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Institute of Hospitality Charters New Branch in Hong Kong PolyU

The Institute of Hospitality (IoH), a UK-based international professional body representing a worldwide membership from hotel, catering and tourism industries, has chartered its new Hong Kong Branch in The Hong Kong Polytechnic University (PolyU) on 19 September 2007.

At the recent Annual General Meeting of the IoH Hong Kong Branch held in PolyU, Mr Edward Theobold, General Manager of The Park Lane Hong Kong, has been elected Chairman of the Branch and Ms Cynthia Leung, Assistant General Manager-General Catering Division of LSC Catering Hong Kong Ltd, has been elected Vice Chairman. Prof Kaye Chon, Chair Professor and Director of PolyU's School of Hotel and Tourism Management, is Advisor to the Branch.

“The setting up of a Hong Kong Branch adds greatly to the value of the Institute for the Hong Kong members who will be able to better network with their peers within the region to everyone's mutual benefit,” explained Mr Theobold. In concurrence, Ms Leung noted that, “the association with PolyU adds greatly to the communication of the academic efforts which are essential within the region during a period of such dramatic growth providing opportunities for everyone involved.”

This marks yet another recognition of the world-class standing of the School of Hotel and Tourism Management as well as the rising importance of hospitality education in Asia. With the establishment of the IoH Hong Kong Branch, a Secretariat of the Branch will be set up in the School. “Through this platform,” Prof Kaye Chon remarked, “the School will further contribute to the effort in facilitating the education and professional development of hospitality practitioners and, in turn, help enhance the service standard for related industries.”

The Institute of Hospitality was launched on 2 April 2007 and is the new name for the Hotel & Catering International Management Association (HCIMA). The introduction of a fresh name marks the beginning of a new era for the industry's professional body which is proud to trace its roots back to the 1930s. The primary purpose of IoH is to promote the highest professional standards of management and education in the international hospitality, leisure and tourism industries.

PolyU's School of Hotel and Tourism Management was ranked fourth among the world's top hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality & Tourism Research* in August 2005. With more than 50 academic staff drawn from 18 countries, it is also the only training centre in Asia recognized by the Education and Training Network of the World Tourism Organization (UNWTO).



The unveiling of "Institute of Hospitality Hong Kong" signage by Mr Edward Theobald, Ms Cynthia Leung and Prof Kaye Chon at the Institute's inauguration in PolyU

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