Quality Leadership in Hospitality and Tourism

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School of Hotel & Tourism Management
The Hong Kong Polytechnic University
Your Career in Hospitality and Tourism

• One of the most dynamic and fast developing industries:
  – Increasing leisure consumption in society
  – Aging of population
  – Emergence of leisure and travel as a “right”
  – Dynamic working environment – every day at work is different!

• Mobility in global work environment
The Word “Hospitality”

- A concept difficult to translate
- Many definitions of “hospitality”
- Related to religious, social and cultural practices (e.g. feet washing practices)
- “Pineapple” – a universal symbol of hospitality
Hospitality Is a Religious Concept

“Be joyful in hope. Be faithful in afflictions and pray in faith. Share with God’s people who are in need.

Practice hospitality.”

(Romans 12:13)
But, the World You Will Get Into Is:

- Complex, competitive and volatile.
- Strategic thinking and planning more important than before.
- Prepare yourself!
4 Steps to Success

1. What do you know?
2. Who do you know?
3. Who knows you?
4. What do you do next?
   - Have a “vision” for your life.
   - What is the “purpose” of your life?
Living vs. Life

“We make a living by what we get. We make a life by what we give.”

- Sir Winston Churchill
Aspirations and Passion

– Aim HIGH!
– “Good enough” is never good enough.
Your “Self Development”:

1. Define “Purpose”
2. Goal setting
3. Passion
4. Creativity
5. “Think out of a box”!
6. Integrity
7. Leadership
   – “Be somebody’s hero”!
   – “Leave it better than when you found it”!
Reflection of My Career

Two books that influenced me in my youth:
The future: Which Will Be Yours?
Desired Balance in Skills Set

Professional Skills and Competencies

Soft Skills & Grooming

Practical Experiences

Ideal Balance
Research, Teaching and Service Balance

Ideal Balance
• Innovation (creativity)
• “Think out of a box”!
CASE STUDY

School of Hotel & Tourism Management

酒店及旅遊業管理學院
Professor for a Day
Honoring Hong Kong’s Tourism Ambassador Jackie Chan As “Professor For A Day”
Jackie Chan as Honorary Professor

- Jackie Chan was awarded Honorary Professor of Hotel & Tourism Management
- Organized a fund raising gala event “An Evening with Prof. Jackie Chan”
Capitalizing on Jackie Chan’s affiliation with School
Further Publicities.....

- Nominated Jackie Chan as UNWTO Ambassador of Tourism
- In 2006, he was conferred the title of first UNWTO Ambassador.
More benefits to School: Spokesperson for many School activities

Prof Poon Chung-kwong, GBS, PhD, DSc, JP, President, requests the pleasure of your company at a reception to celebrate Honorary Professor Jackie Chan’s inauguration as World Tourism Organization Asia Pacific Tourism Ambassador on 13 June 2006 (Tuesday).

The reception will be followed by a special lecture by Jackie Chan.

5:00 pm - 5:30 pm  Reception
5:30 pm - 6:30 pm  Lecture by Jackie Chan - My love of movies and tourism

Venue: Jockey Club Auditorium, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong.

Please click here for prior registration to attend the reception and lecture. For enquiries, please contact hmmaggie@polyu.edu.hk.

Admission by invitation only. First-come-first-served
School of HTM:
200 dedicated faculty and staff from 18 countries
Hong Kong PolyU SHTM ranked No. 4 in the world.
Our teaching hotel Complex to open in 2010:

- Classrooms/labs
- Offices
- 278 rooms
- 3 restaurants
- “House of Innovation”
- Swimming pool
- Spa
- Conference center
- Ballroom
- Training restaurant
- Samsung Digital Lab
The Hotel
Evolution of Tourism Education

- **First Wave: European paradigm**
  - Lausanne Hotel School (founded 1893)
  - Emphasis on practice

- **Second Wave: American paradigm**
  - Cornell Hotel School (founded 1922)
  - Emphasis on management

- **Third Wave: Asian paradigm**
  - Mostly founded in 1970s
  - Balance of practice and management
  - Hospitality education as institutional “flagships”
World Trade and Tourism: A shift in the “center of gravity”

EUROPE

NORTH AMERICA

ASIA
### World’s Top Destinations, 2020

*World Tourism Organization*

<table>
<thead>
<tr>
<th>Country</th>
<th>Tourist Arrivals</th>
<th>Market Share</th>
<th>% Growth Rate p.a. 1995-2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. China</td>
<td>130m</td>
<td>8.3%</td>
<td>7.8%</td>
</tr>
<tr>
<td>2. France</td>
<td>106.1m</td>
<td>6.8%</td>
<td>2.3%</td>
</tr>
<tr>
<td>3. United States</td>
<td>102.4m</td>
<td>6.6%</td>
<td>3.5%</td>
</tr>
<tr>
<td>4. Spain</td>
<td>73.9m</td>
<td>4.7%</td>
<td>2.6%</td>
</tr>
<tr>
<td>5. Hong Kong</td>
<td>56.6m</td>
<td>3.6%</td>
<td>7.1%</td>
</tr>
<tr>
<td>6. UK</td>
<td>53.8m</td>
<td>3.4%</td>
<td>3.4%</td>
</tr>
<tr>
<td>7. Italy</td>
<td>52.5m</td>
<td>3.4%</td>
<td>2.1%</td>
</tr>
<tr>
<td>8. Mexico</td>
<td>48.9m</td>
<td>3.1%</td>
<td>3.6%</td>
</tr>
<tr>
<td>9. Russian Fed.</td>
<td>48m</td>
<td>3.1%</td>
<td>8.5%</td>
</tr>
<tr>
<td>10. Czech Rep.</td>
<td>44m</td>
<td>2.7%</td>
<td>4%</td>
</tr>
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</table>
Asia’s Leadership in Hospitality & Tourism

- **Hotels**
  - Shangri-La Hotels
  - Peninsula Hotels
  - Mandarin Oriental Hotels
  - Dusit Hotels
  - Nikko Hotels
  - ANA Hotels
  - Aman Resorts
  - Banyan Tree
  - Okura Hotels
  - Oberoi Hotels
  - Lotte Hotels
  - Shilla Hotels
  - … and many more

- **Airlines**
  - Cathay Pacific
  - Singapore Airlines
  - Emirates Airlines
  - Thai Airways
  - Korean Air
  - ANA
  - Japan Airlines
  - Asiana Airlines
  - Malaysia Airlines
  - Dragon Air
  - Eva Airlines
  - … and others
A Dream

*The future belongs to those who believe in the beauty of their dreams.*

- Eleanor Roosevelt
THANK YOU!

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