

# School of Hotel and Tourism Management Alumni Association



The Hong Kong Polytechnic University



## **CONTENT**

- 1 CHAIRMAN’S MESSAGE**
- 2 COMMITTEE MEMBERS**
- 3 YOU AND SHTMAA**
- 4 SUMMARY OF ACTIVITIES IN 2014**
  - 4.1 SHTMAA Annual General Meeting 2014
  - 4.2 Happy Hour Gathering
  - 4.3 Community Day
  - 4.4 SHTMAA 20<sup>th</sup> Anniversary Dinner
  - 4.5 SHTMAA Scholarship Presentation 2014
  - 4.6 Visit to Lee Kum Kee Production Plants in Xinhui
  - 4.7 Alumni Tour – Summer Escape in Okinawa
  - 4.8 Visit to the Helena May
  - 4.9 20<sup>th</sup> PolyU Congregation
  - 4.10 Geo Park & Seafood Lunch Expedition
- 5 MEMBERSHIP UPDATE AND RECRUITMENT**
  - 5.1 Membership Update
  - 5.2 Connecting to Our
  - 5.3 Membership Benefit
- 6 RECRUITMENT ADVERTISEMENTS**
- 7 INTO THE FUTURE**



It is my great pleasure to extend heartfelt greetings to the readers of SHTMAA Annual Report 2014. 2014 has been a busy yet remarkable year to all of us. SHTMAA proudly celebrated its glorious 20<sup>th</sup> Anniversary as an important milestone through various memorable initiatives, among which a limited edition of 20<sup>th</sup> Anniversary commemorative booklet was published. Moreover, from industry visits to leisure expedition covering Hong Kong and overseas, the Association has organized a total of 10 activities, as always, aiming at fostering strong bonding and communication between our fellow members.

Since its founding in 1993, SHTMAA has always been active and committed to serving our members. Again, this year, we are more than pleased to have witnessed a continuous steady growth of our membership. Special thanks must be given to the School as well as industry partners, whom contributed a lot to the healthy balance sheet of the Association.

Changes bring growth. We have reviewed and revised our Mission and Vision, which become the driving force of everything we do. Our newly developed core values represent our long term belief, and it is the implementation of these values that underpin our spirit of togetherness in giving back to the School and serving the community. We are confident in moving forward with an aim to uniting alumni, industry partners and the School to promote collaboration, professional development and networking in the hospitality and tourism industry.

By taking this opportunity, I would like to express my deepest gratitude to every executive committee member for your dedication and commitment which made the year of 2014 a fruitful one.

I hope you would enjoy reading SHTMAA Annual Report 2014 and sharing our happiness and excitement this year. 2015 is definitely another sparkling year to look forward to!

Maurice Kong  
Chairman  
School of Hotel and Tourism Management Alumni Association

## 2. COMMITTEE MEMBERS

	<p><b>Chairman – Maurice Kong</b></p> <p><i>Assistant General Manager of Food &amp; Beverage</i></p> <p><i>New World Development Company Limited</i></p>		<p><b>Vice Chairman – Ray Luk</b></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><b>Vice Chairman – Betty Simpson</b></p> <p><i>General Manager</i></p> <p><i>The Helena May</i></p>		<p><b>Vice Chairman – Alison Yau</b></p> <p><i>Regional Director of Sales &amp; Marketing</i></p> <p><i>Rhombus International Hotels Group</i></p>
	<p><b>Financial Secretary – Dilys Ko</b></p> <p><i>Manager &amp; Head of Training Team, Human Resources Department</i></p> <p><i>Mizuho Corporate Bank Limited</i></p>		<p><b>Secretary – Jason Wong</b></p> <p><i>General Manager</i></p> <p><i>Hong Thai Travel Services Limited</i></p>
	<p><b>Secretary – Philip Kwok</b></p> <p><i>Human Resources Manager</i></p> <p><i>Hong Kong Gold Coast Hotel</i></p>		<p><b>Secretary – Livia Chai</b></p> <p><i>Senior Communications Executive</i></p> <p><i>The Jardine Engineering Corporation Limited</i></p>
	<p><b>Secretary – Maggie Ngan</b></p> <p><i>Assistant Event Manager, Global Sources Exhibitions</i></p> <p><i>Global Sources</i></p>		<p><b>SHTM Alumni Liaison Officer – Dr Nelson Tsang</b></p> <p><i>Assistant Professor - School of Hotel &amp; Tourism Management</i></p> <p><i>The Hong Kong Polytechnic University</i></p>
	<p><b>SHTM Alumni Liaison Officer – Annabel Chan</b></p> <p><i>Programme Manager (Chinese Mainland) - School of Hotel &amp; Tourism Management</i></p> <p><i>The Hong Kong Polytechnic University</i></p>		

### **3. OUR 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.

In 2014, the Vision, Mission and Core Values of SHTMAA have been developed as necessary to serve as a guiding principal for the long term development of the Association.

#### **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 2014**

The activities were planned throughout the year calendar with quarterly focused themes. In Q1, we organized one of the most celebrative events of the year – the Spring Dinner with the anniversary theme of “Celebrating our 20<sup>th</sup>, Excelling in the Future”. In Q2, we organized an exclusive visit for members to Lee Kum Kee Production plant. In Q3, the alumni tour to Okinawa, Japan gave our members unforgettable memories. In Q4, we explored the history and the beauty of our home in Hong Kong via visit to The Helena May and Geo Park.

JAN	FEB	MAR	APR	MAY	JUN
AGM	Community Day	20 <sup>th</sup> Anniversary Dinner	Committee Meeting	Visit to Lee Kum Kee Production Plants in Xinhui	Committee Meeting
New Year Happy Hour Gathering	Committee Meeting	SHTMAA Scholarship Presentation	Member E-news Letter		
Committee Meeting		Committee Meeting			
JUL	AUG	SEP	OCT	NOV	DEC
Alumni Tour to Okinawa	Committee Meeting	Member E-news Letter	Visit to The Helena May	20 <sup>th</sup> PolyU Congregation	Committee Meeting
			Committee Meeting	Geo Park & Seafood Lunch Expedition	Member E-news Letter
				Committee Meeting	

We successfully organised a total of 10 activities with an estimated involvement of more than 1,000 alumni and their families, students and targeted participants. The highlights of all the events are mentioned in the following sections.

#### **4.1 SHTMAA Annual General Meeting (AGM) 2014**

Venue: School of Hotel and Tourism Management  
The Hong Kong Polytechnic University  
Date: 16 January 2014  
Number of Participants: Over 20

The Annual General Meeting 2014 of SHTMAA was successfully held. At the meeting, apart from adopting the financial report and reviewing events of the past year, members were also informed that membership had grown by 18.73% to 2,491 as at 31 December 2013. The business plan for 2014 was also reported.

It was approved during the meeting that Ms Alison Yau as Vice Chairman and Mr Philip Kwok as Secretary joined the Executive Committee of SHTMAA. Responding to the enquiry raised by a member about organizing activities for mainland Chinese members, a one-day tour in Pearl River Delta will be included in the business plan for 2015.





## **4.2 Happy Hour Gathering**

Venue: The Green, Hotel ICON  
Date: 16 January 2014  
Number of Participants: 37

SHTMAA organized the New Year Happy Hour gathering with the aim of offering SHTM graduates a chance to come together and share experiences, while reliving their memorable SHTM years. 37 alumni members and their friends attended the cocktail party at The Green, Hotel ICON, on 16 January 2014. Delicious canapés and drinks were served while members caught up with one another and made new friends.





### **4.3 Community Day**

Venue: Hotel Panorama by Rhombus  
Date: 28 February 2014  
Number of Participants: 25

SHTMAA organized a meaningful and educational hotel visit for a group of Secondary 5 ethnic minority students. Initiated and planned by Stephen Tai, the 2013 SHTMAA scholarship winner, the tour joined hands with CHEER catering to great interest from the ethnic minority students.

On 28 February, 25 ethnic minority students and teachers were invited to visit The Hotel Panorama by Rhombus, in TST, Kowloon. The group had the rare chance to learn more about the hotel industry and the career opportunities.

Ms. Alison Yau, Regional Director of Sales & Marketing, Rhombus International Hotels Group gave an introduction to the hotel. A hotel inspection followed to allow participants to tour around different operating departments of the hotel. The visit further strengthened the message to the students that hotel industry is a dynamic workplace where it embraces staff from different cultures and offers a promising future.



#### 4.4 SHTMAA 20<sup>th</sup> Anniversary Dinner

Venue: Jockey Club Box, Shatin Clubhouse, HKJC  
Date: 29 March 2014  
Number of Participants: Over 230

This year's Spring Dinner was held in celebration of the SHTMAA's 20<sup>th</sup> anniversary. Officiating at the occasion were Prof. Timothy W. Tong, President of PolyU; Prof. Kaye Chon, Dean and Chair Professor of School, Mr. James Lu, Chairman of The Hong Kong



Kong Hotels Association, Dr. Lillian Wong, Principal of School for Higher and Professional Education of VTC, Mr. Charles Barker, Chairman, The Club managers' Association of Hong Kong, and many others, sharing a celebrative evening for SHTMAA's 20 years of success.

Following an opening dance medley joined by all committee members, Mr. Maurice Kong, the Chairman of SHTMAA, Prof. Tong and Prof. Chon delivered their warm remarks which relived the memories of the guests in their SHTM years.



Apart from nearly 110 amazing lucky draw prizes, each guest was presented with a set of exquisite artistic plates, by Peter Ting, the award-winning designer who created pieces for the British royal family. In addition, there was a limited edition anniversary commemorative



booklet - **"Celebrating our 20th, Excelling in the future"** . The booklet includes records of cherished memories and the SHTMAA's journey in the past 20 years, together with many congratulatory messages received from industry leaders and government officials.



On this special occasion, the 4-course dinner was created by our alumni culinary stars: Ms. Winne Lau, Mr. Angus Cheng, Mr. Jennings Pang and Celebrity Chef – Miss Kit Mak, perfectly pairing selective wines introduced by our alumni wine connoisseurs: Mr. Larry Law, Mr. Sammy Leung, Mr. Ivan Shiu and Mr. Danny Wong. Themed on ‘Orange and Chic’,

all guests enjoyed the specially designed cuisine and wine, while entertained by the great live music and song performed by Mr. Stanley Cheung, the celebrity MC of the evening.



#### **4.5 SHTMAA Scholarship Presentation 2014**

Venue: Jockey Club Box, Shatin Clubhouse, HKJC  
Date: 29 March 2014

The 2014 SHTMAA scholarship was awarded to Miss Evelyn Ho, a year one student studying for BSc in Hotel Management. The presentation ceremony also took place at the 20th anniversary dinner on 29 March and she accepted the award for a HK\$5,000 scholarship from Mr. Wallace Li, Honorary Chairman of SHTMAA. Outperforming over 15 other entries, in the final presentation, Evelyn demonstrated her enthusiasm and detailed planning to organize a community outreach activity to help new immigrants to adapt to local culture and life.





#### **4.6 Visit to Lee Kum Kee Production Plants in Xinhui**

Venue: Xinhui, Guangdong, China  
Date: 27 May 2014  
Number of Participants: 18

On 27 May, SHTMAA organised a visit to the 1,700 acre Lee Kum Kee sauce manufacturing plant in Xinhui, Guangdong. 18 members joined the tour and had a fruitful one-day trip.

The tour offered a valuable opportunity for members to gain a better understanding about the operation of food production processes from raw materials to finished products. In addition, the members were inspired by the success story of a century-old family enterprise and impressed by the well established factory lines.



#### **4.7 Alumni Tour – Summer Escape in Okinawa**

Venue: Okinawa, Japan  
Date: 10 – 13 July 2014  
Number of Participants: 14

During 10 – 13 July, a group of fourteen alumni and friends joined the Alumni tour for a special summer retreat in Okinawa, the southernmost coastline prefecture of Japan.



During the four day tour, which was expertly organised by Hong Thai Travel, members stayed in the Kafuu Resort Fuchaku Condo Hotel, a beachfront resort with totally relaxing accommodations. The group had very much enjoyed the traditional Japanese dining at some of the famous local restaurants, which included a full array of tempting native cuisines that are distinct from the rest of Japan, such as the highly acclaimed Agu pork cuisine which is only available during festivity days.

Apart from the nice dining surprises, another highlight of the tour was visiting the dolphins. At the training centre, everyone got a chance to touch and interact with the dolphins, a highly intelligent and friendly creature. With teaching from a Japanese coach, alumni members were able to instruct the dolphins to jump high, kiss the pops and touch the ball, as well as talk to the dolphins to understand more about them!



Another memorable experience was the visits to the local factories, in particular a venture to a famous sea salt factory in the scenic area. Everyone was allowed to enter into the salt pan, and was thus able to enjoy a breathtaking view of the surrounding nature area. After that, they all stayed quite a long time in the souvenir shop sampling different types of cooking salt and



buying a lot of gifts.

#### **4.8 Visit to The Helena May**

Venue: The Helena May  
Date: 25 October 2014  
Number of Participants: 25

On 25 October a sunny and relaxing Saturday morning, 25 alumni and friends joined SHTMAA for a visit to experience the old world elegance at The Helena May, a unique heritage building in the heart of Hong Kong since its door opened in 1916.

Taken care by Ms. Betty Simpson, General Manager of the Club, participants explored a piece of Hong Kong history and enjoyed the gracious historic building, including the rare opportunity to visit the guestrooms which are for female residents only and one of the finest English-language libraries in Hong Kong. All enjoyed themselves and networked with each other enthusiastically while sampling traditional English in a casual and joyful atmosphere.





#### **4.9 20<sup>th</sup> PolyU Congregation**

Venue: The Hong Kong Polytechnic University  
Date: 7 November 2014

A booth about SHTMAA was set up in-campus on 7 November 2014 during the 20<sup>th</sup> PolyU Congregation. 13 graduates joined the association on that day.

Ms Sylvia Chung, currently the Executive Vice President of the L’hotel Management Company Limited under the Chinachem Group, was named the 2014 SHTM Outstanding Alumni.



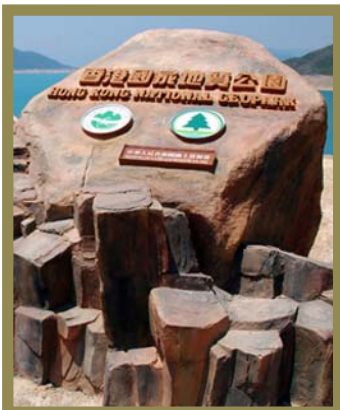
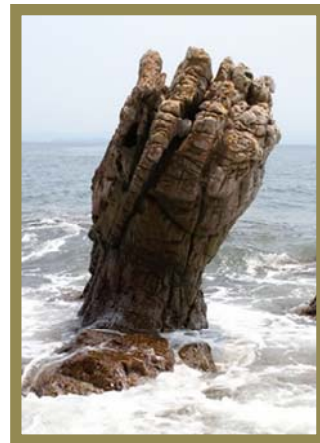
#### **4.10. Geo Park & Seafood Lunch Expedition**

Venue: Geo Park  
Date: 29 November 2014  
Number of Participants: 16

On 29 November, 16 alumni and family joined a local tour organized by SHTMAA to enjoy the leisure and fantastic scenery of Sai Kung's Geo Park.

Getting close to the scenic seascapes made up of wave-cut landforms, participants were all amazed by the striking and massive hexagonal rock columns along the way. Rock features like foldings and faults are easily found from rocks in the park, making the site a vivid outdoor geological classroom. All enjoyed a day with coastal vistas and lovely sea breeze and savoured a delicious seafood feast after the tour.

This tour presented a valuable opportunity for us to learn and appreciate what a natural and green international metropolis Hong Kong is.

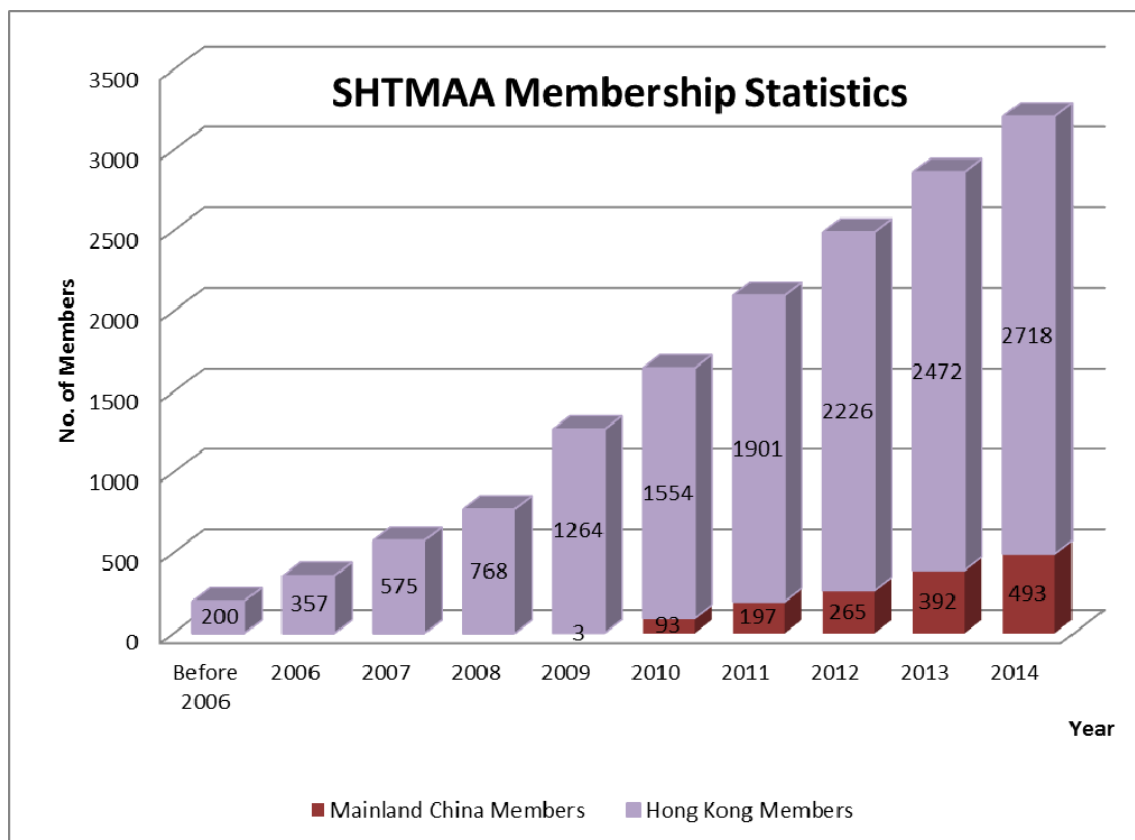


## 5. MEMBERSHIP UPDATE

### 5.1 Membership Update

A summary of the number of memberships since the commencement of the SHTMAA is depicted as follows. By end-2014, the membership numbers reached a new high of 3,211 with a 12.11% year-on-year increase.

The Executive Committee noted the increase in membership in both Hong Kong and the Mainland. Out of 347 new members who joined in 2014, 101 new applications were from Mainland China. The mainland members represent 15.35% out of the total memberships.



Besides the increase in membership numbers of SHTM graduates, the number of Associate Member also increased to 52 in 2014.

## **5.2 Connecting with Our Alma Mater**

### **SHTMAA Vice Chairmen in Women in Leadership in Hospitality Forum**

On 20 October, both of the Vice Chairmen of SHTMAA, Ms. Betty Simpson, General Manager of The Helena May and Ms. Alison Yau, Regional Director of Sales and Marketing of the Rhombus International Hotels Group were invited to share their experiences and inspirations with future leaders at a Women in Leadership in Hospitality forum.



Organized by SHTM, the forum brings together distinguished women leaders in the hospitality industry in Hong Kong who will share with participants the impact women leadership has on creating more career paths for growth in the industry.






### **President's Dinner Reception with Alumni Leaders**


On 16 December, Chairman of SHTMAA, Mr Maurice Kong and Dean and Chair Professor of SHTM, Prof. Kaye Chon were invited to share the successful experiences of SHTMAA and the support provided from SHTM in President's Dinner Reception with Alumni Leaders.



### 5.3 Membership Benefits

Our members enjoy a variety of benefits from hotel & 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 &amp; 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 – 5:00pm daily</p>										
 <p>Hotel Okura MACAU</p>	<p>Special Room Rate from HKD \$ 1,950</p> <p>* Inclusive of access to Okura Executive Lounge for daily breakfast, afternoon tea and evening drinks up to 2 adults per room and per night.</p>										
 <p>MARCO POLO SHENZHEN 深圳马可波罗好日子酒店</p>	<p>Special Room Rate from RMB \$768 (Room Only), RMB \$868 (One breakfast included), RMB \$ 1,408 (Club Deluxe , Two breakfast included)</p>										
<p>Hotel Panorama by Rhombus*</p> 	<table border="0"> <thead> <tr> <th style="text-align: left;"><u>Outlet</u></th> <th style="text-align: left;"><u>Offer</u></th> </tr> </thead> <tbody> <tr> <td>AVA Restaurant</td> <td>15% off Food &amp; Beverages</td> </tr> <tr> <td>Slash Bar</td> <td>15% off Buffets</td> </tr> <tr> <td>Café Express</td> <td>15% off Whole cake purchase</td> </tr> <tr> <td>Sweet Corner</td> <td></td> </tr> </tbody> </table>	<u>Outlet</u>	<u>Offer</u>	AVA Restaurant	15% off Food & Beverages	Slash Bar	15% off Buffets	Café Express	15% off Whole cake purchase	Sweet Corner	
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SkyZone Deck and Lounge	10% off Food and Beverages						
<p><b>Delicious Viet Bistro</b></p> 	<p>10% discount for Food and Beverage consumption</p>						
<b>Lifestyle</b>							
<p><b>Sun Sing Tea House</b></p> 	<p>For any purchases over \$200, can enjoy one box of Osmanthus Oolong tea at half price</p>						
<p><b>Red Wine Village*</b></p> 	<p>10% discount for purchase of 12 bottles and under</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><b>Emtex Industrial Co. Ltd.*</b></p> 	<p>Around 30% off on their specific products</p>						
<p><b>Che Che New York*</b></p> 	<p>10% off on regular priced items</p>						

\*New benefits offering in 2014

## **6. RECRUITMENT ADVERTISEMENTS**

In 2014, SHTMAA disseminated a total number of 39 recruitment advertisements for 27 hospitality organizations as below.

<b>Company</b>	<b>No. of Ads</b>
<b>Accor Greater China</b>	3
<b>American Express</b>	3
<b>City Garden Hotel</b>	1
<b>Country Holidays Limited</b>	1
<b>D Cafe in PolyU School of Design JCIT</b>	1
<b>Delta</b>	1
<b>Gourmet Dining Group Limited</b>	1
<b>Hague Norman Limited</b>	1
<b>HK Electric</b>	1
<b>Hong Kong Airlines</b>	1
<b>LesConcierges (Shanghai) Co., Ltd.</b>	1
<b>Mini Hotel</b>	4
<b>Mission Hills</b>	1
<b>Moët Hennessy Diageo Hong Kong</b>	1
<b>Ovolo Southside</b>	1
<b>Park Hotel Hong Kong</b>	2
<b>Pearl River Investment</b>	1
<b>PizzaExpress (Hong Kong) Limited</b>	1
<b>Preferred Hotel Group</b>	1
<b>Resorts World Sentosa Singapore</b>	2
<b>Shangri-La International Hotel Management Limited</b>	1
<b>Sino Group of Hotels</b>	1
<b>Stanford Hotels Hong Kong</b>	1
<b>The Classical Plaza Hotel</b>	1
<b>The Clearwater Bay Golf &amp; Country Club</b>	4
<b>Tribute Hotels</b>	1
<b>Tuve Limited</b>	1



## **7. INTO THE FUTURE**

In the past years, we have been devoted in various activities for serving our members and we will continue to do so well into the future.

Bearing the core values representing who we are and what we should do, a wide range of activities is planned for 2015. The proposed activities are based on our Mission and Vision illustrated in Section 3:

JAN	FEB	MAR	APR	MAY	JUN
Community Day (8 Jan) AGM (24Jan)	Scholarship Interview ( 11 Feb)	Alumni Dinner (7 March)	Member E-news Letter	Urban Farming	Alumni Tour Penang (11-14 Jun)
JUL	AUG	SEP	OCT	NOV	DEC
	Member E-news Letter	Macau & Hengqin Bay Tour	Community Day	21st PolyU Congregation	Member E-news Letter





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

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