

Press Release  
新聞稿

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### **PolyU School of Hotel and Tourism Management Engaged to Develop Academic Programmes for University of Tabuk in Saudi Arabia**

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) is privileged to announce that it has secured a consultancy project to develop academic programmes in tourism and hospitality management for the University of Tabuk (UT) in Saudi Arabia.

Saudi Arabia has enormous potential of tourism development, and large tourism projects are underway to develop luxury destinations in its northwestern region. Located in the same region, the UT is establishing a new College of Tourism and Hospitality to complement the university's development and meet the talent needs of the industry.

Under the agreement, the SHTM will work with the UT to develop a Bachelor's programme, three vocationally oriented programmes in Hospitality, Food & Beverage, and Tourism, and a bridging programme for graduates of the vocationally oriented programmes to complete the Bachelor's programme by articulation.

This exciting project follows a previous one with the King Abdulaziz University in Saudi Arabia five years ago, in which the SHTM developed a Diploma programme in Travel and Tourism Management, a Bachelor of Science degree in Travel and Tourism Management, and a Master of Science degree in Event and Tourism Management.

“This fully demonstrates our School's knowledge transfer strength in designing tourism and hospitality programmes for countries that recognise the importance and potential of tourism and hospitality development and higher education,” said Professor Kaye Chon, SHTM Dean, Chair Professor and Walter and Wendy Kwok Family Foundation Professor in International Hospitality Management. “We are very proud to share our experience and knowledge in nurturing talents for the sustainable development of the industry with peer institutions.”

The School has indeed a long history of offering high-level consultancy and professional advisory services to both private and public organisations. Its expert consultants have worked on many successful consultancy projects with clients from around the world. Ever innovative, the SHTM further stepped up its service to the hospitality and tourism sector by joining hands with its teaching and research hotel, Hotel ICON, to launch the SHTM+ICON Consultancy two years ago. Combining a unique educational model, cutting-edge research and an award-winning hospitality experience, the Consultancy is committed to engineering knowledge transfer to the industry and other education institutes.

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### **About PolyU's School of Hotel and Tourism Management**

For over 40 years, PolyU's School of Hotel and Tourism Management has refined a distinctive vision of hospitality and tourism education and become a world-leading hotel and tourism school. Rated No. 1 in the world in the "Hospitality and Tourism Management" category according to ShanghaiRanking's Global Ranking of Academic Subjects 2020, placed No. 1 globally in the "Commerce, Management, Tourism and Services" category in the University Ranking by Academic Performance in 2019/2020 and ranked No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017, the SHTM is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

The School is driven by the need to serve its industry and academic communities through the advancement of education and dissemination of knowledge. With a strong international team of over 70 faculty members with diverse cultural backgrounds, the SHTM offers programmes at levels ranging from undergraduate degrees to doctoral degrees. Through Hotel ICON, the School's groundbreaking teaching and research hotel and a vital aspect of its paradigm-shifting approach to hospitality and tourism education, the SHTM is advancing teaching, learning and research, inspiring a new generation of passionate, pioneering professionals to take their positions as leaders in the hospitality and tourism industry.

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