

# Collaboration and Partnership in Tourism and Hospitality Education

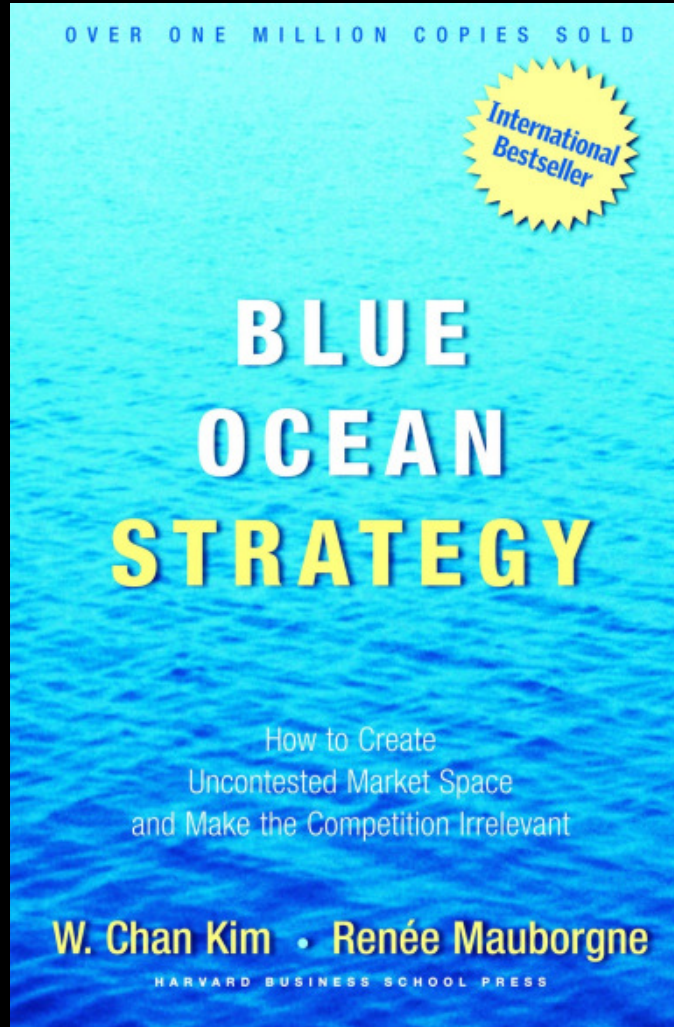
Professor Kaye Chon  
Dean  
School of Hotel & Tourism Management  
The Hong Kong Polytechnic University



# Outline of Presentation

- How can we create greater values in tourism education and benefit all stakeholders?
- How can we apply our common theories that we teach in practice?
- How do we promote collaboration and partnerships between educational institutions and industry?
- Case study

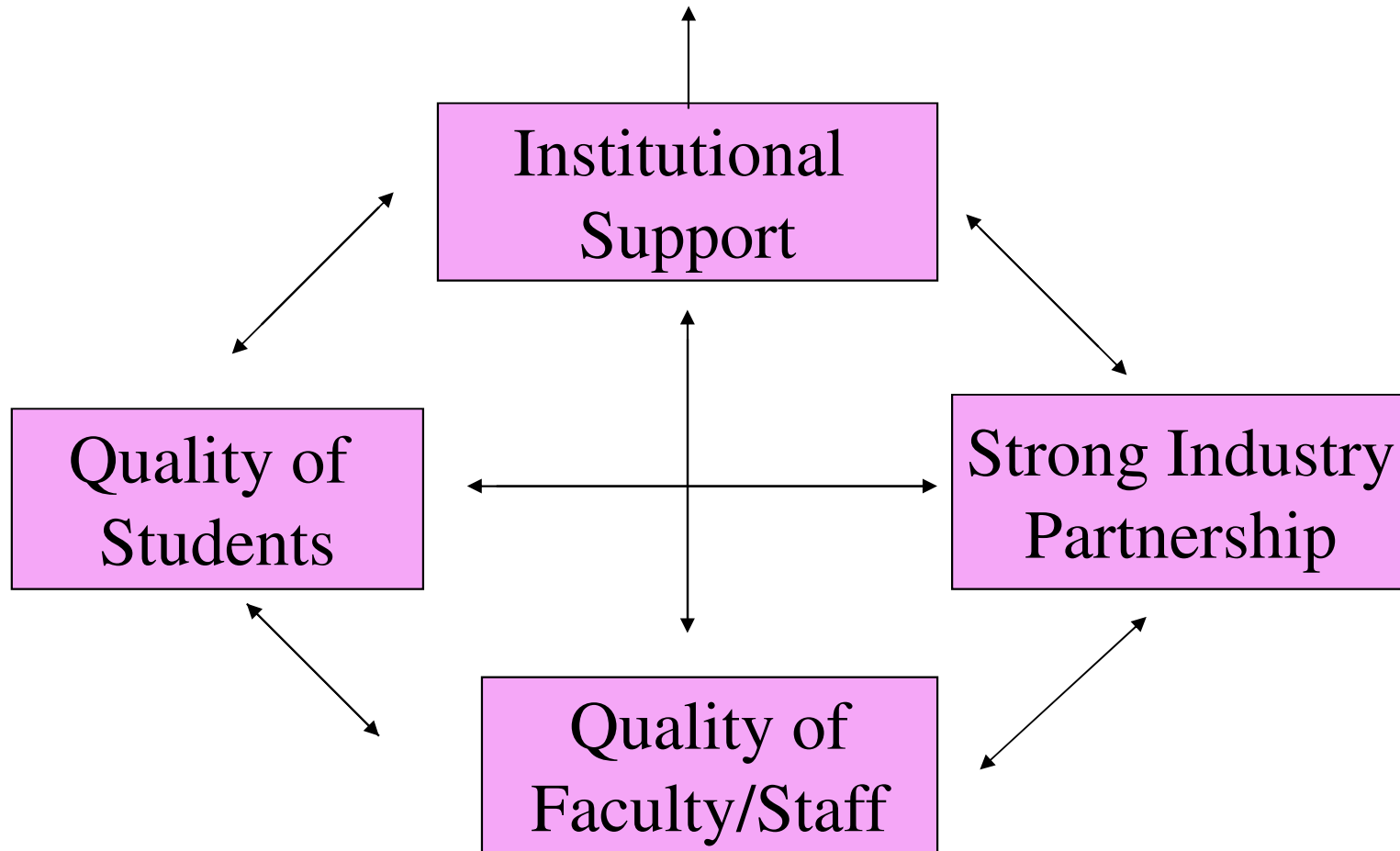
# Defining a New Path!



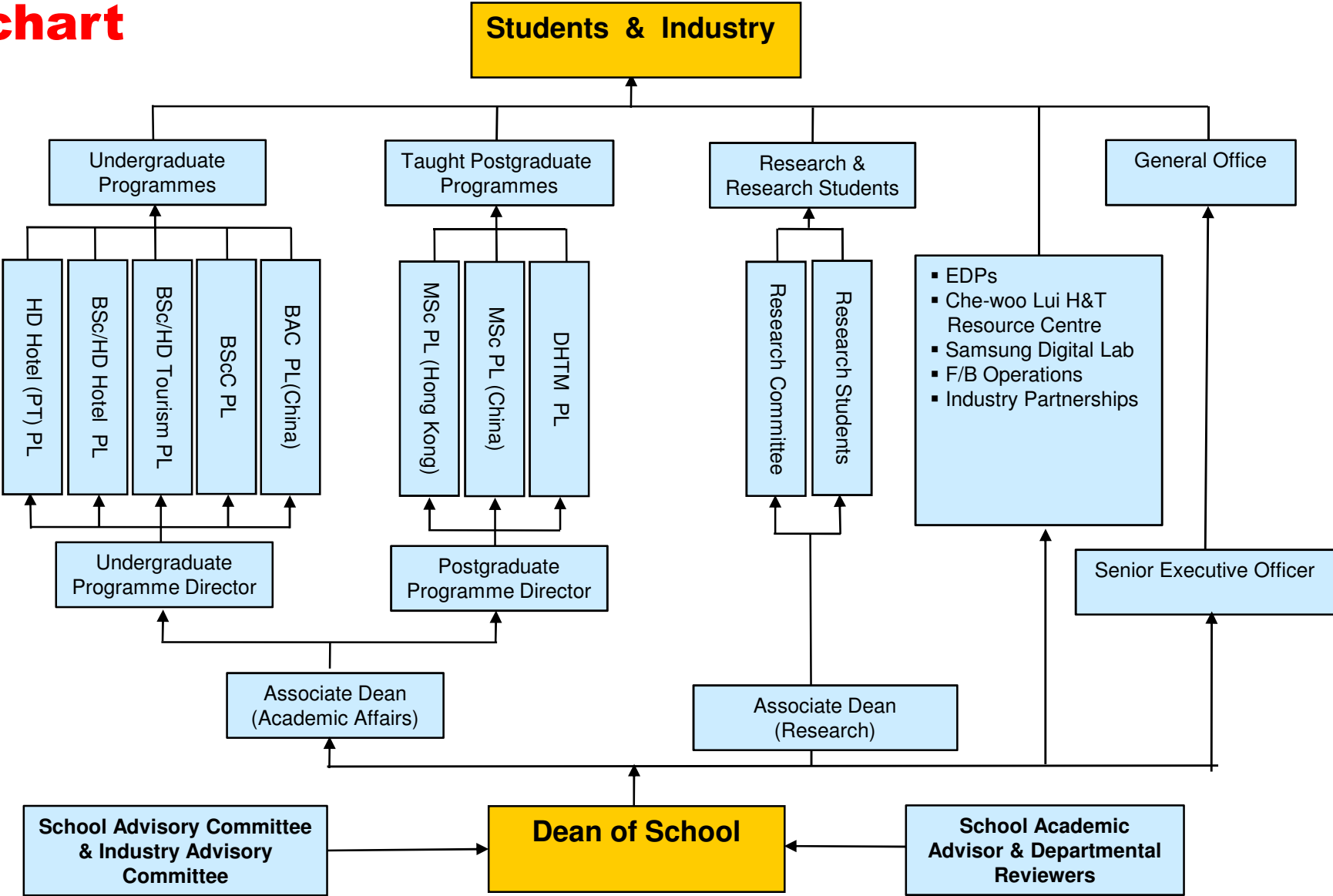
- Non-conventional and “new ways”
- Make your competition irrelevant
- Innovation is the key

Co-creation of Values #1:  
Consider Industry and Students as  
Partners (Customers) in Education

# A Strong Hospitality & Tourism School



# SHTM's organization chart



# **Treat Your Students As Customers: Mid-term Evaluation of Teaching**

**Dear Students:**

**We need your help!**

**As part of SHTM's continuing effort to improve learning and teaching, we would like to seek your opinions. This Mid-term Evaluation Form is designed to provide an opportunity for you (students) to provide feedback about this subject. You can be assured that your comments will not affect your grades and you don't need to put down your name.**

**Thank you for your cooperation.**

*Signed*

**Name of Teacher**

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**1.What are the good aspects of this subject?**

**2.Can you please provide suggestions as to how this subject could be improved, if any?**

# Case Example: Student Recruitment Process at Hong Kong PolyU

- “JUPAS” university admission system in Hong Kong
- About 30,000 to 38,000 applicants to SHTM for 300 places each year
- How do we select the best students?



**Student Admission Interviews Involving  
Over 100 Industry Partners:  
15 minutes interview for each shortlisted  
candidates by a 3-some panel**



# Co-creation of Values #2: Tangibilize the intangibles

# Tangiblize Relationships with Industry



# Professor for a Day





# Co-creation of Values #3: Show our gratitude to industry

- Show our gratitude to our industry
- Industry will pay us back!

# Show Appreciation to Industry Support: “Industry Appreciation Night”



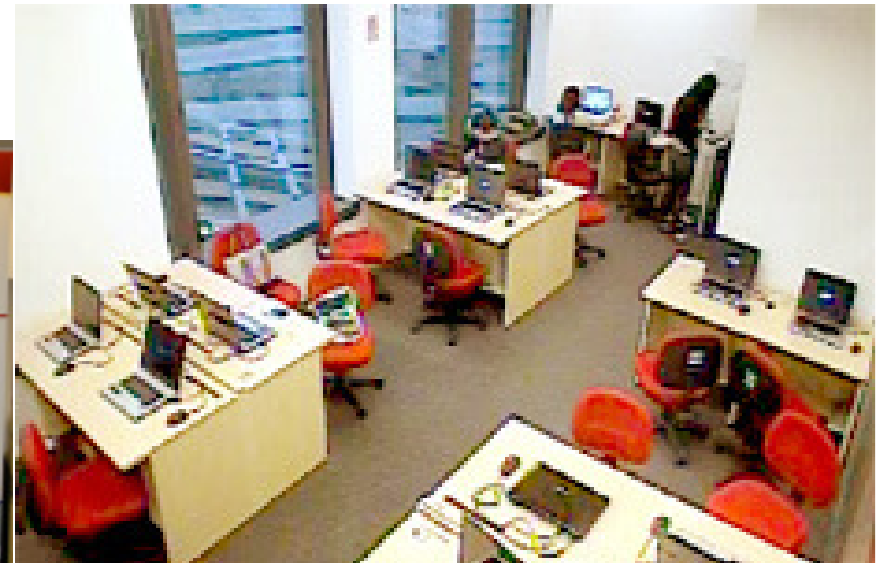
## Co-creation of Values #4: Seek endorsement from significant brands or personalities

3 case studies:

- a. Samsung Digital Lab of Hospitality Technology
- b. Celebrity endorsement
- c. Commercial vendor's endorsement



# SAMSUNG Digital Lab for Hospitality Technology



Celebrity endorsement by  
Jackie Chan -  
Hong Kong's Tourism  
Ambassador



**Superstar, HK Tourism Ambassador**  
**JACKIE CHAN's Heart to Heart**  
**Talk with HK PolyU Students**  
國際巨星、香港旅遊大使  
成龍 与理大學生真情對話

**28 October 2003 (Tue) 2:00-3:30pm**  
28/10/2003(星期二)下午二時至三時三十分

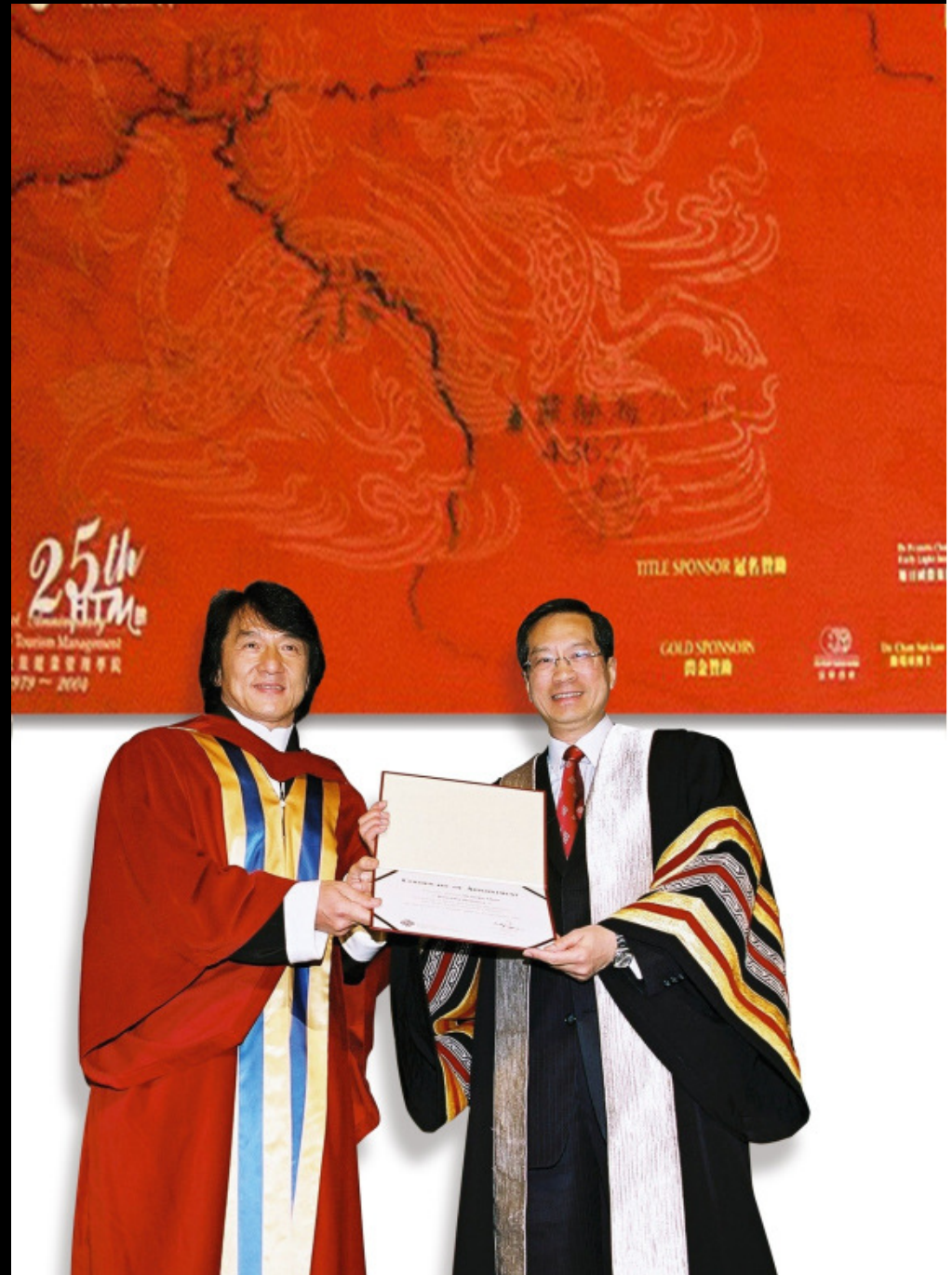
**Jockey Club Auditorium, HK PolyU**  
香港理工大學, 賽馬會綜藝館

**HTM students please contact General Office:**  
27666375, 27666380 for admission tickets

**Other students please contact SAO counter:**  
27665420 for admission tickets

Conferment of Honorary  
Professorship to  
Jackie Chan

Subsequent Fund  
Raising Gala:  
*“An Evening  
with Professor  
Jackie Chan”*



**Tangiblizing Jackie Chan's affiliation:  
"Professor Jackie Chan" business card and his office in the  
School**



# Co-creation of Values #5: Involve your students in co-creation of values

- Involve students in important decision making
- Leverage on their creativity

## **Case example:**

Dress guidelines for students:  
“Co-ownership” of important  
decisions which affect students

# Business Occasions



# Classroom Occasions





## **Another case example:**

Co-creation of an ad campaign to attract best students to School of Hotel & Tourism Management

# DO YOU KNOW US?

An ad campaign aimed at attracting top students using our own students as models



## Do You Know Us?



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

As students of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University, we have enjoyed diverse opportunities for international exposure and practical experience in our chosen professions. We invite you to explore your future with us.

[www.polyu.edu.hk/htm](http://www.polyu.edu.hk/htm)

School of   
Hotel & Tourism Management  
酒店及旅遊業管理學院

This School is a Centre in the World Tourism Organisation Education and Training Network.



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

# 你 認識我們嗎？

我們在修讀香港理工大學酒店及旅遊業管理學院的課程期間，獲得與全球業界交流和到世界各地實習的機會，取得國際認同。我們誠意邀請你加入我們的行列，開展未來。

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# 你認識我們嗎？

你未必認識我們 … 不過，全球不少人士已經對我們有所認識，因為作為香港理工大學酒店及旅遊業管理學院的學生，我們獲得不少與國際聯繫交流和到世界各地實習的機會。

**國際交換生計劃**讓我們前往澳洲、奧地利、加拿大、中國內地、英國或美國等地，透過生活體驗，領略各地的旅遊文化。

**迪士尼國際學院培訓及實習計劃**讓我們在世界聞名的主題公園取得寶貴的學習和實習經驗。

**遊學團**提供難得的機會，讓我們在夏威夷、黃金海岸和亞太區各地遊覽的同時，靈活地體驗和學習不同的旅遊文化、特色和待客之道。

請瀏覽 [www.polyu.edu.hk/htm](http://www.polyu.edu.hk/htm)，進一步了解香港理工大學酒店及旅遊業管理學院。

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 香港理工大學  
 酒店及旅遊業管理學院  
 電郵：hminfo@polyu.edu.hk  
 電話：(852) 2766 4767  
 傳真：(852) 2362 9362  
 網址：www.polyu.edu.hk/htm



The Hong Kong Polytechnic University

HTM  
School of Hotel & Tourism Management  
酒店及旅遊業管理學院

1 Shaukeiwan  
筲箕灣

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 The Hong Kong  
POLYTECHNIC UNIVERSITY  
香港理工大學

School of   
Hotel & Tourism Management  
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## Co-creation of Values #6: Develop a “team” to share the same vision and goals

- ❑ Creating a “dream team” - attracting and keeping the good faculty members
- ❑ A good place to have a career: (1) research support; (2) manageable teaching load; (3) opportunities for professional growth; (4) a fun place to work...



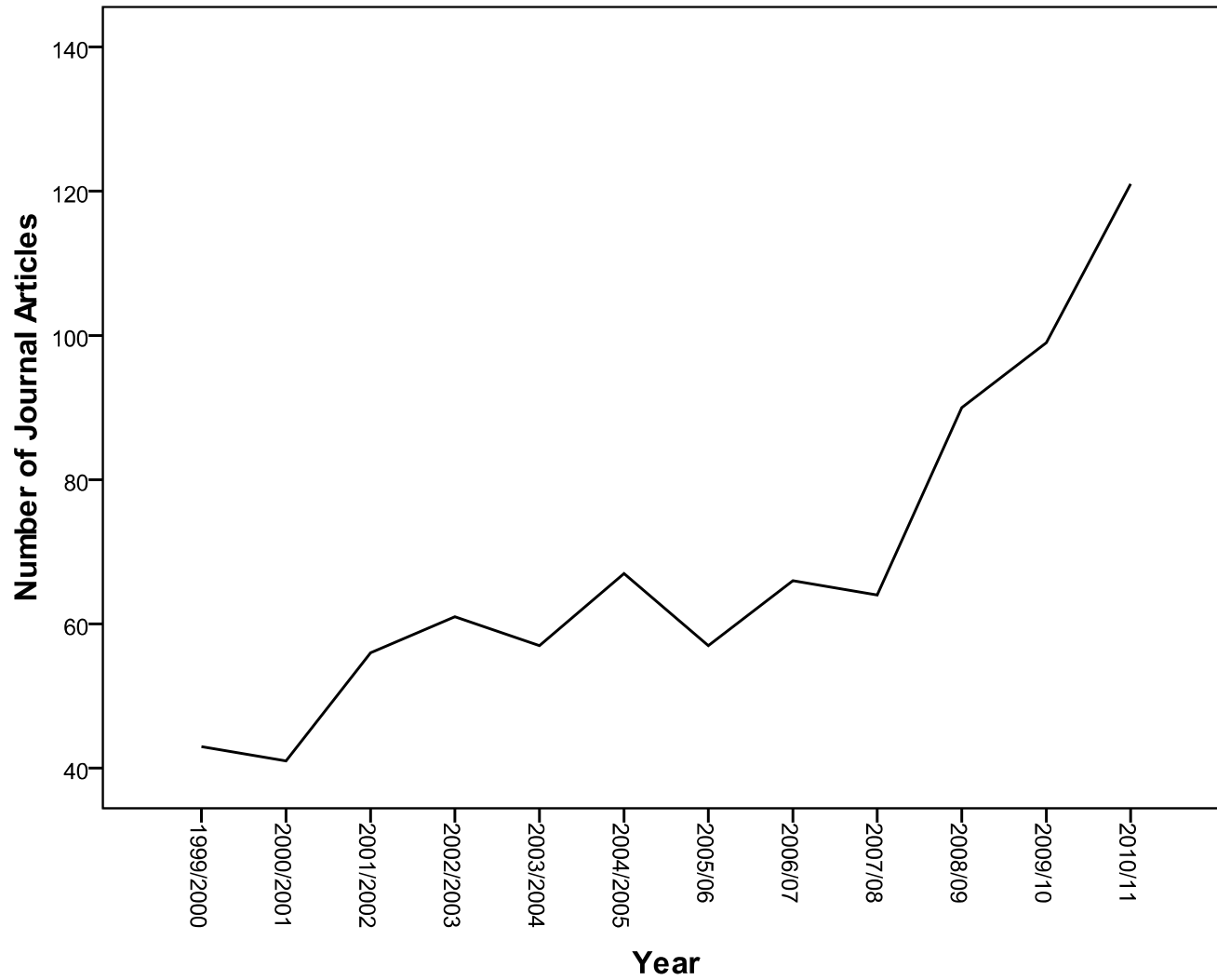
# Creating a “Fun Place” to Work



# *A Dream Team: 70 faculty members from 19 countries*



# Hong Kong PolyU SHTM: Research Output



# Year 2005: PolyU SHTM ranked No.4 in the world

星島日報 二〇〇五年九月二十二日 星期四

## 星島教育

### SINGTAO EDUCATION

智優新導向

今日焦點——新青年論壇公布在職青年壓力指標調查報告。



香港理工大學酒店及旅遊管理學院為香港爭光，在一項款待及旅遊研究排名中，理大奪得全球第四及亞太區第一榮譽，成功實踐該院主任田桂成於〇三年訂下，五年內理大要躋身全球業界首五位學院宏願。

記者 李雪蘭

# 全球第四 僅次美國三大院校 理大酒店旅遊學院亞太第一

理大酒店及旅遊管理學院主任田成（小圖）在最近一期學院刊物 Horizons HTM Magazine 中公布，該在期刊《Journal of Hospitality & Tourism Research》進行的「款待及旅遊研究排名」中，取得全球第四。

根據《Journal of Hospitality & Tourism Research》於八月公布的研究顯示，理大在亞太排名第一，在一九九九年至二〇〇一年期間，理大師生在指十一本著名期刊共刊出一百八十五篇文章，以六十八名作者（教員及學生）算，平均每人獲刊登二點七二篇文章。



理大酒店及旅遊管理學院在一項款待及旅遊研究排名奪得全球第四及亞太區第一。

### 著名期刊登185論文

榮登排名榜的二十所院校，十四所

自美國院校，四所來自英國，兩所來自澳洲，香港及加拿大各佔一所。三甲位置均由美國院校囊括，順序為康奈爾大學、密芝根州立大學及維珍尼亞理工學院。康奈爾大於十年內在指定的期刊登出三百五十二篇文章，平均每獲刊登三點三二篇文章（見附表）。

理大酒店及旅遊管理學院於二〇〇三年，按其研究產量，已被世界權威的《旅遊教育期刊》評為全球十五大院校，亦是亞洲區唯一上榜的大學。當時學院主任田桂成已立下宏願，要在五年內躋身全球五大學院之一，成為亞洲的康奈爾大學，即全球首屈一指的酒店管理學院，如今已達到目標。

全球大學款待及旅遊研究排名

## Hotel ICON: SHTM's Teaching & Research Hotel

Hotel with a purpose: to innovate through research and teaching

- 262 rooms
- 3 restaurants
- Swimming pool
- “Angsana Spa” by Banyan Tree
- Ballroom
- Training restaurant
- Prototype rooms
- Faculty and staff offices
- Classrooms
- Laboratories
- Library
- “Samsung Digital Lab for Hospitality Technology”





School of   
Hotel & Tourism Management  
酒店及旅遊業管理學院

# Hotel ICON in First 15 Months of Operation

- ADR USD240+, 80+ occupancy; operating profit in first 3 month of operation
- TripAdvisor: Ranked among top 4 hotels out of 360 hotels in Hong Kong
- 15+ Awards and Prizes
  - Wallpaper Magazine
  - CNN.Go
  - Conde Nest Traveler
  - Michelin Guide
  - TripAdvisor
  - “Architecture of the Year”
  - McCool Breakthrough Award
  - Design Hotel of the Year

# “Blue Ocean” Strategies: *Use Your Brain!*

- Design
  - Innovative design
  - A green hotel – energy saving, natural lights, indoor garden
- Functionality
  - “Timeless lounge”
  - Free wi-fi
  - Free mini-bar
- Customer oriented culture
  - Gen Y employees
  - Employee-led innovations
  - Employees as teachers



# Design can be an asset



# The Green Wall at Hotel ICON



# F&B Outlets



# Human capital is the most important asset



# 2009: PolyU's SHTM Ranked No. 2 in Global Ranking of Hospitality and Tourism Schools

F3 二〇〇九年十月三十日 星期五  
星島日報 SINGTAO DAILY

大學版

Sing Tao Education 星島教育

## 唯一亞洲學府打入五強

# 理大酒店課程膺全球第二

《酒店及旅遊研究學刊》剛公布「全球酒店及旅遊課程百強排行榜」研究報告，理工大學酒店及旅遊業管理學院課程，今年跳升兩級，由二〇〇五年的第四位，躍升至今年的第二位，成為唯一一所能躋身全球五強的亞洲學府。為配合課程改革，理大耗資十三億元興建的教學及研究酒店，將在明年十月正式啓用。 記者 李盼儀

「全球酒店及旅遊課程百強排行榜」研究報告是根據過去十五年內，學院在全球十一份主要酒店及旅遊研究學術期刊發表論文量作為排名準則，有關排行榜屬不定期公布，今次理大在排名榜僅落後於美國康奈爾大學的酒店及旅遊課程，屈居第二，其餘排名依次為密歇根州立大學、內華達大學拉斯維加斯分校及賓夕法尼亞州州立大學。

酒店及旅遊業管理學院課程是理大的重點發展課程之一，配合大學三改四課程改革，樓高二十九層的教學大樓將進入最後籌備階段，學院會在明年六月陸續移師新大樓，至於新成立的理大教學及研究酒店，亦會在明年十月正式啓用。

理大酒店及旅遊業管理學院院長田桂成表示，耗資十三億元打造的教研酒店，將定位獨特及豪華式酒店

(Unique and Deluxe)，位於紅磡隧道側的教研酒店，會以八成有海景的房間作為賣點，另設有融入科技與創意的酒店預定客房，供客人選用。

### 教研酒店明年啓用

田桂成表示，早前已經通過全球招聘聘用七至八名教研酒店的主要員工，「日後酒店會有三成員工為理大酒店及旅遊業管理學院的學生，另有七成為專業酒店及旅遊人員，讓學生能夠學習專業的知識。」

教研酒店除會以酒店形式運作外，亦會就服務質素及市場需求等範疇進行研究，為業界提供具價值的研究成果。他預期教研酒店落成後，有助進一步鞏固學院作為世界一級學府的國際地位。



田桂成展示將於明年啓用的教研酒店模型。理大供相

*What Does All These  
Mean to Us?*

# The “Starbucks Effect”



- One coffee store chain changed the world of coffee industry
- Lessons we learned can be applied for hospitality and tourism education and research

**THANK YOU -  
Stay in contact!**

**kaye.chon@polyu.edu.hk**



**facebook.**

**Linked in**