

## **PRESS RELEASE**

**June 15, 2010**

### **PTM2010 Seminar: HR Challenges in Tourism and Hospitality Promoting Industry-Academia Collaboration**

The Pacific Asia Travel Association (PATA), The Hong Kong Polytechnic University (PolyU) School of Hotel & Tourism Management and the Institute For Tourism Studies (Macao SAR) are pleased to jointly organise a special seminar at this year's PATA Travel Mart in Macau SAR.

Themed 'HR Challenges in the Tourism and Hospitality Industry: Promoting Industry and Academia Collaboration', the one-day seminar will address the disconnect between theory and practice, training and work, from the perspective of both academia and industry key players, with opportunities for students and Young PATA members to network with industry leaders from across the region.

"With the growing importance of issues relating to human capital development in the travel and tourism industry, the seminar is expected to provide a significant forum for all parties to come together and share. The seminar will feature prominent speakers from all dimensions of the tourism industry, including employers, educators, students and employees in the tourism and hospitality trade. The PATA Education and Training Committee is pleased to take the lead in organising this meaningful and timely event," says Prof. Kaye Chon, Chairman of the PATA Education and Training Committee and Director of the School of Hotel & Tourism Management.

The seminar is scheduled to be held prior to the official opening of PATA Travel Mart 2010 at the Institute for Tourism Studies on September 14<sup>th</sup> from 9.00-17.30 hrs. The registration fee is priced at US\$30 for students, US\$60 for PATA and Chapter members and PTM2010 participants and US\$90 for non-members. For further information and registration, please contact Ms Leslie Fung at [leslie.fung@polyu.edu.hk](mailto:leslie.fung@polyu.edu.hk).

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#### **About PATA**

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with private and public sector members PATA enhances the sustainable growth, value and quality of travel and tourism to, from and within the region.

PATA provides leadership and counsel on an individual and collective basis to over 80 government, state and city tourism bodies; nearly 50 international airlines, airports and cruise lines and many hundreds of travel industry companies across the Asia Pacific region and beyond. Thousands of travel professionals belong to nearly 40 PATA chapters worldwide and participate in a wide range of PATA and industry events. PATA's Strategic Intelligence Centre (SIC) offers unrivalled data and insights including Asia Pacific inbound and outbound statistics, analyses and forecasts as well as in-depth reports on strategic tourism markets. PATA is a not-for-profit organisation. For more information, please visit [www.PATA.org](http://www.PATA.org).

### **About The Hong Kong Polytechnic University School of Hotel & Tourism Management**

PolyU's School of Hotel and Tourism Management is one of the world-leading providers of hospitality and tourism education. It is ranked No. 2 in the world among hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality and Tourism Research* in November 2009.

With 60 academic staff drawing from 18 countries, the School offers programmes at levels ranging from PhD to Higher Diploma. It was awarded the 2003 International Society of Travel and Tourism Educators Institutional Achievement Award in recognition of its significant contribution to tourism education, and is designated by United Nations World Tourism Organisation as one of its global Education and Training Centres.

### **About the Institute For Tourism Studies (IFT)**

IFT is a public institution of higher education that falls under the governance of the Secretary for Social Affairs and Culture of the Macao SAR Government, offering tourism, heritage, hospitality, tourism event and tourism retail and marketing management degree programmes, as well as professional training.

The mission of IFT is to become a higher education institution of choice for tourism and hospitality studies with European characteristics. Not only for the benefits of Macao, but also for the Asia Pacific region, IFT equips students with professional knowledge and technical competence in preparation for their future leadership responsibilities in the industry.

IFT received the Macao SAR Medal of Merit for Tourism in 2008. Its programmes are accredited by the United Nations World Tourism Organization. The Institute has won international acclaim in its education partnership with various inter-governmental agencies, regional trade networks and academic associations. For more information, please visit [www.ift.edu.mo](http://www.ift.edu.mo).

