

Press Release

18 June 2014

PolyU Honoured for Commitment to Faculty Certification

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) was recently recognised by the American Hotel and Lodging Association (AH&LA) Educational Institute for its commitment to faculty development and classroom excellence. A special award was presented to Professor Kaye Chon, Dean and Chair Professor of the SHTM and Founding Chairman of Asia Pacific CHRIE (APacCHRIE), by Mr Robert L. Steele III, CHA, President and COO of the AH&LA Educational Institute during the gala dinner at the APacCHRIE Conference 2014 held on 19-25 May.

The SHTM was commended for its strong endorsement of the Certified Hospitality Educator (CHE) Programme throughout the years. The School first hosted the CHE Programme in 1995 and has since hosted twenty-one workshops through which 347 hospitality and tourism faculty were developed and certified. This represents more than 10 percent of the total number of Certified Hospitality Educators around the world. Its enrolment has been unmatched by any other institution. To-date, a total of 3,212 Certified Hospitality Educators have been certified.

A CHE Workshop leading to professional recognition is hosted by the SHTM annually at the School premises. Participants in the workshop have the opportunity to network with other educators, from locally Hong Kong as well as overseas, as they discuss and practise the latest global teaching principles and skills that provide the best educational experience for hospitality students. While all hospitality educators can benefit from the continuing education and professional development offered through the CHE Programme, its focus on interactive teaching skills is especially useful for instructors who come from a strong industry background.

Dean Kaye Chon said, “We are proud to have been associated with the AH&LA Educational Institute in offering CHE workshops and we shall continue to do so.” “At the SHTM,” he continued, “we place high importance on maintaining and enhancing teaching quality and we believe that the workshops have enhanced hospitality education by making the teaching more engaging, interesting, and effective.”



Mr Robert L. Steele III (left), President and COO of the AH&LA Educational Institute presenting the award to Professor Kaye Chon, Dean and Chair Professor of the SHTM

About PolyU's 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.

Press contact : Ms Pauline Ngan, Senior Marketing Manager
School of Hotel and Tourism Management

Telephone : (852) 3400 2634

E-mail : pauline.ngan@polyu.edu.hk

Website : www.polyu.edu.hk/htm