School of Hotel and Tourism Management Alumni Association
Annual Report 2007 to 2008

As at 5th Mar 09
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MESSAGE FROM THE CHAIRMAN

This year is yet another paramount year of exciting developments for the School of Hotel and Tourism Management Alumni Association.

An unprecedented 19 activities/events are either organized or co-supported by the SHTMAA committee. These activities speak by themselves loud and clear; our committee is totally committed to augment the benefits to our fellow members. To name a few momentous events:

- Horseracing night in Private Box Happy Valley
- 4 days Grand Tour to Vietnam (Hanoi)
- Sushi Making Class delivered by Executive Chef of Eaton Hotel
- Happy Hour Cocktail in Sky Garden 40/F Panorama Hotel...etc

Besides all the organized activities, it is worth mentioning a very meaningful donation: the donation of HKD10,000 by the committee to the victims of the massive Sichuan Earthquake. Undoubtedly, this act fulfilled one of the purposes of our committee: “to contribute back to the society”.

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 all our expertises and experiences amongst our alumni, 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.

The entire committee members and I have decided to participate in the election for another term of administration. It is our pledge to continue to serve all fellow alumni members with vision, innovation and determination.

Last but not least, please enjoy this annual report with illustration of all our fruitful efforts achieved in 2008.

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Role/Company</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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<tr>
<td>Vice Chairman (Communications)</td>
<td>Florence Chan</td>
<td>Director of Public Relations (China) – Langham Hotel International</td>
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<tr>
<td>Honorary Financial Secretary</td>
<td>Ray Luk</td>
<td>Lecturer, Department of Hotel - Service and Tourism Studies Hong Kong Institute of Vocational Education (Chai Wan)</td>
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<tr>
<td>Membership Secretary</td>
<td>Lina Lam</td>
<td>Principal Consultant – Convoy Financial Services Ltd</td>
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<tr>
<td>Administrative Secretary</td>
<td>Margaret Kwok</td>
<td>Training Manager - Hong Kong Convention and Exhibition Centre</td>
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<tr>
<td>Communication Secretary</td>
<td>Jason Wong</td>
<td>Director - Hong Thai Travel Services Limited</td>
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<tr>
<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>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 PURPOSES 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 networking
D) Providing learning opportunity
E) Offering leisure gathering opportunity

4 PREVIOUS ACTITIES 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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<th>2008</th>
<th>JAN</th>
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<td>SHTMAA Inaugural e-newsletter</td>
<td>Samsung Laptop Discount Offer</td>
<td>Professor for a Day – Alumni series</td>
<td>Prof. Poon Farewell Dinner</td>
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<td>Sushi Making Class</td>
<td>14th PolyU Congregation</td>
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A record breaking year with more than 1,500 alumni and students have so far participated in the 19 activities organized or co-supported by the SHTMAA committee. In the following sections, highlights of all the activities are to be presented.
4.1 SHTM Student Association Annual Dinner

Venue: The Eaton Hotel – Nathan Room
Date: 20th February 2008
Participants: SHTMAA Committee Members self-funded to participate

4.2 SHTMAA Spring Dinner 2008

Venue: Happy Valley Racecourse – Owner’s Box
Date: 23rd February 2008
Number of Participants: 203
4.3 Annual General Meeting 2008

Venue: Happy Valley Racecourse – Owner's Box
Date: 23rd February 2008
Number of Participants: 30

4.4 Wine Tasting Dinner (Student hosted)

Venue: The Millennium Restaurant
       Hong Kong Polytechnic University
Date: 7th April 2008
Participants: 54 guests are invited to support the student hosted dinner

4.5 Professor for a day – Alumni Series (By Cathy Yau)

Venue: The Hong Kong Polytechnic University
Date: 8th April 2008
Number of Participants: 200
Speaker: Cathy Yau – Quality Tourism Services Association
Topic: The Successful Roll-out of Quality Services in Hong Kong
4.6 SHTM Industry Appreciation Dinner

Venue: The Miramar Hotel  
Date: 11th April 2008  
Participants: Committee Members are invited

4.7 SHTM Student Association Inaugural Ceremony

Venue: Hong Kong Polytechnic University  
Date: 16th April 2008  
Number of Participants: 60

4.8 Career Talk for Final Year Students

Venue: The Hong Kong Polytechnic University  
Date: 24th April 2008  
Number of Participants: 120
4.9  SHTMAA Scholarship Award

Venue: The Hong Kong Polytechnic University
Date: May 2008
Recipient: Nicole received HKD 5,000 and certificate

4.10 Donation to Sichuan Earthquake’s Victims

Date: 3rd June 2008
Donation: HKD 10,000 are donated in the name of SHTMAA

4.11 Horse Racing Night – Happy Valley

Venue: Happy Valley Racecourse – Private Box
Date: 11th June 2008
Number of Participants: 65
4.12 Grand Tour – Hanoi and Halong Bay

Venue: Vietnam – Hanoi and Halong Bay
Date: 25th – 28th July 2008
Number of Participants: 26
4.13 Sushi Making Class

Venue: The Eaton Hotel Grand Ballroom  
Date: 28th September 2008  
Number of Participants: 65

4.14 Samsung Laptop Discount Offer

Date: 23rd October 2008  
For: All SHTMAA Alumni

4.15 Professor for a day – Alumni Series (By Maurice Kong)

Venue: The Hong Kong Polytechnic University  
Date: 5th November 2008  
Number of Participants: 200  
Speaker: Maurice Kong – HK Convention and Exhibition Center  
Topic: “Competition” Exhibition and Convention – Destinations in Asia
### 4.16 Happy Hour Cocktail

**Venue:** The Panorama Hotel – Sky Garden  
**Date:** 6th November 2008  
**Number of Participants:** 80

### 4.17 14th PolyU Congregation

**Venue:** The Millennium Restaurant – The Hong Kong Polytechnic University  
**Date:** 11th November 2008  
**Number of Participants:** All Graduates of SHTM  
**Objectives:** A booth to market SHTMAA and recruit more than 80 new members
4.18 Professor for a day – Alumni Series (By Benson Tang)

Venue: The Hong Kong Polytechnic University
Date: 18th November 2008
Number of Participants: 150
Speaker: Benson Tang – Goldman Sachs Asia LLC
Topic: Tripartite Business Relationship between Airlines, Travel Management Company and Corporate Client

4.19 Prof. Poon’s Farewell Dinner

Venue: Hong Kong Convention & Exhibition Centre
Date: 15th December 2008
Number of Participants: SHTMAA Committee Members self-funded to participate
5 MEMBERSHIP UPDATE AND RECRUITMENT

5.1 Membership Update

Below graph is the summary of the number of membership since the commencement of the SHTMAA. By end of 2008, the membership number has reached 768 which is more than 3 folds. It is the committee’s pledge to continuing increasing the number of Alumni.

The SHTMAA committee has formulated new strategies to increase membership number. In section 5.3, we will illustrate the proposed member gets member programme.

No. of Alumni Membership

![Graph showing membership update from 2006 to 2008](image-url)
5.2 Membership Portfolio

In this section, we are going to share the latest membership portfolio of our alumni members ranging from year of graduation, courses attended/attending in SHTM and the industry distribution of the alumni.

Out of the 768 members by end of 2008, the majority i.e. 317 members or 41% of the members graduated after 2004. The second most cohort of members graduated between 1995 to 1999 which comprises 17% of the total.

There are 96 members either wrongly filled in the application form or with stating their year of graduation.

**Year of Graduation**

Note: *=unknown. Among them, 79 members joined SHTMAA before 2007, without stating their year of graduation.
Out of the 768 members most members (157 members) are graduated from BA Hotel & Catering Management. Next in the list is the cohort graduated from HD Hotel & Catering Management.

As for industry distribution, about 45% of our members continue to work in the hotel, travel, catering, education and conference & exhibition industry.
5.3 Proposed Member Gets Member Programme

The number of SHTMAA membership is vital for continual sustainable development of the association, hence, the committee is proposing a new member gets member programme. A member who gets a certain number (To be determined) of member to join will receive a special gift. All participants that are qualified will enter into a final lucky draw.

Here is how it works as proposed:

- Recommend SHTMAA membership to your classmates or friends working in the hotel and tourism industry
- Write your name and membership number in the membership application form of the new member in the “Referred by” area.

6 CORPORATE IMAGE

6.1 SHTM Advertising Campaign

One of the key initiatives of the current committee is to continuously raise the corporate image of both SHTM and SHTMAA. Further to Wallace and Jason featuring in the School’s previous marketing promotion in 2006, Maurice, Florence and Benson inherit this tradition to continue to assist the School’s newest round of advertising campaign in June 2008 “Do you know us?”.
Keeping our fellow alumni being informed on the latest news and forthcoming events are of vast communication importance to the members. 27th September 2008 marked a major milestone, as the inaugural version of the quarterly e-newsletter was created and distributed on that day. This initiative provides a regular communication medium for all the members in a regular quarterly basis.
6.3 Business Card

After many great efforts, professional business name cards for SHTMAA committee members have been endorsed and produced. The eye-catching yet modern design, undoubtedly, is another masterpiece to further arouse the acceptability and the corporate image of SHTMAA.

6.4 Pop-Up Stand

Another major breakthrough of marketing and promotion effort by the committee in 2008 - A professional designed pop-up stand has been produced. This stand will continue to be used and displayed in all future activities of SHTMAA.

6.5 Give Away – 1GB USB

Another unprecedented marketing tactic is the production of SHTMAA branded 1GB USB item. This product has been utilized for give away items for the SHTM graduates that join the membership on the graduation ceremony day. This marked a great success with around 80 new member joining.
The current committee is pledged to fully commit to serve the SHTMAA. All current committee members will strive to remain in office by re-election in the Annual General Meeting 2009 that will be carried out in March 2009. More activities and strategic membership recruitment plan will be formalised and the new official business plan for 2009 will be released after finalization of the committee. The proposed business plan is attached per below for preview. Besides, more learning courses will be offered to fellow alumni and students in 2009.

To sustain further expansion of SHTMAA in administration and further membership analysis, with the support from the School, 200 man-hours of a MSc student has been assigned to assist execution and management of 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. Moreover, the scholarship recipient in 2008 - Nicole - has already agreed to assist the committee in carrying out her proposed strategic membership recruitment project which she submitted and ultimately won the SHTMAA scholarship.

To further enhance the activities and membership recruitment in 2009, below business plan outlines the strategic vision of the committee for the forthcoming year.

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<td>Career Talk for Final Year Students</td>
<td>AGM &amp; Annual Dinner (date: 14 Mar)</td>
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<td>Grand Tour To Brunei Darussalam</td>
<td>Happy Hour Cocktail</td>
<td>Hong Chi Association – Pine Hill Village Lunch &amp; Social Work</td>
<td>Chocolate Making Class &amp; Afternoon Tea</td>
<td>Local Tour (Destination TBA)</td>
<td>Wine Dinner</td>
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