the University of Brighton in the UK, visited HTM. Prof Bareham was a member of the panel that originally validated HTM's first BA in Hotel Management in 1988. He was also our external examiner for six years.

**Prof Frederic Dimanche**, Director of Tourism Center at CERAM Sophie-Antipolis in France, visited HTM to discuss academic collaboration. Prof Dimanche also offered a staff research seminar on “A research agenda for studying destination brand equity”.

**Prof Jae-un Lee**, Dean of School of Tourism and Culture at Jeonju University in South Korea, along with her colleagues, visited HTM to discuss academic and research collaboration.

**EXECUTIVE DEVELOPMENT PROGRAMME**

HTM held an Executive Development Programme for a group of 40 executives from Jin Jiang Hotel Chengdu on 18 and 19 November. Subjects in the Programme include: Challenges and Opportunities in the Operation of Chain Hotels, Leadership Skill, Strategic Restructuring of Hospitality Organisation, Japanese Customer Behaviour and Quality Service Management.
MENTORSHIP PROGRAMMES

HTM’s Mentorship Programme was officially launched in November. This programme provides our full-time students with the opportunity to receive advice and guidance from 26 honorary mentors who are HTM alumni and experienced executives from the hospitality industry. This programme is open to all full-time HTM students and allows them to join Special Interest Groups (SIGs) lead by mentors in different disciplines within the hospitality industry.

HTM also participated in the “Student Mentorship for Faculty of Business and Information System Freshmen” programme. The aim of the programme is to help freshmen cope with university life. Six BA Year 2 students were selected to be “elite mentors” to 30 HTM freshmen.

STAFF IN FOCUS

Prof Cathy Hsu delivered a presentation on "Educating Service Professionals from the Knowledge Economy Perspective" in the Renmin University of China and Polytechnic University’s joint 65th anniversary celebrations in Beijing.

Dr Bob McKercher was invited as a keynote speaker at an Eco-tourism Roundtable Forum sponsored by the Centre for Environmental and Policy Resource Management at the Chinese University of Hong Kong.


Karin Weber was elected to the Board of Directors of the International Society of Travel & Tourism Educators.

CONGRATULATIONS!

HTM has become the first institution in Asia to establish a local chapter of Eta Sigma Delta (ESD) – a prestigious international society that unites institutions with exceptional academic achievement in hospitality and tourism studies. ESD is administered by the renowned International Council on Hotel, Restaurant and Institutional Education (I-CHRIE). This honour underlines HTM’s commitment to being a leader in the region in excellence in hospitality and tourism education.

The latest issue of the Journal of Hospitality & Tourism Education reported on the world's top 15 university-based Hotel and Tourism Management programmes based on research and scholarly activities. HTM was rated among the top 15 programmes, along with 12 institutions in the US, one in Canada and one in the UK.

Prof Cathy Hsu was recently named by her alma mater, Fu-jen University, Taiwan, as this year’s "Outstanding Alumni of the Year". Prof. Hsu was selected based her research accomplishments and contribution to hospitality and tourism education.

In Memoriam

Mr Bill Newport, an HTM advisory committee member in the late 1980s who also helped the then Department of Hotel and Tourism Management to develop the BA in Tourism Management programme, passed away on 4 November, at the age of 91.
Advanced Hotel Management Programme
Hong Kong Winter School 2003

School of Hotel and Tourism Management
The Hong Kong Polytechnic University

School of Hotel and Tourism Management (HTM) of The Hong Kong Polytechnic University (PolyU) is launching Hong Kong Winter School 2003 to help senior hospitality executives keep abreast of the industry's advances in service quality and other management issues.

Introducing this new initiative, Prof Kaye Chon, Head of HTM, said: "Service quality is the cornerstone of the hospitality industry. The Winter School will provide a valuable opportunity for senior executives to meet their overseas counterparts and exchange views on enhancing service quality and increasing profitability."

The first Advanced Hotel Management Programme, Hong Kong Winter School takes place from 14 to 18 January 2003. The five-day workshop will cover a wide range of service-related topics and the impact on both business and profitability. Topics include: the management of service quality; productivity management; hotel sales; branding; food and beverage; leadership; hotel finance; hotel public relations; market research; and negotiations.

The workshop will start with a keynote address by Prof Chon explaining how competitiveness can be achieved through service-quality enhancement and customer satisfaction. In addition to PolyU and industry speakers, the following will teach at the Winter School: Howard Feiertag, Ken McCleary and Pam Weaver from Virginia Tech; Dennis Reynolds from Cornell; and John Bowen from UNLV.

The Hong Kong Winter School 2003 is jointly organised by the PolyU and the Hong Kong Hotels Association, with the support of: the World Tourism Organization; Pacific Asia Travel Association; Asia Pacific Education and Training Institutes in Tourism; HOTEL Asia Pacific; Hotel-Online; The Ritz-Carlton Hong Kong; and The Marco Polo Hongkong Hotel. It is now open for registration until 14 December 2002.

For further enquiries, please contact:
Tony Tse, School of Hotel & Tourism Management, The Hong Kong Polytechnic University, by email hmttse@polyu.edu.hk, or visit http://www.polyu.edu.hk/htm/main_up.

Supported by:

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 Maggie Ng at hnmaggie@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?