

Nurturing Graduates in Hospitality and Tourism with Real World Experience

The recent news that Tokyo may provide robot taxis – ones with no drivers – in 2020, the year Japan hosts the Olympics, may come as a shock to some. However, it is hardly likely to surprise Dr Pimtong Tavitiyaman and Dr Benny Chan, who keep fully up to date with any development that may affect the disciplines they teach: hospitality and tourism.

As Dr Pimtong Tavitiyaman, CPCE Head of Cluster (Hotel and Tourism Management) and SPEED Senior Lecturer, said, “In order to cope with the changes in our industry, we are always trying to introduce new trends or new concepts into the class by bringing up case studies or the latest news so students can learn what the situation is right now.”

Dr Benny Chan, HKCC Senior Lecturer, said not only lecturers have to keep up to speed on the latest events. “We also encourage students to read the news. In case they come up with issues relating to hospitality or tourism, they can bring them to lectures and tutorial classes. The discussion topics can be local or global issues.”

Nonetheless, it is not just in the classroom that students learn about what is happening today in the hospitality and tourism sectors. In the two-year top-up honours degree programmes in hospitality management and travel industry management offered at SPEED, students are required to spend 500 hours working in the industry to meet the Work-Integrated Education (WIE) requirement. WIE provides work-based experiences in a context relevant to a student's future career, and the development of skills valuable in the professions concerned.

The placement opportunities may, for example, involve a spell at Hong Kong Disneyland or working as receptionists, concierges, reservation officers and human resources trainees at hotels. Students can also gain work experience abroad by joining overseas internship programmes. “Under the 2015 Summer Internship Programme co-organised by SPEED and The Emirates Academy of Hospitality Management, four of our



Dr Pimtong Tavitiyaman (right), CPCE Head of Cluster (Hotel and Tourism Management) and SPEED Senior Lecturer, and Dr Benny Chan, HKCC Senior Lecturer CPCE學術總監(酒店及旅遊管理)兼SPEED高級講師 Pimtong Tavitiyaman 博士(右)及HKCC高級講師陳文亮博士。

students in the hospitality management and travel industry management programmes were selected to serve as interns for three months in luxurious Dubai hotels such as Jumeirah Emirates Towers and Burj Al Arab with the distinctive sail-shaped silhouette,” said Dr Tavitiyaman. One graduate who served her internship in Dubai is now working at the world-renowned MGM Grand Hotel in Las Vegas in the United States.

Dr Chan said the Associate in Business (Hospitality Management) and the Associate in Business (Tourism Management) programmes place emphasis on helping students articulate to bachelor's degree programmes. “As college teachers, we try to avoid merely feeding students knowledge; instead, we provide plenty of co-curricular activities to encourage students to learn by themselves.” For example, industry practitioners are invited to be students' mentors or guest speakers to share their career experiences. By taking the practicum as an elective subject, students can gain internship experience, at such hotels as the Shangri-La Hotels and Resorts in the Chinese mainland.

In addition, visits to hotels and clubhouses are organised to help HKCC and SPEED students discover more about their future workplaces. Since hospitality is a global industry, subsidised

study tours to Japan, South Korea or Thailand are offered. Field trips on cruise ships are available too.

On the front of scholarly exchange, some students have chances to attend conferences outside Hong Kong together with their lecturers. At the Global Travel and Tourism Partnership Asia/China Annual Conference held in Guangzhou, China in July 2015, a SPEED student presented a paper about her graduation research project and earned the Research Award in the Student Presentation Session. Moreover, during a study tour to Mahidol University International College, Thailand, HKCC and SPEED students participated in the International Conference on Tourism and Business, and attended lectures related to sustainable tourism in Thailand.

According to the 2015 HKCC Graduation Survey, associate degree graduates in hospitality management and tourism management achieved an articulation rate of 88.7% and 81.4% respectively. Based on SPEED's 2015 survey, an average of 82.5% of hospitality management and travel industry management graduates indicated that they got at least one job offer within the first four months of graduation. These figures serve as a good indicator of the achievements of the programmes, which are able to help students build a solid foundation for further studies and career advancement.



The field trip on a cruise ship gives students a glimpse into the cruise industry.
郵輪考察團讓同學認識郵輪業的發展。

為款待及旅遊業學生提供課堂以外的真實體驗

最近有消息指，日本東京有機會於2020年，即舉辦奧運會那一年，提供無人駕駛的機械人的士，或許有些人對此感到難以置信；但對於Pimtong Tavitiyaman博士和陳文亮博士來說，這消息不足為奇，因為他們對任何最新的發展，只要影響著他們所教授的學科——款待和旅遊業，都十分留意。

CPCE學術總監(酒店及旅遊管理)兼SPEED高級講師Pimtong Tavitiyaman博士說：「為了應付行業的變化，我們會將新發展或新概念，包括個案研究或最新的消息帶入課堂，務求讓學生掌握現時的情況。」

HKCC高級講師陳文亮博士認為，講師固然要關心時事。「我們也鼓勵同學留意新聞，遇上任何與款待或旅遊業相關的課題，他們都可以在課堂或導修課時提出。討論的課題不限於香港發生的事，也可以是國際問題。」



SPEED students value the opportunities to work in the Burj Al Arab hotel in Dubai.
SPEED同學很珍惜到杜拜帆船酒店實習的機會。

今時今日，學生要了解款待和旅遊業相關的情況，並不只局限於課堂上。SPEED的兩年制款待業管理(榮譽)文學士及旅遊服務業管理學(榮譽)文學士學位銜接課程，均要求同學於修業期內在相關行業完成500小時的實習。是項企業實習教育計劃讓同學透過實際工作汲取經驗，一方面可以了解日後投身的行業，另一方面發展與職業相關的技能。

實習機會包括在香港迪士尼樂園工作，或於酒店擔任前台接待員、禮賓部服務員、訂房員和人力資源部實習生。同學亦可以參加海外實習計劃，獲取海外工作經驗。Tavitiyaman博士說：「透過SPEED與杜拜阿聯酋酒店管理學院合辦的2015年暑期實習計劃，四位款待業管理及旅遊服務業管理學課程的同學獲選派到杜拜的酒店實習三個月，包括著名的卓美亞阿聯酋中心酒店及外形獨特的帆船酒店。」杜拜實習計劃的歷屆參加者中，便有畢業同學獲世界著名的美國拉斯維加斯米高梅大酒店聘用。

陳博士則表示，工商業副學士(酒店管理)及工商業副學士(旅遊管理)課程著重幫助同學繼續升學。「作為專上學院的老師，我們盡量避免只是向學生灌輸知識；學院會提供大量的課外活動，鼓勵同學發展自學能力。」學院會邀請業界人士擔任學生的導師，又會以嘉賓講者的身份，分享他們的職場經歷。另外，同學可以選修實習科目，汲取寶貴的工作經驗，如香格里拉酒店集團便為同學提供國內實習的機會。

HKCC及SPEED還會安排同學參觀酒店及會所，讓他們認識未來的工作環境。酒店是一個全球性的行業，所以學院還會資助同學參加遊學團到日本、韓國或泰國，甚至上郵輪實地體驗。



Students participate in the 42nd HATA Annual Overseas Convention in Taiwan.
同學到台灣參加第42屆香港旅行社協會海外會議。

學術交流方面，HKCC及SPEED的同學亦有機會隨講師出席香港以外的會議。2015年7月中旬在中國廣州舉行的世界旅行及旅遊合作組織亞洲/中國年會上，一位SPEED同學發表了畢業研究專題文章，並有幸獲大會頒發學生研究獎。此外，HKCC及SPEED同學曾參加泰國遊學團，到訪Mahidol University International College，期間獲安排出席旅遊及商務國際會議，並參加泰國可持續旅遊的講座。

根據HKCC2015年畢業生調查結果顯示，酒店管理和旅遊管理副學士課程分別有88.7%和81.4%的畢業生升讀學士學位課程。另一方面，回覆2015年畢業生調查的SPEED款待業管理及旅遊服務業管理學文學士課程的畢業生中，平均有82.5%畢業後四個月內獲至少一份聘書。這些數字證明相關課程為同學建立鞏固的升學和就業基礎。



Students join a study tour to Thailand and visit Mahidol University International College.
同學參加泰國遊學團，到訪Mahidol University International College。