

The Hong Kong Polytechnic University
School of Hotel & Tourism Management
Alumni Association



Annual Report 2013



*“We are what we repeatedly do.
Excellence, then is not an act but a habit...”*

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CHAIRMAN'S MESSAGE



I am delighted that this issue of the annual report brings our School of Hotel and Tourism Management Alumni Association into a historic moment as we celebrate our 20th Anniversary, and marks the beginning of a new milestone in the hospitality industry.

It is always a heartwarming honour to work with the committees members. This family has provided a lot for the association. They spent their own time to prepare events, from job finding activity, hotel visit, alumni tour, corporate social responsibility, being a mentor to promoting our School. The result is a vibrant alumni community that has not simply sought reminisce, but also identified the huge potential we can achieve when our commitments are reunited.

The SHTMAA Annual Dinner is a party which enables classmates of different generations, their families, teachers and friends of the PolyU to get together, to reconnect and to have great fun. With the full support from the industry, we could receive more than 50 prizes for the diners. I take this opportunity to thank all sponsored companies and all old classmates for their unfailing support to the SHTMAA in the past years.



Our members and activities are growing in strength. We are continuously blessed with many hardworking and dedicated members in maintaining a healthy balance sheet and generating cash flows for our association.

More and more members are willing to contribute to our association compared with the previous years. Some of them even donated money for our activities. It is indeed an encouraging result showing the efforts made by our alumni.

The SHTMAA has come a long way in 20 years, we are very proud of what we have achieved and confident in moving forward. Special thanks to our executive committee members for your unlimited devotion and friendship. I would also like to welcome to our new blood, Ms Alison Yau and Mr Philip Kwok. It is really my privilege to have the chance to work with such a marvelous team that has the vision, drive and enjoyment to make things happen.

Lastly, may I take this opportunity to wish you and your family good health, every happiness and success in the year of the Horse.

*No one can be the best at everything. But
when all of us combine our talents, we can
be the best at virtually anything.*

Maurice Kong

Chairman

School of Hotel and Tourism Management Alumni Association

2. COMMITTEE MEMBERS

	<p>Chairman – Maurice Kong</p> <p><i>Assistant General Manager - Food & Beverage</i></p> <p><i>New World Development Company Limited</i></p>		<p>Vice Chairman – Ray Luk</p> <p><i>Manager (Academic Affairs)</i></p> <p><i>Hotel, Service and Tourism Studies Discipline Planning Office</i></p> <p><i>Vocational Training Council</i></p>
	<p>Vice Chairman – Betty Simpson</p> <p><i>General Manager</i></p> <p><i>The Helena May</i></p>		<p>Vice Chairman – Alison Yau</p> <p><i>Regional Director of Sales & Marketing</i></p> <p><i>Rhombus International Hotels Group</i></p>
	<p>Financial Secretary – Dilys Ko</p> <p><i>Deputy Manager & Head of Training Team, Human Resources Department</i></p> <p><i>Mizuho Corporate Bank Limited</i></p>		<p>Secretary – Jason Wong</p> <p><i>Director & General Manager</i></p> <p><i>Hong Thai Travel Services Limited</i></p>
	<p>Secretary – Philip Kwok</p> <p><i>Human Resources Manager</i></p> <p><i>Hong Kong Gold Coast Hotel</i></p>		<p>Secretary – Livia Chai</p> <p><i>Senior Executive – Group Communications</i></p> <p><i>The Jardine Engineering Corporation Limited</i></p>
	<p>Secretary – Maggie Ngan</p> <p><i>Senior Marketing Officer</i></p> <p><i>Hong Kong Youth Hostels Association</i></p>		<p>SHTM Alumni Liaison Officer – Annabel Chan</p> <p><i>Programme Manager (Chinese Mainland)</i></p> <p><i>School of Hotel & Tourism Management</i></p> <p><i>The Hong Kong Polytechnic University</i></p>



**SHTM Alumni Liaison Officer –
Dr Nelson Tsang**

Assistant Professor

*School of Hotel & Tourism Management
The Hong Kong Polytechnic*

3. YOU AND SHTMAA

The objective of SHTMAA is to create an effective network to assist personal and career development of its members, while at the same time promote the Hong Kong Polytechnic University in Hong Kong and abroad. Specifically, the following perspectives are adopted:



4. SUMMARY OF ACTIVITIES 2013

Keeping the abovementioned objectives in mind and maintaining our spirit of service to the community made the year 2013 a fruitful one. The following chart listed the activities organised during the year.

JAN	FEB	MAR	APR
AGM New Year Happy Hour Gathering Committee Meeting	Committee Meeting	Spring Blossom Dinner SHTMAA Scholarship Presentation Committee Meeting	Committee Meeting Member E-news Letter
MAY	JUN	JUL	AUG
Community Day Committee Meeting	Committee Meeting	Alumni Tour to Thailand Committee Meeting	Committee Meeting
SEP	OCT	NOV	DEC
Committee Meeting Member E-news Letter	Latte Art Committee Meeting	19 th PolyU Congregation Explore Auberge Discovery Bay Committee Meeting	Committee Meeting Member E-news Letter

We successfully organised a total of 9 activities with a positive participation of more than 1,000 alumni and their families, students and beneficiary. We proudly presented the highlights of all the activities in the following sections.

4.1 SHTMAA Annual General Meeting 2013

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

Date: 17 January 2013

Number of Participants: Over 20

The Annual General Meeting of SHTMAA was held on 17 January 2013 at SHTM. At the meeting, apart from adopting the Financial Report and reviewing events of the past year, members were also informed that membership has grown by 18.73% to 2,491 as at 31 December 2012. The Business Plan for 2013 was also reported.

Ms Margaret Kwok and Mr Benson Tang had resigned from the position of Vice Chairman of the Executive Committee. Mr Ray Luk and Ms Betty Simpson had been appointed as new Vice Chairman. Ms Maggie Ngan had joined the Executive Committee as Secretary.



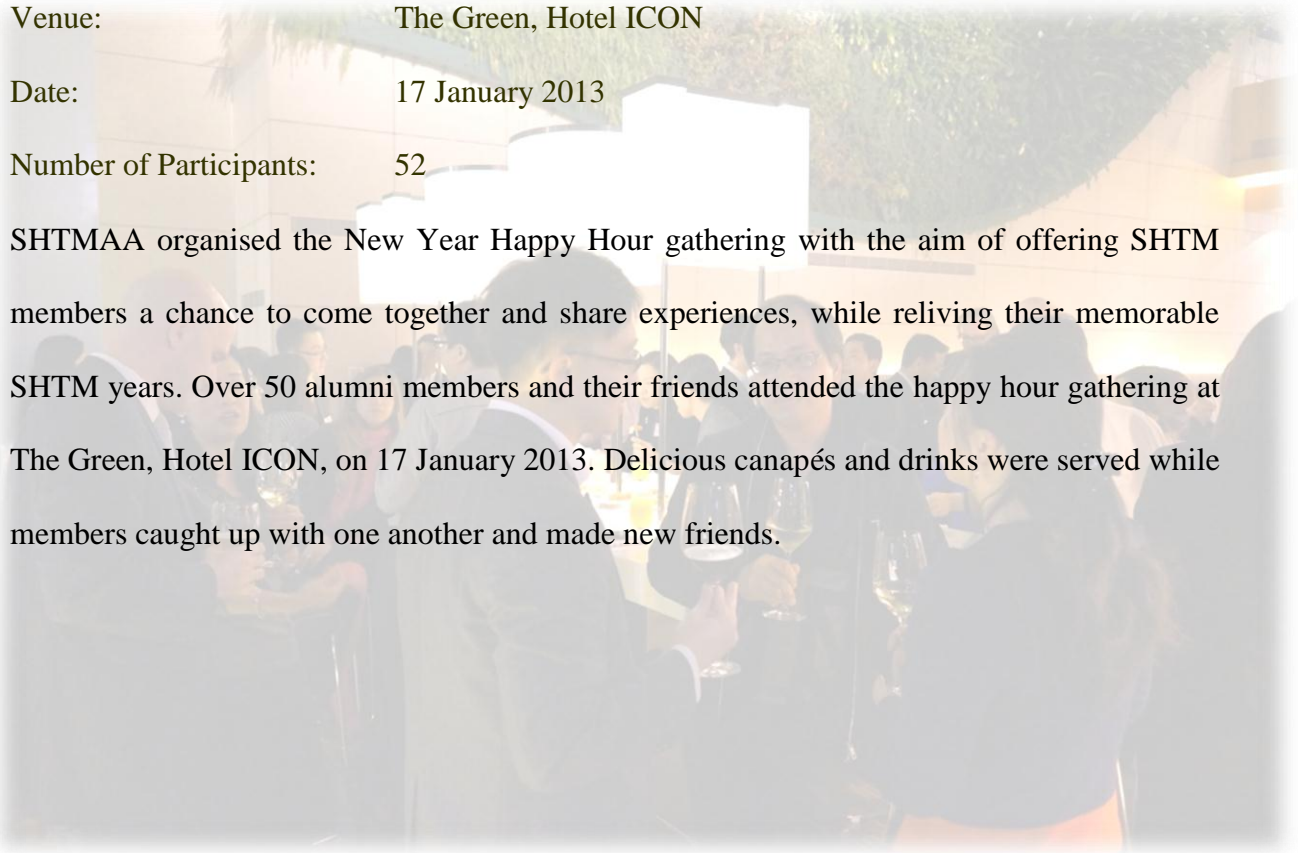
4.2 New Year Happy Hour Gathering

Venue: The Green, Hotel ICON

Date: 17 January 2013

Number of Participants: 52

SHTMAA organised the New Year Happy Hour gathering with the aim of offering SHTM members a chance to come together and share experiences, while reliving their memorable SHTM years. Over 50 alumni members and their friends attended the happy hour gathering at The Green, Hotel ICON, on 17 January 2013. Delicious canapés and drinks were served while members caught up with one another and made new friends.



4.3 SHTMAA Spring Blossom Dinner

Venue: Crowne Plaza Hong Kong Kowloon East

Date: 16 March 2013

Number of Participants: 148

On 16 March 2013, over 140 members and guests enjoyed the Spring Blossom Dinner 2013 held at the brand new Grand Ballroom of Crowne Plaza Hong Kong Kowloon East. Themed ‘Spring Blossom’, the flowerish decorations set the perfect tone for the dinner party. The event started with a cocktail and a stunning hip-hop dance performance by the students from the PolyU Dancing Society. Honorable guests Mr. Nicholas W. Yang, Executive Vice President of PolyU and Dean Kaye Chon of SHTM both gave their well-wishes and blessings for the alumni in their speeches.

Guests were thrilled not only by the tasty buffet served, but also by the 90 lucky draw prizes that were up for grabs. The stage game was the climax of the evening – 12 contestants, selected because of their colourful Spring costumes, were each provided with props and told to make use of them in an impromptu stage performance. Every contestant wowed the audience with their out-of-character, zany ideas. Mr. Murray Mackenzie and Ms. Celine Tang were the most outstanding, and won the Mr. Blossom and Miss. Blossom awards.



4.4 SHTMAA Scholarship Presentation 2013

Venue: Crowne Plaza Hong Kong Kowloon East

Date: 16 March 2013

The SHTMAA Scholarship is open to all full-time students of the School. Applicants have to prepare a proposal of a CSR activity in the spirit of giving back to the community. 13 entries were received, with three students being shortlisted for a 20-minute presentation to a judging panel.



Stephen Tai Chun Fai, a student of Higher Diploma in Hotel Management, outperformed the other applicants and received an award of HK\$5, 000 during the SHTMAA Annual Dinner.

4.5 Community Day

Venue: Shek Kip Mei Community Hall

Date: 11 May 2013

Number of Participants: 50

On 11 May 2013, SHTMAA joined hands with the Society of Community Organization (SoCO) to run a meaningful event for a group of children from low-income families. Around 20 alumni and friends brought joy to 30 children at the Shek Kip Mei Community Hall by playing games and sharing refreshment with them. The children were also cheered by a magician and learned some simple magic tricks. As the following day was Mother's Day, a highlight of the evening was the design and creation of thank you cards by the children and alumni to show their gratitude and love towards their parents. All enjoyed a fun and wonderful evening.



4.6 Alumni Tour to Thailand

Venue: Thailand
Date: 18 to 21 July 2013
Number of Participants: 21

On 18 to 21 July 2013, 21 members and their families participated in SHTMAA alumni tour to discover amazing aspects of Bangkok. During the tour, participants enjoyed trying out wines at a local winery as well as unique dining experiences in the Cabbages & Condoms and Chocolate Ville. Staying at the brand new W Hotel Bangkok, they were inspired by an exclusive hotel tour, an insightful journey offered by Mr. Nick Reitmeliel, Central World, the largest lifestyle shopping destination in Bangkok as well as a meaningful sharing by Ms Winnie Wong, celebrity/ entrepreneur, on how to develop her business out of Hong Kong. A visit to Ayutthaya, the ancient Thai capital, inscribed as a UNESCO world heritage was also an unforgettable experience.



4.7 Latte Art Class

Venue: Coffee Pro

Date: 5 October 2013

Number of Participants: 20

Not only latte art looks beautiful on top of a cup of café latte but it also instills confidence for the drinker. SHTMAA organised a latte art class on 5 October for 20 members at the certified Coffee Training Lab, Coffee Pro. The class started with an introduction to the basic knowledge and originality of coffee tasting. The participants were provided with an opportunity to make their own styles of latte art. There is actually a great deal of techniques that need to go into making latte art. After watching the demonstration by the master, the participants went down to the specific mechanics so needed to pour out the latte art of hearts and tulips. At the end of the day, every member had a great time of learning and enjoyed the café latte they made for their own taste.



4.8 Explore Auberge Discovery Bay

Venue: Auberge Discovery Bay

Date: 14 November 2013

Number of Participants: 24

On 14 November 2013, SHTMAA organised a visit to the newest resort hotel, Auberge Discovery Bay, located at the picturesque Lantau Island, which is surrounded by greenery, tranquil sea and natural beauty. A total of 24 members from Hong Kong and Shenzhen joined the tour. Guided by the hotel representatives, we were introduced to the rooms and the function facilities as well as its enticing outdoor chapel. The members were also provided an opportunity to mingle with each other during the tea refreshment at the Bounty Bar, which is in front of the stunning sea view.



4.9 19th PolyU Congregation

Venue: The Hong Kong Polytechnic University

Date: 15 November 2013

A booth about SHTMAA was set up in-campus on 15 November 2013 during the 19th PolyU Congregation.



Mr Victor Chan, currently the General Manager of the Kowloon Hotel and Chairman of Hong Kong Hotels Association, was named the 2013 SHTM Outstanding Alumni. Congratulations!

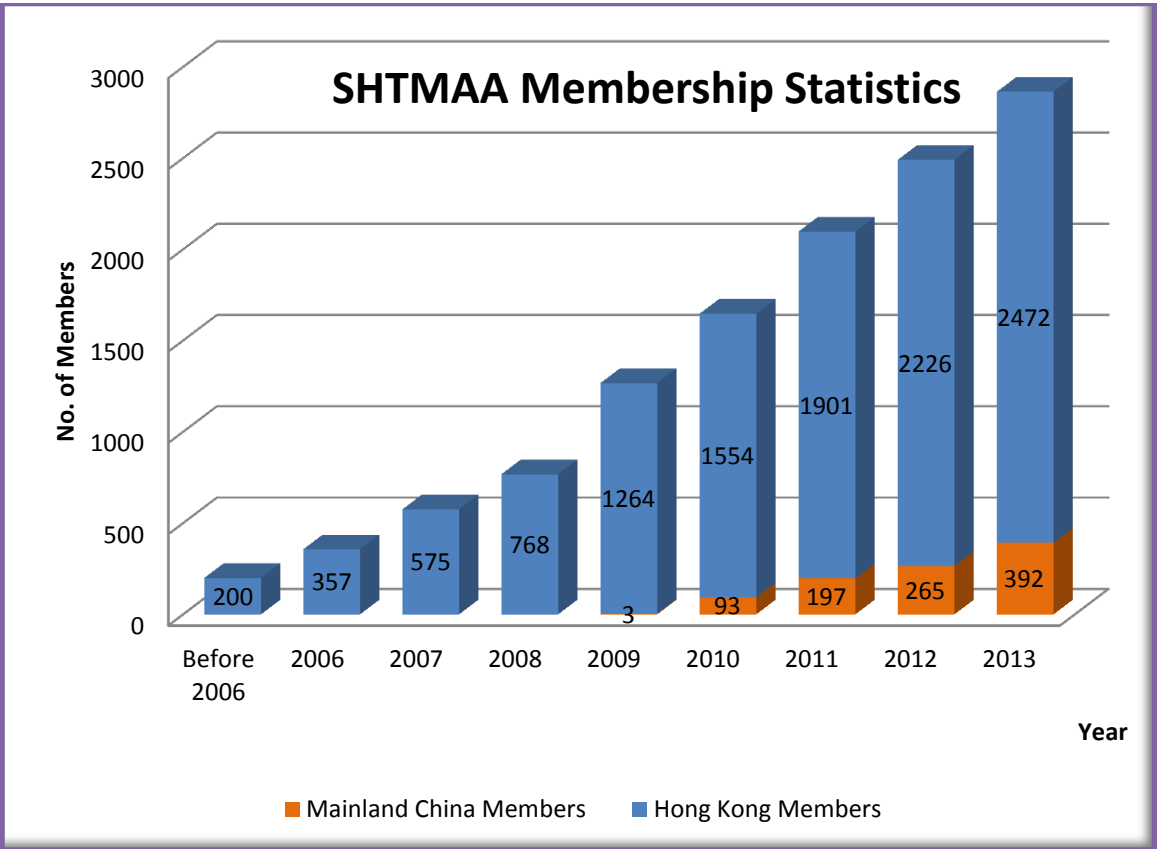


5. MEMBERSHIP UPDATE

5.1 Membership Update

A summary of the number of memberships since the commencement of the SHTMAA is depicted as follows. By end-2013, the membership numbers reached a new high of 2,864 with a 14.97 % year-on-year increase.

The Executive Committee noted the increase in membership in both Hong Kong and the Mainland. Out of 373 new members who joined in 2013, 127 new applications were from Mainland China. The mainland members represent 13.69% out of 392 memberships in total.



Besides the increase in membership numbers of SHTM graduates, the number of Associate Member also increased to 47 in 2013.

5.2 Most Successful Membership Recruitment Award

SHTMAA was honoured as a winner of the Most Successful Membership Recruitment Award at the Distinguished Member Alumni Association Awards (2012-2013) by the Membership Sub-Committee of the Federation of PolyU Alumni Associations.







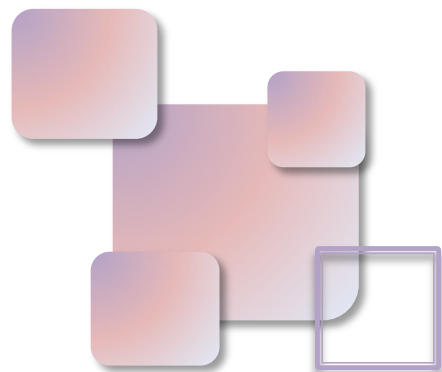
5.3 Membership Benefits

Our Executive Committee has always strove to add more benefits for our fellow alumni. In 2013, many attractive benefits have been added. Besides rewarding our existing members, these new initiatives also serve as a powerful tool to attract new membership. Our latest benefits are summarized below.

<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, Hotel ICON</p> 	<p>15% discount on full-body massage and spa package from 12:00 noon – 5:00 pm daily</p>
<p>Hotel Okura Macau</p> 	<p>15% off Bar Available Rate</p> <p>Complimentary buffet breakfasts for 2-person per day per guestroom</p> <p>For consecutive stay of 2 nights or above, complimentary upgrade to next room category (subject to hotel's availability)</p>
<p>Marco Polo Shenzhen</p> 	<p>15% off Bar Available Rate</p> <p>Free Broadband internet access</p> <p>Complimentary in room coffee and tea making facilities</p> <p>Two bottles of mineral water per day</p> <p>Free use of gymnasium and outdoor swimming pool</p> <p>Free shoe shine service</p>

<p>The Emperor (Happy Valley) Hotel</p> 	<p>10% discount for Food and Beverage consumption at 4/F Coffee Shop and 1/F Golden Valley</p>								
<p>The Grand Emperor Hotel</p> 	<table border="0"> <tr> <td><u>Day of Week</u></td> <td><u>Superior Room</u></td> </tr> <tr> <td>Sunday through Thursday</td> <td>HK\$1,450</td> </tr> <tr> <td>Friday night</td> <td>HK\$2,250</td> </tr> <tr> <td>Saturday night</td> <td>HK\$2,650</td> </tr> </table> <p><u>Benefits</u></p> <ul style="list-style-type: none"> - Free upgrade to Deluxe Room - Free WIFI in guestroom - Complimentary in room coffee and tea making facilities - Free use of gymnasium - Two bottles of mineral water on arrival - Free shuttle bus between hotel and Macau Ferry Terminal/Macau Airport (Operation hours only) 	<u>Day of Week</u>	<u>Superior Room</u>	Sunday through Thursday	HK\$1,450	Friday night	HK\$2,250	Saturday night	HK\$2,650
<u>Day of Week</u>	<u>Superior Room</u>								
Sunday through Thursday	HK\$1,450								
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Saturday night	HK\$2,650								
<p>Emtex Industrial Co. Ltd.</p> 	<p>Around 30% off on their specific products</p>								
<p>Globus family of brands</p> 	<p>10% off on the regular tour price</p> <p>Additional 2.5% early-bird discount for full payment 4 months prior to tour departure</p> <p>Referral benefit, friends and relatives are also entitled to enjoy the exclusive discount</p>								

<p>SIA Holidays, Virgin Style or United Vacations</p>   	<p>Exclusive HK\$200 discount per person for its package</p>
<p>Goossens Chocolatier</p> 	<p>10% discount for Chocolate Tasting Class for a group of 15+ people</p> <p>15% discount for all assorted chocolates and gift boxes</p> <p>20% discount for:</p> <ul style="list-style-type: none"> - Bulk purchases of more than 200cs of assorted chocolates (e.g. corporate gifts/ wedding/ other parties) - The world champion coffee blend, IL Presto, from Vascobelo - The 40 years aged Port Wine, and the White Port Wine <p>10% discount for the authentic Kopi Luwak™ coffee</p> <p>Free delivery for a purchase of HK\$400 or above</p>



**Shun Tak Travel Services
Limited**



The House of Dancing Water:

- Reserve A: HK\$ 833 per ticket
- Reserve B: HK\$ 663 per ticket
- Reserve C: HK\$ 522 per ticket

Macau Tower:

- Entrance Ticket Rate: Adult: HK\$ 93 / Child: HK\$ 53
- 360 Café Lunch Buffet (Weekday): Adult: HK\$ 198 / Child: HK\$ 148
- 360 Café Lunch Buffet (Weekend & PH (HK & Macau Holiday)): Adult: HK\$ 218 / Child: HK\$ 148
- 360 Café Tea Set (Weekday): Adult: HK\$ 128 / Child: HK\$120
- 360 Café Tea Set (Weekend & PH (HK & Macau Holiday)): Adult: HK\$ 138 / Child: HK\$ 130
- 360 Café Dinner Buffet (Weekday): Adult: HK\$ 268 / Child: HK\$ 178
- 360 Café Dinner Buffet (Weekend & PH (HK & Macau Holiday)): Adult: HK\$288 / Child: HK\$ 178

AJ Hackett:

- Bungy Jump (includes e-certificate, membership card & T-shirt): HK\$ 2,338
- Tower Climb (includes e-certificate and T-Shirt): HK\$ 1,688
- SkyJump (includes e-certificate, membership card and T-shirt): HK\$ 1,698
- Skywalk X (includes e-certificate, membership card, 1 photo CD and T-shirt): HK\$ 618

Turbojet:

- Round trip Hong Kong – Macau Economy class (Weekday): HK\$ 278 per round trip
- Round trip Hong Kong – Macau Economy class (Weekend): HK\$ 308 per round trip
- Round trip Hong Kong – Macau Super class (Weekday): HK\$ 508 per round trip
- Round trip Hong Kong – Macau Super class (Weekend): HK\$ 548 per round trip
- Round trip Hong Kong – Macau Premier Grand Class (Weekday): HK\$ 710 per round trip
- Round trip Hong Kong – Macau Premier Grand Class (Weekend): HK\$ 750 per round trip

Macau Transfer Service:

- MPV: HK\$ 300 per hour
- Benz E Class: HK\$ 320 per hour
- Benz S Class: HK\$ 400 per hour

The House of Dancing Water:

- Reserve A: HK\$ 980 per ticket
- Reserve C: HK\$ 580 per ticket

Macau Tower:

- Entrance Ticket Rate: Adult: HK\$ 93 / Child: HK\$ 48
- 360 Café Lunch Buffet (Weekday): Adult: HK\$ 188 / Child: HK\$ 138
- 360 Café Lunch Buffet (Weekend & PH (HK & Macau Holiday)): Adult: HK\$ 208 / Child: HK\$ 138
- 360 Café Tea Set (Weekday): Adult: HK\$ 118 / Child: HK\$110
- 360 Café Tea Set (Weekend & PH (HK & Macau Holiday)): Adult: HK\$ 128 / Child: HK\$ 120
- 360 Café Dinner Buffet (Weekday): Adult: HK\$ 258 / Child: HK\$ 168
- 360 Café Dinner Buffet (Weekend & PH (HK & Macau Holiday)): Adult: HK\$278 / Child: HK\$ 168

AJ Hackett:

- Bungy Jump (includes e-certificate, membership card & T-shirt): HK\$ 2,238
- Tower Climb (includes e-certificate and T-Shirt): HK\$ 2,910
- SkyJump (includes e-certificate, membership card and T-shirt): HK\$ 1,698
- Skywalk X (includes e-certificate, membership card, 1 photo CD and T-shirt): HK\$ 618

Turbojet:

- Round trip Hong Kong – Macau Economy class (Weekday): HK\$ 268 per round trip
- Round trip Hong Kong – Macau Economy class (Weekend): HK\$ 298 per round trip
- Round trip Hong Kong – Macau Super class (Weekday): HK\$ 468 per round trip
- Round trip Hong Kong – Macau Super class (Weekend): HK\$ 508 per round trip
- Round trip Hong Kong – Macau Premier Grand Class (Weekday): HK\$ 628 per round trip
- Round trip Hong Kong – Macau Premier Grand Class (Weekend): HK\$ 678 per round trip

Macau Transfer Service:

- MPV: HK\$ 300 per hour
- Benz E Class: HK\$ 320 per hour
- Benz S Class: HK\$ 400 per hour

6. RECRUITMENT ADVERTISEMENTS

In 2013, SHTMAA disseminated a total number of 19 recruitment advertisements for 17 hospitality organisations as below.

Company
ACI HR Solutions in Travel & Hospitality
American Express
Egon Zehnder
Gateway Group Limited
Hong Kong SkyCity Marriott Hotel
Hotel ICON
Jones Lang LaSalle
Miramar Hotel & Investment Co Ltd
New World Hospitality
Panda Hotel
Pentahotel Hong Kong, Kowloon
PizzaExpress (Hong Kong) Limited
RCI
Shangri-La International Hotel Management Limited
Shun Tak Hospitality Services Limited
V Group
Wynn Macau

7. OUR 20TH ANNIVERSARY

SHTMAA steered in the right direction over the past years and will continue to serve our members in 2014.

As SHTMAA moves towards our next chapter we will, through our range of activities and initiatives, continue to devote resources to community services and make positive impacts in the communities we reach out to.

To sustain the committee's efforts in 2013, a wide range of activities is planned for 2014. The proposed activities were based on the five core objectives illustrated in Section 3:



JAN	FEB	MAR	APR	MAY	JUN
Community Day AGM & Happy Hour Gathering	Scholarship Interviews	Annual Dinner	Member E-newsletter	Visit Lee Kam Kee	
JUL	AUG	SEP	OCT	NOV	DEC
Alumni Tour – Okinawa	Member E-newsletter	Community Day	Visit Organic Farm	20 th Congregation Visit Helena May	Member E-newsletter



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