

Press Release

26 May 2016

School of Hotel and Tourism Management & Thailand Convention and Exhibition Bureau Signed MOU to Promote Educational and Research Collaborations in MICE Industry

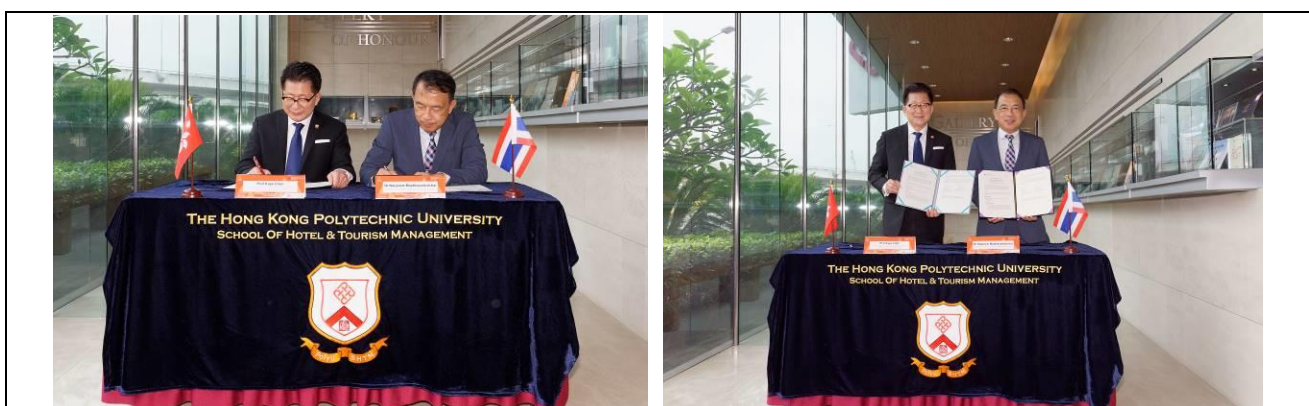
The School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) and Thailand Convention and Exhibition Bureau (TCEB) have recently come together to sign a Memorandum of Understanding (MOU) to collaborate and work together in the areas of Executive Education, Internship Programmes and Consultancy Services.

The signing ceremony took place at the SHTM premises was presided over by Professor Kaye Chon, Dean and Chair Professor of the SHTM and Walter Kwok Foundation Professor in International Hospitality Management, and Dr Nopparat Maythaveekulchai, President of Thailand Convention and Exhibition Bureau. In attendance were representatives from eight universities in Thailand, they were: Chiang Mai University, Chiang Rai Rajabhat University, Khon Kean University, King Monkut's University of Technology North Bangkok, Mahidol University International College, Rajamangala University of Technology Lanna, Siam University and Silpakorn University.

This strategic collaboration is in keeping with the two parties' common interests in promoting executive education for those already in the MICE industry workforce, internship programmes for students who aspire to join the industry upon graduation, and consultancy services for the advancement of the industry.

In the MOU, the SHTM will provide TCEB associates with executive education either at the SHTM or TCEB headquarters. Both parties shall pursue collaboration of further training on the basis of mutual understanding and agreement. The two institutions will also work together in the area of student internship and training, with the TECB offering internship attachments to SHTM students. The number of student interns will be determined by mutual consent each year. It is also agreed that the School will provide consultancy services on areas of mutual interest to the TCEB. The MOU is signed for a period of three years.

“One of the important roles of the SHTM is to feed research findings and other forms of expertise back to its principle base – the industry we serve,” said Dean Kaye Chon. “The TCEB provides a very good channel for internship which SHTM students will need, and also future employment in the MICE industry for these young and aspiring students.”



Signing of MOU: (from left) Professor Kaye Chon, SHTM Dean and Chair Professor and Dr Nopparat Maythaveekulchai, TCEB President.



SHTM faculty members and representatives from eight universities in Thailand after the MOU signing.

About PolyU's School of Hotel and Tourism Management

For over 35 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. Ranked among the top hotel and tourism schools in the world, the School is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

With 65 academic staff drawing from 20 countries and regions, the School offers programmes at levels ranging from undergraduate degrees to doctoral degrees. A member of the UNWTO Knowledge Network, the School was bestowed the McCool Breakthrough Award in 2012 by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) recognising its breakthrough in the form of its teaching and research hotel – Hotel ICON – the heart of the School's innovative approach to hospitality and tourism education.

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