

November 2017

HoSTS e-Newsletter: Issue 5

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Recommended Citation

(2017) "HoSTS e-Newsletter: Issue 5," *HoSTS e-Newsletter: Iss. 5*, Article 1.
Available at: <http://repository.vtc.edu.hk/ive-hosts-enewsletter/vol5/iss5/1>

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HoSTS e-Newsletter

Issue 5



Member of VTC Group
VTC 機構成員



The Discipline of Hotel, Service and Tourism Studies (HoSTS) of IVE is proud to present its newsletter with an up-to-date overview of the Discipline's activities, both within the campuses of IVE (Chai Wan) and IVE (Haking Wong), as well as those of our industrial partners in the hotel, tourism, sports and recreation industries, locally and internationally.

Thanks to the industries' staunch support, we have been able to enrich the learning experience of our students, who learn not only in the classroom but also in the "real world" through industrial placement, which prepare them well for future employment and further studies.

We hope this newsletter serves as an effective communication channel and helps foster even a closer working relationship among HoSTS, the industry, and our school partners.

Trainer of the UK's royal butlers coaches IVE hotel students



Students from the Higher Diploma in Hotel and Catering Management and Higher Diploma in International Hospitality and Tourism Management were given an invaluable opportunity to attend a butler training workshop in 2016. They had the chance to learn about the essential skills of being a professional food & beverage manager and the career development pathway of a professional butler.

Ms Patricia Paskins of the eminent Savoy Butler Academy in the UK, a well-respected trainer of butlers and housekeepers to the royal family, conducted an informative and interactive workshop for IVE students from the hotel programmes. In an action-packed workshop, students were equipped with essential aspects of cross-cultural etiquette and manners such as body language, proper ways to address people, current international service standards, seating protocol as well as service sequences in formal events. The workshop not only enriched students' knowledge in exclusive guest services but also provided them with a glimpse of the intricate life of a butler.

Ms Paskins is a hospitality professional with many years of industry experience. She has been serving as a butler and housekeeper trainer for the royal family in Buckingham Palace for the past 10 years while also

delivering butler training at a number of prestigious London establishments.

The Certificate Programme for Professional Butlers course offered by the HoSTS Discipline of the VTC is in collaboration with the Savoy Butler Academy in the UK. The first course was launched in July 2012 and overwhelming positive feedback was received from participants from the last nine cohorts. The Advanced Butlers course will be rolled out in 2017.

For more information about these courses, please [click here](#).



IVE tourism student wins national competition



The fourth “Zhonghua Cup” Competition organized by the National Association of Vocational Education of China, Shanghai Branch, was held in August 2016. The contest, with the aim of promoting skills excellence

among youths and professionals, was a valuable platform for students to exchange ideas with competitors from Shanghai and Taiwan.

A few HoSTS students from the Higher Diploma in Tourism and MICE were selected to participate in this competition. Among them, Li Chung Yung was awarded the First Runner Up in the Tourism Trade Category - Tour Guide Service. Armed with some coaching from his lecturers prior to the event, Li meticulously applied the professional skills he has learnt in modules such as “Tourist Destinations and Attractions” and “Tour Guiding and Escorting Practices”. He had prepared an exciting, brand-new itinerary with lively commentary for this contest to showcase the tourism highlights of Hong Kong. His engaging presentation and in-

depth knowledge of tourism resources helped him surpass the others and seize the award.

“Going up on the stage to do my gig was exhilarating,” he said. “I was glad that I knew my subjects well... so it was really a delightful experience to put together something I love and be able to share it with people. I have learnt so much in this competition!”

To learn more about the HoSTS programme, please [click here](#).



IVE Career Expo presents ample job opportunities to students



With over 45 organisations from the hotel, tourism, leisure and recreation industries offering more than 300 jobs to our graduating students, the HoSTS Career Expo was a success in 2016, with overwhelmingly

positive feedback. The annual HoSTS Career Expo provided a valuable platform for our students to learn from leading companies about job requirements as well as expectations of potential employers for various job openings. On-site interviews were also conducted by employers at the venue.

Phoebe Lui, a fresh graduate from the Higher Diploma in Hotel and Catering Management, was offered a position as the Front Office Executive of a 5-star hotel right after the Expo. Phoebe was very pleased to secure a job before her graduation. After discussing with her lecturers, Phoebe set a clear plan to develop her career in the hotel

industry. She is confident that she will be able to take up this new challenge.

“As we have done similar tasks in our internship, it will be a smooth transition from studies to a full-time career!” she said.

To learn more about our career expo, please [click here](#).



Overseas industrial attachment for IVE students in Japan



Four lucky students from HoSTS were sent to a famous beach hotel and resort in Okinawa, Japan for an industrial attachment (IA) in July 2016. The students were given a two-week intensive training and job-shadowing programme at South Beach Hotel and Resort.

They job-shadowed the hotel’s supervisors in various departments such as front office, reservations, food and beverage, housekeeping and human resources. Staying in the staff quarters and taking up specific job duties in the hotel every day, students fully immersed themselves in the unique Japanese hospitality and working culture.

“From the CV preparation, then Skype interview by the Japanese Human Resources Director of the hotel, to the actual IA programme, I have experienced and learnt so much!” said Yee-ting, one of the participating students from the Higher Diploma in Tourism and MICE. “I am very grateful for this opportunity. This learning programme has broadened my horizons in hotel operations and customer service. With the intensive Japanese language training for the final presentation, which we were required to do using the respectful Japanese formal speech, my communication skill has

improved tremendously. Now I am confident in speaking Japanese and providing services to Japanese customers.”

Cathy from Higher Diploma in International Hospitality and Tourism Management expressed her view. “I was very impressed by the well-structured learning programme and the shadowing opportunity,” she said. “With training followed by the shadowing in different departments, I was able to understand the daily operations and management of a resort hotel. It really allowed me to reflect on what I have learnt in my higher diploma studies. I was able to compare the similarities and differences between the hospitality styles in Hong Kong and Japan.”

To learn more about the various exchange programmes, please [click here](#).



Top-up degree articulation agreements



To provide more articulation options for our Higher Diploma graduates both in Hong Kong and overseas universities, the

Discipline has signed a number of top-up degree articulation agreements with strategically selected overseas institutions, such as MODUL University in Vienna, Austria; Queensland University and the Blue Mountains International Hospitality Management School in Australia; and the Emirates Academy of Hospitality Management in Dubai, to name a few. These universities will offer hospitality and tourism-related top-up degree programmes for IVE HoSTS graduates who wish to complete their degree programme abroad. With these agreements in place, HoSTS graduates will

have multiple articulation pathways for them to choose the most suitable option should they wish to do a top-up degree programme.

To learn more about the top-up degree articulation, please [click here](#).



Lady Ivy Wu Scholarship: One-term exchange to Brisbane, Australia



Thanks to the generous donation made by Lady Ivy Wu, two selected students from the Higher Diploma in Tourism and MICE were awarded a scholarship to participate in a one-term overseas academic exchange programme in Brisbane, Australia from July to September 2016. The two students, Bobo and Sameer, attended one whole term of a Tourism Management Programme at the Queensland Institute.

Apart from classroom learning, the students, together with their Australian classmates, participated in many industry visits and field trips. They were given a behind-the-scenes visit to Brisbane Airport that enabled them to understand more about the airport's operations and the real working environment of the aviation industry. Adding more memorable experiences to the exchange, the students were well looked after by their

homestay families and were taken to see all the famous tourist attractions like the Gold Coast, Mount Cootha and Brisbane River during their stay.

"This one-term exchange programme in Brisbane gave me so many unforgettable experiences," said Bobo. "I visited different attractions in Australia that enriched my knowledge in tourist destination management. Also, I was deeply inspired by the learning and teaching style at the Queensland Institute. During lessons, the teachers created an interactive atmosphere for discussion in order to facilitate students' learning. Now my English proficiency has greatly improved and I am confident in speaking English with foreigners."

Sameer was grateful to meet his homestay family during the exchange programme. "They gave me a warm welcome and helped me out with everything possible. I still remember they always encouraged me to participate in their family activities. They also introduced their friends and family members to me and we had so many nice gatherings and outings at the weekends."

Dubai, United Arab Emirates

In 2016, 24 students from Higher Diploma in International Hospitality and Tourism Management and Higher Diploma in Hotel and Catering Management went on a one-week exchange programme to the Emirates Academy of Hospitality Management (EAHM) in Dubai – a leading hospitality management school in the Middle East.

Apart from guest lectures and student



mingling sessions, the group visited famous landmarks such as the world's only 7-star hotel, the Dubai Museum and the Sheikh Mohammed Centre. It helped them learn more about the culture, habits, religion and cuisine of the Middle East. Students now understand more about the characteristics and types of service required for Middle

Eastern customers, who have become a top target group for the hospitality industry in Hong Kong.

Learning aside, some leisure activities were also arranged for the students. They visited major attractions such as the Dubai Grand Mosques, local markets and the fascinating Desert Safari.

To learn more about the various exchange programmes, please [click here](#).



HoSTS students international exposure

To broaden students' global perspective and horizons, IVE HoSTS has organised more than 16 international exchange programmes for students with different talents and interests in the last academic year. Students have gained new knowledge and memorable experiences through these exchange programmes.



Singapore



In August 2016, 30 HoSTS students joined a one-week exchange programme at Singapore ITE College. The students attended classes and training with ITE students and visited many hotels and convention facilities in the Lion City. Having spent a fruitful week at ITE, the HoSTS students returned the favour by welcoming 20 ITE students to a one-week exchange programme at IVE Hong Kong in October. The IVE students were able to reciprocate the warm hospitality by introducing their Singaporean friends to all their fellow students in Hong Kong.

Tokyo, Japan



Last summer, 30 students from the Higher Diploma in Tourism & MICE Management attended an exchange programme at the JTB Travel & Hotel College in Tokyo. They visited major attractions, a nationwide travel agency and a local hotel chain to learn more about tourism operations in Japan.

The Royal Caribbean Cruise - Voyager of the Seas, Taiwan



Eight students from the Higher Diploma in Tourism and MICE and Higher Diploma in International Hospitality and Tourism Management joined the educational study tour on the Royal Caribbean Cruise - Voyager of the Seas to Taiwan last summer. The tour provided students with a valuable learning experience about cruise and special events operations. The learning trip included a behind-the-scenes ship tour and a seminar delivered by the General Manager, Cruise and Events of Lotus Travel covering the topic of MICE business development, event organisation and cruise travel trends. Apart from industry updates, two famous cyclists were also on board to share their personal experiences and explain the perseverance needed for them to represent Hong Kong at the Olympic Games.

Guilin, China



A group of 15 students from the Higher Diploma in Tourism and MICE and Higher Diploma in Airport Operations Management participated in a five-day Guilin Tourism Study Tour in 2016. The students visited one of the leading tourism institutes in China – the Guilin Tourism University (GTU) – and spent a full day with the GTU students, exchanging ideas in destination development in Guilin and getting an update on inbound tourism development in China.

To learn more about the various exchange programmes, please [click here](#).

