PROFESSOR FOR A DAY

At the end of last semester, various industry leaders were invited as Professor For A Day to share their experiences with our students in class. Tom Au Yeung, Operation In-charge, Hotel and Residential Department of Hang Lung Properties, spoke to a Hotel and Tourism Information Management class on “The Usability Hazards Commonly Found on Hotel/Travel Web Sites”; Quince Chong, General Manager of In-flight Services, Cathay Pacific, spoke about “Building a Culture of Service Excellence” for the Service Management class. Anthony Lock, Managing Director of California Red and Director of HKFORT, talked about “The Implications of SARS on the Karaoke Box Business” in the Hotel and Catering Operations Management class.

CONFERENCES, FORUMS AND SEMINARS

Prof Kaye Chon was an invited speaker at the following conferences: The Asia-Pacific Economic Cooperation (APEC) Tourism Ministers' Conference held in Pattaya, Thailand; The National Seminar for Development of Sustainable Tourism organised by United Nations ESCAP in Ulaanbaatar, Mongolia; The Tourism Forum organised by the Ministry of Culture and Tourism in Korea; and The International Academy for the Study of Tourism Conference held in Savonlinna, Finland. He also served as the chairman of a panel presentation on “Promoting Intra-Asia Pacific Tourism” at the Conference on Revitalizing Asian Tourism, held in Hong Kong in May under the auspices of BOAO Asia Forum, World Tourism Organization and Hong Kong SAR Government.

Prof Cathy Hsu was an invited speaker at various conferences and seminars, including the Institute for Tourism Studies Summer International Exchange Programme in Macao (commissioned by the World Tourism Organization) where she shared her views on “Casino and Gaming in S.E. Asia”. She also spoke at the 13th Hainan Executive Development Programme held at the Hong Kong University of Science & Technology on “Hong Kong Tourism Trends and Development” and was invited by the Guam Hotel and Restaurant Association to conduct an executive development workshop on “Marketing Hospitality” and spoke to the industry executives on “The State of Tourism in Asia Pacific: Post War and SARS” at the association’s AGM.

The second Certified Hospitality Educator (CHE) training, delivered by Dr Fred Mayo, of Mayo Consulting, New York, and Dr Agnes De Franco, of the University of Houston, was successfully held at HTM in August. It attracted a total of 29 participants from various hospitality education institutions in Hong Kong and Mainland China.
STAFF IN FOCUS

Prof Kaye Chon was interviewed by TVB's finance programme on “How Hong Kong Prepares Itself for the Opening of Disneyland”. He was recently appointed Associate Editor of The Annals of Tourism Research.


Dr Bob McKercher published an article on "Sars Induced Panic (SIPs) Is the Real Killer" in Hotel Asia Pacific, Volume 4, Issue 3, 2003.


Dr Vincent Heung and Dr Terry Lam co-authored a paper on "Customer Complaint Behaviour Towards Hotel Restaurant Services" published in the International Journal of Contemporary Hospitality Management, Volume 15, Issue 5.

Dr Kevin Wong co-edited a book on “Tourism Forecasting and Marketing”, published by The Haworth Hospitality Press, and published a paper on "Tourism Demand Modeling: A Time-Varying Parameter Approach" in the Journal of Travel Research, Volume 42, Issue 1, 2003. He also served as the Principal Project Consultant, with Tony Tse as the Deputy Project Coordinator, in a consultancy project entitled "Visitors from Mainland China as a Source of Business to SMEs" under the SME Development Fund awarded by the Trade and Industry Department.

Dr Thomas Bauer was accepted as a member in the prestigious Association of Scientific Experts in Tourism (AIEST) at the organisation's 53rd Congress in Athens, where he presented a co-authored paper on “Outbound Cycling Tours - The Case of the Hong Kong Chinese”. He also joined the editorial board of the Journal of Tourism in Marine Environments published by Cognizant in New York.


Dr Andrew Chan has been appointed Programme Leader for the new BA Conversion Programme in Travel Industry Management, offered by The Hong Kong Polytechnic University's School of Professional and Executive Education and Development (SPEED) in collaboration with HTM.


Grace Chien, HTM PhD student, and Dr Rob Law co-authored a paper on "The Impact of The Severe Acute Respiratory Syndrome on Hotels: a Case Study of Hong Kong" published in the *International Journal of Hospitality Management*.

**WELCOME AND ON THE MOVE**

We would like to welcome the following faculty members who have joined HTM: Mr Peter Tse, Lecturer in Food and Beverage management; Ms Fumie Hatanaka, Teaching Assistant in Japanese language and culture; Dr Seoyoung Shin, Research Fellow; and Dr Fevzi Okumus, Postdoctoral Fellow.

Dr Giri Jogaratnam, former Assistant Professor, and his family (with their newborn baby boy Keshav) returned to the US in August. Dr Jogaratnam is now teaching at Eastern Michigan University. Jennifer Leong, former Lecturer, has joined the School of Professional and Executive Education and Development as College Lecturer. Yoriko Matsuyama, former teaching assistant, is now in the US, pursuing her PhD degree at Oklahoma State University. We wish them all the best!

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**WE VALUE YOUR COMMENTS**

If you are 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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Are you a graduate of HTM? Yes No If 'Yes', which year did you graduate?