



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

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Annual Report 2017/2018

**School of Hotel and Tourism
Management Alumni Association**

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1. FROM OUR CHAIRMAN

On behalf of the Executive Committee, I would like to express our gratefulness to thank all the alumni for your passion and participation in the past years.

This year, we are delighted to have several new members joining the Executive Committee. They are Adriane Li, Calvin Yuen, Celia Wong and Molly Chik.

I am delighted to report that in 2018, we have newly worked with the Hong Kong Trade Development Council to arrange complimentary and tailored made tours for 3 international fairs including the Hong Kong Gifts and Premium Fair and Printing and Packaging Fair in April, the Hong Kong Food Expo in August, and the most popular one, the Wine and Spirits Fair in November. Apart from that, as our mission is to achieve service excellence through the joint efforts of our members and to contribute our wealth of knowledge and experience to the community, we have worked with the Hong Kong Youth Centre to arrange several career talks and hotel visits in order to nurture hospitality leaders and workers for the future.

We will continue to work with these two partners, the Hong Kong Trade Development Council and the Hong Kong Youth Centre, for more activities this year. Furthermore, following the success of mixology and whisky workshops in the past two years, we will host another two interesting beverage workshops in 2019. The most anticipated event will be the annual dinner as this year is the 25th anniversary of SHTMAA. We look forward to meeting our old classmates and new friends at the “Masquerade Night”.

Last but not least, I sincerely thank the efforts and commitment from all our committee members, the school, and university. Without all these continued support, SHTMAA would not be growing as successfully as it is today.

We wish SHTMAA and everyone another fruitful year in 2019!



Alison Yau

Chairman

School of Hotel and Tourism Management Alumni Association

2. COMMITTEE MEMBERS

Chairman

Alison Yau

Vice Chairman

Betty Simpson
General Manager
The Helena May

Larry Law
Senior Manager, Catering
North District Hospital

Financial Secretary

Ricky Tsui
Lecturer, Department of Hotel, Service and Tourism Studies
Hong Kong Institute of Vocational Education (Chaiwan)

Secretary

Philip Kwok
Human Resources Manager
Gold Coast Hotel Hong Kong

Cici Tam
Senior Officer - Food & Beverage
New World Development Company Limited

Tommy Lau
Director of Food and Beverage
The Royal Garden

Stephen Tai
Human Resources Development Executive - Human Resources Development
Rosewood Hotel Group

Sammi Leung
Project Coordinator
KVL Productions Co. Ltd.

Krusty Li
Customer & Marketing Management Trainee
The Hong Kong Jockey Club

SHTM Alumni Liaison Officer

Annabel Chan
Programme Manager (Chinese Mainland)

3. VISION, MISSION AND CORE VALUES

The SHTM Alumni Association was established in 1993 to foster links between alumni and with the SHTM. The Association's objective is to create an effective network to assist the personal and career development of its members, while promoting the SHTM and PolyU in Hong Kong and abroad.

Vision

Be the preferred choice of association for alumni, students and industry partners.

Mission

Our mission is to achieve service excellence through the joint efforts of our members and to contribute our wealth of knowledge and experience to the community.

Core Values

Synergy – Believes in synergy for greater outcomes

Hospitality – Promotes hospitality attitude

Teamwork – Believes in collective efforts for greater success

Mentorship – Nurtures and develops SHTM students

Aliveness – Takes new challenges and improves continuously

Achievement – Strives for accomplishments



4. SUMMARY OF ACTIVITIES IN 2018

We stayed connected with our members throughout the year.

Our alumni events include annual dinner, alumni tour to Hanoi as well as the special interest activities such as whisky workshop.

Our social media presence continued to increase this year with the use of Facebook, LinkedIn, Instagram and general e-mails with the purpose of keeping our alumni informed and engaged. The Alumni office continues to send regular e-newsletter that provides valuable information for our alumni contingent and highlights the recent events.

JAN	FEB	MAR	APR	MAY	JUN
AGM Committee Meeting	SHTMAA Scholarship Interview Committee Meeting	Annual Dinner	TDC Crossover Event: Hong Kong Gifts & Premium Fair and Printing & Packaging Fair Committee Meeting	Committee Meeting	E-Newsletter
JUL	AUG	SEP	OCT	NOV	DEC
Alumni Tour to Hanoi Committee Meeting	Whisky Workshop TDC Crossover Event: Hong Kong Food Expo	Committee Meeting	24th Congregation	TDC Crossover Event: Hong Kong International Wine & Spirit Fair Committee Meeting	E-Newsletter Committee Meeting

Our Footsteps....

4.1 SHTMAA ANNUAL GENERAL MEETING FOR YEAR 2017

Venue: School of Hotel and Tourism Management The Hong Kong Polytechnic University

Date: 25 January 2018

Number of Participants: Over 20

SHTMAA was delighted to introduce new members of our Executive Committee, Krusty Li and Sammi Leung. The SHTMAA will continue creating an effective network to assist the personal and career development of its members, while promoting the SHTM and PolyU in Hong Kong and abroad.

Our alumni events include annual dinner, alumni tour as well as the special interest activities such as whisky workshop.



4.2 SHTMAA ANNUAL DINNER 2018

Venue: The Hong Kong Jockey Club

Date: 17 March 2018

Number of Participants: Around 90

SHTMAA Annual Dinner 2018 was successfully held at the Owner's Box at The Hong Kong Jockey Club on 17 March 2018. This year, our theme was "Dancing through the Decades" and there were around 90 dancing kings and queens from SHTMAA joining us. The party began with a wonderful opening dance by our juniors from the SHTM Student Association. The event reached a climax when everyone was showing their talents at the dance floor to compete in the "Dancing King and Queen Contest"! As with dinners in previous years, every participant received a fabulous prize from our grand lucky draw. Thanks to the generous help from the crew of The Hong Kong Jockey Club and the passion of the participants, it was definitely a memorable and joyful night to remember.



4.3 SHTMAA SCHOLARSHIP 2017-18

This year, applicants were asked to design a one-day local tour which can create a refreshing image of Hong Kong. We received a total of 15 applications. Out of the 4 shortlisted candidates interviewed, Ms. Lui Yi Fu, a Year 1 student of Broad Discipline of Hotel and Tourism Management, was selected as the winner. She was awarded a scholarship of HK\$8,000 as the recognition for her creativity and active involvement. The announcement and certificate presentation were held during the SHTMAA Annual Dinner on 17 March 2018.



4.4 TDC CROSSOVER EVENT – HK GIFTS & PREMIUM FAIR AND PRINTING & PACKAGING FAIR

Venue: Hong Kong Convention and Exhibition Center (HKCEC)

Date: 28 April 2018

Number of Participants: 7

This year we have collaborated with the Hong Kong Trade Development Council (HKTDC) to provide free access and VIP arrangement for our alumni / companies / teachers and students to visit 3 international fairs.

On 28th April, we visited the Gifts & Premium Fair and Printing & Packaging Fair at the HKCEC. Ms Jo Chung, the Assistant Manager of Visitor Promotion at HKCEC and a SHTMA alumna, gave us a warm welcome and briefing with refreshment. She guided us to tour around some highlighted pavilions and featured design booths. Some alumni were interested to source new gift products from various countries while others bought gifts at very good prices! We were also



4.5 SHTMAA ALUMNI TOUR 2018

Venue: Hanoi, Vietnam

Date: 5-8 July 2018

Number of Participants: 20

For food lovers and excitement seekers, we visited Hanoi, Vietnam from 5 Jul to 8 Jul 2018, to explore the beauty of this former French colony. This trip includes enjoying delicacies in La Table du Chef Restaurant, a Michelin two-star restaurant serving the finest French haute cuisine and experiencing exotic and authentic Vietnamese culture through visiting Tran Quoc



4.6 WHISKY WORKSHOP

Venue: J's Bar Bistro at The Royal Garden Hotel

Date: 11 August 2018

Number of Participants: 19

19 members and friends spent a lazy Saturday afternoon and had a dabble in whisky at J's Bar. Whisky specialist, Mr. Chris Lai provided the basics about whisky and guided us through a nosing and tasting, as well as provided a sensory flight of whisky to make the whole thing more fun.



4.7 TDC CROSSOVER EVENT: HONG KONG FOOD EXPO

Venue: Hong Kong Convention and Exhibition Center (HKCEC)

Date: 18 August 2018

Number of Participants: 17

Members got complimentary admission badge and a guided tour for highlighted zones at the HKTDC Food Expo – the most high profile food and beverage exhibition of this year. Besides, they explored a large variety of cuisines from pavilions of difference countries and regions and taste the tip top delicacies in the Gourmet Zone.



4.8 TDC Crossover Event: Hong Kong International Wine & Spirit Fair

Venue: Hong Kong Convention and Exhibition Center (HKCEC)

Date: 10 November 2018

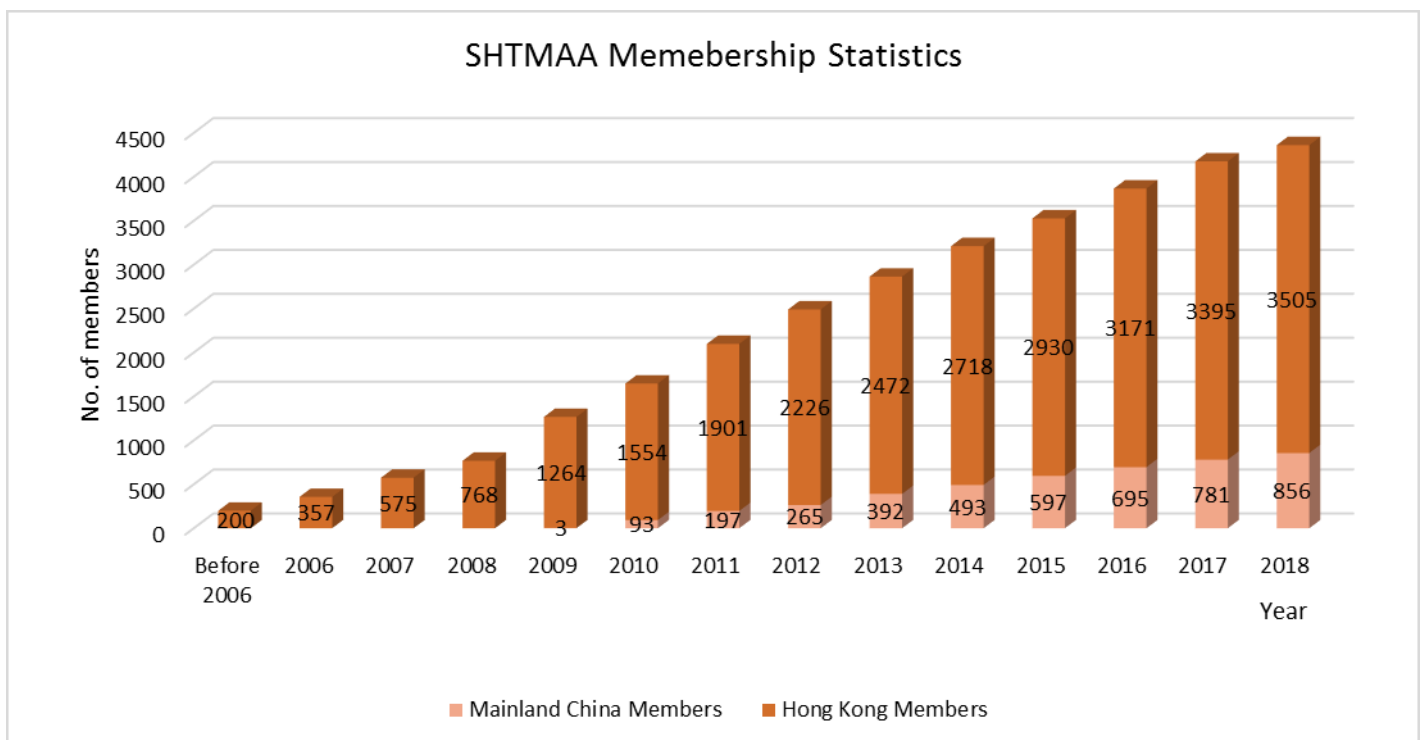
Number of Participants: 23

Partnering with HKTDC, our members attended the exclusive visit to the Wine & Spirits Fair which features over 70 enriching events on 10 November 2018. Through this platform, all the participants had the chance to learn more about regional wines from world wineries and vintages. From the pictures, we can see how much they enjoy sampling some of the special vintages.



5.1 MEMBERSHIP UPDATE

A summary of the number of memberships since the commencement of the SHTMAA is depicted as follows. At the end of 2018, the membership numbers reached 4,361 with a 4.4% year-on-year increase.



The Executive Committee noted the increase in membership in both Hong Kong and the Mainland. Out of 185 new members who joined in 2018, 75 new applications were from Mainland China. The mainland members represent 19.6% out of the total memberships.





Besides the increase in membership numbers of SHTM graduates, the number of Associate Member also increased to 65 in 2018.

5.2 MEMBERSHIP BENEFITS




Being a member not only opens the door to great opportunities in career development and alumni event and getting in touch with industry professionals, the association also has been continuously exploring a variety of benefits from hotel and dining to lifestyles in our partner services.




The executive committee will review and expand our partner portfolios in order to add more benefits for our fellow alumni. The attractive membership offering serves as a powerful tool for new membership recruitment.




Food & Dining	
Hotel ICON 	15% discount at the Green, the Market and the Above & Beyond 10% discount for the Banquet
Angsana Spa 	Spa Series Delights Platinum (Promotional price: HK\$9,870) Diamond (Promotional price: HK\$17,980) Special discount on full-body massage and spa package Monday-Thursday Special 15% off on full-body massage and spa package from 12:00 noon – 17:00
Hotel Okura Macau 	Special Room Rate from HK\$1,380




<p>Dorsett Tsuen Wan, Hong Kong</p>  <p>DORSETT TSUEN WAN . HONG KONG 香港荃灣帝盛酒店</p>	<p>Extra 15% off on discount rates for accommodation with late check-out till 2:00pm</p> <p>15% discount at menu price for dining in Dorsett Café</p> <p>20% discount for any treatment at The Spa</p> <p>15% off on Lunch & Dinner at Dorsett Café</p>
<p>Popway Hotel</p>  <p>POPWAY HOTEL 珀蒼酒店</p>	<p>A) Accommodation Offer: 15% off of “Best Available Rate” at all room types</p> <p>B) Food and Beverage Offer: 20% off at Uptop Bistro & Bar in dinner session except private event and tasting menu</p>
<p>W Beijing Chang’an</p>  <p>W BEIJING CHANG’AN 北京长安街W酒店</p>	<p>A) Accommodation Offer: Corporate rate is 15% off of Bar rate to single or double occupancy</p> <p>B) Other Offer: 15% discount on food and beverage at The Kitchen Table, YEN, X25 & W Lounge ; 15% discount on spa treatment at AWAY; 15% discount on laundry</p>
<p>Love Café</p> 	<p>20% off on Lunch, Afternoon tea and Dinner Menu</p>

Pagoda and traditional Water Puppet Show. Last but not least, appreciating the new Seven Wonders of Nature --- Halong Bay on a cruise is definitely the highlight of the trip.

<p>Cloudland Chinese Cuisine</p> 	<p>10% discount on food and beverage</p>
<p>Hawkers Centre</p> 	<p>Complimentary Fish Maw and Half Chicken Soup Base for celebrating on birthday month</p>
<p>Auberge Discovery Bay Hong Kong Hotel</p> 	<p>15% discount in Lunch & Dinner buffet / Semi buffet at Cafe Bord de Mer, Auberge Discovery Bay Hong Kong Hotel</p>
<p>Island Pacific Hotel</p> 	<p>15% off on total bill at Centre Street Kitchen & Centre Street Bar</p>

<p>Rosedale Hotel Kowloon</p>  <p>ROSEDALE HOTEL KOWLOON 九龍珀麗酒店</p>	<p>A) Sonata Western Restaurant Semi Buffet Lunch at HK\$108net person All-you-can-eat Lunch Buffet at HK\$108net per person 30% off for Deluxe Seafood Dinner Buffet</p> <p>B) SkyZone Deck and Lounge 20% off for food and beverages</p>
<p>Courtyard by Marriott Hong Kong</p>  <p>COURTYARD Marriott. HONG KONG 香港萬怡酒店</p>	<p>25% discount on Lunch Buffet and 35% discount on Dinner Buffet in MoMo café at Courtyard by Marriott Hong Kong</p>
<p>Cordis, Hong Kong</p>  <p>CORDIS HONG KONG AT LANGHAM PLACE</p>	<p>15% off Food & Beverage at Ming Court, Alibi – Wine Dine Be Social, The Place and The Garage Bar</p>

<p>Lanson Place Hotel, Hong Kong</p> 	<p>15% off on the drink menu (except breakfast & drink package) at 133 Lounge (1/F)</p>
<p>Royal Plaza Hotel</p> 	<p>A) Di King Heen 18% discount on a la carte Lunch Menu (Monday to Friday) 18% discount on a la carte Dinner Menu (Monday to Friday)</p> <p>B) La Scala 18% discount on Lunch Buffet (Monday to Friday) 18% discount on Dinner Buffet Whole Session (Monday to Friday) 18% discount on a la carte Menu (Monday to Friday)</p> <p>C) Lion Rock 18% discount on Semi Lunch Buffet with Main Course (Monday to Friday) 18% discount on Set Dinner menu (Monday to Friday)</p> <p>D) Royal Plaza Cake Shop 18% discount on Whole Cake, except promotional cake, 2D and 3D cake</p>
<p>Dorsett Hospitality International</p> 	<p>Enjoy 20% off Best Available Rate</p>

<p>Regal Kowloon Hotel</p>  <p>REGAL HOTELS 富麗酒店</p>	<p>25% off food items on the a la carte menu at Regal Court, Mezzo and Umami in Regal Kowloon Hotel</p>
<p>Hong Kong SkyCity Marriott Hotel*</p>  <p>MARRIOTT HONG KONG SKYCITY 香港天際萬豪酒店</p>	<p>15% off on total food bill at SkyCity Bistro, Man Ho Chinese Restaurant, Velocity Bar & Grill and The Lounge</p>
<p>The Westin Pazhou</p>  <p>THE WESTIN PAZHOU 广交会威斯汀酒店</p>	<p>A) Rooms Discount 15% off discount on BAR rate of room accommodation</p> <p>B) Food and Beverage Discount 15% off discount on food and beverage at The Seasonal Taste, Mai, Five Zen5es and Lobby Lounge (not applicable for special packages).</p> <p>C) SPA Discount 10% discount on spa treatment at Heavenly Spa by Westin™ (not applicable for special packages)</p>
<p>Rosedale Hotel Hong Kong</p>  <p>ROSEDALE HOTEL HONG KONG 香港珀麗酒店</p>	<p>All-you-can-eat Lunch at HK\$108net person 30% off for Deluxe Seafood Dinner Buffet</p>

Kowloon Shangri-La, Hong Kong



- A) Café Kool
 - 20% off (Monday to Friday) and 15% off (Saturday, Sunday and Public Holidays) lunch buffet
 - 20% off (Monday to Thursday) and 15% off (Friday to Sunday, and Public Holidays) dinner buffet
- B) The Lobby Lounge
 - 15% off weekend afternoon tea buffet (Saturday, Sunday and Public Holidays)
- C) Angelini, Shang Palace and Nadaman
 - 20% off food for lunch (4 to 12 diners) (Monday to Sunday, and Public Holidays)
 - 15% off food for lunch (2 to 3 diners) (Monday to Sunday, and Public Holidays)
 - 15% off food for dinner (2 to 12 diners) (Monday to Sunday, and Public Holidays)

Silka Tsuen Wan, Hong Kong*



Extra 15% off on discount rates with late check-out till 2:00pm

15% discount at menu price for dining in Marco's Buffet





Kohaku*








20% off for lunch set and 10% off for a la carte menu

30% off for designated beverage (Alcoholic)

Lifestyle

<p>Sun Sing Tea House</p> 	<p>For any purchases over HK\$200, can enjoy one box of Osmanthus Oolong tea at half price</p>
<p>Red Wine Village</p> 	<p>10% discount for purchase of 12 bottles and under 15% discount for purchase of more than 12 bottles Free e-newsletter and join their promotions and regular wine tastings</p>
<p>Singapore Airlines Holidays</p> 	<p>Exclusive Year-round Offer: discount from HKD100 to HKD1000</p>
<p>Lafayette Wedding</p> 	<p>10% off on Wedding Service and Related Service 10% off on Event & Party Service and Related Service</p>
<p>Jebesen Beverage Company Limited</p> 	<p>A) Special discount rate of 20% off Online shop prices* B) One free bottle of wine with first order above \$1,000 C) Priority bookings to our events and first access to exclusive, minimum release wines</p>
<p>Moonzen Brewery</p> 	<p>Brewery Tour & Tasting Experience: Buy 4 Experience get 1 Free</p>

<p>Venchi Hong Kong Limited</p> 	<p>10% off for regular-priced chocolate</p>
<p>Or Tea?</p> 	<p>A) enjoy a free shipping with code "FREESHIPPINGHK" at our web shop: www.or-tea.com</p> <p>B) enjoy a 10% off on a purchase at pop up stores with the display of the membership card</p>
<p>Little Italy</p> 	<p>A) A tailored tutor tasting of Italian wines (HK\$250 per person)</p> <p>B) Packaged Food Menu with advance booking for a private event</p>
<p>Owl Photo Studio</p> 	<p>HK\$280 (original price: HK\$580) for the First single person portrait</p>
<p>Health Aims Organic Functional Food Specialty Shop*</p> 	<p>5% discount for any products with regular price</p> <p>Special monthly discount/ promotion package for members</p> <p>Bonus points</p> <p>Double bonus points in birthday month</p>

*New benefits offering in 2018

6. RECRUITMENT ADVERTISEMENTS

In 2018, SHTMAA disseminated a total number of 27 recruitment advertisements for 19 hospitality organizations as below.

Company	No. of Ads
Conrad Hong Kong	1
Country Holidays	1
Dorsett Kwun Tong, Hong Kong	4
Harbour Plaza Metropolis	1
Kowloon Harbourfront Hotel	1
Holiday Inn Resort Phuket	1
Hong Kong Ocean Park Marriott Hotel	1
Hotel ICON	1
InterContinental Hong Kong	2
Kerry Hotel Hong Kong	2
L'hotel	2
PolyU Technology & Consultancy Company	1
Rhombus Group	3
Shangri-La Hotels & Resorts	1
STC Switzerland Travel Centre	1
The Clearwater Bay Golf & Country Club	1
The Helena May	1
The Peninsula Hong Kong	1
The Royal Garden	1
Total	27

7. ACTIVITY CALENDAR 2019

In the past year, we have successfully organized a variety of activities and continued engaging our alumni through all kinds of activities, and we will make even greater efforts to ensure better services to our members and the community in the future.

Bearing the core values representing who we are and what we should do, a wide range of activities is planned for 2019:

JAN	FEB	MAR	APR	MAY	JUN
AGM Committee Meeting	Scholarship Interview Committee Meeting	TDC Crossover Event: International Jewellery Show Community Day—Hotel Visit Annual Dinner	Community Day—TBC	HKHA + SHTMAA Networking Happy Hour Committee Meeting	Sherry Workshop E-Newsletter
JUL	AUG	SEP	OCT	NOV	DEC
Coffee Workshop Committee Meeting	TDC Crossover Event: Food Expo and Home Delights	Committee Meeting	Glamping	25th Congregation TDC Crossover Event : Wine & Spirits Fair Committee Meeting	E-Newsletter



This Annual report is produced by
The Hong Kong Polytechnic University
School of Hotel & Tourism Management
Alumni Association.

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