Bigger and Better Events Rescheduled for August

With the lifting of the travel advisory to Hong Kong by the World Health Organization, HTM is preparing to launch the two events that were originally scheduled to take place in May. The Certified Hospitality Educator training will be held from 19-23 August and the Convention & Expo Summit is now set to run from 29-31 August. The good news about the summit is that all keynote speakers and panelists have reconfirmed their attendance for the new date. We are also approaching more high-profile international convention and exhibition industry professionals and academics who will be able to offer the latest insights on the impacts that SARS and the Iraq war have had on the convention and exhibition industry. Don’t miss this chance to learn about the latest developments in this dynamic industry! Please contact Tony Tse at hmttse@polyu.edu.hk or by phone (852) 2766 4032 for further information about CHE, and Karin Weber at hmkweber@polyu.edu.hk or by phone (852) 2766 4031 on the Convention & Expo Summit.

CONFERENCES, FORUMS AND SEMINARS

On 6 May, HTM and the Hong Kong Association of Travel Agents (HATA) jointly organised a special seminar for HATA members on "SARS Aftermath & Recovery Strategies". Dr John Ap, Dr Bob McKercher, Prof Cathy Hsu, Dr Giri Jogaratnam and Tony Tse were invited to speak on topics covering: The Issues; SARS-Induced Panic; Impact on Outbound Travel & Dining; Strategic Marketing Actions; Recovery Strategies; and Communication Strategy, respectively. The seminar provided a good opportunity for HTM members to present their analysis of the relevant issues as they impact upon the industry, share the results of a survey conducted by Dr McKercher on the impacts of SARS, and provide some strategies and practical advice on what to do while waiting for the WHO travel advisory to be lifted and also upon the lifting of the WHO advisory.

Fourteen HTM staff and research students participated in the First Asia-Pacific CHRIE (APacCHRIE) Conference in Seoul, Korea, from 21-23 May 2003. Chaired by Prof Kaye Chon, President of APacCHRIE, the Conference theme was "Hospitality, Foodservice and Tourism Education and Research: The Asian Waves," was co-organised by The Hong Kong Polytechnic University and Yonsei University in Korea. A total of 185 participants from 17 countries attended the Conference. HTM staff members and research students presented numerous papers at the Conference. Prof Cathy Hsu, Dr Bob McKercher, and Tony Tse were invited to speak on a special panel presentation on "Aftermath of SARS in Asia and Tourism Recovery Strategies".
OUTSTANDING POLYU HTM ALUMNI AWARD 2002

Kitty Byron, an HTM graduate in 1985, was recently selected as the recipient of the "Outstanding PolyU HTM Alumni Award 2002".

Kitty went to Orlando as a cultural exchange representative for Walt Disney World after graduation and has developed her career with Disney. She hosted the first Diversity Celebrations at Little Lake Bryan in 1995 and spearheaded the First Asian Business Expo and Career Fair at Disney's Contemporary Hotel in 1996. On being selected as a Walt Disney World Ambassador for 2000, Kitty continued to share her Asian heritage and traditions with her fellow cast members through presentations and special talks at Disney properties. Kitty is currently a Human Resources Services Manager of Walt Disney World Co in the US. In addition to her outstanding achievements and contributions at work, Kitty also has received numerous awards recognising her excellence in providing service to the community and professional organisations. These awards include: Asian American Heritage Council, Leadership in Diversity Award, 2000; US Pan Asian Chamber of Commerce, Outstanding Achievement Award, 2000; Asian American Chamber of Commerce, Outstanding Leadership Award, 1996; Walt Disney World Minority Business Relations Partner Recognition, 1996.

The panel of judges for the selection of the awardee comprised of Prof Kaye Chon, William Tong, Chairman of the Federation of PolyU Alumni Association, and Nixon Chung, Outstanding HTM Alumni of 2001.

PROFESSOR FOR A DAY

Simon Blore, Operations Director of Benoy, a well-known UK/European-based architectural firm, gave a guest lecture on “Sustainable Places” for HTM students studying on the Hotel & Tourism Planning class.

Stephen Hay, Loyalty Development Director of International Customer Loyalty Programmes Ltd. (ICLP), delivered a talk to HTM students on the topic “Evolution of CRM and Customer Loyalty”. ICLP is a leading marketing services agency that specialises in loyalty programmes. Its clients include Hilton, Six Continents, Raffles International, Northwest Airlines and Virgin Atlantic.

Mo Tao Wong, Assistant Manager, Learning & Development Group of Cathay Pacific Airways Ltd, presented a talk on "Managing performance in Cathay Pacific - values, skills, process and system" to HTM students.

STAFF IN FOCUS

Prof Kaye Chon was an invited speaker for Rotary Clubs of Hong Kong City North and Kwai Chung on the topic of "Prospects of Tourism in Greater China". "Sex and Tourism: Journeys of Romance, Love and Lust", a book edited by Dr Thomas Bauer and Dr Bob McKercher, was recently published by The Haworth Hospitality Press. Two chapters of the book were contributed by HTM staff. Dr Bauer and Dr McKercher wrote a chapter on "Conceptual Framework of the Nexus Between Tourism, Romance and Sex" while Paul Leung contributed a chapter on "Sex Tourism: The Case of Cambodia".
Dr Thomas Bauer published a paper on "Environmental Risks in Antarctica" in BIMCO Review, 2003, pp. 204-207.


Eta Sigma Delta

The first membership initiation ceremony of Eta Sigma Delta (ESD) Hong Kong chapter, was held on 30 May. SD is a prestigious international society recognising hospitality and tourism students with exceptional academic achievements. Fifteen HTM students, who have completed 50% of the credit hours required for graduation and have a cumulative GPA of 3.5 or above, were inducted as new members of ESD at the ceremony. Cliff Wallace, Managing Director of the Hong Kong Convention and Exhibition Centre and Chairman of HTM Advisory Committee, was invited as guest of honour at the ceremony.

ESD is a prestigious international society that unites institutions with exceptional academic achievement among hospitality and tourism student. The society is administered by the renowned International Council on Hotel, Restaurant and Institutional Education (I-CHRIE).

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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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?