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## HoSTS e-Newsletter: Issue 6

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July 2017

# HoSTS e-Newsletter

Issue 6



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.

## Social Media Expert from Singapore Visits HoSTS



In May 2017, more than 100 HoSTS students attended two guest lectures on "Social Media Management for Hospitality and Tourism Industry" held at the IVE (Chai Wan) and IVE (Haking Wong) respectively. Delivered by a pioneer in social media marketing from Singapore, these lectures covered the history of social media management as well as recent developments, which greatly enhanced the students' professional knowledge of social media and mobile marketing for the hospitality and tourism industry.

Along with the two guest lectures for students, one lecture was also organized for 40 HoSTS lecturers with the latest updates to advance their knowledge and skills on the use of social media in the education industry.

All of the aforementioned guest lectures were sponsored under the VTC International Visiting Fellows Scheme.

On the following day, a one-day in-service training session, "Master Class of Social Media Management for Hospitality, Catering and Tourism Industry" was offered to the industry practitioners. Designed to equip professionals with the marketing strategies, social media intelligence and the best practices in

digital marketing, this master class provided the participants with theory and hands-on practice.

The trainer, Mr. Ryan Lim, is a principal consultant and founding partner of a management consultancy company. He is a digital marketing guru with more than 15 years of industry experience.

To learn more about International Visiting Fellows Scheme, please [click here](#).



## HoSTS Mentorship Programme



The fourth IVE HoSTS Mentorship Programme was launched in November 2016. Nineteen mentees were paired up with experienced mentors whose guidance and advice given to them throughout the year was invaluable.

One of the mentees, Shum Tin Yam, shared his experience, “My mentor, Ms. Vida Chow, Director of Talent Management from Hyatt Hotels Corporation (Asia Pacific), has given me guidance and tremendous support. She came to visit me on the day of my restaurant practical training in March 2017. She also shared with me her success and advised me on how to tackle difficulties with positive attitudes and confidence.”

The mentorship programme provided mentees the opportunity to learn from industry experts and equip themselves to take up new challenges. Mentees have expressed their heartfelt appreciation to their mentors, and the programme received positive feedback from both mentors and mentees.

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



## Spanish Wine Expert at HoSTS Workshop

Under the VTC International Visiting Fellows Scheme, Spanish wine expert Ms. Maria Antonia Fernandez-Daza was invited in October 2016 to conduct a workshop for the students from the Higher Diploma in Hotel and Catering Management and HoSTS lecturers. The workshop covered viticulture, climate, geography, grape varieties and classifications, and included a



especially selected range of Spanish wines that would enhance participants' understanding of wine knowledge and tasting techniques.

Ms. Fernandez-Daza is a wine expert in developing strategies for the Spanish wine companies. She has extensive knowledge of the industry, in which she has witnessed significant changes through her roles as winemaker, buyer, export manager and judge in both winemaking and tasting competitions.

This invaluable learning experience greatly enhanced the wine knowledge of HoSTS students and lecturers.

To learn more about International Visiting Fellows Scheme, please [click here](#).



## French Vineyard Tour



In May 2016, two HoSTS students from the Higher Diploma in Hotel and Catering Management and Higher Diploma in International Hospitality and Tourism Management spent a week in France visiting vineyards in Alsace, Burgundy and Champagne and learning from experts in wine and food pairing master classes.

"I am so glad that I had the chance to join the French vineyard tours during the course of my study. It was a precious opportunity for me to broaden my horizons in French winemaking and food and wine pairing," said by Chan Yeuk, a participated student from Higher Diploma in Hotel and Catering Management. "I feel much more confident now to recommend appropriate wines to guests to match with their food in a restaurant."

Yu Siu Tip, the other student from Higher Diploma in International Hospitality and Tourism Management said, "I am very interested in wine. With the detailed explanations we received from the wine experts, this vineyard tour has greatly enhanced my understanding of French winemaking."

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



## Distinguished Lecturer Series

To expand their learning experience, HoSTS students were given the opportunity to learn from prominent industrial partners who were invited to speak at the Distinguished Lecturer Series.



### Tourism Industry Updates (September 2016)

Students from the Higher Diploma in Tourism and MICE attended a guest lecture delivered by Ms. Beatrice Lee, Manager of Communications at the Hong Kong Tourism Board, on 27 September 2016. Participants learned more about the marketing strategies adapted in promoting Hong Kong as a popular world's travel destination.

### Fascinating Career in the Aviation Industry (March 2017)

Mr. Kelvin Lo, People Manager Hong Kong of Cathay Pacific Airways Limited, was invited to give a lecture to students from the Higher Diploma in Airport Operation Management on 9 March 2017. Calling on his diverse working experience in the industry, Mr. Lo shared with the students about different jobs and career prospects presented in the aviation industry.



### What Does a Hotel General Manager (GM) Really Do These Days? (March 2017)

On 30 March 2017, students from the Higher Diploma in Hotel and Catering Management met with Mr. Wilson Lee, General Manager of the Hyatt Regency Hong Kong, Sha Tin, to learn more about his everyday work experience. Mr. Lee shared with the students his duties as GM, and his experience as senior executive in different positions within the Hyatt group. Students also learned about Mr. Lee's career development from a hotel management trainee to the position of general manager today.

If you are interested in finding out more about HoSTS distinguished lecturer series, please [click here](#).



## HoSTS Career Expo 2017



The HoSTS Career Expo 2017 was successfully held at IVE (Haking Wong) on 29 March 2017, with the participation of some 40 partners from the hospitality, tourism, leisure and sports industries. More than 1,500 students attended the exhibition and career talks on that day. This annual event received many encouraging feedback and support from exhibitors and students alike.

With four career talks delivered on the same day, the Career Expo provided a valuable platform for both employers and students to meet and learn more about each other in terms of job requirements of the available vacancies and the related career developments in the industries.

A networking luncheon at the training restaurant was also organised for the exhibitors' senior staff to meet and exchange views with HoSTS management team. Due appreciation was given to the teachers and students of the Higher Diploma in Hotel and Catering Management programme, who prepared the food and provided service to the guests at the training restaurant.

If you are interested in finding out more about our career expo, please [click here](#).



## The World Association of Chefs Societies, Young Chef Forum 2016 in Greece



Two students from the Higher Diploma in Hotel and Catering Management attended the Young Chef Forum in Thessaloniki, Greece, organised by the World Association of Chefs Societies in September 2016. The students attended seminars and sharing sessions with other young chefs, and observed renowned international chefs in culinary demonstrations and competitions. They were also given chances to visit local markets and farms, a vineyard and a wine museum to enrich their overall learning experience.

One of the participants, Mok Lee said, "It was a great opportunity for me to broaden my horizons in the catering industry and keep abreast of culinary developments. The local tours also provided me with new insights about the culinary world which enhanced my understanding of European cuisines."

The other participant, Chan Tin Ho said, "This forum provided a valuable platform to young chefs from around the world to exchange views on culinary arts and experiences. Through the cooking demonstrations, I learned more about the uniqueness of culinary cultures and developments in different countries."

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



## Alumni Sharing

**Keith Wong**

**Restaurant Operations Manager, InterContinental Grand Stanford  
IVE HoSTS Graduate from the Hotel and Catering Programme**



“IVE definitely helped shape an important framework for my studies and career development in the hospitality industry. Its professional training served as a springboard for building my career in fine-dining services. I particularly enjoyed the interesting sharing by my lecturers about their hotel experience, which truly enhanced my understanding of hotel operations and the importance of interpersonal skills when working with guests and colleagues. With the practical skills gained through my internship, I then landed a job at a high-end hotel restaurant after graduation.

“When I applied for my top-up degree programme in Australia, IVE’s qualifications were highly recognised, which again gave me a head start into the second year of the degree programme.

“Now, looking after four food & beverage outlets in a 5-star hotel, I can see how my practical knowledge and management skills can be put into use. In my view, hospitality is an ever-growing and changing industry and I enjoy meeting people and seeing them having a good time in our restaurants.”



**Alex Au**

**Tour Guide (Long Haul), EGL Tours Co., Ltd.  
IVE HoSTS Graduate from the Travel and Tourism Programme**

“When I was young, I had a keen interest in learning about different cultures and countries around the world. Therefore, I was looking for a programme that could allow me to turn my interest into a fulfilling career, and after some research, I decided to join a tourism programme offered by IVE. I went on later to complete an honours degree programme in Tourism Management at Sheffield Hallam University.

“Studying at IVE provided me with comprehensive knowledge and practical skills in the travel industry. My lecturers were happy to share their industry knowledge and experience with the students. I especially enjoyed the tour guiding class, during which I was responsible for designing an itinerary for my classmates and got plenty of practices in public speaking and delivering tour commentaries. This prepared me really well to become a professional tour escort. IVE helped me to sharpen my competencies through various industrial placements and turn my interest and talent into a career. I enjoy travelling and making friends, and this is exactly what I’m doing every day at work!”

If you are interested in finding out more about HoSTS alumni profile, please [click here](#).

