“Business as usual” for academic exchange and students’ learning

Severe acute respiratory syndrome (Sars) hasn’t stopped HTM’s academic exchange activities. Prof Cathy Hsu delivered a keynote speech on “Emerging Strategies in Destination Marketing” via distance multimedia for the 5th Annual Micronesian Tourism & Hospitality Conference in Guam. A seminar on “Does Gaming Work? The Economic and Social Impact” was delivered by Prof Hsu for the Guam Hotel and Restaurant Association using the same technology. Dr Bob McKercher travelled to Hanoi, Vietnam, to attend a Cultural Tourism Conference on Cross Border Tourism. Although classes were suspended for three weeks in April at The Hong Kong Polytechnic University, in an attempt to contain the spread of Sars, teaching and learning activities continued via the Internet.

Professor for a Day

Although hotel executives have been extremely busy in coping with the temporary adverse impact of Sars, several have still found the time to share their knowledge with our students. Martin Kwan, Revenue Manager of the Marco Polo Hotel Group, delivered a guest lecture on “Revenue Management in Hotel Industry”. Lenny Wong, Resident Manager of Best Western Rosedale on the Park, invited our students to visit the hotel and shared his views on “IT Applications in the Hotel Industry”.

Partnerships and Collaborations

The Park Lane Hong Kong and Delifrance Hong Kong Limited have joined HTM as Co-operative Education Partners. The partnerships enhance placements and employment opportunities for HTM students.

Agreements for academic collaboration were recently signed with Blue Mountains Hotel School and Griffith University. In addition, an agreement of articulation between their advanced Hospitality and Tourism Diploma programmes and HTM’s Bachelor Degree Conversion Programme was signed with the Sino-British College and the Lamon School in Dalian in mainland China.

Stanley Hui, Chief Executive Officer, and Andy Tung, General Manager - Marketing & Sales, of Dragon Air visited the School to discuss future industrial collaboration opportunities.
ACADEMIC EXCHANGE

A group of secondary school principals visited the University and HTM. Prof Philip Yeung, VP of Academic Development of PolyU, hosted a luncheon for the principals at HTM's Millennium training restaurant.

STAFF IN FOCUS


Dr Rob Law edited a special thematic issue on "Information and Communication Technologies: Impact on Meetings, Incentives, Conventions, and Exhibitions" in the Journal of Convention & Exhibition Management, Volume 4, Issue 2, 2002. In the same issue, Catherine Cheung and Dr Rob Law co-authored a paper on "Virtual MICE Promotion: A Comparison of the Official Web Sites in Hong Kong and Singapore". Norman Au also published a conference report on “ENTER 2001 - the Eighth International Conference on Information Technology and Tourism”.

CONGRATULATIONS!

Prof Chon was named by Kansas State University as the Grace M Shugart Lecturer for the year 2003. During his visit to the University for the award presentation, Prof Chon delivered a lecture on "Tourism Industry Service Infrastructure in Asia". The Grace M Shugart Lectureship was established in 1975 to honour a former professor and head of the Department of Hotel, Restaurant, Institutional Management and Dietetics at Kansas State University.

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.

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