



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



Annual Report 2019 & 2020

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

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1. FROM THE CHAIRMAN

On behalf of the Executive Committee, I would like to express our heartfelt thanks to everyone for your participation at the AGM today.

Under the difficult challenges of the pandemic, we are grateful that we can get united with the spirit of SHTMAA, we care, we serve, we work together!

Before the relaxation on social distance measures, we will continue to connect and show our care to the society through community day and voluntary services. Besides, we are glad to connect and show support to students by career sharing and consultation, etc. Moreover, to help the recovery of the economy and look for more benefits for our members, we will strengthen the membership benefits as to support our alumni and industrial partners.

I would also like to sincerely thank the efforts and commitment from all our committee members, the school, and the university. Without all their continued support, SHTMAA would not be growing as successfully as it is today.

We wish everyone good health and a fruitful year in 2021!



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

Vice Chairman
Senior Manager in Healthcare Catering

Financial Secretary

Ricky Tsui

Lecturer, Department of Hotel, Service and Tourism Studies
Hong Kong Institute of Vocational Education (Chai Wan)

Secretary

Philip Kwok

Senior Human Resources Manager
Gold Coast Hotel Hong Kong

Cici Tam

Assistant Manager - Food & Beverage
New World Development Company
Limited

Tommy Lau

Director of Food and Beverage
The Royal Garden

Stephen Tai

Corporate Talent and Culture Manager
Rosewood Hotel Group

Sammi Leung

Project Coordinator
KVL Productions Co. Ltd.

Krusty Li

Digital Marketing Executive
Rosewood Hotel Group

Adriane Li

Senior Asset Manager - Hotel Division
New World Development Company
Limited

Molly Chik

Senior Hotel Development Officer
MG Global Enterprise Limited

Calvin Yuen

Manager, Corporate Food and Beverage
Shangri-La International Hotel
Management Limited

Celia Wong

Coffee & Beverage Trainer and
Consultant
Kubrick
Consultant Dalloyau

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 2019

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 various TDC crossover events, coffee workshop and sherry 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.

2019

JAN	FEB	MAR	APR	MAY	JUN
AGM Committee Meeting	SHTMAA Scholarship Interview Committee Meeting	TDC Crossover Event: International Jewellery Show Annual Dinner	Committee Meeting		Coffee Workshop E-Newsletter Committee Meeting
JUL	AUG	SEP	OCT	NOV	DEC
Sherry Workshop	TDC Crossover Event: Food Expo and Home Delights	Committee Meeting		TDC Crossover Event: Wine and Spirits Fair	

OUR FOOTSTEPS....

4.1 SHTMAA ANNUAL GENERAL MEETING FOR YEAR 2018

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

Date: 17 January 2019

Number of Participants: Over 20

The Annual General Meeting for year 2018 of the School of Hotel and Tourism Management Alumni Association was held at the School on 17 January 2019. Members attended the AGM to discuss alumni affairs and preview the business plan for the coming year.

SHTMAA was delighted to introduce new members of our Executive Committee, Adriane Li, Calvin Yuen, Molly Chik and Celia Wong. 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.



4.2 TDC Crossover Event – International Jewellery Show

Venue: HKCEC
Date: 2 March 2019
Number of Participants: 10

On 2 March, we visited the International Jewellery Show. Highlighted pavilions and featured design booths were visited and more about the jewellery industry could be explored including the technology and equipment. Besides, some alumni were interested to source different kinds of jewellery and bought jewellery at very good prices!



4.3 SHTMAA ANNUAL DINNER 2019

Venue: The Helena May
Date: 23 March 2019
Number of Participants: Over 100

SHTMAA Annual Dinner 2019 was successfully held at The Helena May on 23 March 2019. The year was the 25th anniversary of SHTMAA. A "Masquerade" theme dinner was organised with more than 100 SHTMAA members and guests joining us. A special gift of reusable cutlery set printed with each guest's name was given to support the sustainable development.

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 Helena May and the passion of the participants, it was definitely a memorable and joyful night to remember.



4.4 THE SHTMAA SCHOLARSHIP 2018

In 2018, applicants were asked to prepare a proposal to foster "Alumni Connection". 3 candidates were shortlisted for interview and Mr. Scorpio Feng Zibing, a Year 2 Bachelor of Science of Hotel Management was selected as the winner. He was awarded a scholarship of HK\$8,000 as the recognition for his creativity and active involvement. The announcement and certificate presentation were held during the SHTMAA Annual Dinner on 23 March 2019.



4.5 THE SHTMAA SCHOLARSHIP 2019

In 2019, we have received 4 applications. Applicants were asked to prepare a proposal to increase the numbers of new alumni members. Miss Lee Yun, a Year 4 Bachelor of Science of Tourism and Event Management was selected as the winner. She was awarded a scholarship of HK\$8,000 as the recognition for her efforts. The announcement and certificate presentation were held during the SHTMAA Annual General Meeting on 13 July 2021.

4.6 COFFEE WORKSHOP

Venue: COBO HOUSE

Date: 1 June 2019

Number of Participants: 20

The coffee workshop was held on 1 Jun 2019 at COBO House. Coffee Master Celia Wong led alumni members to appreciate coffee by tasting more than 20 kinds of foods. There was a total of 20 participants who enjoyed a cozy afternoon attending such a valuable workshop!



4.7 SHERRY WORKSHOP

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

Date: 13 July 2019

Number of Participants: 20

The Sherry workshop was held on 13 July 2019 at J's Bar Bistro of The Royal Garden Hotel. It was a fun afternoon. In a stylish and comfortable ambience, our alumni Charles Chu shared his expertise in Sherry and guided the attendees through nosing and tasting steps, as well as providing a flight of sherry and snacks to make the whole workshop more exciting.



4.8 TDC CROSSOVER EVENT: Food Expo and Home Delights Expo

Venue: Hong Kong Convention and Exhibition Center (HKCEC)
Date: 17 August 2019
Number of Participants: 17

The fair provided a good chance for our alumni to look for new flavours and explore lifestyle products. There was a high variety of delicacies coming across the globe. It was an interesting event that alumni would definitely like to join again in future years.



4.9 TDC CROSSOVER EVENT: Wine and Spirits Fair

Venue: Hong Kong Convention and Exhibition Center (HKCEC)
Date: 9 November 2019
Number of Participants: 20

Our members attended the exclusive visit to the Wine and Spirits Fair which featured over 70 enriching events on 9 November 2019. Through this platform, all the participants had the chance to learn more about regional wines from world wineries and vintages.

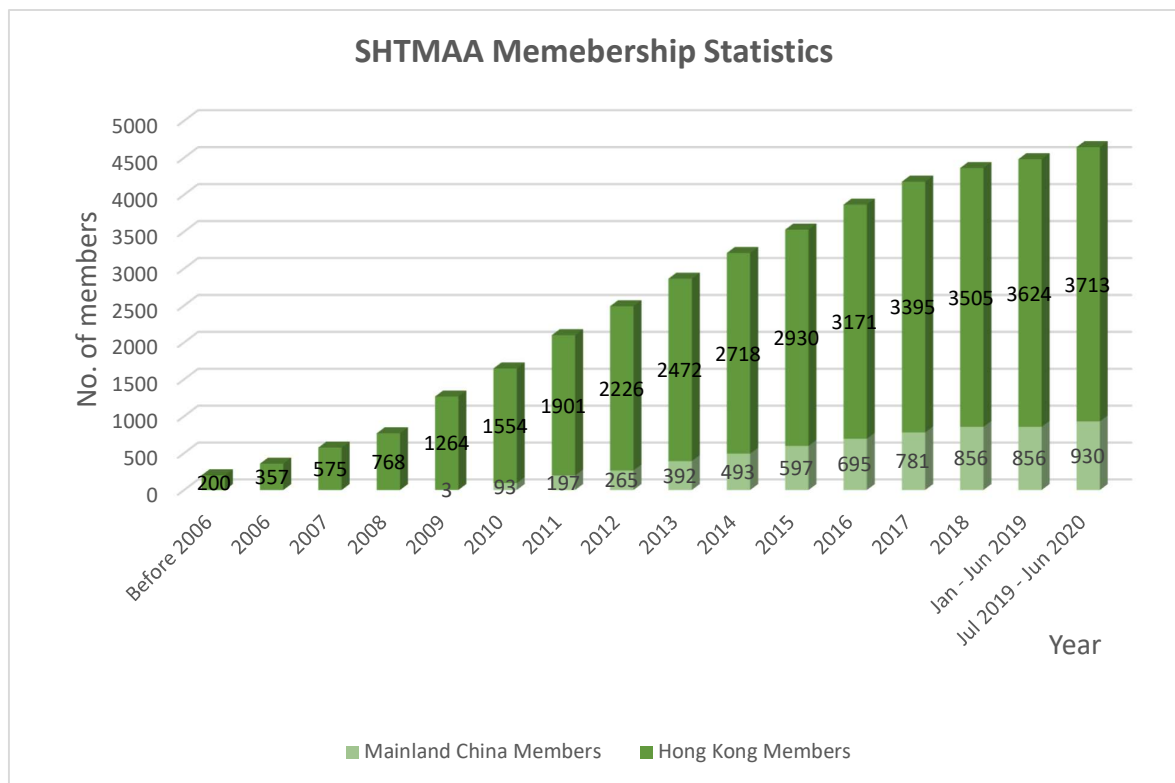


5. MEMBERSHIP

5.1 MEMBERSHIP RECRUITMENT

A summary of the number of memberships since the commencement of the SHTMAA is depicted as follows. As of June 2020, the membership numbers reached 4,643 with a 3.64% year-on-year increase.

The Executive Committee noted the increase in membership in both Hong Kong and the Mainland. Out of 163 new members who joined in 1 July 2019 – 30 June 2020, 74 new applications were from Mainland China. The mainland members represent 20.03% out of the total memberships.













Besides the increase in membership numbers of SHTM graduates, the number of Associate Member also increased to 66 from 1 July 2019 – 30 June 2020.

5.2 MEMBERSHIP BENEFITS

Being a SHTMAA member not only opens the door to great opportunities in career development and alumni events and getting in touch with industry professionals, the Association has also been exploring a variety of benefits for member which ranged from hotel and dining to lifestyles with our partners.

The Executive Committee will continue to review and expand our partner portfolios in order to offer more benefits for fellow alumni. The attractive membership offering serves as a powerful tool for new membership recruitment.

Food & Dining	
Hotel ICON 	a) 15% discount at the Green, the Market and the Above & Beyond b) 10% discount for the Banquet
Hotel Okura Macau 	Special Room Rate from HK\$1,250
Dorsett Tsuen Wan, Hong Kong 	a) Up to 40% off Best Available Rate in accommodation b) late check-out till 2:00pm 20% food and beverage discount at Dorsett Café
Popway Hotel 	a) Accommodation Offer: 15% off of "Best Available Rate" at all room types b) Food and Beverage Offer: 20% off at Uptop Bistro & Bar in dinner session except private event and tasting menu

<p>Love Café</p> 	<p>15% off on Lunch, Afternoon tea and Dinner Menu</p>
<p>Hawkers Centre</p> 	<p>Complimentary Fish Maw and Half Chicken Soup Base for celebrating on birthday month</p>
<p>Regal Kowloon Hotel</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>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>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>Silka Tsuen Wan, Hong Kong</p> 	<p>a) Up to 40% off on “Best Available Rate”</p> <p>Late check-out till 2:00pm</p>

<p>Courtyard by Marriott Hong Kong Sha Tin</p>  <p>HONG KONG SHA TIN 香港沙田萬怡酒店</p>	<p>a) 20% off on buffet at MoMo Café</p> <p>b) 10% off on à la carte menu at Lobby Lounge, MoMo Café and LEVELthirty Lounge & Bar</p>
<p>PONG Group</p> 	<p>A. PONG Knutsford 50% off all standard drinks (Monday – Saturday, 6 p.m.- 9 p.m.)</p> <p>B. PONG Midtown 50% off all standard drinks (Monday – Saturday, 6 p.m.- 9 p.m.)</p> <p>C. PONG ifc 50% off all standard drinks (Saturday – Sunday, all day)</p> <p>D. Toripon Complimentary glass of house sake for each person (min. spend of \$200 each, available all week long during opening hours)</p>
<p>Ren Ren Heping Restaurant</p> 	<p>10% off, Monday – Friday, exclude public holiday, Dinner 5:30 p.m. – 9:30 p.m., Dine-in only</p>
<p>GotthardBase Restaurant & Lounge</p>  <p>A TASTE OF SWITZERLAND & ITALY</p>	<p>10% off, Monday – Friday, exclude public holiday, Dinner 5:30 p.m. – 9:30 p.m., Dine-in only</p>
<p>Lifestyle</p>	
<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>a) Free membership</p> <p>10% discount for purchase of 12 bottles and under</p>
<p>Lafayette Wedding*</p> 	<p>a) 12% off on Wedding Service and Related Service</p> <p>b) 12% 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*</p> <p>b) One free bottle of wine with first order above \$1,000</p> <p>c) Priority bookings to our events and first access to exclusive, minimum release wines</p>
<p>Or Tea?</p> 	<p>a) Enjoy a free shipping with code "FREESHIPPINGHK" at our web shop: www.or-tea.com</p>
<p>Health Aims Organic Functional Food Specialty Shop</p> 	<p>a) Free membership</p> <p>5% discount for any products with regular price</p>
<p>HOME Alimental</p> 	<p>5% off on regular price products</p>

6. RECRUITMENT ADVERTISEMENTS

In 2018-2020, SHTMAA disseminated a total number of 13 recruitment advertisements for 8 hospitality organizations as below.

Company	No. of Ads
ABL Corporation	1
Kerry Hotel Hong Kong	1
Maxim's Caterers Limited	1
Ronald McDonald House Charities	3
Shiji Hong Kong	1
STC Switzerland Travel Centre	1
The Clearwater Bay Golf & Country Club	4
The Ritz-Carlton, Hong Kong	1
Total	13



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

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