

19 October 2010

**PolyU to Host Executive Development Programme in Hospitality
2011 Hong Kong PolyU Winter School®**

The Hong Kong PolyU Winter School is an annual programme developed by The Hong Kong Polytechnic University's (PolyU) School of Hotel and Tourism Management (SHTM) to cater to the needs of senior managers in the hospitality industry. Co-organised by the SHTM and the Hong Kong Hotels Association, and sponsored by the Pacific Asia Travel Association, the Royal Garden and the Institute of Hospitality, the 2011 programme will be held from 17 to 29 January on the PolyU campus.

The Hong Kong PolyU Winter School will offer six in-depth modules that are relevant to the changing business environment, practical in substance and interactive in nature. The modules will use cutting-edge research and management tools to equip participants for the future.

Date	Module	Instructor
17-18 January	Hotel Investment and Development Strategies	Dr Qu Xiao
19-20 January	From Marketing Mix to Online Marketing	Prof Ramon Diaz-Bernardo
21-22 January	Environmental Management for Hotels: Performance Assessment and Resources Planning	Dr Wilco Chan
24-25 January	Managing People Diversity in the Era of Change	Prof Robert Bosselman
26-27 January	Food and Beverage Marketing that Works	Mr Murray Mackenzie
28-29 January	Disney's Approach to Quality Service	Mr Rob Morton

Participants of this annual programme who successfully complete each module receive a ***Hong Kong PolyU Winter School® Certificate***. Participants who successfully complete six different modules over a maximum three-year period receive an ***Advanced Certificate in Hospitality Management*** issued by PolyU's School of Hotel and Tourism Management.

Please find out more about registration and details of the programme by visiting: www.polyu.edu.hk/hm/edp/hkws2011. For enquiries, please contact Ms Flora Ng (tel) +852 3400-2635 (e-mail) hmfn@polyu.edu.hk.

PolyU's School of Hotel and Tourism Management is one of the world-leading providers of hospitality and tourism education. It is ranked No. 2 in the world among hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality and Tourism Research* in November 2009.

With 60 academic staff drawing from 18 countries, the School offers programmes at levels ranging from PhD to Higher Diploma. It was awarded the 2003 International Society of Travel and Tourism Educators Institutional Achievement Award in recognition of its significant contribution to tourism education, and is designated by United Nations World Tourism Organisation as one of its global Education and Training Centres.

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