



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

# Annual Report 2016/2017

**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 the committee members that worked with us for years. However, due to personal reasons, they have to pass the torch to others. I am going to address them one by one. They are Dr. Nelson Tsang, who has been our advisor for many years; Ray Luk, our Vice Chairman; Dilys Ko, our Financial Secretary ; and Maggie Ngan, our Secretary. Thank you for their hard work and contribution to the alumni association in the past years. Without them, SHTMAA will not be as expanded and successful as today. We extend our heartfelt gratitude and best wishes to every of them and their family. I am sure that although they do not take part as committee members, they will still support and participate in our activities as always.

On the other hand, we are delighted to have several new members joining the Executive Committee. They are Dr. Tommy Lau, Stephen Tai, Sammi Leung, and Krusty Li. A few more new committee members will be announced at a later stage.

Furthermore, I sincerely thank all our committee members for being so kind and helpful to share the workload voluntarily. Most importantly, I would like to thank all the alumni for your passion and participation. Without your participation, our work is meaningless! Last but not least, we would like to thank the University and the School's support, from Dean Kaye Chon to academic, administration and marketing staff for giving us so much opportunities to expand and connect with all the contacts and resources.

Let us sustain our SHTM spirit by getting our alumni together more often in the upcoming activities, and contribute to the community! We wish SHTMAA and everyone a fruitful year in of 2018!



Alison Yau

Chairman

School of Hotel and Tourism Management Alumni Association

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## 2. COMMITTEE MEMBERS

### Chairman

Alison Yau

### Vice Chairman

Ray Luk

Manager (Academic Affairs)

Hotel, Service and Tourism Studies Discipline Planning Office

Vocational Training Council

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

Dilys Ko

Manager & Head

Training Team Human Resources Department

Mizuho Corporate Bank, Ltd.

Maggie Ngan

Assistant Sales Manager

Messe Frankfurt

Philip Kwok

Human Resources Manager

Gold Coast Hotel Hong Kong

Cici Tam

Senior Officer - Food & Beverage

New World Development Company Limited

Tommy Lau

Food and Beverage Operation Consultant

Stake & Co. Ltd

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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)



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# 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 2017

We stayed connected with our members throughout the year.

Our alumni events include annual dinner, alumni tour as well as the special interest activities such as mixology workshop, hiking fun day and soap cycling 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
Committee Meeting	SHTMAA Scholarship Interview  AGM  E-Newsletter  Committee Meeting	Annual Dinner  Committee Meeting	Committee Meeting	Alumni Tour to Taiwan	E-Newsletter  Committee Meeting
JUL	AUG	SEP	OCT	NOV	DEC
	Community Day: Soap Cycling Workshop  Committee Meeting	Mixology Workshop	Green Hub Visit  Committee Meeting	23rd Congregation  Hiking Fun Day: Plover Cove Country Park Hiking	E-Newsletter  Committee Meeting

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Our Footsteps....

# 4.1 SHTMAA ANNUAL GENERAL MEETING FOR YEAR 2016

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

Date: 16 February 2017

Number of Participants: Over 20

On February 16, the Annual General Meeting of the School of Hotel and Tourism Management Alumni Association was held at SHTM. Members attended the meeting to review the achievements in the past year and gained an overview on the proposed activities in the coming year. Mr. Maurice Kong, Mr. Jason Wong and Ms. Livia Chai have resigned from the Executive Committee. Dr. Tommy Lau and Mr. Stephen Tai have joined the Executive Committee as Secretary. At the meeting, apart from adopting the Financial Report and reviewing events of the past year, the members were also informed that membership has reached a new height of 3,866 by Dec 31, 2016, representing a 9.61% year on year increase.





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## 4.2 SHTMAA ANNUAL DINNER 2017

Venue: The Hong Kong Jockey Club

Date: 18 March 2017

Number of Participants: Around 120

SHTMAA Annual Dinner 2017 was successfully held at The Hong Kong Jockey Club on 18 March 2017. It was exciting to see around 120 alumni of SHTM joining this memorable event. We are greatly honored by the presence of Mr. Anthony Lau, Executive Director of Hong Kong Tourism Board and Ms. Winnie Ngan, Principal, Hotel and Tourism Institute/ Chinese Culinary Institute/ International Culinary Institute at our dinner. The theme of the dinner was Asian and a number of attendees dressed themselves in the national costume of India, Korea, China, Vietnam and etc. The judges had a difficult job choosing the winners of the Best Dressed Award. As with previous dinners, every participant got a fabulous prize from our lucky draw.



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## 4.3 SHTMAA SCHOLARSHIP 2017

The proposal which had to be submitted for the application of Scholarship this year was an innovative activity for SHTMAA to crossover with another organization. Hsu Yung Han (Hannah), a Year 3 student of BSc (Hons) in Tourism Management was awarded a scholarship of HK\$5,000, which recognized her creativity and active involvement. The prize presentation was held during the SHTMAA Annual Dinner on 18 March 2017.



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# 4.4 SHTMAA ALUMNI TOUR 2017

Venue: Taiwan  
Date: 18-21 May 2017  
Number of Participants: 14

SHTMAA Alumni Tour did not only offer a chance for alumni, friends and family to meet, but also aimed at bringing unique and bespoke travel experiences. Taiwan was chosen as the destination in 2017 for our participants to explore the beauty and mystery of this place. The first highlight of this 4-day tour was a dinner at Le Moût curated by Chef Chen Lan Shu, who was awarded The Veuve Clicquot Asia's Best Female Chef 2014. Le Moût was One of Asia's Finest Restaurant recognized by Miele Guide 2010/2011. In addition, there was a visit to Kavalan Whisky Distillery, the "Worldwide Whisky Producer of the year 2016", as well as a tea plantation experience, where participants enjoyed the harvesting, rolling, processing and taste of historical tea culture. Last but not least, we stayed at Amba Taipei Songshan, a new boutique hotel, and enjoyed an exclusively arranged hotel tour followed by a sharing session from the management! We are already looking forward to the alumni tour this year!



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## 4.5 COMMUNITY DAY - “SOAP CYCLING” PARENT-CHILD SUSTAINABILITY WORKSHOP

Venue: World Peace Centre, Kwai Hing

Date: 19 August 2017

Number of Participants: 16

SOAP CYCLING is an NGO that aims at promoting sustainability and improving hygiene. It collects used hotel soap that would normally be discarded, reprocess it with the help of volunteers, and then distribute it to WASH NGOs in developing Asia. Some of the deadliest diseases such as cholera, tuberculosis, and diarrhea can be prevented by simple handwashing. Last summer SHTMAA organized a fun and meaningful Parent-Child Sustainability Workshop with SOAP CYCLING. While parents worked at scraping and sanitizing used soap for shipment to underprivileged communities, their children learned about the importance of hygiene and sustainability. Kids joined in the action, helping to sort soap by color and shape. Next they used powdered soap, food coloring, and their own imagination to create soap art (which they can take home for a souvenir).





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# 4.6 MIXOLOGY WORKSHOP

Venue: JW Marriott Hotel Hong Kong  
Date: 16 September 2017  
Number of Participants: 26

“You can’t buy happiness but you can prepare a cocktail and that’s kind of the same thing.” More than 20 participants joined our Mixology Workshop at the Flint Grill & Bar at JW Marriott Hotel Hong Kong on 16 September 2017. It had been an afternoon of fun to bring out everyone’s inner mixologist! We were happy to have had a chance to visit behind the bar counter and explore how mixology works. Award winning Bartender, Mr. Paul Chan and his team also walked us through the basic theory of mixology and demonstrated 3 classic cocktails plus 2 of his originals. The highlight of the day was that we all had a chance to DIY our own cocktails!



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## 4.7 A VISIT TO GREEN HUB

Venue: The Green Hub, Tai Po

Date: 14 October 2017

Number of Participants: 16

To get out of the busy city and to go green? 16 SHTMAA alumni visited the Green Hub on 14 October 2017. The Green Hub (Old Tai Po Police Station), a grade 1 listed historic building built in 1899, has reinvented itself to connect nature and our community to achieve a sustainable living. The Green Hub also provides guestrooms which allow guests to appreciate original architectural features. We joined a very interesting low carbon diet workshop, which is the best idea for someone who's looking for a healthier lifestyle. Harvesting seasonal herbs at a kitchen garden and making our own lunch in a heritage site was definitely a unique experience to all of us.



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# 4.8 HIKING FUN DAY - PLOVER COVE COUNTRY PARK

Venue: Plover Cove Country Park

Date: 19 Nov 2017

Number of Participants: 43

The SHTMAA organised a hike to the beautiful country park of Hong Kong in Autumn. We had chosen a hiking route which has been rated by the Lonely Planet as one of the best hikes in Hong Kong. It is a 4-hour circuit from Yu Kau Tang, a Hakka village since the Qing Dynasty, to Lai Chi Wo, which is another exquisite Hakka village, established 400 years ago. On the way, participants passed by some forgotten villages, rice terraces studded with egrets and herons, and delving into the camphor-scented feng shui forest. A delicious lunch was enjoyed by all at the end of the tour.



# 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 2017, the membership numbers reached 4,176 with a 8.02% year-on-year increase.



The Executive Committee noted the increase in membership in both Hong Kong and the Mainland. Out of 310 new members who joined in 2017, 86 new applications were from Mainland China. The mainland members represent 18.7% out of the total memberships.

Besides the increase in membership numbers of SHTM graduates, the number of Associate Member also increased to 63 in 2017.









## 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	
<b>Hotel ICON</b> 	15% discount at the Green, the Market and the Above & Beyond 10% discount for the Banquet
<b>Angsana Spa</b> 	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
<b>Hotel Okura Macau</b> 	Special Room Rate from HK\$1,380





<p><b>Dorsett Tsuen Wan, Hong Kong</b></p>  <p><b>DORSETT</b> TSUEN WAN . HONG KONG 香港荃灣帝盛酒店</p>	<p>18% off Best Available Rate in accommodation</p> <p>15% off for lunch &amp; Dinner at Dorsett Café</p>
<p><b>Ovolo Hotels</b></p>  <p><b>ovolo</b> HOTELS</p>	<p>Accommodation Offer: 20% off on flexible rates</p>
<p><b>Popway Hotel</b></p>  <p><b>POPWAY</b> HOTEL 珀薈酒店</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 &amp; Bar in dinner session except private event and tasting menu</p>
<p><b>W Beijing Chang’an</b></p>  <p><b>W</b> BEIJING CHANG’AN 北京长安街W酒店</p>	<p>A) Accommodation Offer: Price from RMB 1632.4/Room/ Night</p> <p>B) Other Offer: 10% discount on food and beverage at The Kitchen Table; 10% discount on spa treatment at AWAY and 15% discount on room rental, 10% discount on F&amp;B excluding alcohol</p>
<p><b>Love Café*</b></p>  <p><i>Love Café</i></p>	<p>20% off on Lunch, Afternoon tea and Dinner Menu</p>







<p><b>pentahotel Hong Kong, Kowloon*</b></p>  <p>PENTA HOTEL HONG KONG KOWLOON 香港九龍貝爾特酒店</p>	<p>25% discount on dinner buffet at eatstreet@pentalounge</p>
<p><b>New World Millennium Hong Kong Hotel</b></p>  <p>千禧新世界香港酒店 NEW WORLD MILLENNIUM HONG KONG HOTEL</p>	<p>20% discount for food and beverage consumption at Café East, Tao Li, Sagano, La Table, Bar on 15 and The Lounge</p>
<p><b>Cloudland Chinese Cuisine*</b></p>  <p>雲來軒 CLOUDLAND CHINESE CUISINE</p>	<p>10% discount on food and beverage</p>
<p><b>Hawkers Centre*</b></p>  <p>大笪地 Hawkers Centre</p>	<p>Complimentary Fish Maw and Half Chicken Soup Base for celebrating on birthday month</p>

<b>Auberge Discovery Bay Hong Kong Hotel*</b>	15% discount in Lunch & Dinner buffet / Semi buffet at Cafe Bord de Mer, Auberge Discovery Bay Hong Kong Hotel
 <p>ISLAND PACIFIC HOTEL HONG KONG 港島太平洋酒店 Sino Hotels</p>	15% off on total bill at Centre Street Kitchen & Centre Street Bar
 <p>City Garden Hotel HONG KONG 城市花園酒店 Sino Hotels</p>	<p>A) Garden Café 10% off on Lunch Buffet &amp; A La Carte menu 10% off on Dinner Buffet &amp; A La Carte menu</p> <p>B) YUE 10% off on A La Carte Lunch menu 15% off on A La Carte Dinner menu</p> <p>C) Satay Inn 15% off on Lunch menu 10% off on Dinner menu</p>
 <p>ROSEDALE HOTEL KOWLOON 九龍珀麗酒店</p>	<p>A) Sonata Western Restaurant Semi Buffet Lunch at HK\$98net person Weekend Lunch Buffet at HK\$108net per person Dinner Buffet at HK\$288net per Adult; HK\$188net per Senior / Child</p> <p>B) SkyZone Deck and Lounge 20% off for food and beverages</p>






<p><b>Courtyard by Marriott Hong Kong*</b></p> 	<p>25% discount on Lunch Buffet and 35% discount on Dinner Buffet in MoMo café at Courtyard by Marriott Hong Kong</p>
<p><b>Courtyard by Marriott Hong Kong Sha Tin*</b></p> 	<p>A) Accommodation Offer Long Stay Package Price from HKD6,000/Room/7 nights</p> <p>B) Food and Beverage Offer 20% off on buffet in MoMo Café at Courtyard by Marriott Hong Kong Sha Tin 10% off on à la carte menu in Lobby Lounge, MoMo Café and LEVELthirty Lounge &amp; Bar at Courtyard by Marriott Hong Kong Sha Tin</p>
<p><b>Cordis, Hong Kong*</b></p> 	<p>15% off Food &amp; Beverage at Ming Court, Alibi – Wine Dine Be Social, The Place and The Garage Bar</p>
<p><b>Lanson Place Hotel, Hong Kong*</b></p> 	<p>15% off on the drink menu (except breakfast &amp; drink package) at 133 Lounge (1/F)</p>

<p><b>Royal Plaza Hotel*</b></p> <p>ROYAL PLAZA HOTEL 帝京酒店</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 8% discount on Whole Cake, except promotional cake, 2D and 3D cake</p>
<p><b>Dorsett Hospitality International*</b></p> <p> DORSETT HOSPITALITY INTERNATIONAL 帝盛酒店集團</p>	<p>Enjoy 20% off Best Available Rate</p>
<p><b>Regal Kowloon Hotel*</b></p> <p> REGAL HOTELS 富貴酒店</p>	<p>25% off food items on the a la carte menu at Regal Court, Mezzo and Umami in Regal Kowloon Hotel</p>

<p><b>Hong Kong SkyCity Marriott Hotel*</b></p> 	<p>15% off on total food bill at SkyCity Bistro, Man Ho Chinese Restaurant, Velocity Bar &amp; Grill and The Lounge</p>
<p><b>The Westin Pazhou*</b></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><b>Rosedale Hotel Hong Kong*</b></p> 	<p>Semi Buffet Lunch at HK\$98net person, Weekend Lunch Buffet at HK\$108net per person, Dinner Buffet at HK\$288net per Adult, HK\$188net per Senior/ Child in Sonata Western Restaurant</p>
<p><b>Kowloon Shangri-La, Hong Kong</b></p> 	<p>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</p> <p>B) The Lobby Lounge 15% off weekend afternoon tea buffet (Saturday, Sunday and Public Holidays)</p>

	<p>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)</p>
<b>Lifestyle</b>	
<p><b>Sun Sing Tea House</b></p> 	<p>For any purchases over HK\$200, can enjoy one box of Osmanthus Oolong tea at half price</p>
<p><b>Red Wine Village</b></p> 	<p>10% discount for purchase of 12 bottles  15% discount for purchase of more than 12 bottles  Free e-newsletter and join their promotions and regular wine tastings</p>
<p><b>Singapore Airlines Holidays*</b></p> 	<p>Exclusive Year-round Offer: discount from HKD100 to HKD1000</p>
<p><b>Lafayette Wedding*</b></p> 	<p>10% off on Wedding Service and Related Service  10% off on Event &amp; Party Service and Related Service</p>
<p><b>Jebesen Beverage Company Limited</b></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><b>Moonzen Brewery</b></p> 	<p>Brewery Tour &amp; Tasting Experience: Buy 4 Experience get 1 Free</p>



<p><b>Venchi Hong Kong Limited</b></p> 	<p>10% off for regular-priced chocolate</p>
<p><b>Onflo Wines &amp; Spirits Limited</b></p> 	<p>40% off on the Retail Price of Red, White Wines and Champagne</p>
<p><b>Or Tea?</b></p> 	<p>A) enjoy a free shipping with code "FREESHIPPINGHK" at our web shop: <a href="http://www.or-tea.com">www.or-tea.com</a></p> <p>B) enjoy a 10% off on a purchase at pop up stores with the display of the membership card</p>
<p><b>Little Italy</b></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><b>Owl Photo Studio</b></p> 	<p>HK\$280 (original price: HK\$580) for the First single person portrait</p>

\*New benefits offering in 2017

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## 6. RECRUITMENT ADVERTISEMENTS

In 2017, SHTMAA disseminated a total number of 18 recruitment advertisements for 15 hospitality organizations as below.

Company	No. of Ads
Country Holidays	1
Dorsett Kwun Tong, Hong Kong	3
Gold Coast Yacht & Country Club	1
Hanlun Habitats Limited	1
Hong Kong Gold Coast Hotel	1
Hong Kong Ocean Park Marriott Hotel	1
NagaWorld	1
pentahotel Hong Kong	1
Popway Hotel	1
Rhombus Group	2
The Helena May	1
The Hong Kong Jockey Club	2
The Ritz-Carlton, Hong Kong	1
The Royal Garden	1
<b>Total</b>	<b>18</b>

# 7. ACTIVITY CALENDAR 2018

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 2018:

JAN	FEB	MAR	APR	MAY	JUN
AGM  Committee Meeting	Scholarship Interview  Committee Meeting	Annual Dinner  Committee Meeting	TDC Crossover Event	Cultural Day Tour  Committee Meeting	Alumni Tour  E-Newsletter
JUL	AUG	SEP	OCT	NOV	DEC
Committee Meeting	Beer/ Whisky Workshop  TDC Crossover Event	Chinese Culinary Skills Workshop  Committee Meeting	Community Day	24th Congregation  Wine & Cheese Workshop  TDC Crossover Event  Committee Meeting	E-Newsletter



This Annual report is produced by  
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School of Hotel & Tourism Management  
Alumni Association.

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