

## Press Release

28 November 2014

### **SHATEC Signs MOU with School of Hotel and Tourism Management, The Hong Kong Polytechnic University in Educational Partnership**

SHATEC, the training arm of the Singapore Hotel Association, recently inked a Landmark Memorandum of Understanding (MOU) with one of Asia's top universities in hospitality and tourism management - the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU). The educational partnership will see both institutions collaborate to deliver quality hospitality and tourism education in Singapore.

The purpose of the MOU is to establish the collaboration between SHATEC and SHTM, by launching a degree programme in hotel management by The Hong Kong Polytechnic University in Singapore. With this collaboration, working professionals and students interested in deepening their skills will be able to do so in Singapore.

The MOU was signed by SHATEC's Chief Executive, Miss Margaret Heng and SHTM Dean and Chair Professor, Professor Kaye Chon, in a ceremony held at The Shangri-La Hotel, and attended by members of the hospitality industry.

Miss Heng said, "SHATEC is proud to collaborate with SHTM in providing quality hospitality and tourism education for the hotel industry. As the Singapore hotel industry embarks on its productivity and capability enhancement initiatives, the SHATEC-SHTM collaboration will provide opportunities for everyone in the industry to learn from one of the most innovative hospitality schools in Asia. This fits in nicely with SHATEC's mantra to develop talents with deep skills and knowledge of the trade. With SHTM, SHATEC has taken another step ahead in its endeavour to support the industry with new and innovative programmes."

One of the unique strengths of the SHTM is its internationalism, both in the make-up of its teaching staff and students. The School is experienced in offering both undergraduate and postgraduate programmes outside of Hong Kong in Mainland China. Recently, the SHTM has come together with Ecole hôtelière de Lausanne and Conrad N. Hilton College of Hotel and Restaurant Management of the University of Houston to establish a tripartite programme *MSc in Global Hospitality Business* to help define the future of global hospitality development. Commenting on the partnership with SHATEC, Dean Kaye Chon said, "We see this as an innovative international collaboration. Together, we'll make greater contributions to the development of the industry in the years ahead."

As part of the engagement with guests from the hotel industry, Dean Chon also delivered an address titled, “Innovations in Hospitality Industry”. In his delivery, Dean Chon provided insights into innovations in hospitality design and service, both tangible and intangibles ones, to meet guests’ future needs.



*(From left) Dean Kaye Chon of the SHTM and Miss Margaret Heng, Chief Executive of SHATEC signed an MOU to launch the BSc(Hons) in Hotel Management (Conversion) programme in Singapore.*



*Dean Chon delivered a speech entitled “Innovations in Hospitality Industry”.*

### **About School of Hotel and Tourism Management**

PolyU's School of Hotel and Tourism Management is a world-leading provider of hospitality and tourism education. It was ranked No. 2 internationally 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 65 academic staff drawing from 20 countries and regions, the School offers programmes at levels ranging from Higher Diploma to Ph.D. Currently 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.

### **About SHATEC**

SHATEC was set up in 1983 by the Singapore Hotel Association to equip Singapore's hospitality industry with a skilled workforce. Since then, SHATEC has distinguished itself as arguably Singapore's most recognised hospitality school with many of its 30,000 strong alumni from more than 20 countries helming key positions in the hospitality and tourism industry. As such, SHATEC received the prestigious "Most Outstanding Contribution to Tourism" award from the Singapore Tourism Board in 1992. It is also the first institution to have been inducted into the World Gourmet Summit Hall of Fame in 2009 for winning the Culinary Institution of the Year award for 4 consecutive years (2001 to 2004).

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