



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



# School of Hotel and Tourism Management Alumni Association Annual Report 2010

**As at 5th March 2011**



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## 1. MESSAGE FROM OUR CHAIRMAN

On behalf of the whole SHTMAA committee, we are proud to present the 2010 Annual Report which marks the fourth consecutive year for the creation of this important document. Our committee and fellow alumni have whole-heartedly committed to support SHTMAA and its development. New strategies and diversified events continue to be the core milestone direction for the committee. With the complete devotion of everyone, we achieved an astonishing result of total 13 events in 2010.

Introducing new benefits, activities and cohesiveness for our fellow members remain our committee's key focus. 13 activities in 2010 spoke by themselves loud and clear. To name a few momentous events:

- Community Day for Ronald McDonald House
- 5 days Grand Tour to Cambodia
- Geopark Tour
- Happy Hour/Hotel Tour in Hullett House (historic monument)



Besides all the organized activities, it is worth particularly mentioning a very meaningful event – community day for Ronald McDonald House, consecutive second year of corporate social responsibility event in our association's history. Our objective is to keep this as an ongoing tradition i.e. contributing back to the society.

Another worth mentioning topic is our membership population has reached a historic height of 1,647. New initiatives have been introduced to expand Mainland China membership. Huge amount of work has been and will be done to increase the number of alumni. Section 5.3 will illustrate more details.

SHTMAA was established in December 1993 with the objective to create an effective network to assist personal and career development of its members, while at the same time to promote the Hong Kong Polytechnic University in Hong Kong and abroad.

With all our expertise and experience amongst our alumni, we strongly believe that the association can assist the Hong Kong Polytechnic University in further developing its programmes to better serve the community by offering training courses in response to demand for quality professional human resources.

In the forthcoming years, it is our entire committee members' strong aspiration to continue servicing our alma mater and all our fellow alumni members with vision, innovation and determination.

Last but not least, please enjoy this annual report with illustration of all our fruitful efforts achieved in 2010.



Wallace Li  
Chairman  
School of Hotel and Tourism Management Alumni Association

**2. COMMITTEE MEMBERS**

	<p><b>Chairman - Wallace Li</b>   <i>General Manager, Racecourse Catering Operations        The Hong Kong Jockey Club</i></p>		<p><b>Vice Chairman (Membership) - Maurice Kong</b>   <i>Director of Food &amp; Beverage        Hong Kong Convention and Exhibition Centre</i></p>
	<p><b>Vice Chairman (Communications) - Florence Chan</b>   <i>Director of Public Relations        JC Group</i></p>		<p><b>Honorary Financial Secretary - Ray Luk</b>   <i>Lecturer, Department of Hotel Service and Tourism Studies        Hong Kong Institute of Vocational Education (Chai Wan)</i></p>
	<p><b>Membership Secretary – Lina Lam</b>   <i>Associate Director        Convoy Financial Services Ltd</i></p>		<p><b>Administrative Secretary - Margaret Kwok</b>   <i>Training Manager        Hong Kong Convention and Exhibition Centre</i></p>
	<p><b>Communication Secretary - Jason Wong</b>   <i>General Manager        Hong Thai Travel Services Limited</i></p>		<p><b>External Affairs Secretary - Benson Tang</b>   <i>Executive Director, Corporate Services &amp; Real Estate        Goldman Sachs (Asia) L.L.C.</i></p>
	<p><b>SHTM Alumni Liaison Officer – Dr. Nelson Tsang</b>   <i>Assistant Professor, School of Hotel &amp; Tourism Management        The Hong Kong Polytechnic University</i></p>		<p><b>SHTM Alumni Liaison Officer - Maggie Ng</b>   <i>Executive Officer, School of Hotel &amp; Tourism Management        The Hong Kong Polytechnic University</i></p>
	<p><b>SHTM Alumni Liaison Officer – Annabel Chan</b>   <i>Programme Manager (Chinese Mainland), School of Hotel &amp; Tourism Management        The Hong Kong Polytechnic University</i></p>		

### 3. PURPOSES OF 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 to promote the Hong Kong Polytechnic University in Hong Kong and abroad. Specifically, the following perspectives are adopted:

- A) Developing the students of SHTM
- B) Contributing back to SHTM and the society
- C) Providing platform for networking
- D) Providing learning opportunity
- E) Offering leisure gathering opportunity

### 4. 2010 ACTIVITIES SUMMARY

All the organized activities have been based on the five perspectives illustrated in section 3. Below are the summary of the activities.

2010	JAN	FEB	MAR	APR	MAY	JUN
	Happy Hour Gathering	AGM & Annual Dinner	Community Work Day – Ronald McDonald House	Experience Sharing with Students	Happy Hour Gathering  SHTMAA Scholarship Award Ceremony	
	JUL	AUG	SEP	OCT	NOV	DEC
	Grand Tour - Cambodia	Cup Cake Making Class	Happy Hour Gathering and Hotel Tour – Hullett House		16 <sup>th</sup> PolyU Congregation  Geopark Tour and Seafood Lunch  Farewell Dinner in Millennium Restaurant	

Another fruitful year with more than 1,000 alumni, students and guests participated in the 13 activities organized by the SHTMAA. In the following sections, highlights of all the activities are to be proudly presented.



#### **4.1 Happy Hour at Royal Pacific Hotel and Tower - Pierside**

Venue: The Pierside  
 Date: 22<sup>nd</sup> January 2010  
 Number of Participants: Over 60

To kick off 2010, our first Alumni activity was held on 22 January - Happy Hour Gathering at The Pierside of Royal Pacific Hotel & Towers. Under the relaxing alfresco setting, all participants enjoyed the breathtaking harbour view with extensive cocktails accompanied by a tasty selection of canapés.



#### **4.2 SHTMAA Annual Dinner 2010**

Venue: The Hong Kong Jockey Club  
 Date: 27<sup>th</sup> February 2010  
 Number of Participants: 120

To welcome the Year of the Tiger, SHTMAA organized a fun-filling Annual Spring Dinner on February 27, bringing luck and fortune to all members.

Chef at Hong Kong Jockey Club tailor-made a mouth-watering menu with traditional treats for all the 120 participants in a cozy environment. The organizing committee prepared a series of exciting programs, including Guzheng performance by Ms Louisa Lee who is one of our SHTM graduates. And the grand lucky draw was a perfect finale of the night.



#### 4.3 Annual General Meeting 2010

Venue: The Hong Kong Jockey Club  
 Date: 27<sup>th</sup> February 2010  
 Number of Participants: over 20



#### 4.4 Community Work Day in Ronald McDonald House

Venue: Ronald McDonald House Sha Tin  
 Date: 13<sup>th</sup> March 2010  
 Number of Participants: Over 40

Proving its commitment to corporate citizenship, SHTMAA has actively involved in numerous charity activities in the past months. Recently, a group of SHTMAA members spent a meaningful day with a group of sick children and their families at Ronald McDonald House on March 13.

They cooked a wide selection of tempting dishes for all participants. After enjoying a sumptuous buffet lunch, each child partnered with a SHTMAA member for an hour of exciting games with lots of fun.



#### 4.5 Experience Sharing with Students

Venue: The Millennium Restaurant  
Date: 26<sup>th</sup> April 2010  
Number of Participants: Over 60

On April 26, 10 senior executives from the hotel and tourism industry shared their valuable experience with over 60 final year students at the Millennium Restaurant. All guest speakers were impressed by the enthusiasm and active participation of the students. It was a fruitful evening and all students obtained some very useful tips on their preparation for upcoming interviews.



#### 4.6 Happy Hour Gathering in The Box - IFC

Venue: The Box - IFC  
Date: 7<sup>th</sup> May 2010  
Number of Participants: Over 80

Escaped from the hustle and bustle of the city and indulged yourself with a sip of cocktail overlooking the panoramic view of the Victoria Harbour. A Happy Hour Gathering was held at The Box of IFC Mall on May 7 with overwhelming response from 80 SHTMAA members. It was a great opportunity for them to catch up with the alma mater and also to meet with the industry professionals.

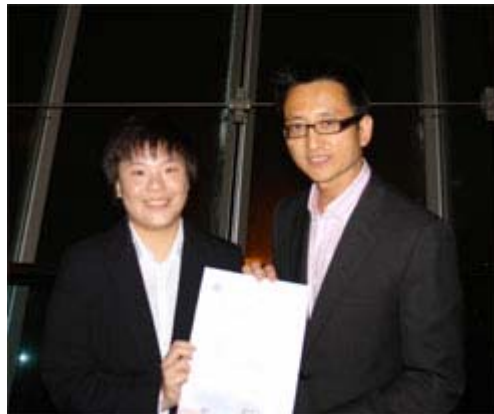




#### 4.7 SHTMAA Scholarship Award Ceremony

Venue: The Box - IFC  
 Date: 7<sup>th</sup> May 2010  
 Number of Participants: Over 80

Congratulate to Ms Noel Chan, the recipient of the 2010 SHTMAA Scholarship. She was selected by the Judging Committee from a group of outstanding candidates to receive this honour. The presentation ceremony was held on May 7 and she accepted the award from Mr Wallace Li, the Chairman of SHTMAA, for a HK\$5,000 scholarship.



#### 4.8 Grand Tour - Cambodia

Venue: Cambodia  
 Date: 22<sup>nd</sup> to 26<sup>th</sup> July 2010  
 Number of Participants: 25

Cambodia is famous for its history and culture, the pleasant climate and beautiful scenery. 25 SHTMAA members and their families were refreshed and rejuvenated after joining our Grand Tour this year from 22 to 26 July.

The professional tour guide from Hong Thai Travel showcased all participants the images of a glorious and mysterious destination, particularly the world's renowned ancient temples including Angkor Wat, Bayon & Banteay Srei.



#### **4.9 Cup Cake Making Class**

Venue: Hong Kong Convention and Exhibition Center  
 Date: 14<sup>th</sup> August 2010  
 Number of Participants: Over 30

A fabulous cup cake is sure to make any occasion a sweet one. On 14 August, 20 SHTMAA members and their lovely kids proudly presented their works of art with nicely decorated cup cakes under the guidance of the Pastry Chef of HKCEC. It was a great opportunity to showcase their artistic potential from cup cake fans to experienced cake lovers.

A tempting tea set was followed after the fun-filling class at Harbour Road Café. The restaurant was full of laughter and love in the whole afternoon.



#### **4.10 Happy Hour Gathering and Hotel Tour in Hullett House**

Venue: Marina's Rest – Hullett House  
 Date: 28<sup>th</sup> September 2010  
 Number of Participants: Over 70

Escaped from the hustle and bustle of the city and indulged in a relaxing atmosphere with a sip of refreshing cocktail. A lavish happy hour gathering was held at the historical Hullett House on 28 September 2010. Sparkling bubbles and sumptuous canapés were served to the excited crowd. It was a great opportunity to catch up with the alma mater and also to meet with the industry professionals. A guided tour at the suite heritage hotel to discover HK's vibrant past was organized exclusively for the SHTMAA members on that day.





#### 4.11 16<sup>th</sup> PolyU Congregation

Venue: The Hong Kong Polytechnic University

Date: 5<sup>th</sup> November 2010

A booth of SHTMAA was set up in the Millennium Restaurant on 5<sup>th</sup> November 2010. Many graduates joined the association on that day.



#### 4.12 Geopark Tour and Seafood Lunch

Venue: Sai Kung Geopark

Date: 14<sup>th</sup> November 2010

Number of Participants: 42

A meaningful and educational geopark tour was organized on 14 November 2010. 42 SHTMAA members and their families visited one of HK's most popular geological sites and home to the most spectacular rock wonder. Two knowledgeable guides introduced the unique geological features and landscapes to us at a close range. The rare natural prodigies and valuable geo-tourism resources drew great interests of all participants.

Before the tour, a fabulous seafood lunch at Sai Kung was a great start of the day to kick off the tour. A big thanks to the 42 participants who made the event one to remember.



#### 4.13 Farewell Dinner at Millennium Restaurant

Venue: The Millennium Restaurant  
Date: 27<sup>th</sup> November 2010  
Number of Participants: 84

All SHTM graduates would find great memories at the Millennium Restaurant (or PolyTop in the old times). Before Millennium has moved to the new Hotel ICON, a memorable farewell dinner was organized on 27 November 2010 with overwhelming response. Celebrity Chef Winne Lau who is also a graduate of SHTM prepared a delicious 4-course menu to the 84 attendees. Some of our members even shared their valuable “old” pictures with us which were the highlights of the night. The last event held at Millennium was ended perfectly with joy and laughter. The evening also marked a new chapter for the SHTM with the promise of more exciting development ahead.



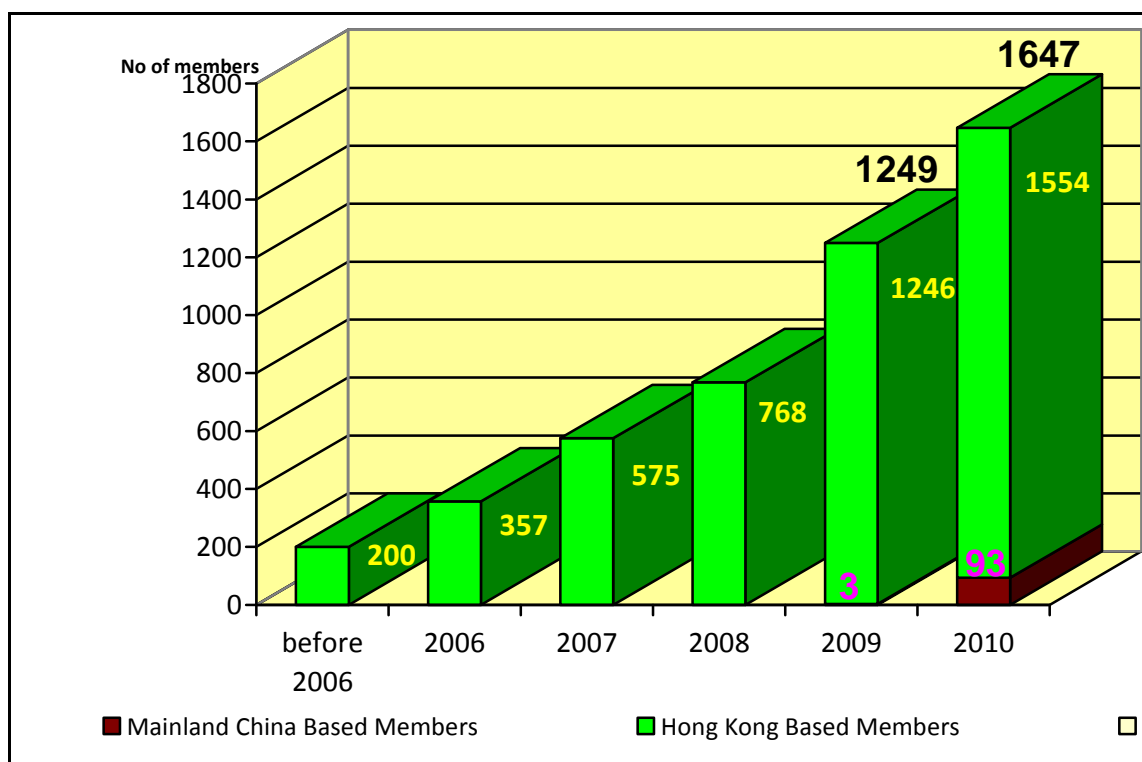


## 5. MEMBERSHIP UPDATE AND RECRUITMENT

### 5.1 Membership Update

Below graph is the summary of the number of membership since the commencement of the SHTMAA. By end of 2010, the membership number has jumped to historic height of 1,647 which is a significant increase of 32% in just one year.

To go hand-in-hand with SHTM's strategy of expansion in China, in 2010 our committee has also focused on the expansion of accepting Mainland China graduates as SHTMAA members, with an encouraging result of attracting more than 90 new Mainland China graduates to join SHTMAA in Hong Kong. In other words, out of the total 398 new members joined in 2010, 23% of the newly joined member falls into the category of Mainland based members.



It is our committee's pledge of continuing expanding Mainland China based membership number. A professionally designed promotional leaflet targeting Mainland graduate was created and distributed. This is to further enhance the growth of Mainland China membership.

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

**Membership Application Form**

Please tick the appropriate one:  
 New Application (for both Students and Graduates) Membership Fee: HK\$100  
 New Application (for Industry Associate Membership) Membership Fee: HK\$200

Name of Referee (if any): \_\_\_\_\_ Membership Card No. \_\_\_\_\_  
 Change of Personal Particulars

Name (English): \_\_\_\_\_  
 (Chinese): \_\_\_\_\_ Sex:  Male /  Female

Year of Graduation: \_\_\_\_\_ Course Title: \_\_\_\_\_  
 Tel No. (Home): \_\_\_\_\_ (Office): \_\_\_\_\_  
 (Pager / Mobile): \_\_\_\_\_ (Fax): \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Present Position: \_\_\_\_\_  
 Address (Home): \_\_\_\_\_  
 (Office): \_\_\_\_\_

**Notice Relating To The Personal Data (Privacy) Ordinance**

\* Our Alumni Association is committed to implementing the principles and requirements of the Personal Data Privacy Ordinance to safeguard your privacy with respect to personal data.  
 \* Your personal data will be used for the following purposes:  
 1) Carrying out the association's operations and provision of services.  
 2) Facilitating communication between you and the association.  
 \* Personal data supplied will be kept confidential.

Signature of Applicant: \_\_\_\_\_ (Date: \_\_\_\_\_)  
 I declare that I have read and understood the notice relating to Personal Data (Privacy) Ordinance provided by the Hong Kong Polytechnic University School of Hotel & Tourism Management Alumni Association stated as above. I understand that the information will be kept in strict confidence by the Hong Kong Polytechnic University School of Hotel & Tourism Management Alumni Association.

**Payment Method**

Payment of application fee must be sent within 5 working days through one of the below channels:

- By Cash: Pay to Ms Maggie Ng, Executive Officer, SHTM, The Hong Kong Polytechnic University
- By Cheque: Payee "The Hong Kong Polytechnic University School of Hotel & Tourism Management Alumni Association" & send to Ms Maggie Ng
- Bank in: Pay to Hang Seng Bank Account No. 222-052169-001 & send the bank in slip to Ms. Maggie Ng by email or by fax: 2362 9062



**Our History**

The SHTM Alumni Association was established in 1993 to foster links between alumni and the SHTM.

**Our Objectives**

Our 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.

**Events Highlights**

We have consistently held events and activities to strengthen the relations between members, create an opportunity to meet industry partners and perform social responsibility.



 <b>Chairman</b> Wallace Li General Manager Racecourse Catering Operations Hong Kong Jockey Club	 <b>External Affairs Secretary</b> Benson Tang Executive Director Corporate Services and Real Estate Goldman Sachs (Asia) L.L.C.
 <b>Vice Chairman (Memberships)</b> Maurice Kong Director of Food and Beverage Hong Kong Convention and Exhibition Centre	 <b>Honorary Secretary</b> Margaret Kwok Training Manager Hong Kong Convention and Exhibition Centre
 <b>Vice Chairman (Communications)</b> Florence Chan Director of Public Relations JC Group	 <b>Communication Secretary</b> Jason Wong General Manager Hong Thai Travel Services Ltd
 <b>Honorary Financial Secretary</b> Ray Luk Lecturer, Department of Hotel Service and Tourism Studies Hong Kong Institute of Vocational Education (Chai Wan)	 <b>SHTM Alumni Liaison Officer</b> Dr Nelson Tsang Assistant Professor, SHTM
 <b>Membership Secretary</b> Lina Lam Associate Director Convey Financial Services Limited	 <b>SHTM Alumni Liaison Officer</b> Maggie Ng Executive Officer, SHTM
	 <b>SHTM Alumni Liaison Officer</b> Annabel Chan Programme Manager (China Programmes), SHTM



**Membership Benefits**

1. The exclusive right and special price to enroll for all alumni activities.
2. Dining at the training restaurant at Hotel ICON without paying for the annual submission fee to the SHTM Dining Society.
3. Free entry and use of SHTM Chi Woo Lui Hotel and Tourism Resource Centre.
4. PolyU Book Shop, all Members can enjoy all the benefits and discounts the SAME as those offered to students at Polytechnic University Book Shop, i.e. 10% discount on stationary and 15% discount on books.
5. For any purchases over \$200 at Sun Sing Tea House, can enjoy one box of Osmanthus Oolong tea at half price. (Original price: \$60/5g, \$100/150g)
6. The privilege to book a hotel room at the Jockey Club Hong Chi Lodge at Fine Hill, Tai Po.
7. Nikko Dining Card FREE membership which entitles you a 20% discount at all F&B outlets of Hotel Nikko Hongkong.
8. TWO complimentary mYoga or mY Energy sessions for 2 at value \$1,000.
9. Enjoy free membership of Red Wine Village, 10% discount for purchase of 12 bottles and under, 15% discount for purchase of more than 12 bottles, receive their e-newsletter and join their promotions and regular wine tastings.
10. Exclusive privilege to enjoy up to \$300 discount of the driving packages for beginners and ONE free lesson per 10 advanced driving courses at ADrive Driving School.
11. Privilege discount at hotel room booking and F&B outlets of Hotels Managed by Rhombus International.

Besides Mainland China members, the SHTMAA committee has continued to formulate strategies to increase membership number in Hong Kong. In section 5.2, Member gets member programme is illustrated.

## 5.2 Member Gets Member Programme

In the 2009 autumn e-newsletter, our association launched a brand new strategy of inviting our members to recommend their friends that graduated in SHTM to join SHTMAA. The programme is named "Member gets member programme". Every quarter, there will be a special prize for the member that gets the most number of new members. So far, the programme received great success. In 2010 about 80 new members joined our association via this channel.

Below is the complete version of the promotion material in the autumn e-newsletter:



Most of our members know how beneficial SHTMAA membership is to their personal and career development. No one knows the value of SHTMAA membership better than you, our members. Consider sharing your experience with our potential members and get rewarded. Through the Member Gets Member Programme 2009-2010, we reward your efforts in recruiting new members. The more members you recruit, the greater your chance to win the grand prize! Just click [here](#) for detailed information.

## 5.3 Membership Benefits

Continuously adding further benefits to our fellow alumni has always been our committee's commitment. In 2010, one more attractive benefit has been included in our benefit lists. Besides rewarding our existing members, this new initiative also serves as a powerful tool to attract new membership. Below summarized the new benefits:



1. Enjoy 50% special restaurant discount at the **Hong Kong SkyCity Marriott Hotel**. (Valid until 30 December, 2010)

## 6 CORPORATE IMAGE

### 6.1 Corporate Social Responsibility

“Contributing back to SHTM and the society” forms one of the five pillars of SHTMAA. Hence, corporate social responsibility became our committee’s tradition and a core theme in 2010 and will continue to be the core in the years ahead.

It is worth mentioning a great achievement in our association’s history – a community teamwork day in Ronald McDonald House, a renowned non-profit organization that provides shelter for the under-privileged sick children.

By providing an invaluable support for the needy children, they can stay in a superb environment to gain back their health. Our alumni cooked a wide selection of tempting dishes for all participants. After enjoying a sumptuous buffet lunch, each child partnered with a SHTMAA member for an hour of exciting games with lots of fun.



In 2011, our association will continue to invest our time and resources in the corporate social responsibility area.



## 6.2 Quarterly E-Newsletter

Keeping our fellow alumni being informed on the latest news and forthcoming events are of vast importance to the members. Since 27<sup>th</sup> September 2008 which marked a major milestone, as the inaugural version of the quarterly e-newsletter was created and distributed on that day, nine quarterly editions have already been distributed so far. This initiative provides a regular communication platform for all the members on a quarterly basis. Our committee will continue to commit to this communication initiatives. Below is the sample of the latest winter 2010 edition:

eNews  
Winter Issue



### Events Highlights



#### Happy Hour at Hullett House Hotel

Escaped from the hustle and bustle of the city and indulged in a relaxing atmosphere with a sip of refreshing cocktail. A lavish happy hour gathering was held at the historical Hullett House on 28 September 2010. Sparkling bubbles and sumptuous canapés were being served to the excited crowd. It was a great opportunity to catch up with the alma mater and also to meet with the industry professionals. A guided tour at the suite heritage hotel to discover HK's vibrant past was organized exclusively for the SHTMAA members on that day.



#### Geopark Tour and Seafood Lunch at Sai Kung

A meaningful and educational geopark tour was organized on 14 November 2010. 42 SHTMAA members and their families had visited one of HK's most popular geological sites and home to the most spectacular rock wonder. Two knowledgeable tour guides introduced the unique geological features and landscapes to us at a close range. The rare natural prodigies and valuable geo-tourism resources had drawn great interests of all participants.



Before the tour, a fabulous seafood lunch at Sai Kung was a great start of the day to kick off the tour. A big thanks to the 42 participants who made the event one to remember.



### Farewell Dinner at Millennium Training Restaurant

All SHTM graduates will find great memories at the Millennium Restaurant (or PolyTop in the old times). Before Millennium has moved to the new Hotel ICON, a memorable farewell dinner was organized on 27 November 2010 with overwhelming response. Celebrity Chef Winne Lau who is also a graduate of SHTM has prepared a delicious 4-course menu to the 84 attendees. Some of our members even shared their valuable "old" pictures with us which were the highlight of the night. The last event held at Millennium was ended perfectly with joy and laughter. The evening also marked a new chapter for the SHTM with the promise of more exciting development ahead.

### Upcoming Activities



### Annual Dinner 2011

SHTMAA wishing you good fortune and prosperity in the Year of the Rabbit! The [SHTMAA Annual Dinner](#) is always a wonderful opportunity to thank all members for their continuous support and to update everyone on what's happening in the industry. This year, the theme of the Annual Dinner is "Wild Wild West". Guests will be delighted by the luscious spread of cuisines from all over the globe and a sizzling BBQ buffet prepared by the Hong Kong Jockey Club at Happy Valley. To reward your hard work in the past year, please join us on 5 March 2011 for a fun-filling evening and win a fabulous prize at the grand lucky draw. Only HK\$398 for members, HK\$450 for non-members and HK\$225 for children (aged below 12).

SHTMAA Membership Application. Click [here](#) to fill in the online application form.

For more information or inquiries, please contact Ms Annabel Chan at tel: 3400 2641

/ email: [hmabel@polyu.edu.hk](mailto:hmabel@polyu.edu.hk)

If you would prefer not to receive SHTMAA news, please send us email to unsubscribe. Thank you

## 7 FUTURE DEVELOPMENT

The current committee is pledged to fully commit to serve the SHTMAA. More activities and strategic vision for membership recruitment will be further implemented. The new official business plan for 2011 will be released subject to the confirmation by the new executive committee. The proposed business plan is listed below for preview.

To further enhance the activities and membership recruitment in 2011, the business plan outlines the strategic vision of the committee for the forthcoming year.

### 2011 BUSINESS PLAN

2011	JAN	FEB	MAR	APR	MAY	JUN
	Happy Hour Cocktail  <i>(Cancelled due to adverse weather)</i>	SHTMAA Scholarship	AGM & Annual Dinner (Date: 5 <sup>th</sup> March)	Dinner at Bistro 1979, Hotel Icon Faculty Visit (Date: 18 <sup>th</sup> April)	Career Talk for Final Year Students	Happy Hour
	JUL	AUG	SEP	OCT	NOV	DEC
	Grand Tour (Overseas)	Community Services Project	Hotel Visit & Dinner, Hotel Icon	Happy Hour	Family Outing and Dinner	Wine Tasting Workshop

In 2011, our beloved Chairman - Mr. Wallace Li and Committee members – Ms Florence Chan and Ms Lina Lam will step down from the committee. A new committee will be formed after the 2011 Annual General Meeting.