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Winter School to boost service quality in the hospitality industry

The School of Hotel and Tourism Management (HTM) of The Hong Kong Polytechnic University (PolyU) and The Hong Kong Hotels Association will jointly launch the Hong Kong Winter School 2003 to help senior hospitality executives keep abreast of the industry's advancement in service quality and other management issues.

Introducing this new initiative, Prof. Kaye Chon, Head of HTM, said, "Service quality is deemed as the cornerstone of the hospitality industry. The Winter School provides a valuable opportunity for senior executives to meet their overseas counterparts and exchange views on enhancing service quality and increasing profitability."

This first ever Winter School, which is also known as HTM's Advanced Hotel Management Programme, will be run from 14 to 18 January 2003. The five-day workshop will cover a wide range of service-related topics and their impact on both business and profitability. These topics include the management of service quality, productivity management, hotel sales, branding, food and beverage, leadership, hotel finance, hotel public relations, marketing research and negotiations.

The workshop will start with a keynote address by Prof. Chon explaining on how competitiveness can be achieved through service quality enhancement and customer satisfaction. In addition to five PolyU speakers, world-class experts are invited from renowned institutions in the US, including Cornell University, Virginia Polytechnic Institute and State University, and the University of Nevada at Las Vegas.

Apart from leading scholars, many prominent business leaders are also on the list of speakers. They are Mr Mark Lettenbichler, General Manager of the Ritz-Carlton Hong Kong; Mr John Girard, General Manager and Area Director of the Marco Polo Hongkong Hotel; Mr James Lu, Executive Director of the Hong Kong Hotels Association; and Mr Clarence Shun Wah, Chairman of the Hotel Controllers and Accountants Association of Hong Kong.

The Winter School 2003 is organised with the support of The Ritz-Carlton Hong Kong, The Marco Polo Hongkong Hotel, World Tourism Organization, Pacific Asia Travel Association, Asia Pacific Education and Training Institutes in Tourism (APETIT), Hotel Asia Pacific and Hotel-Online. It is now open for registration until 14 December 2002.

For further enquiries, please contact PolyU's School of Hotel and Tourism Management by phone on 2766 4032, by fax on 2362 9362, or visit its website at www.polyu.edu.hk/htm/main_update.htm.

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