School of Hotel and Tourism Management Alumni Association
Annual Report 2006 to 2007

As at 18th Feb 08
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1 MESSAGE FROM THE CHAIRMAN

It is my great pleasure and honour, on behalf of the entire committee of the SHTMAA to proudly present this inaugural version of the annual report of SHTMAA. It provides a comprehensive summary of all the magnificent collective believes of every member in this committee. And most important of all, the realization of these beliefs into realities.

Many unprecedented, extremely constructive ideas were put forward and fulfilled this year. To name a few milestone achievements:
- Introduction of associate/student member
- Perfection of constitution
- Scholarship award
- Series of corporate image exercises
- Grand Tour to Taiwan....etc

SHTMAA was established in December 1993 with the objective to create an effective network to assist personal and career development of its members, while at the same time promote the Hong Kong Polytechnic University in Hong Kong and abroad.

With our alumni expertise and experience, we strongly believe that the association can assist the Hong Kong Polytechnic University in further developing its programmes to better serve the community by offering training and retraining courses in response to demand for quality professional manpower.

In the remaining terms of our administration, the entire committee and I pledged to continue to be visionary, innovative, determined and catalysts.

Finally, please enjoy the fruitful collective efforts in the following annual report.

Wallace Li
Chairman
School of Hotel and Tourism Management Alumni Association
### 2 Committee Member

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Title/Position</th>
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<tbody>
<tr>
<td>Chairman</td>
<td>Wallace Li</td>
<td>General Manager, Racecourse Catering Operation - The Hong Kong Jockey Club</td>
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<tr>
<td>Vice Chairman (Membership)</td>
<td>Maurice Kong</td>
<td>Director of Food &amp; Beverage - Hong Kong Convention and Exhibition Centre</td>
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<td>Vice Chairman (Communications)</td>
<td>Florence Chan</td>
<td>Director of Communications - Eaton Hotel Hong Kong</td>
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<td>Membership Secretary –</td>
<td>Lina Lam</td>
<td>Principle Consultant Convoy Financial Service Ltd.</td>
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<td>Administrative Secretary</td>
<td>Margaret Kwok</td>
<td>Training Manager - Hong Kong Convention and Exhibition Centre</td>
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<td>Communication Secretary -</td>
<td>Jason Wong</td>
<td>Director - Hong Thai Travel Services Limited</td>
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<td>External Affairs Secretary</td>
<td>Benson Tang</td>
<td>Executive Director, Corporate Services &amp; Real Estate - Goldman Sachs (Asia) L.L.C.</td>
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<tr>
<td>SHTM Alumni Liaison Officer –</td>
<td>Dr. Nelson Tsang</td>
<td>Lecturer, School of Hotel &amp; Tourism Management - The Hong Kong Polytechnic University</td>
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<tr>
<td>SHTM Alumni Liaison Officer</td>
<td>Maggie Ng</td>
<td>Executive Officer, School of Hotel &amp; Tourism Management - The Hong Kong Polytechnic University</td>
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3 PURPOSE OF SHTMAA

The objective of SHTMAA is to create an effective network to assist personal and career development of its members, while at the same time promote the Hong Kong Polytechnic University in Hong Kong and abroad. Specifically, the following perspectives are adopted:

A) Developing the students of SHTM  
B) Contributing back to SHTM and the society  
C) Providing platform for gathering  
D) Providing learning opportunity  
E) Offering leisure gathering opportunity

4 PREVIOUS ACTIVITIES SUMMARY

All the organized activities have been based on the five perspectives illustrated in section 3. Below is the summary of the activities.

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<tr>
<th>Year</th>
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<td>2006</td>
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<td>Wetland Park Tour</td>
<td>Macau Tour</td>
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<td>Professor for a Day – Alumni series</td>
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More than 700 alumni and students have so far participated in the 9 organized activities by the current committee. In the following sections, highlights of all the activities will be presented.
4.1 Wetland Park Tour

Venue: Wetland Park in Tin Shui Wai  
Date: 20th May 2006  
Number of Participants: 88

4.2 Macau Tour

Venue: Macau  
Date: 23rd September 2006  
Number of Participants: 53
4.3 Professor for a Day – Alumni Series

Venue: The Hong Kong Polytechnic University
Date: 7th November 2006
Number of Participants: 120
Topics: Services delivery of travel agent from corporate perspective – Service level agreement, ACD statistics, key performance indicators.

4.4 SHTMAA Spring Dinner

Venue: Macau Jockey Club – Hong Kong Club House
Date: 2nd March 2007
Number of Participants: 180
4.5 Career Talk for Final Year Students

Venue: The Hong Kong Polytechnic University
Date: 12th April 2007
Number of Participants: 120

4.6 SHTMAA Scholarship Award Ceremony

Venue: The Hong Kong Polytechnic University
Date: 12th April 2007
Recipient: Anna Chu received HKD 5,000 and certificate

4.7 70th Anniversary - Brick Sponsorship

Venue: The Hong Kong Polytechnic University
Date: June 2007
Donation: Two gold bricks worth HKD 20,000 are donated in the name of SHTMAA
4.8 Tea Appreciation Class

Venue: Sun Sing Tea House
Date: 26th August 2007
Number of Participants: 30

4.9 70th Anniversary - Flags of Harmony and Unity

Venue: Siu Sai Wan Sport Ground
Date: 23rd September 2007
Number of Participants: 60 Alumni in conjunction with participants of SHTM
4.10 Taiwan Grand Tour

Venue: Taiwan – Kaohsiung and Kenting
Date: 19th to 21st October 2007
Number of Participants: 15
5 MEMBERSHIP UPDATE

The current committee paid special effort to increase the number of membership, yet not affecting the exclusivity of being a member of SHTMAA i.e. graduates of SHTM or practitioners in the industry. Two kind of unprecedented memberships were endorsed by the current committee:

A) Associate Member - Academic staff of SHTM or industry practitioners in hotel and tourism field upon the approval of the Executive Committee of SHTMAA

B) Student Member - Any student who is undertaking study in SHTM

Below graph is the summary of the number of membership since the commencement of the SHTMAA. Should there be further resources for employing a part-time administrator for the SHTMAA, the anticipated membership number will increase significantly. We anticipated the growth by three folds.
6 CORPORATE IMAGE

One of the key initiatives of the current committee is to continuously raise the corporate image of SHTMAA. In late 2006, a professional designer house was approached for the new logo design of SHTMAA. With the blessing from Prof Kaye Chon and SHTMAA committee, the new logo has been utilized.

Since then, all members have received the new SHTMAA membership card.

Besides, official e-mail banner, quick screen, hanging banner...have been created for display in order to portray professional image of the SHTMAA.

Finally, professional business name cards for SHTMAA committee members has now been designed. Upon vetting by the committee, production will carry out. Undoubtedly, the distribution of business cards by committee members can further enhance the acceptability and the corporate image of SHTMAA.
7 FUTURE DEVELOPMENT

The current committee is pledged to fully commit to serve the SHTMAA. All current committee members will remain in office for another year. More activities will be organized and the new marketing plan for 2008 will be released after finalization of the committee. The proposed plan is attached in the next page. Besides, more learning courses will be offered to fellow alumni and students in 2008.

To sustain further expansion of SHTMAA, the committee will actively consider to look for a part-time administrator to executive and manage the day to day operation of the Association. Whereas the committee’s functionality will be transformed from daily operation to providing strategic directions and recommendations for the future growth of SHTMAA which is similar to a company’s “Board of Director”.

The newly considered employee can bring the following competitive edge to SHTMAA:

A) increase liaison between SHTMAA and the hotel and travel industry
B) strengthen relationship with SHTM and AADO
C) source sponsorship for all events organized by SHTMAA
D) act as a bridge between SHTM students and SHTMAA
E) manage all the daily administration of SHTMAA
F) organize robust courses for alumni
G) increase membership number
H) update membership database
I) coordinate activities e.g. e-mail design for activities, contacting potential participants...etc

To further enhance activities for fellow members in 2008. A range of creative activities based on the five perspectives illustrated in section 3. Below is the proposed marketing plan for 2008.

<table>
<thead>
<tr>
<th>2008</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Annual General Meeting</td>
<td>Professor for a Day - Alumni series (3 sessions)</td>
<td>Career Talk for Final Year Students</td>
<td>Professional Development Session for Final Year Students (interview technique, posture...etc)</td>
<td>Horse Racing Night in Private Box</td>
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<td></td>
<td>SHTMAA Annual Spring Dinner (date: 23 Feb)</td>
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<td>Wine Dinner</td>
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<td></td>
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<td></td>
<td>Margaret Wallace</td>
<td></td>
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<tr>
<td>JUN</td>
<td>Horse Racing Night in Private Box</td>
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<tr>
<td>JUL</td>
<td>Grand Tour (to be determined)</td>
<td>Interest Class - Series</td>
<td>Happy Hour Cocktail</td>
<td>X'mas</td>
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<td>Jason Benson Ray Lina</td>
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<td>Maurice</td>
<td>Chocolate / Cookie Making Class</td>
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