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PolyU to launch MSc programme for Guangzhou hotel executives

The Hong Kong Polytechnic University's School of Hotel and Tourism Management (SHTM) will offer a Master of Science in Hotel and Tourism Management programme tailored for hotel industry executives in Guangzhou, thanks to a partnership between SHTM and the Guangzhou Lingnan International Enterprise Group (GLI).

To mark the beginning of this partnership, a Memorandum of Understanding (MOU) was signed by the two parties earlier at Garden Hotel in Guangzhou, represented by Prof. Kaye Chon, Chair Professor and Head of SHTM, and Madam Hua Xinfang, Chief Executive Officer of GLI. The signing was witnessed by Madam Wang Xiaoling, Vice Mayor of Guangzhou. Other SHTM representatives attending the ceremony included Prof. Haiyan Song and Dr Hanqin Zhang.

Madam Hua said of GLI: "Our Company comprises different service-related sectors. With a vision to go international, the Group realizes the need to equip its human resources with advanced management skills. We are therefore partnering with SHTM to initiate the MSc programme for senior management staff. The purpose is to enhance and prepare for the Company's future growth."

According to the MOU, SHTM will launch the first in-house MSc programme custom-made for Garden Hotel and GLI executives in Guangzhou. The new MSc programme, taught in Chinese, will include eight subjects and a research project. A majority of the students will come from Guangzhou Garden Hotel, a flagship business of GLI. GLI is formed by the Guangzhou Municipal Government and its key businesses include hotels, travel agents, retail, and catering service.

SHTM has been offering MSc programmes in Hotel and Tourism Management in the Chinese mainland since 2000, having produced 81 graduates so far and with about 60 students currently taking its courses. These students are mainly senior executives from various hotel groups and tourism-related sectors.

SHTM is well known as a leading player across Asia not only in tourism and hospitality education and research, but also in the provision of quality executive development programmes. With over 1,000 registered students, 40 academic staff from 16 countries, SHTM is regarded as one of the world's top 15 academic institutions in tourism and hospitality. It has also been designated by the World Tourism Organization as one of its Education and Training Network Centres around the world - the only one in Asia.



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