

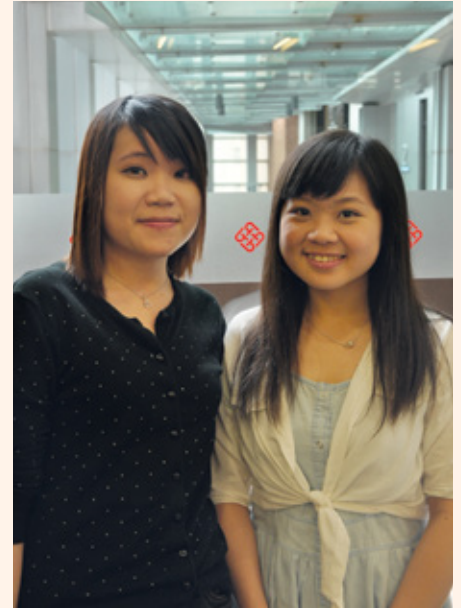
SPEED Students Win Championship in HSMIAI Case Study Competition

A team of two students from SPEED's Bachelor of Arts in Travel Industry Management, Miss Vicky Pang and Miss Catherine Shek, won the championship in a case study competition organised by the Hospitality Sales and Marketing Association International (HSMIAI), Greater China chapter.

Participants were asked to propose a marketing campaign for a hostel in the case study competition. Vicky and Catherine therefore proposed to revitalise a tenement building in Tai Kok Tsui into a hostel. "Tai Kok Tsui is densely built with many old tenement buildings, thus being able to give tourists a taste of local life in

Hong Kong. As we wish to promote the features of Hong Kong in the competition, we proposed a unique design theme for each floor of the hostel, ranging from 'old' to 'modern' Hong Kong and 'outlying islands'," said Catherine.

Vicky added, "Visitors would not only enjoy a room rate lower than the hotel but also a special living experience. This is the uniqueness of our project." The team believed that creativity and innovation are the keys to their success. They also regarded the competition as a precious opportunity for them to apply their marketing knowledge in actual practice.



Two final year students of SPEED, Vicky Pang (left) and Catherine Shek won the championship in the HSMIAI competition with their creativity.

SPEED兩位二年級學生彭慧妍(左)及石玉英憑著獨特創意，於HSMIAI比賽中奪冠。

SPEED同學於HSMIAI個案研習比賽奪冠

兩位SPEED旅遊服務業管理學文學士課程同學彭慧妍及石玉英組成隊伍，參加由 Hospitality Sales and Marketing Association International (HSMIAI) (中國分會) 舉辦的個案研習比賽，並在比賽中奪得冠軍。

在該個案研習比賽中，參加者須為一間旅館設計一套市場推廣方案，彭同學和石同學於是建議把大角咀區內一座唐樓活化成旅館。石同學說：「大角咀密集了很多老式唐樓，到訪旅客能感受到地道的香港生活色彩。為

了藉是次比賽推廣香港的特色，我們為旅館的不同樓層構思了獨特的設計主題，分別展現傳統、現代香港以至離島地區的風貌。」

彭同學補充：「在我們設計的旅館，遊客不僅可享受比酒店廉宜的房間服務，更可感受不一樣的生活體驗，這是整個方案的獨特之處。」兩位同學認為創意及創新是她們致勝的關鍵，並指是次比賽提供了寶貴的機會，讓她們實踐市場學的理論知識。

HKCC Students Receive HKADC Subsidy to Compete in Short Film Production Competition

A team of HKCC AD in Design students recently received a subsidy of HK\$50,000 from the Hong Kong Arts Development Council (HKADC) for production of a short film to participate in the Fresh Wave 2013 – International Short Film Festival (Student Division).

The HKCC team is now actively preparing a film *Give and Take* as an entry for the competition. The film director, Mr Wong Kam, said, "The theme of our film is about the 'pursuit of dreams' through telling the

story of two people in the drama industry. As students in design, we sometimes find that our artistic pursuits may not be easily recognised by others. We therefore wish to express such feelings in our film."

The Fresh Wave – International Short Film Festival is organised by the HKADC with the objective of encouraging young talents to pursue film production. This year, there are a total of 20 tertiary institutions participating in the student division of the competition to compete for four awards.

Last year, two HKCC students Mr Mak Tse Chiu and Miss Lui Mei Fung participated in the Short Film Festival with flying colours. By making a short film *A Time to be Born and a Time to Die*, the team proudly received the Best Cinematography award in the student division. Tse Chiu and Mei Fung are the only award winners who are studying in the sub-degree sector in the 2012 competition.