Life-long Learning

Our part-time and full-time Master of Science (MSc) in Hotel and Tourism Management programmes are inviting applications for the September 2003 intake. The programme is designed to cater for the needs and aspirations of students who value the benefits of postgraduate education in hotel and tourism management. It is also designed to develop leaders, educators and researchers who will take the hotel and tourism industry into the current and next centuries. The deadline for application is 17 March 2003. For more details about the programmes, please visit our web site at www.polyu.edu.hk/htm/.

Winter School 2003

In order to help executives in the rapidly changing hospitality industry keep abreast of the latest developments, HTM and the Hong Kong Hotels Association jointly organised the Advanced Hotel Management Programme – The Hong Kong Winter School. It was held from 14-18 January 2003. A total of 120 participants joined the programme, with 40 of them registered for the full five-day course. Among them were senior executives from hotels and institutions in Hong Kong as well as participants from Macau, mainland China and Korea. The programme combined theories with practical experience, offering a wide range of subjects including service quality, productivity, sales and marketing, leadership, food and beverage management, and finance. Speakers included renowned academics from HTM and universities from the United States and experienced industry leaders.

The Most Competitive Programmes for Secondary School Students

Stimulated by the Hong Kong Disneyland Project and the increasing number of visitors from mainland China, the Hotel Management undergraduate programme offered by HTM at The Hong Kong Polytechnic University became the most popular and competitive programme among secondary school students, with each place attracting 66 candidates. According to figures provided by seven tertiary institutions following the application deadline for the Joint University Programmes Admissions System (JUPAS) at the end of 2002, the top three most competitive programmes are all held by PolyU, namely Hotel Management, Social Work and Tourism Management. In addition, the number of students choosing HTM’s Hotel Management programme as their first three choices has increased three-fold from 322 to 1,653. This is good news for the future of the industry as the students who get places on our programmes will be the “pick of the crop”.

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PROFESSOR FOR A DAY

Anthony Council, Assistant Director of IATA, visited Hong Kong and was invited as a guest speaker to give a presentation on "Current and Future Challenges for Air Transport" to HTM students.

Sarria Lee, Human Resources Manager of McDonalds Restaurant (HK) Ltd, delivered a guest talk on "HR Centralisation Vs Decentralisation: Experience in McDonalds Restaurant".

James Lu, Executive Director of Hong Kong Hotels Association, and Nigel Summers, Director of Horwath Asia Pacific, were invited as guest speakers for the Hotel Project Development class for final year BA students. Their topics were "Overview of the Hong Kong Hotel Industry" and "Feasibility Studies for Hotel Projects" respectively.

Jennie Kan, Project Manager of International Conference Consultants (ICC), presented a guest lecture for students in the Meeting Management class and spoke on the topic of "Critical Aspects in Meeting Management".

Fritz Sommerau, Catering Controller of The Hong Kong Jockey Club, was invited to speak to the Human Resources Management class on the topic of "Journey to Excellence".

CONFERENCES, FORUMS AND SEMINARS

Prof Kaye Chon attended the Council of Australian University Tourism and Hospitality Education (CAUTHE) Conference at Coffs Harbor in Australia and spoke at a panel on "Developments in Research in Asia Pacific."

ACADEMIC EXCHANGE

Prof Ken McCleary and Prof Pam Weaver from Virginia Polytechnic Institute and State University joined HTM as visiting Research Fellows in February. During their visit they delivered a research seminar for HTM staff and postgraduate students on the topic "Scale Development for Perceived Quality of Training" and "Improving the Chances of Acceptance of Your Research and Writing" respectively.

STAFF IN FOCUS


Dr Vincent Heung published a paper on “Barriers to Implementing E-commerce in the Travel Industry: A Practical Perspective" in the International Journal of Hospitality Management, Volume 22, Issue 1, 2003. Dr Rob Law co-authored a paper on "Developing a Performance Indicator for Hotel Websites ‘Rapid Communication’" and Prof Ray Pine co-authored one on "Women and Men in Hotel Management in Hong Kong: Perceptions of Gender and Career Development Issues" in the same issue respectively.
Dr Vincent Heung and Dr Amy Tan had a co-authored paper on "The Use of Service Quality Indices to Measure the Relative Competitiveness of Restaurants' Services" published in Pacific Tourism Review, Volume 6, Issue 2.

Dr Kevin Wong was the co-guest editor of a special issue on "Tourism Forecasting and Marketing" in the Journal of Travel and Tourism Marketing, Volume 13, Issues 1-2, in which Dr Wong and Dr Amy Tan also published papers on "Factors Affecting Demand for Tourism in Hong Kong" and "Modeling Tourist Flows to Indonesia and Malaysia" respectively.

Dr Terry Lam published a paper on "Leader-Member Exchange and Team-Member Exchange: The Roles of Moderators in the New Employees' Socialization" in the Journal of Hospitality & Tourism Research, Volume 27, Issue 1, 2003. Dr Rob Law and James Wong also published a Research Note on "Successful Factors for a Travel Web Site: Perceptions of On-Line Purchasers in Hong Kong" in the same issue.


Ada Lo and Dr Terry Lam have published a co-authored paper on "The Relationship Between Demographic Characteristics and Socialization Outcomes Among New Employees in Hong Kong Hotels" in the Journal of Human Resources in Hospitality & Tourism, Volume 1, Issue 2, 2002.

Ada Lo, Catherine Cheung and Dr Rob Law have published a co-authored paper on "Information Search Behavior of Hong Kong's Inbound Travelers - A Comparison of Business and Leisure Travelers" in the Journal of Travel & Tourism Marketing, Volume 13, Issue 3, 2002.

Simon Wong co-authored paper on "Barriers to Creativity in the Hotel Industry - Perspectives of Managers and Supervisors" published in the International Journal of Contemporary Hospitality Management, Volume 15, No.1, 29-37.

NEW AND IMPROVED HTM STUDENT WEB

The “new and improved” HTM Student Web has been launched recently. In addition to the existing HTM Student Society's web page, four new pages have been created to provide information relevant to our students. The new pages are 1) Academic Achievement Award; 2) Eta Sigma Delta honorary society - Hong Kong Chapter; 3) HTM Mentorship Programme and 4) Special Interest Groups. Please click http://www.polyu.edu.hk/%7Ehtm/main_stualu.htm for details.

CONGRATULATIONS!

Prof Chon is the winner of The 2003 FTA Hospitality Humanitarian Award. The award was created by Frederic A. Tibbitts and Associates in New York to recognise an individual who is a leader in the hospitality field as well as an active participant in community services and charity organisations.
CERTIFIED HOSPITALITY EDUCATOR (CHE)

Program: CHE Workshop
Date: May 27-30, 2003
Time: 8:00 am to 5:00 pm (Each day)
Site: The Hong Kong Polytechnic University, Hung Hom, Hong Kong
Instructor: Agnes de Franco
Program Fees: US$800 (Fee includes: application administration and educational workshop materials)

The CHE program features an exclusive, four-day professional development workshop that leads to professional certification. The workshop offers intensive, interactive learning exercises, the latest global principles and skills that provide the best educational experience for hospitality students.

Candidates who successfully pass the certification exam, and video presentation will earn:
• Renowned hospitality-professional designation
• CHE certificate and plaque
• CHE lapel pin

In order to attend this CHE Workshop, YOU MUST APPLY no later than April 14, 2003.

Take this opportunity to earn the CHE designation. Visit www.polyu.hk/htm/main_update.htm for the application form, or contact Tony Tse at The Hong Kong Polytechnic University's School of Hotel & Tourism Management by email hmttse@polyu.edu.hk or phone (852) 2766 4032.

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?