Mark your calendar! Convention and Expo Summit 2003

The Convention and Expo Summit is going to be held in Hong Kong for the first time from 27-29 May, 2003. The event is being jointly hosted and organised by HTM and the William F Harrah College of Hotel Administration at the University of Nevada, Las Vegas.

As one of Asia’s top convention and exposition destinations and a gateway to Mainland China, Hong Kong is an excellent site for this summit – a summit that will provide educators, researchers, industry practitioners and representatives of professional industry associations in the conventions, meetings and expositions field with a forum for exchange of information and debate. The programme will feature competitively selected paper presentations, panels and workshops. For details of the event, please see the last page of this newsflash.

PROFESSOR FOR A DAY

Although it was almost the end of the year when everyone was busy with their work and family get-togethers, our friends from the industry still took some of their valuable time to share their experiences with our students. Mr Ronnie Yuen, Chairman of the Travel Industry Council of Hong Kong (TIC) and Chairman of Joint Council of the Travel Industry of Hong Kong (JCTI), was invited to speak on the topic of “The Roles and New Challenge of the TIC” to our Year one BA and HD students. Mr Wing Chow, Operations Manager of McDonald’s Restaurant, delivered a lecture on “Customer Service in Fast Food Industry” to our catering students.

STAFF IN FOCUS

Prof Kaye Chon was honoured by the Kansas State University as the “2003 Shugart Lecturer”. He will present an open lecture to students and staff of Kansas State University in March 2003.

Prof Ray Pine was invited to visit Otago Polytechnic (OtagoP) in New Zealand in October to help finalise HTM’s agreement to licence the format of our degree programme. While there he also helped to determine the areas of work OtagoP will have to focus on to achieve successful validation of the programme in the NZQA system. Apart from the programme itself getting international recognition, this link will also provide opportunities for HTM’s students to spend their year’s work experience in Queenstown, a very popular international summer leisure and winter skiing resort destination (famous as the original home of the bungy jump!) as well as staff and student exchanges.


CONFERENCES, FORUMS AND SEMINARS

Prof Kaye Chon was an invited keynote speaker in ASEAN+3 Tourism Forum in Seoul, Korea, to address the topic of “Perspectives on Formation of an Industry Consultation Group for ASEAN+3 Tourism Forum.”

Dr Bob McKercher attended the World Tourism Organization Education Council meeting in Madrid, Spain, in conjunction with the WTO Destination Council.

WEB PAGE FOR JOB VACANCY AND INTERNSHIP

We are pleased to announce that HTM has created a “Job Vacancy” section in the HTM website under 'Students and Alumni' page, http://www.polyu.edu.hk/htm/main_stualu.htm. This service is to facilitate our students and alumni to find a job in the hospitality, catering and tourism industry. Employers from the hotel, catering, and tourism industries are welcome to post any part-time, full-time or internship positions available. For more information on job posting, please contact Miss Maggie Ng at tel: 2766 6379 or email hmmaggie@polyu.edu.hk.

NEW APPOINTMENTS

Sara Wong has joined HTM as a Teaching Project Assistant in the area of Food & Beverage Service Management.

Agnes Pui joined the school in November as an Assistant Officer working in the areas of Executive Development Programmes and HTM consultancy projects.

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 Miss 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?
ENHANCE YOUR CAREER with ASIA’S LEADING SCHOOL IN HOSPITALITY EDUCATION

INFORMATION SESSION
1 March 2003 (Saturday)
10:00 – 11:00 a.m.
Room HJ821
The Hong Kong Polytechnic University

Master of Science/Postgraduate Diploma Programme in Hotel and Tourism Management (Part-time)

The Master of Science (MSc) / Postgraduate Diploma (PgD) programme in Hotel and Tourism Management is designed to develop leaders, educators, and researchers who will take the hotel and tourism industry in Hong Kong and China into the current and next centuries. The primary objective of this TedQual-certified programme is to develop students’ industry practice, functional management, and research competencies. These will be accomplished through inter-disciplinary subject exposure, problem identification, decision making theory, and management application.

Mode & Length of Study: Classes are offered in the evenings. Normally, students can finish the PgD in four semesters and MSc in six semesters.

Entry Requirement: BA degree holders in the areas of hotel and tourism management, recreation and leisure management, business studies, management, accounting and finance, or other business and management related areas, who have working experience for not less than one year; or BA degree holders in areas other than those listed above who are currently working or have worked in the hotel and tourism industry for not less than one year. Equivalent professional qualifications may also be considered.

ENQUIRIES
Please contact Dr. Rob Law, Programme Coordinator (Tel: 2766-6349; Fax: 2362-9362; hmrblaw@polyu.edu.hk) or Mr. Willie Chan, Executive Officer II (Tel: 2766-4767; hmwilly@polyu.edu.hk) for all enquiries about the part-time MSc/PgD programme or visit our website at http://www.polyu.edu.hk/~htm/.

Please send me further information about the MSc/PgD programme (part-time) in Hotel and Tourism Management
Name: ____________________________________ Address: __________________________________________________________

Please mail this form directly to Ms. Elly Shek, General Office, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong (Fax: 2362-9362).
Convention & Expo Summit 2003
27-29 May 2003
Hong Kong, China

The 2003 Convention & Expo Summit will be held in Hong Kong, China on 27-29 May 2003. It will provide educators, researchers, industry practitioners and representatives of professional industry associations in the conventions, meetings and expositions field with a forum for exchange of information and debate. The program will feature competitively selected paper presentations, panels and workshops.

**POTENTIAL SESSION TOPICS**

Papers dealing with a broad range of topics related to research and education in the convention and exposition field in particular, but also in related fields such as incentives and events would be acceptable for presentation at the Summit. Potential topics include but are not limited to:

- Issues facing conventions and expositions in the twenty-first century
- Impacts of conventions and expositions on their host communities
- Planning and development issues for convention and exposition destinations
- Human resources issues for the convention & exposition industry
- Convention and exposition marketing
- Legal aspects of conventions and expositions
- Meeting management and marketing issues (e.g., site selection, housing, scheduling, promotion)
- Exhibition management and marketing issues (e.g., selling exhibit space; exhibit floor layout; booth design, exhibitor and attendee marketing)
- Negotiation with suppliers, clients, and labor unions
- Effective use of audio-visual materials
- Impact of technology (electronic meetings, virtual trade shows)
- Studies relating to key industry players (e.g., convention & visitors bureaus, convention and exhibition venues, meeting managers, exhibition organizers, exhibition managers)
- Incentives
- Event Management and Marketing

**SUBMISSION GUIDELINES**

Abstracts for proposed paper presentations, panels, and workshops should be submitted to the Summit Chairperson (contact information below). Abstracts should be limited to 3 pages (typed, double-spaced). Electronic submissions (Microsoft Word files) are encouraged but submission of abstracts via regular mail is also accepted.

Deadline for submission of abstracts is **February 28, 2003**. The Paper Review Committee will conduct a double-blind review. Authors of accepted abstracts are required to submit the completed paper by **April 28, 2003**.

For all accepted presentations, at least one (1) of the authors **MUST** register for and present the paper at the Summit.

**Please direct enquiries and abstract/paper submissions to:**

Karin Weber, Assistant Professor, School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong, SAR, China
Tel: + (852) 2766 4031  Fax: + (852) 2362 9362
Email: hmkweber@polyu.edu.hk