



Annual Report 2015/2016

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

The Hong Kong Polytechnic University



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From the Chairman



Dear Members

It gives me great pleasure to introduce to you our Annual Report of 2015 – 2016, which brought another year of good memories from the very bottom of my heart.

It has been a privilege to have the opportunity to work with and meet so many of you over the past years --- from social gatherings, community events to green initiatives --
- SHTMAA has surely made an impact not only to our members but also to the industry. In 2016, our actions speak louder than our words. Membership constantly grew at about 3,900 with a 10.26% year-on-year increase. Besides the iconic annual dinner and alumni tour, we have also organized themed activities to engage our members in different ways. These special activities we organized such as the craft beer tasting workshop, visit to Tso Hin Kee and the dragon boat paddling fun day were filled with laughter and friendship!

There goes a saying that “Usher out the old, greet the new”, it is time for me to move on and try something new after these years. A special heartfelt note of appreciation must be extended to all the Committee Members who have dedicated countless hours to ensure the success of the all the events we organized over the past years. Our team is stronger than ever!

Please join me for a very warm welcome to our new chairlady, Alison. I believe under her leadership, SHTMAA will be continued to create an effective network to assist the personal and career development of our members. Maintaining the momentum, we shall continue to serve the alumni community, and give back to the society. We are blessed to have Committee Members devoting themselves to serve people, and many of our alumni are established leaders in the industry. Together we can bring in new ideas for further community involvement and participation.

Finally, I would like to thank you once again for your support and participation. Please stay in touch!

Maurice Kong
Chairman
School of Hotel and Tourism Management Alumni Association



COMMITTEE MEMBERS

Chairman

Maurice Kong
Assistant General Manager - Food & Beverage
New World Development Company Limited

Vice Chairman

Betty Simpson
General Manager
The Helena May

Ray Luk
Manager (Academic Affairs)
Hotel, Service and Tourism Studies Discipline Planning Office
Vocational Training Council

Alison Yau

Financial Secretary

Dilys Ko
Manager & Head
Training Team Human Resources Department
Mizuho Corporate Bank, Ltd.

Secretary

Jason Wong
Chairman
Travel Industry Council of Hong Kong
Director & General Manager
Hong Thai Travel Services Limited

Livia Chai
Senior Marketing Specialist
FedEx Express

Maggie Ngan
Assistant Sales Manager
Messe Frankfurt

Philip Kwok
Human Resources Manager
Gold Coast Hotel Hong Kong

Larry Law
Senior Manager, Catering, North District Hospital
Hospital Authority

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

Cici Tam
Management Trainee
New World Development Company Limited

SHTM Alumni Liaison Officer

Nelson Tsang
Associate Professor

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 2016

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 beer tasting workshop, Tso Hin Kee visit and dragon boat paddling fun day.

Our social media presence continued to increase this year with the use of Facebook, Linked-In, 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	Committee Meeting SHTMAA Scholarship Interview	Alumni Dinner SHTMAA Scholarship Presentation Art Basel Tour Committee Meeting	Committee Meeting	Committee Meeting	Alumni Tour – Chaozhou, China Member E-news Letter
JUL	AUG	SEP	OCT	NOV	DEC
Craft Beer Tasting Workshop & Brewery Tour Committee Meeting		Member E-news Letter Committee Meeting	Visit to Tso Hin Kee and Tao Heung Museum of Food Culture Committee Meeting	22nd PolyU Congregation Dragon Boat Paddling Fun Day	Committee Meeting

Our Foot Steps....

4.1 SHTMAA Annual General Meeting (AGM) 2016

Venue: School of Hotel and Tourism Management
The Hong Kong Polytechnic University
Date: 28 January 2016
Number of Participants: Over 20

On January 28, 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. Larry Law, Mr. Ricky Tsui and Miss Cici Tam 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 3,527 by Dec 31, 2015, representing a 9.84% year on year increase.



4.2 Annual Spring Dinner 2016 – Back to 1920's

Venue: The Helena May

Date: 18 March 2016

Number of Participants: over 100



The roaring 20's have never been hotter. The SHTMAA annual dinner welcomed over 100 alumni and their family in the century old women's club, The Helena May, which was the perfect setting for the Back to 1920s theme. Following an opening song – Shanghai Bund which instantly transported all the guests back

to the 1920s, Mr. Maurice Kong, the Chairman of SHTMAA, and Prof. Kaye Chon gave their well-wishes and blessings for the alumni in their warm remarks.

Thanks to all the sponsors, all the guests enjoyed very much the champagne and fine wines and appreciated the innovative wine glasses designed by Hong Kong Sommelier Association. Throughout the evening, the dance floor was packed and the music worked superbly. All were thrilled not only by the dinner and music, but also by more than 100 lucky draw prizes that were up for grabs.

The Best Dress Competition was the climax of the evening – the final 3 contestants, Ms Ada Li, Ms Anna Pavesi



and Ms Kanny Ho wowed the judges with their glamorous 1920's themed costumes. All guests were asked to "Like" the contestants' images posted on the SHTMAA Facebook page. Ms. Anna Pavesi finally won the award with the most likes.

4.3 SHTMAA Scholarship Presentation 2016

The SHTMAA Scholarship is open to all full time students of the School in recognition of their talent and devotion to the hospitality industry. Applicants were invited to give a proposal on maximizing SHTMAA's exposure and engaging its membership in social media. Among the entries received, 4 students were shortlisted for a 20-minute presentation to a judging panel. Cheung Ka Ming, Queena, a final year student of BSc in Hotel Management, outperformed the other applicants and received an award of HK\$5,000.



4.4 Art Basel Tour

Venue: Hong Kong Convention and Exhibition Centre
Date: 26 Mar 2016
Number of Participants: 12



In the afternoon of March 26, SHTMAA organized an exclusive art appreciation tour to Art Basel Hong Kong, the premier art show in the art world. Sponsored by SHTMAA, two sessions of guided tour were arranged for the members to appreciate modern and contemporary art by internationally acclaimed and emerging artists. The tour leader guided us through the pieces and highlighted some of the more interesting details. 12 members joined this exclusive art tour and enjoyed getting together for a memorable afternoon spent.

4.5 Alumni Tour – Chaozhou, China

Destination: Chaozhou, China
Date: 17 – 19 June 2016
Number of Participants: 25



On Jun 17 – 19, 25 SHTMAA members and their family joined the Alumni tour to Chaozhou, China for a long weekend getaway. Easily accessible by a 3-hour high speed train from Shenzhen, Chaozhou is a popular nearby city in Guangdong that attracts many visitors due to its strong unique local flavor, famous cuisine and Chao embroidery.

Staying at a boutique hotel with traditional Chinese decor and ambiance, the group enjoyed a jam-packed itinerary satisfying all senses, through visiting the ancient scenic spots, savoring traditional local feasts and tasting the authentic Chaozhou Kongfu tea at a brewing workshop, held by a local tea master. The group also made a visit to Shantou University, to learn about its development and history.



4.6 Craft Beer Tasting Workshop and Brewery Tour

Venue: Moonzen Brewery

Date: 23 July 2016

Number of Participants: 20

On July 23, SHTMAA organized a craft beer tasting workshop and brewery tour for 20 alumni members at the Moonzen Brewery. “We began brewing in Hong Kong 6 years ago. We were always lovers of good craft beer, and at the time there was no beer in Hong Kong that could satisfy us.” said Laszlo and Michele Raphael, founders of Moonzen. The husband and wife are passionate about craft beer and are on a mission to promote craft beers special with character and flavour.



Through the introduction, they took our members through the tasting, introducing the style, flavour and aroma of each beer. All participants enjoyed the behind-the-scenes tour inside the brewery while learning, and drinking great craft beer. The experience did not end there, each participant got to bring

home their own craft beer glass designed by Moonzen.

4.7 Visit to Tso Hin Kee & Tao Heung Museum of Food Culture

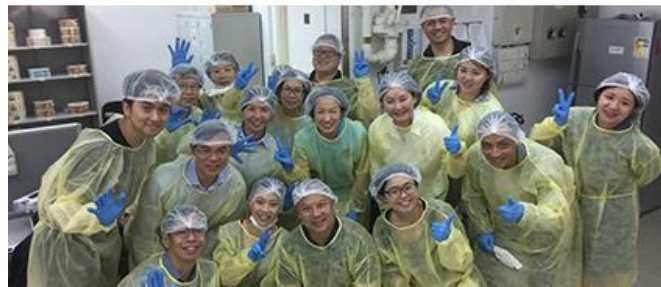
Venue: Tso Hin Kee Factory & Tao Heung Museum of Food Culture

Date: 15 October 2016

Number of Participants: 17

On 15 October 2016, a group of 17 alumni joined a tour arranged by SHTMAA to Tso Hin Kee Factory and Tao Heung Museum of Food Culture.

The group was greeted by the representatives from Tso Hin Kee and was led to their factory located in Fo Tan. Upon arrival, Mr George Tso, the grandson of Tso Hin Kee's founder welcomed us and introduced the company's story and the 70-years history of their products. From the famous penguin logo to the quest in pursuing ISO-22000 and HACCP certification, it demonstrated the family's endeavor in preserving the



most authentic “flavor” to their customer that was 100% made in Hong Kong. Besides, participants had a chance to visit their “top-secret” production line. In order to avoid any contamination to their products, protective measures such as face mask, shoe covers, hair cap, etc had to be worn beforehand.

The exploration continued with another visit to Tao Heung Museum of Food Culture not far away from Tso Hin Kee. The curator of the museum showed the participants through all the areas which introduced different culinary cultures, styles and types at different eras in Hong Kong. A 3D video clip giving an overview of the Tao Heung Group was shown as well. In addition, the curator brought the group to an eye-opening journey to the VTC Tao Miao Institute and their resources centre located on top of the premise. The resources centre covers all aspects of a restaurant, e.g. occupational health and safety, building materials for restaurant and customer service training guideline. There was also a full functional food testing lab inside.

Finally, the 3-hours tour was concluded with a hearty meal served in the Tao Heung Training Restaurant.

4.8 22nd PolyU Congregation

Venue: The Hong Kong Polytechnic University

Date: 7 November 2016

A booth to promote the Association among graduates about SHTMAA was set up in-campus during the 22nd PolyU Congregation.

Mr Jason Wong, Director & General Manager of Hong Thai Travel Services Limited, was awarded the SHTMAA Outstanding Alumni 2016. Jason is actively involved in



the promotion of training and Industry development. He is currently the Chairman of The Hong Kong Travel Industry Council, Member of Tourism Strategy Group for the Tourism Commission, Member of the Cruise Industry, Committee Advisory for

the Tourism Commission, Member of Employees Retraining Board, Ocean Park Corporation Board, Honorary Consulate of Republic of Mali - Hong Kong.

4.9 The Dragon Boat Paddling Fun Day

Venue: Shek Mun Training Center, Shatin

Date: 26 November 2016

Number of Participants: 7

On 26 November 2016, SHTMAA's first dragon boat paddling fun day, was held at



the Shek Mun Training Center of the Hong Kong *China Dragon Boat Association* (HKCDBA). Even though the weather was fairly cold with a strong wind blowing, members arrived early and were very excited for the dragon boat experience.

Participants were first guided through the basic paddling techniques by Nancy and

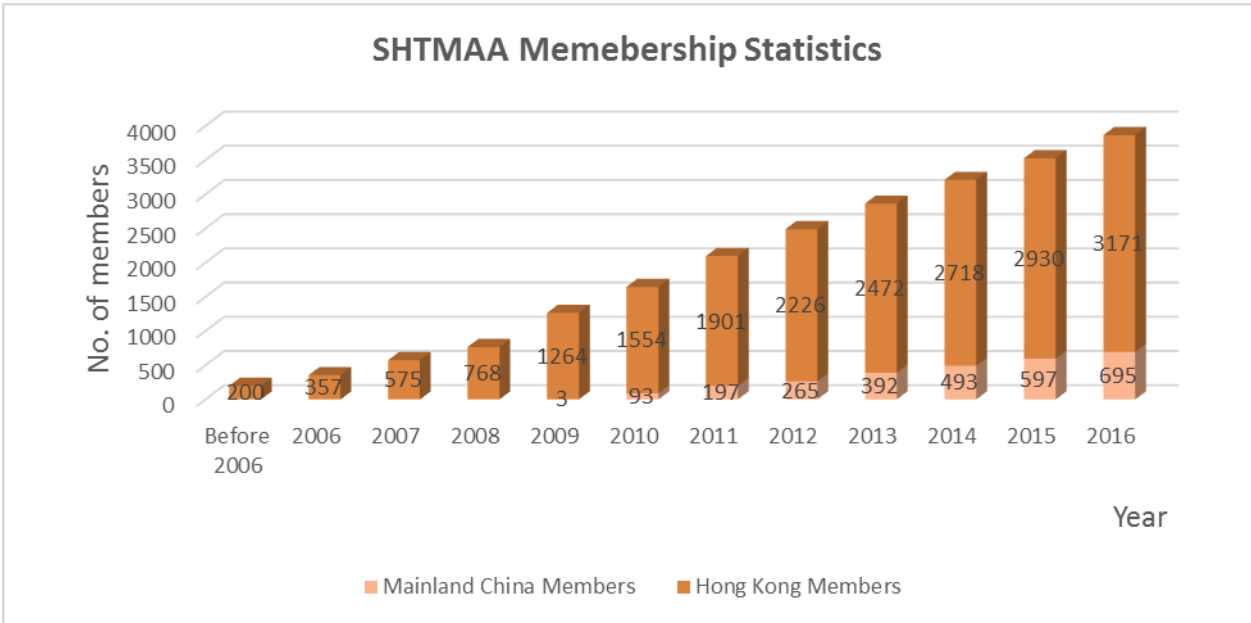
Charles, two registered HKCDBA dragon boat coaches. Participants practiced the skills on the ground following some warm up exercises. Equipped with some skills and thus feeling confidence, members found the paddling unexpectedly challenging after landing themselves in the real dragon boat. Fortunately, with the guidance of the coaches and the impressive demonstration of a few members from the Hong Kong dragon boat young team, our members learnt that teamwork is everything in dragon boat paddling and synchronicity is more important than strength.

After practicing a few rounds together, members managed to paddle down and enjoyed a great view along the Shing Mun River for hours of fun. The Fun Day ended with a snack party and the popping of some champagnes!

5.1 Membership Update

A summary of the number of memberships since the commencement of the SHTMAA is depicted as follows. By end-2016, the membership numbers reached 3,866 with a 9.61% year-on-year increase.

The Executive Committee noted the increase in membership in both Hong Kong and the Mainland. Out of 339 new members who joined in 2016, 98 new applications were from Mainland China. The mainland members represent 17.98% out of the total memberships.










Besides the increase in membership numbers of SHTM graduates, the number of Associate Member also increased to 62 in 2016.








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

<p>Hotel Panorama by Rhombus</p>  <p>HOTEL PANORAMA by Rhombus 隆 堡 麗 景</p>	<table border="0"> <thead> <tr> <th><u>Outlet</u></th> <th><u>Offer</u></th> </tr> </thead> <tbody> <tr> <td>AVA Restaurant Slash Bar</td> <td>15% off Food & Beverages</td> </tr> <tr> <td>Café Express</td> <td>15% off Buffets</td> </tr> <tr> <td>Sweet Corner</td> <td>15% off Whole cake purchase</td> </tr> </tbody> </table>	<u>Outlet</u>	<u>Offer</u>	AVA Restaurant Slash Bar	15% off Food & Beverages	Café Express	15% off Buffets	Sweet Corner	15% off Whole cake purchase
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<p>Hotel LKF by Rhombus</p>  <p>HOTEL LKF by Rhombus 隆 堡 蘭 桂 坊</p>	<p>15% off Food & Beverages at Azure Restaurant Slash Bar</p>								
<p>Rhombus Park Aura Chengdu Hotel</p>  <p>RHOMBUS CHENGDU HOTEL — PARK AURA — 臻悦·隆堡成都酒店</p>	<p>10% off Best Available Rate for different room types</p>								
<p>New World Millennium Hong Kong Hotel</p>  <p>千禧新世界香港酒店 NEW WORLD MILLENNIUM HONG KONG HOTEL</p>	<p>20% discount for Food & Beverage (except Banquet)</p>								
<p>Dorsett Tsuen Wan, Hong Kong</p>  <p>DORSETT TSUEN WAN . HONG KONG 香港荃灣帝盛酒店</p>	<p>18% off Best Available Rate in accommodation 15% off for lunch at Dorsett Café</p>								

<p>Ovolo Southside</p> 	<p>a) 15% discount on a la carte menu and 15% discount on Sunday Brunch in “Cirque”, 15% discount on a la carte menu in “Above”</p> <p>b) Special rate at HK\$800-900 for Mini Queen / Mini Twin</p>
<p>Ovolo Aberdeen Harbour</p> 	<p>Special rate at HK\$700-850 for Superior Queen / Superior Twin</p>
<p>Ovolo West Kowloon</p> 	<p>Special rate at HK\$880-980 for Duo Suite / Deluxe Studio</p>
<p>Ovolo Central</p> 	<p>40% off on flexible rates for Executive Deluxe or above categories</p>
<p>Ovolo Noho</p> 	<p>40% off on flexible rates for City Queen / City Twin</p>
<p>Popway Hotel</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>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&B excluding alcohol</p>

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</p> <p>15% discount for purchase of more than 12 bottles</p> <p>Free e-newsletter and join their promotions and regular wine tastings</p>												
<p>Shun Tak Travel</p> 	<p>a) "The House of Dancing Water" Show Ticket</p> <p><u>Seats Types Offer</u></p> <p>Reserve A 15% off (HK\$833/ person)</p> <p>Reserve B 15% off (HK\$663/ person)</p> <p>Reserve C 10% off (HK\$522/ person)</p> <p>b) Macau Tower</p> <p>Discount price for admission ticket, Tromba Rija 360o Café and Adventure Activities of AJ Hackett</p> <p>c) Turbojet Ticket</p> <table border="0" data-bbox="635 1182 1406 1697"> <thead> <tr> <th><u>Offers</u></th> <th><u>Weekdays</u></th> <th><u>Weekends & Holidays</u></th> </tr> </thead> <tbody> <tr> <td>Round trip economy class Hong Kong / Kowloon <-> Macau</td> <td>HK\$300 per person</td> <td>HK\$320 per person</td> </tr> <tr> <td>Round trip super class Hong Kong / Kowloon <-> Macau</td> <td>HK\$599 per person</td> <td>HK\$637 per person</td> </tr> <tr> <td>Round trip premier grand class Hong Kong / Kowloon <-> Macau</td> <td>HK\$761 per person</td> <td></td> </tr> </tbody> </table>	<u>Offers</u>	<u>Weekdays</u>	<u>Weekends & Holidays</u>	Round trip economy class Hong Kong / Kowloon <-> Macau	HK\$300 per person	HK\$320 per person	Round trip super class Hong Kong / Kowloon <-> Macau	HK\$599 per person	HK\$637 per person	Round trip premier grand class Hong Kong / Kowloon <-> Macau	HK\$761 per person	
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*New benefits offering in 2016

6. Recruitment Advertisements

In 2016, SHTMAA disseminated a total number of 5 recruitment advertisements for 2 hospitality organizations as below.

Company	No. of Ads
American Express	1
Dorsett Kwun Tong	2
Grand Hyatt Hong Kong	1
The Hong Kong Jockey Club	1
Total	5



7. Activity Calendar 2017

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 2017:

JAN	FEB	MAR	APR	MAY	JUN
	AGM Scholarship Interview	Alumni Dinner	Golf and Tennis Training Academy Visit	Community Day E-news Letter	Alumni Tour to Taiwan
JUL	AUG	SEP	OCT	NOV	DEC
		Mixology Workshop	Green Hub Visit	Hiking Fun Day 23 rd Congregation E-news Letter	





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