

## SPEED Partners with HATA to Expand Professional Development Opportunities for the Travel Industry

SPEED signed a collaboration agreement with Hong Kong Association of Travel Agents (HATA) on 1 December 2009 to offer its top-up bachelor's degree programme for practitioners in the travel industry. Upon successful completion of the programme, students will be awarded Bachelor of Arts in Travel Industry Management by PolyU SPEED.

The collaboration agreement was signed by Mr. Michael Wu, Chairman of HATA and Professor Peter Yuen, Dean of CPCE. Dr. Hanqin Qiu Zhang, Head of Cluster (Hotel and Tourism Management) of CPCE and Dr. Jack Lo, Director of SPEED, and Board Members of HATA, Mr. Tommy Tam (Vice Chairman), Mr. Ken Chang (Hon. Secretary/Treasurer) and Ms. Lily Agonoy (Immediate Past Chairman), also attended the signing ceremony.

Officiating at the signing ceremony, Professor Peter Yuen remarked, "In a knowledge-based economy like Hong Kong, continuous personal and professional development is important for practitioners to remain competitive. At the same time, the recent global economy and regional financial situation have facilitated associations and industries to focus more attention on the need to upgrade the academic qualifications of the talent pool. CPCE is delighted to cooperate with HATA to offer its members Bachelor of Arts in Travel Industry Management (B.A. in TIM) programme. HATA members, with Higher Diploma or Associate Degree qualifications, can earn a bachelor's degree by studying on a part-time basis."

Mr. Michael Wu, Chairman of HATA, remarked, "Over the past fifty-two years our association has always advocated continuing professional development and education to provide the travelling public with the highest standard that they expect and demand. We are therefore very pleased to collaborate with SPEED on this meaningful project to offer our member practitioners a platform to enhance their knowledge and skills in tourism - which is one of the most important business sectors in Hong Kong's economic development."



Mr. Michael Wu, Chairman of HATA (left) and Professor Peter Yuen, Dean of CPCE, signed the collaboration agreement.  
香港旅行社協會主席胡兆英先生(左)及專業及持續教育學院院長阮博文教授簽署合作協議書。



Mr. Michael Wu, Chairman of HATA (2nd from left), other Board Members of HATA, Professor Peter Yuen, Dean of CPCE (3rd from left), Dr. Hanqin Qiu Zhang, Head of Cluster (Hotel and Tourism Management) of CPCE (2nd from right) and Dr. Jack Lo, Director of SPEED (right) attended the signing ceremony of collaboration agreement.

香港旅行社協會主席胡兆英先生(左二)及董事局成員與專業及持續教育學院院長阮博文教授(左三)、專業及持續教育學院學術總監(酒店及旅遊管理)張邱漢琴博士(右二)及專業進修學院院長羅文強博士(右一)出席合作協議簽署儀式。

### 專業進修學院與香港旅行社協會合作 為旅遊業擴闊專業發展的進修機會

專業進修學院與香港旅行社協會攜手合作，為旅遊業從業員提供旅遊服務業管理學文學士學位銜接課程，成功修畢此課程的學員，可獲頒授理大專業進修學院的文學士學銜。

課程的合作協議書由香港旅行社協會主席胡兆英先生及專業及持續教育學院院長阮博文教授於去年12月1日簽署，出席簽署儀式的嘉賓包括專業及持續教育學院學術總監(酒店及旅遊管理)張邱漢琴博士、專業進修學院院長羅文強博士及香港旅行社協會董事局成員，包括副主席譚光舜先生、名譽秘書/名譽司庫張健明先生及前任主席關靄雯女士。

阮博文教授在簽署儀式上表示：「在知識型經濟中，不斷提昇自己和職業技能極為重要，而近日環球金融及地區之間的經濟活動

亦促使各行各業及協會更關注人材培養，以保持行內人才的競爭力。專業及持續教育學院非常榮幸和香港旅行社協會合作，為其會員提供旅遊服務業管理學文學士學位銜接課程。持有高級文憑或副學士學歷的香港旅行社協會會員，均可報讀此兼讀制課程。」

胡兆英主席於致詞時表示：「旅遊業是推動香港經濟發展的重要行業之一。在過去的52年，本會積極提倡專業培訓以提供高質素的服務，以滿足旅遊人士的期望和需要。本會非常高興與專業進修學院合作，為本會會員提供提昇對旅遊業的知識及技能的深造機會。」

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