

06/07

INSTITUTE FOR TOURISM STUDIES ANNUAL REPORT 2006/07



# ANNUAL REPORT

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旅遊學院  
INSTITUTO DE FORMAÇÃO TURÍSTICA  
Institute For Tourism Studies

**INSTITUTE FOR TOURISM STUDIES**  
**ANNUAL REPORT**  
**2006/07**

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## **INSTITUTE FOR TOURISM STUDIES ANNUAL REPORT 2006/07**

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## Foreword

Over 19 million visitor arrivals had been recorded in the first three quarters of 2007, showing an anticipated record-breaker in the total number of visitors by the end of the year. This is attributed to the Central Government's great support to the efforts of the Macao Special Administrative Region in its development towards a diversified economy with extensive growth in tourism and hospitality sectors. In addition, the number of international visitors achieved an average growth of 40% across the past three years, vividly showing a rapid expansion in Macao's visitor source markets.

The current development of Macao's tourism industry has shown an apparent diversification. From the inscription of "The Historic Centre of Macao" on UNESCO's World Heritage List to promoting the growth of the meetings, incentives, conventions and exhibitions (MICE) industry, we have exerted tremendous effort to transform Macao into a destination that offers diversified tourism and MICE products, facilities and services to cater to different types of tourists in the international market. For future development of Macao, besides continuing to promote heritage and MICE tourism, we hope to enhance regional cooperation within Pan-Pearl River Delta and with neighbouring cities to unleash the attractiveness of the region to international and long-distance travellers.

Before objectives are fully met and achievements further witnessed, we must address the industry's urgent need for high quality human resources to sustain tourism development and remain competitive. I expect the Institute For Tourism Studies (IFT), under its steady advancement, to strive hard to continue to breed professional graduates who can contribute to the long-term development of Macao. I urge IFT to broaden its academic horizon and remain sturdy in its mission to nurture talents for Macao.



Chui Sai On  
Secretary for Social Affairs and Culture

## *President's Review and Vision*

Macao's tourism industry has entered a rapid phase of growth in the past year. Through pumping in enormous amounts of investment, international hospitality and gaming operators are progressively transforming Macao into a bright jewel in Asia. As the hardware is being enhanced, the market faces unprecedented demand for quality human resources.

In its development strategy, the Macao SAR Government has identified gaming, MICE (Meetings, Incentives, Conferences and Exhibitions) and cultural heritage as the fundamental elements for the growth of its tourism industry. With the liberalisation of the gaming sector, the inscription of the Historic Centre of Macao on the UNESCO World Heritage List and the recent opening of new and gigantic exhibition premises, Macao has taken a big step forward in its tourism product diversification. Being the only public higher education institution in Macao specialising in tourism and hospitality education, IFT is responding promptly to new challenges by providing practical and diverse programmes that are tailored to the needs of the industry. Efforts have been exerted in expanding our training capacity while maintaining quality to cope with increasing demand each year. Currently, we have a student body of 840 at the Tourism College. In addition, the Professional And Continuing Education School offered vocational training at different levels to 9,388 participants in this academic year. Co-managed by IFT and the Macao Polytechnic Institute, the Macao Tourism and Casino Career Centre provided tourism and gaming training to 4,072 participants this year.

With regard to academic research, the Institute has witnessed a strong momentum in research efforts and output, as well as increased collaborations with various academic institutions. In June 2007, IFT signed a memorandum of understanding on academic and research collaboration with the Tourism Research Centre of the Chinese Academy of Social Sciences.

Throughout these years, we have been developing cooperative relationships with many international counterparts, in the form of student exchanges, academic research and regional training programmes. We have built up strong ties with intergovernmental agencies such as UNWTO, UNESCO and UNESCAP. The "Cultural Heritage Specialist Guide" programme codeveloped with UNESCO, International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) and Asian Academy for Heritage Management is highly reputed among tourism-related government departments and the industry in Asia Pacific. In July this year, IFT presented "UNESCO Cultural Heritage Specialist Guide Certificate" to the first batch of certified trainers and guides in Macao. In the future, we will develop more cooperation with other prestigious tourism institutions local and overseas, in order to offer our students and faculty valuable opportunities to broaden their visions and unleash their potential in the tourism industry.

Besides nurturing tourism professionals, IFT strives to bring tourism education of Macao up to an internationally recognised standard and has contributed to the strategic development of the tourism industry and education. We are grateful to the Macao SAR Government and the industry for their acknowledgement of our work. With their great support, we will continue to enhance the quality of our programmes and develop more tourism professionals.



Fanny Vong  
President



1995



General Information  
of the Institute



# 1 General Information of the Institute

The Institute For Tourism Studies (IFT), established in 1995, is a public institution of higher education that falls under the governance of the Secretary for Social Affairs and Culture of the Macao SAR Government, offering tourism, heritage, hospitality and tourism event management degree programmes, as well as professional training. The mission of IFT is to become a higher education institution of choice for tourism and hospitality studies with European characteristics. Not only for the benefits of Macao, but also for the Asia Pacific region, IFT equips students with professional knowledge and technical competence in preparation for their future leadership responsibilities in the industry. In order to fulfil the above mission, the Institute has the following three characteristics:

1. Unique Identity – The Institute operates independently, specialising in providing higher education and vocational training in tourism and hospitality management.
2. Integration – It blends the best of academic development and professional training.
3. Internationalisation – It seeks mutually beneficial cooperation with similar institutions abroad, actively promoting academic and student exchange activities.

In 1997, the Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT), a body fully supported by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) selected IFT as the “training the trainer centre” offering training and advisory services for APETIT members in the Asia Pacific region. In the same year, IFT received from the Pacific Asia Travel Association (PATA) the Gold Award in “Education and Training”, which acknowledged the content and quality of IFT’s programmes. In 2002, IFT was presented, again, with the same award for having set up the “Macao Occupational skills Recognition System” (MORS) for the local tourism and hospitality industry in collaboration with the European Union (EU).

In 1999, in cooperation with EU, the Macao-Europe Centre for Advanced Tourism Studies (ME-CATS) was established in the Institute, incorporating new European concepts of tourism and hospitality management into the tourism development of the Asia Pacific region. This centre aims at becoming a base for tourism education and training in the Asia Pacific region. It promotes exchange of knowledge and experience between institutes of higher education in Europe and in the region.

In 2000, IFT became the first World Tourism Organization UNWTO.TedQual certified institution in tourism education by UNWTO.Themis Foundation. This confirmed the international standard and quality achieved by IFT in education and training. In 2004, IFT successfully obtained renewal of the “UNWTO.TedQual Certification” till 2008.

In 2003, IFT was invited by the UNESCO and the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) to be a founding member of the Asian Academy for Heritage Management (AAHM). This consortium networks institutes of higher learning throughout the Asia Pacific region that are engaged in the research and teaching of heritage conservation and cultural institution management. Sustainable tourism calls for a new breed of responsible, well-informed and well-read tourists. In response to this need, the UNESCO-ICCROM AAHM launched the Cultural Heritage Specialist Guide Programme in 2005. This rigorous, practical and internationally-recognised training and certification programme is being implemented through active partnership of members of the AAHM, training institutions from the UNESCAP APETIT and National Tourism Organizations (NTOs), with IFT serving as the focal point and UNESCO providing technical advisory.

In 2004, the Association for Tourism and Leisure Education (ATLAS) appointed the Institute as an Executive Member. It helps to develop the transnational educational initiatives in tourism and leisure of Macao, encourage exchanges between lecturers and students in academic researches, and enhance quality of the programmes provided by the Institute.

IFT will continue to strive ahead in its quest of learning and educational innovation, fostering professionals and making contributions to the tourism development of Macao and of the Asia Pacific region.

## ***TOURISM COLLEGE***

The Institute For Tourism Studies offers the following four-year Bachelor Degree Programmes:

- Bachelor of Science in Tourism Business Management
- Bachelor of Science in Heritage Management
- Bachelor of Science in Hotel Management
- Bachelor of Science in Tourism Event Management

These are two-phase programmes, with students achieving a Higher Diploma (“Bacharelato”) after the first three years of study in one of the disciplines mentioned above. After graduating from the Higher Diploma Programme, students may apply for admission to the 4<sup>th</sup> Supplementary Year leading to a relevant bachelor degree.

Students who have obtained their Higher Diplomas from overseas institutions can also apply to attend the 4<sup>th</sup> Supplementary Year, subject to the review by IFT’s Admission Panel.

In the academic year of 2006/07, there were 840 registered full-time students in the aforementioned bachelor degree programmes.

## ***PROFESSIONAL AND CONTINUING EDUCATION SCHOOL (PACES)***

The Professional And Continuing Education School (PACES), one of the two schools of the Institute For Tourism Studies, is committed to providing high quality professional and continuing education programmes especially suitable to mature students for self-improvement or career advancement. It offers programmes of different levels in the following specific areas: heritage and tourism, language, hospitality and catering.

Besides offering programmes to the general public, PACES also customises courses to public and private entities to upgrade knowledge and skills of their personnel.

In 2001, with the support of the European Union, PACES launched the Macao Occupational skills Recognition System (MORS), a vocational skills standard certification system for certifying experienced tourism and hospitality professionals. The number of professionals already certified under this system has reached 2,270 by August 2007.

In the academic year of 2006/07, PACES provided diversified training and assessments to a total of 14,200 participants. It offered 4 diploma programmes and 309 short courses, accepted 564 professionals’ applications for assessments and organised 173 hospitality related courses at the Macao Tourism and Casino Career Centre.

2006/07



Association of International  
Air Transport and Tourism

# 57<sup>th</sup> AIEST CONGRESS

## "Productivity in Tourism"



19-23 August





Highlights of Major Events

## 2 Highlights of Major Events

*September 2006*

Student Orientation,  
Tourism College



Student Orientation, Professional  
And Continuing Education School

Signed protocol with Administration of  
Airports Ltd, Macao for the cooperative  
internship programme





Celebrated the  
11<sup>th</sup> Anniversary of IFT



October 2006



Coorganised an expert forum  
and conference on “Fusion  
Cuisine & Placemaking”  
with the Association for  
Tourism and Leisure  
Education (ATLAS)

November 2006

Signed protocol with  
the University of  
South Carolina, USA



2006/07

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November 2006

Graduation Ceremony



MORS Gold Pin Competition and Award Presentation

January 2007

Hosted the "Expert and Public Opinion Studies on the Issue of the Blue House" press conference



February 2007

IFT Student For A Day



Hosted the “A Study of Macao Residents’ Opinions Regarding Electronic Sports” press conference

April 2007

Hosted the “Study on Projected Manpower Needs of the Hotel and Gaming Industries in Macao, 2006-2009” press conference



2006/07



April 2007



Prof. J. Bruce Tracey, Cornell University, USA delivered an Executive Development Programme on "Strategic Human Resources Management" coorganised by IFT and Cornell-Nanyang Institute of Hospitality Management

May 2007

Members of the Coordinating Council for Training Activities visited Lausanne Hotel School and our partner institutions Glion Institute of Higher Education and Les Roches School of Hotel Management in Switzerland



June 2007



Prof. Woody G. Kim, Florida State University, USA delivered an Executive Development Programme on "Hospitality Financial Management"

Signed protocol with the Tourism Research Centre, Chinese Academy of Social Sciences, PRC



July 2007



The 10<sup>th</sup> Summer International Exchange Programme – “Gastronomy and Tourism”

Hosted the UNESCO  
Cultural Heritage  
Specialist Guide (Macao)  
Certificate Presentation Ceremony



Summer Heritage Workshop -  
Integrating Heritage: Public Spaces

August 2007

Hosted the 57<sup>th</sup> International Association  
of Scientific Experts in Tourism (Aiest)  
Congress – Productivity in Tourism



2006/07

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# 3



Towards Education Excellence

# 3 Towards Education Excellence

## TOURISM COLLEGE

### Academic Events

#### International Meetings

In collaboration with the Association of Macao Restaurant Merchants and The International Association for Tourism and Leisure Education (ATLAS) Tourism and Gastronomy Group, IFT organised the “Expert Forum and Conference on Fusion Cuisine & Placemaking” on 8 and 9 November 2006. International experts on tourism and gastronomy were invited to deliver several keynote speeches during the Forum, dealing with topics on “Macanese Cuisine: Intangible heritage and the image of Macao?”, “Foodways and the creation of identity”, “Fusion Cuisine: The New Zealand experience” and “The Phenomenon of Balti restaurants in the UK: From local to national popularity in 20 years”.

The 57<sup>th</sup> Congress of the International Association of Scientific Experts in Tourism (Aiest) was held from 19 to 23 August 2007 at IFT. With “Productivity in Tourism” as the theme of the congress, more than 60 experts from Austria, France, Switzerland, the United Kingdom and the United States etc. exchanged their views and experiences at the plenary sessions and workshops. They discussed the issues faced by tourism nowadays, and how technological advances and cooperation lead to the development in tourism business. In the congress, participants also studied strategies to increase productivity of tourism industry in this competitive market, in order to promote the development and economic growth.

#### Public Lectures

A public lecture on “Pushing the Limits of Tourism - Lessons for Macao – Lessons from ecological, wildlife and other forms of tourism” was delivered by Prof. Ross Dowling, Foundation Professor and Head of Tourism Programme, Edith Cowan University, Australia on 7 November 2006 at IFT.

A public lecture on “The Forces That Will Shape Tourism in the Coming Decades – Visions of the Future” was delivered by Prof. Bruce Prideaux, Professor of Tourism Management and Marketing at James Cook University, Cairns on 9 March 2007 at IFT.

#### Executive Development Programmes

A two-day IFT-Cornell Nanyang Executive Development Programme (EDP) on “Strategic Human Resources Management” was conducted on 18 and 19 April 2007 by Prof. J. Bruce Tracey, Associate Professor of Management at Cornell University’s School of Hotel Administration. The group of 20 odd participants consisted of executives from Hotel Casa Real, Grand Emperor Hotel, Future Bright Group, Holiday Inn Macau, Hotel Riz, Landmark Hotel, Hotel Lisboa, McDonalds, Macao Tower, Mandarin Oriental Macau, President Hotel, Hotel Rio, Hotel Sintra, Sands, the University of Macau, the Westin Resort Macau, and Wynn Macau, etc.

A two-day Executive Development Programme (EDP) on Hospitality Financial Management – Advancement by the Numbers was conducted by Dr. Woody Kim on 5 and 6 June 2007. Dr. Kim is an Associate Professor and the Director of Hospitality Research Center in the Dedman School of Hospitality at Florida State University. More than 20 participants attended and most of them are come from hospitality industry, e.g. Emperor Hotel, Holiday Inn Macau, SJM, Venetian Macao, the Westin Resort Macau and IFT.

## Workshops

A workshop on “Studies on Macao Streetscape Heritage”, coordinated by IFT, the Civil and Municipal Affairs Bureau, the University of Macau and the Macau Inter-University Institute was held on 28 March 2007 at IFT. The aim of this workshop was to seek the solutions for improving the streetscapes of Macao’s heritage collaboratively. Dr. Zhu Rong and Dr. Wu Yao from Yangtze Southern University, China, Ms Miki Korenaga from Dr. Koji Yagi Laboratory of Tokyo Institute of Technology, Japan and Dr. Yuji Senoo from Hosei University, Japan were invited to present in the Workshop.

Together with the Macao Architects Association, the University of Macau, Macau Inter-University Institute and Instituto Para Os Assuntos Cívicos E Municipais, IFT organised a Summer Heritage Workshop on “Integrating Heritage - Public Spaces” from 17 to 26 July. The aim of the workshop was to draw experts and professionals to contribute ideas and solutions for improving the streetscapes and public spaces of Macao’s heritage along the historical corridor.

## Industry and Community Relations

In addition to inviting senior industry members to be part-time lecturers for some specialised courses as well as Practicum, various seminars or talks were conducted by industry professionals at the Institute during the year:

Date	Invited Speaker	Topic
28/09/2006	Mr. Ben Lee, Vice President of Casino Projects – Diamond Casinos Group	Managing Casino Projects
06/10/2006	Prof. Richard Whitfield, Pro-Rector, IUM	Research in Customer Satisfaction in Macao
24-25/10/2006	Prof. Annibal Scavarda, Royal Melbourne Institute of Technology, Australia	Supply Chain Management: Lessons, Challenges & Opportunities for Tourism & Hospitality Management
27/10/2006	Ms. Gloria Ma, Director of Human Resource Management, Mandarin Oriental	Hiring, Training and Empowering Service Employees
09/11/2006	Prof. Chad Perry, Professor of Marketing and Management, Graduate Management College, Southern Cross University, Australia	Marketing Strategies on Tourism Services
15/11/2006	Mr. Stephen Chan, Vice President – Cultural Affairs Bureau	Cultural Heritage Management in Macao
16/11/2006	Dr. Robert Kirby, President – Kirby Consulting Company Ltd.	Creating a Service Culture in Macao
24/11/2006	Dr. Thomas Bauer, Assistant Professor – Hong Kong Polytechnic University	Visitor Management in Antarctic Tourism
09/02/2007	Mr. Bert van Walbeek, Winning Edge	For Crisis Sake, Expect the Unexpected
02/03/2007	Mr. Robert Wong, CEO, Springfield Oz Trading Company	Starting a B-2-B Business in Macao
05/03/2007	Ms. Joyce Luk, Managing Director, Landcorp Consultancy Limited	Realities of Delivering Service Quality in Macao
13/03/2007	Mr. Anthony Lawrance, Publisher of Destination China and Macau Magazine	How To Promote Recreational Entertainment Through The Media
16/03/2007	Dr. Lynne DiStefano & Dr. Lee Ho Yin, University of Hong Kong	Heritage Interpretation & Site Presentation
22/03/2007	Mr. Niki Yu, Deputy General Manager – Sunkoshi-IHR Ltd.	Negotiating with Service Employees
29/03/2007	Prof. Cloyce Palmer Wuyi University, Jiangmen, China	An American View of Chinese Business Ethics
03/04/2007	Disney Worldwide Services Inc., Florida, USA	Recruiting Cultural Ambassador of Disney World (Internship and 1 Year Training Programme)

Date	Invited Speaker	Topic
03/04/2007	Ms. Siana Iong, Mandarin Oriental	Concierge Services
04/04/2007	Ms. Hyla Leong, Assistant Executive Housekeeper – Wynn Resorts Macau	Keeping House of Future Career Paths as a Young Person – A Real Life Story
16/04/2007	Wynn Macau	Career Talk
16/04/2007	Dr. Raymond Choi, CEO & Sr. Vice President – Maxford Investment Mgt. (HK) Ltd.	Customer Service in the Financial Sector
17/04/2007	The Venetian Macao-Resort-Hotel	Career Talk
18/04/2007	Mr. Jimmy Chan & HR Team members, Star World – Galaxy Entertainment	Challenges of the Recruitment Function in the Macao Hospitality Sector
25/04/2007	Mrs. Leanda Lee, Committee Member – Australian Chamber of Commerce	Moments of Truth
26/04/2007	Galaxy	Career Talk
03/05/2007	Dr. Rob Law, Hong Kong Polytechnic University	E-business Applications in Tourism
09/05/2007	Prof. Roger Allen, University of Macau	How Satisfied are Macao Residents with Daily Services
16/05/2007	Ms. Vivian Lo, Development Manager for ORBIS International	Marketing Strategies for Non-Profit Organisations
17/05/2007	Ir. Mr. KC Lau, Ir. Prof. Louis Lock & Ir. Mr. Jeffrey Yung, The Society of Operations Engineer (Hong Kong Region)	Strategic Planning for Fast Track Casino Project Development in Macao
18/05/2007	MGM Grand Macau	Career Talk
18/05/2007	Mr. Chris Knop, Director of Customer Contact Centres – Shangri-La Hotels and Resorts	Establishing Successful Customer Contact Practices
18/05/2007	Mr. Andrew Kwok, Executive Director – Singapore Chamber of Commerce (Hong Kong)	Managing & Doing Business in Hong Kong & Singapore
23/05/2007	Ms. Annette Sasaki, Director for Sales and Marketing, Westin Resort, Macau	Sales and Marketing Practice



# PROFESSIONAL AND CONTINUING EDUCATION SCHOOL (PACES)

## Heritage and Tourism Programmes

### Cultural Tourism Seminars

In 2006/07, PACES launched a series of Cultural Tourism Seminars. Every month, renowned academics and professionals were invited as guest speakers to share their knowledge in the areas of religion, culture, tourism, architecture and history. The following seminars were organised in 2006/07:

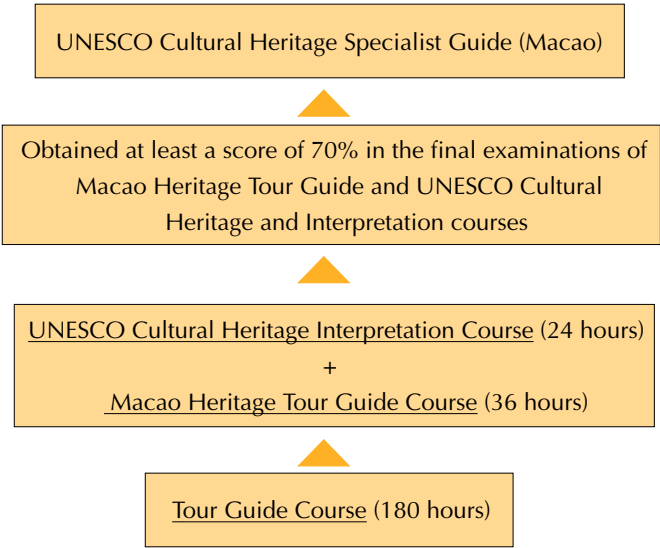
- The Development of the Catholic Church in Macao
- Macao Gaming Industry – Past and Present
- Macao Couplets Culture
- An Overview of Macao Churches
- Macao During Sino-Japanese War
- Introduction to Macao Intangible Cultural Heritage
- Appreciation of Macao Architecture
- Villages of Taipa and Coloane – Past and Present
- The Development of Macao Cultural Industry

### UNESCO Cultural Heritage Specialist Guide (Macao)

The Institute For Tourism Studies (IFT), Macao serves as the regional focal point with UNESCO providing technical advisory services and oversight. Students who have completed the Tour Guide Course, the Macao Heritage Tour Guide course and the UNESCO Cultural Heritage Interpretation Course, will be awarded the UNESCO Cultural Heritage Specialist Guide (Macao) Badge and Certificate.

The first batch of UNESCO Cultural Heritage Specialist Guides (Macao) graduated in July 2007.

#### Study Path:



### **Macao World Heritage Interpretation Programme**

In order to further develop local citizens' knowledge in the area of Macao World Heritage, Macao Foundation and IFT coorganised the "Macao World Heritage Interpretation Training Programme". The programme trained up a group of schoolteachers and students, who would be in charge of disseminating information about local heritage in their own schools, through organisation of tours for their students and classmates to the Macao World Heritage Sites. A total of 562 students and 184 schoolteachers attended this programme between July and August 2007. Topics such as History and Culture of Macao, The Origin, Objectives, Types and Classification of World Heritage, The Formation and Development of the Historic City of Macao, Protection and Maintenance of Macao Heritage among others, were discussed.

### **Macao Cultural Heritage Intermediate Course organised for Macao Neighbourhood Association**

65 members of the Macao Neighbourhood Association, who completed the 12-hour Introduction to Macao Cultural Heritage Course last year, attended the Macao Cultural Heritage Intermediate Course in order to deepen their knowledge in this area.

### **Heritage Programme for the Macao Volunteers of the 2008 Beijing Olympic Games**

The 29<sup>th</sup> Olympic Games are going to be held in Beijing in August 2008. In 2006, the organiser started to recruit volunteers from different Chinese cities for this important event. In Macao, many enthusiasts applied for this meaningful job through the Macao Sports Institute. By request of the Institute, PACES organised a series of 3-hour Macao Cultural Heritage Seminars for the selected 334 volunteers.

### **Macao Heritage Ambassadors Training Programme**

By request of the Macao Heritage Ambassadors Association, a 72-hour training programme was conducted between March and May 2007, to their new associates.

### **Teach-The-Teacher for East Timor Tour Guide Course**

By request of the Macao Government Tourist Office, PACES organised a 33-hour Teach-The-Teacher course for East-Timor officials. The main objective of the programme was to assist participants in the development of a comprehensive Tour Guide Training Kit and to strengthen their teaching and training skills.

### **Heritage Programme for Primary and Secondary School Teachers**

By request of the Education and Youth Services Bureau, PACES organised in October 2006 and July 2007 heritage courses for local primary and secondary school teachers. A total of 127 schoolteachers attended the programme.

## Catering

### Short Courses and Workshops

Food and Beverage is a very important tourism product in Macao. Therefore, PACES offers annually professional diploma programmes to train up people who would like to join the industry. Last year, different courses and workshops were organised, targeting at professionals who were already working at different levels of this industry.

Below is the list of new short courses and workshops organised by PACES in the school year of 2006/07:

- Chinese Cuisine Demonstration Series - Beijing Cuisine
- Chinese Cuisine Demonstration Series - Huaiyang Cuisine
- Chinese Cooking Demonstration Series - Northeast Cuisine
- Chinese Cooking Demonstration Series - Vegetarian Dishes
- New Zealand Food Demonstration
- Vietnamese Food Demonstration
- Western Culinary - Pasta and Rice Dishes
- Certificate for Chinese Cuisine
- Theory and Practical of Butchery
- Seminar on Processing and Handling Fresh Meat
- Dried Seafood Seminar
- Cheese Seminar
- Chinese and Western Tea Seminar
- Coffee Seminar
- Red and White Wine Seminar
- Argentinean Wine Seminar
- Vodka Cocktail Workshop
- Intermediate Flairtending Course
- WSET Foundation Certificate in Wines, Spirits and other Alcoholic Beverages Course
- WSET Intermediate Certificate in Wines, Spirits and other Alcoholic Beverages Course
- Intensive course for Chinese/Western Banquet Service (Elementary)
- Essential Food Hygiene

## Hospitality

### Intensive Courses

Intensive courses in the areas of table service, housekeeping, bartending, cooking, concierge/bell services, customer relations, front desk and security were conducted for approximately 250 experienced entry-level professionals. Majority of the participants, after attending these intensive courses, were able to reach the professional standard set by the Macao Occupational skills Recognition System.

### Housekeeping Executive Development Programme

A Housekeeping Executive Development Programme was organised in November 2006. The tutors who flew all the way from Australia, stayed 3 days in the Institute and shared their knowledge in the areas of Housekeeping Financial Management, Housekeeping staff management and training, and Total Quality Management, with managers of local hotels.

2006/07

**Special Programme for Guanxi Hospitality Professionals**

PACES conducted 2 customised hospitality programmes for hospitality professionals of Guanxi, China in October 2006 and August 2007, respectively. A total of 62 professionals attended courses in the areas of banqueting services, customer service, Macanese and Cantonese cuisine, etc.

**Food and Beverage Service for Macao Prison**

A 30-hour Food and Beverage Service programme was conducted to a group of inmates in October and November 2006. The objective of the programme was to provide participants with professional skills in order to facilitate their job searching in the future.

**Macao Occupational skills Recognition System (MORS)**

MORS (Macao Occupational skills Recognition System) is a vocational skills standard system, developed and launched in 2001, with the support of the European Union.

At this moment, skills standards have been developed for 14 occupations, including Security Officer for Tourism and Gaming Industry, an occupation introduced last year.

Under MORS, intensive courses and assessments are conducted at least twice a year.

Since 2002, IFT organises an annual competition – Gold Pin - to select and award 2 professionals in each occupation with true exceptional and outstanding performance.

Last year, the finals of the Gold Pin Competition and the respective Award Presentation Ceremony were held on 22 November, at the Amphitheatre of IFT. The Competition included 5 occupations and the winners were:

Room Attendant	Tan Wuping, Hotel Lisboa Liang Chang, Hotel Ritz
Waiter/Waitress (Western Restaurant Service)	Sun Yan, Hotel Lisboa Ren Shuting, Hotel Lisboa
Front Desk Agent and Customer Relations Officer	Loi Sio I, Institute For Tourism Studies Zeng Xiufang, Hotel Metropole
Bartender	Jimmy Itom Pablo, The Legend Club Zhou Xuexie, Sands Casino
Assistant Cook (Western Kitchen)	Cheong loi, Sands Casino Lam Ching Lai, Hotel Lisboa

## Languages and Communication

Several English courses were offered to the general public during 2006/07 such as English for Retail Sales, English for Tour Guides, Complaint Handling and Certificate in Hospitality English. Besides English courses, Elementary Japanese, Elementary Korean and Intermediate Korean courses were also conducted.

In addition to the courses offered to the general public, PACES also conducted several specific language courses for public and private entities. They included Elementary Japanese and Elementary Korean for Air Macao, English for Security Forces of Macao, Cantonese for Casino Sands and English for Hotel Personnel for Wynn Hotel.

### Pre-Service Vocational Training

Pre-Service Vocational Training was developed and launched last year, with the aim to develop basic technical skills of youngsters. It targets mainly at current form IV and form V students of local secondary schools. The programme offers several specific modules such as Customer Service, Western Restaurant Service Skills and Cultural Heritage. In the 1<sup>st</sup> year it was launched, approximately 1900 students enrolled in the programme.







From Student to Graduate

# 4 From Student to Graduate

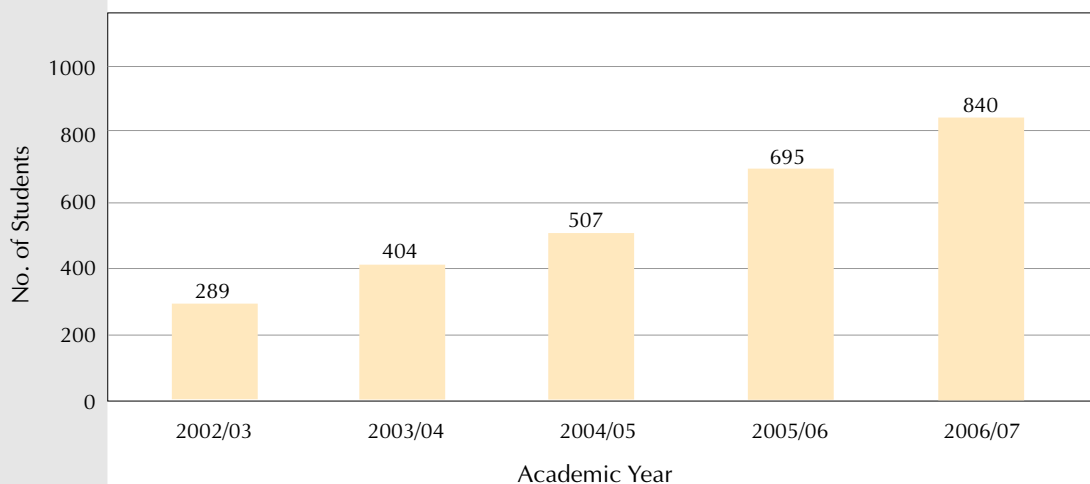
## TOURISM COLLEGE

### Number of Students

For the academic year 2006/07, there were 2,345 applicants for the Bachelor Degree Programmes, an increase of 42% over the previous year. The total number of registered students was 840, an increase of 21% over the previous year.

Among the students, 3% were exchange students while 10% were non-local students. They came from Mainland China (including Hong Kong), Denmark, Finland, India, Portugal, South Korea, Spain, The Netherlands, East-Timor and the United States of America.

### The number of students of the Tourism College in the past five years



### 2006/07 Graduates

Programme	Graduates
Bachelor of Science in Tourism Business Management	70
Bachelor of Science in Hotel Management	68
Higher Diploma in Tourism Business Management	75
Higher Diploma in Hotel Management	73
Cultural Tourism / Cultural Heritage Studies and Tourism (joint programme with Institute of European Studies of Macau)	23

Employment Condition of 2005/06 Graduates

In order to understand the career placement of our 2005/06 degree programme graduates, IFT launched an employment survey from February to March 2007. The overall response rate was 43.3%. According to the results of the survey, 52.4% of the respondents had employment, among whom 73% were employed in the tourism and hospitality sector. Majority of graduates with full-time employments earned a monthly salary from MOP10,001 to 11,000 while the monthly income of those with part-time employments was less than MOP5,000. Those without employment were mainly pursuing further studies.

2006/07 Higher Diploma in Cultural Heritage Studies and Tourism

This programme is jointly organised by IFT and Institute of European Studies of Macau. There were 13 new registered students in academic year 2006/07.

PROFESSIONAL AND CONTINUING EDUCATION SCHOOL (PACES)

For the academic year 2006/07, PACES provided various types of training courses and assessments for 14,200 participants. It also delivered specialised courses by requests of individual organisations. The distribution of PACES students in terms of their training areas is as follows:

Number of participants who joined the Certificate and Diploma Programmes conducted by PACES:

	Number of students
Certificate and Diploma Programmes	176
Total	176

Number of participants who joined other courses conducted by PACES:

	Number of students
Tourism Techniques Course	58
Pre-service Vocational Training	1,898
Other Short Courses	7,432
Total	9,388

Number of participants who joined various professional assessments conducted by PACES:

	Number of participants
Macao Occupational skills Recognition System (MORS)	548
Tour Guide – Language Examinations	16
Total	564

Number of participants who joined the programmes provided by PACES at the Macao Tourism and Casino Career Centre (CCC):

	Number of students
Short Courses conducted at Macao Tourism and Casino Career Centre (CCC)	4,072
Total	4,072









Exploring New Knowledge

# 5 Exploring New Knowledge

## POLICY RESEARCH

IFT undertook the following policy research in 2006/07:

Projected Manpower Needs of the Hotel and Gaming Industries in Macao 2006-2009

Macao Tourism Carrying Capacity 2006

The Tourism Research Centre of Chinese Academy of Social Sciences was invited to conduct a follow up study of Macao Tourism Carrying Capacity 2006. The Research Team visited Macao for investigation and signed a memorandum of cooperation with IFT from 18 to 24 June 2007.

Public Attitudes, Opinions, and Feelings regarding the Redevelopment of the Blue House

Public Attitudes, Opinions and Feelings regarding the Development of Digital Sports Competition in Macao

## IFT PUBLICATIONS

Author	Title
Ong, C. E., Imon, S. S. and Lam, F. I. (2007)	Training Manual for Macao Heritage Tour Guide – Cultural Heritage Specialist Tour Guides Training and Certification Programme for UNESCO World Heritage Sites (Site Module)
Imon, S. S. and Ong, C. E. (2007)	Cultural Tourism Site Management: A Training Manual for Trainers in the Greater Mekong Sub-Region

## BOOK PUBLICATIONS

Author	Title	Publisher
Neiryneck, B. C. (2007)	The Grapes of Wine – The Art of Growing Grapes and Making Wine	New York: Square One Publishers, Inc.

## PAPERS PUBLISHED IN JOURNALS AND BOOKCHAPTERS

Author	Title	Name of Journal, and Book Chapter
Cheng S. M. & Low, W. S. (2006)	A Network Perspective on Inter-firm Performance and Dynamics: Taiwanese: Case Illustrations	Australasian Journal of Business & Behavioural Sciences, vol.1(2), 57-78
Cheng S. M. & Low, W. S. (2006)	A Comparison Study of Manufacturing Industry in Taiwan and China: Manager's Perceptions of Environment, Capability, Strategy and Performance	Asia Pacific Business Review, vol.12(1), 19-38
Humborstad, S. I. W., Humborstad, B., Whitfield, R. and Perry, C. (2007)	Implementation of Empowerment in Chinese High Power Distance Organizations	International Journal of Human Resource Management (In press)

Author	Title	Name of Journal, and Book Chapter
Humborstad, S. I. W., Humborstad, B. and Whitfield, R. (2007)	Burnout and Service Employees' Willingness to Deliver Quality Service	Journal of Human Resources in Hospitality and Tourism (In press)
Moreira, P. (2007)	Aftermath of Crises and Disasters: Notes for An Impact Assessment Approach	In E. Laws, B. Prideaux, and K. Chon (Eds.) Crisis Management in Tourism, pp. 51-65. Oxford: CAB International.
Bunnell, T. G., Law, L. B. and Ong, C. E. (2007)	The Beach, The Gaze and Film Tourism	Tourist Studies (Accepted, forthcoming issue)
Vong, T. N. (2006)	Leisure Participation in Macao SAR: An Exploration Study	Journal of Macao Studies, 33, 138-145
Korenaga, M., Pinheiro, F. V. and Wan, Y. K. (2007)	Planning for Heritage Conservation in Macao	Planning and Development, 22(1), 17-26
Wan, Y. K. (2007)	The Use of Environmental Management as a Facilities Management Tool in the Macao Hotel Sector	Facilities, 25(7-8), 286-295

## PAPERS PRESENTED IN CONFERENCES OR PUBLISHED IN CONFERENCE PROCEEDINGS

Author	Presented Paper	Conference	Date & Location
Cuervo, J. & Cheng, S. M.	Managing Readiness for Internationalization of China's Real Estate Companies	12 <sup>th</sup> Asian Real Estate Society (AsRES) Annual Conference & 2007 AREUEA International Conference	Macao, China (2007)
Cheng, S. M. & Low, W. S.	Taiwanese Strategies for Motivating Russian Distributors: Manipulating Channel Power and Channel Conflicts	16 <sup>th</sup> Annual World Business Congress	Maastricht, Netherlands (2007)
Cheng, S. M.	Development of the Gaming and Related Industries in Macao	Annual International Management Conference of College of Management, Hung Kuang University	Taichung, Chinese Taiwan (2007)
Cheng, S. M.	Cross-cultural Issues in Hospitality and Tourism	Annual International Management Conference of College of Management, Hung Kuang University	Taichung, Chinese Taiwan (2007)
Sham, L. & Cheng, S. M.	Choice / Chance: Driving Change in Higher Education	2007 Association for Institutional Research (AIR) Annual Forum	Missouri, USA (2007)
Cheng, S. M.	Training and Development Challenges in Tourism and Hospitality	International Conference on Challenges and Opportunities: Human Resources in Macao	Macao, China (2007)
Cheng, S. M.	Tourism & Hospitality Developments in Macao SAR	Association of Engineering Professionals in Society (AES) Seminar on "Macao: Engineering and Strategic Partnering with Hong Kong"	Hong Kong, China (2007)
Lung, Y. J. & Cheng, S. M.	Risk Assessment and Post-Merger Integration: Issues and Research Agenda	8 <sup>th</sup> Management Studies Symposium	Taipei, Chinese Taiwan (2007)

2006/07

Author	Presented Paper	Conference	Date & Location
<b>Cheng, S. M.</b>	Conservation of Portuguese & Chinese Heritage in Macao: Economic & Social Benefits	Lou-Lan Study Forum	Xinjiang, China (2006)
<b>Sham, L., &amp; Cheng, S. M.</b>	Universities' Internationalization: Do Students Really Care?	4 <sup>th</sup> Asia-Pacific Conference on Continuing Education and Lifelong Learning	Hong Kong, China (2006)
<b>Couto, U. S.</b>	Congestion Study at Old Taipa Village	Heritage and Tourism Conference: Community, Enterprise, Government & Tourists	Guangzhou, China (2007)
<b>du Cros, H.</b>	One Country, Three Systems: Legal and Policy Frameworks for Cultural Heritage Conservation in Hong Kong, Macao and Guangzhou	Research Conference of the UNESCO - ICCROM Asian Academy for Heritage Management	Bangkok, Thailand (2006)
<b>du Cros, H.</b>	Western Exoticism: A New Concept for Marketing Special Interest Tourism Products to Chinese Outbound Tourists"	Culture, Tourism and the Media Conference	Nottingham, United Kingdom (2006)
<b>du Cros, H.</b>	Best Cases of Cultural Heritage Tourism and Its Political Measures in the Asia Pacific Region	International Symposium on Sustainable Heritage Tourism: How Can It Be Put into Practice?	South Korea (2007)
<b>du Cros, H.</b>	Macao, China: Creating a Vision for an Historic Neighbourhood	ICOMOS International Cultural Tourism Committee 2007 Workshop and Annual Meeting	Canterbury, United Kingdom (2007)
<b>du Cros, H.</b>	Good of Desire: Visual and other Aspects of Western Exoticism in Postcolonial Hong Kong	The 6 <sup>th</sup> international Symposium on Aspects of Tourism	Brighton, United Kingdom (2007)
<b>du Cros, H.</b>	Emerging Issues for Heritage Tourism in Southern China	Heritage and Tourism Conference: Community, Enterprise, Government & Tourists	Guangzhou, China (2007)
<b>Humborstad, S. I. W.</b>	Construct Validity of Job Burnout in Chinese Service Organisations	The 5 <sup>th</sup> International conference of the Academy of Human Resource Development	Kuala Lumpur, Malaysia (2006)
<b>Humborstad, S. I. W.</b>	Organisational Commitment and Willingness in Delivering Quality Service in Chinese Service Organisations	Asia Academy of Management Fifth Conference	Tokyo, Japan (2006)
<b>Ip, K. I.</b>	All the World's a Stage, and All the Men and Women Merely Players – Are You Ready to Play a Role?	2 <sup>nd</sup> Biennial International Conference on the Teaching and Learning of English in Asia	Langkawi, Malaysia (2007)
<b>Lam, C. C.</b>	Roles of Tourists in the Blooming Economy of "Las Vegas of Asia" - Macao	International Tourism Conference 2006	Alanya, Turkey (2006)
<b>Lam, C. C.</b>	Influence of and to Festivals with Tourism Development – A Case Study of Macao	International Tourism Conference 2006	Alanya, Turkey (2006)

Author	Presented Paper	Conference	Date & Location
Loi, K. I.	Entertainment as a Tourism Development Tool in Macao – A New Definition and Conceptual Framework	Cauthe 2007 Conference	Sydney, Australia (2007)
Moreira, P.	Competition Evolves to Simplicity: Strategies for the Conquer of the Skies and the Announced Battle Between the Airbus A380 and the Boeing 777	Cauthe 2007 Conference	Sydney, Australia (2007)
Ong, C. E.	The Cultural Tourism of Museu Do Vinho Macau: Negotiating Postcolonial Identities and the Nature-Culture Divide	ALTAS Cultural Tourism Research Group Expert Meeting	Chaves, Portugal (2006)
Ong, C. E.	Of Casinos, Integrated Resorts, Spaceports and Budget Terminal: Tourism Development in Singapore after Oil	ATLAS Asia-Pacific Conference 2006	Dunedin, New Zealand (2006)
Ong, C. E.	Performing a Global Landscape of Gaming and Heritage Tourism: Tourism Development in Macao	2 <sup>nd</sup> International Critical Tourism Studies (CTS) Conference	Split, Croatia (2007)
Ong, C. E.	Almond Biscuit Tasting at St Paul's Ruins and Camping on Hac-Sa Beach: A Blogspace Study of Mainland Chinese Budget Heritage Tourists in Macao	Heritage and Tourism Conference: Community, Enterprise, Government & Tourists	Guangzhou, China (2007)
Vong, C. K.	Profiling Mainland Chinese Gamblers and Non-gamblers in Macao	2006 New Zealand Tourism & Hospitality Research Conference	Dunedin, New Zealand (2006)
Vong, C. K.	Differentiating Between Gambling Attitude and Support for Gaming: Case of Macao	5 <sup>th</sup> APac-CHRIE (Asia Pacific International Council on Hotel, Restaurant and Institutional Education) and the 13 <sup>th</sup> APTA (Asia Pacific Tourism Association) Joint Conference	Beijing, China (2007)
Wan, Y. K.	Environmental Awareness and Initiatives in Hotels: A Pilot Study of Macao	Cauthe 2007 Conference	Sydney, Australia (2007)
Wan, Y. K.	Challenges and Future Strategies for Heritage Planning and Conservation in Macao	Heritage and Tourism Conference: Community, Enterprise, Government & Tourists	Guangzhou, China (2007)
Wan, Y. K.	The Use of Environmental Management as a Facilities Management Tool: Case Study of Hotels in Macao	12 <sup>th</sup> Asian Real Estate Society (AsRES) Annual Conference and The 2007 AREUEA International Conference	Macao, China (2007)
Wilhelm, T.	F-R-O-N-T: 5 Ways to Make 'Exploring' (in an ESL Classroom) a Shared Adventure, Rather Than a Disembodied Barrage	2 <sup>nd</sup> Biennial International Conference on the Teaching and Learning of English in Asia	Langkawi, Malaysia (2007)



## SEMINARS, WORKSHOPS AND PRESENTATIONS

Staff Name	Seminar, Workshop and Presentation	Location
Cheng, S. M.	International Conference on Challenges and Opportunities: Human Resources in Macau	Macao, China
Cheng, S. M.	Association of Engineering Professionals in Society (AES) Seminar on “Macao: Engineering and Strategic Partnering with Hong Kong”	Hong Kong, China
Cheng, S. M.	Macao International Hotel Management and Development Forum, the 2 <sup>nd</sup> International Hotel Equipment & Supplies Expo	Macao, China
Bandeira, H.	11 <sup>th</sup> Macao International Trade and Investment Fair (MIF)	Macao, China
Dioko, L. A. N.	Public Conference on “Macao-Philippines: Historical Relations and Iberian Empires”	Macao, China
du Cros, H. & Imon, S. S.	Research Conference by UNESCO-ICCROM Asian Academy for Heritage Management (AAHM)	Bangkok, Thailand
Ong, C. E. & Imon, S. S.	UNESCO Cultural Heritage Guide Course For George Town	Penang, Malaysia
Imon, S. S.	ICOMOS to evaluate the nomination of Red Fort Complex in Dehli, India to the World Heritage List	Dehli, India
Dioko, L. A. N., Ong, C. E. Imon, S. S.	Cultural Heritage Guide Training and Certification Programme	Lao People’s Democratic & Republic
Wan, Y. K.	Seminar on Macao SAR Cultural Heritage	Shanghai, China
Ong, C. E. & Imon, S. S.	National Training-of-Trainer Workshop on Cultural Tourism Sites Management and Guiding	Ho An, Vietnam and Bangkok, Thailand

## ARTICLES IN MAGAZINES AND NEWSPAPERS

Author	Title	Name of Magazines or Newspapers
Cheng, S. M. (2007)	Macao’s Casino Expansion and Growing Labour Pressures	Casino and Gambling International, Issue 1, pp.99-103
Cheng, S. M. (2006)	The Irresistible Allure of Casino Jobs for Macao’s Youths	Casino and Gambling International, 4, 65-68

## ON GOING OR COMPLETED RESEARCH UNDER THE INSTITUTE’S RESIDENTIAL RESEARCH GRANTS FOR OVERSEAS SCHOLARS SCHEME

Visiting Professor	Research Title
Dr. Woogon Kim, Mr. Gabriel Gazzoli & Ms. Yumi Park, Florida State University	The Economic Impact of Tourism Industry in Macao

## APPLIED RESEARCH AND INDUSTRY CONSULTANCY

IFT is currently working with the following industry partners on several applied research or consulting:

- Administration of Airports (ADA), Marketing Research Division
- Administration of Airports (ADA), Customer Services Division
- Viva Macau



2006/07





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RSHIP

Wimpole Estate  
Roast  
Chestnuts  
£1 a bag

# 6



Global Outreaching

## 6 Global Outreaching

### INTERNATIONAL LINKS

#### Expansion of International Network

During the academic year 2006/07, IFT continued to strive for the expansion of its international network so that academic and cultural exchanges of academic staff and of students can be further promoted. The protocols signed this year are shown below:

Institution	Date of protocol
Ritsumeikan University, Japan	29 August
Ritsumeikan Asia Pacific University, Japan	
Administration of Airports Ltd., Macao	7 September
The University of South Carolina, USA	13 November
Tourism Research Centre, Chinese Academy of Social Sciences, China	21 June
Abacus Distribution Systems (HK) Ltd.	28 August

#### Participation in International Events

##### APETIT Activity

IFT is a founding member as well as an executive member of the Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT), which is fully supported by United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). During the academic year 2006/07, IFT attended the 14<sup>th</sup> Executive Committee Meeting in Singapore in June. Information about the Network can be found at <http://www.apetit-network.org>.

The UNESCAP APETIT Marco Polo Programme was implemented in this academic year. The Programme enables students from Network institutions to participate in a student exchange programme for a duration of not less than a semester. Upon successful completion, apart from the academic report from the receiving institution, students will be awarded a joint certificate by home and receiving institutions, which is endorsed by UNESCAP. The sending institutions during the year included:

Victoria University, Australia  
Shanghai Institute of Tourism, China  
Institute For Tourism Studies, Macao, China  
Dong-A University, South Korea

##### ATLAS Activity

The Executive Board Meeting and the annual conference on “The Transformation of Tourism Spaces” of the Association for Tourism and Leisure Education (ATLAS) was held in Lodz (Poland) in September. Information about the Association can be found at <http://www.atlas-euro.org>.



### **Pacific Asia Travel Association (PATA) Activity**

IFT attended the PATA Board Meeting as well as Education and Training Committee Meeting which were held in Hong Kong in September, during which IFT made a presentation on UNESCO Cultural Heritage Specialist Guide Programme. Information about the Association can be found at <http://www.pata.org>.

### **APTA Activity**

IFT attended the 5<sup>th</sup> APac-CHRIE (Asia Pacific International Council on Hotel, Restaurant and Institutional Education) and the 13<sup>th</sup> APTA (Asia Pacific Tourism Association) Joint Conference in Beijing, China, and a paper was presented.

### **Association of Portuguese-speaking Universities (AULP) Activity**

IFT attended the AULP Conference in Cabo Verde in June, with the theme on networking of different areas among universities.

### **Swiss Visit by Coordinating Council for Training Activity**

In early May, members of the Council, led by Dr. Alexis Tam, Chief of Office of the Secretary for Social Affairs and Culture, journeyed to Switzerland to visit and exchange views on hotel education and training with management at three prestigious hotel schools – Glion Institute of Higher Education, Les Roches School of Hotel Management and Lausanne Hotel School. The first two have been IFT's sister institutions, engaging in several exchange activities since 2005.



### **Participation in the European Union Visitor Programme (EUVP)**

Invited by the Office of the European Commission in Hong Kong, IFT participated in EUVP 2007 in Brussels. The aim was to allow participants to “gain a first-hand appreciation of the EU’s goals, policies and peoples and to increase mutual understanding between professionals from non-EU countries and their EU counterparts”.

### **United Nations World Tourism Organization (UNWTO) Education Council Activity**

IFT attended the UNWTO Education Council Meeting held in Madrid, Spain in May. Apart from reviewing recent activities, new internal structure of UNWTO was introduced to the members.

2006/07

## EXCHANGE PROGRAMMES

### Student Exchange

#### Incoming Students

In order to enhance the global characteristics of its programmes, IFT established the student exchange programme in 1996. So far, participants are mainly students of various partner institutes from Mainland China, Europe, South Korea and the United States of America.

#### Outgoing Students

Three students spent a year at NHTV Breda University of Applied Sciences in the Netherlands under the Dual Recognition Degree Programme. Among them, two were awarded the DELTA Scholarship. Besides, sixteen students joined the one-semester exchange programmes in 2006/07.

### Summer International Exchange Programme

IFT organised the 10<sup>th</sup> Summer International Exchange Programme from 1 to 6 July on “Gastronomy and Tourism”. The programme aimed to provide students from different countries and regions with a chance to discover the recent tourism development and food culture through tasting and appreciating. An expert from Denmark was invited to deliver seminars in the programme. Apart from seminars, technical visits were arranged with the assistance from the Macau Government Tourist Office. A total of 14 participants completed the programme. These participants came from institutes in Mainland China (including Hong Kong), India, Japan, Nepal, Portugal and South Korea.



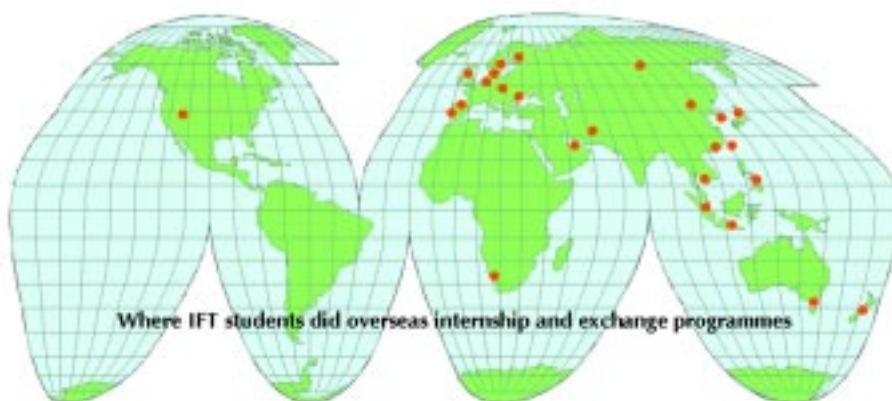
## INTERNSHIP PROGRAMME

With the launch of the new curriculum in the academic year 2002/03, students in degree programmes are required to do a 6-month internship during their third year of study at the Institute. Through such practical programme, students will not only gain work experience in the industry, but also can consolidate their theoretical foundation. Since the academic year 1995/96, besides receiving placements from the local industry, the internship programme of IFT has also been supported by a number of overseas tourism and hospitality related organisations in Australia, Mainland China (including Hong Kong and Chinese Taiwan), Dubai (United Arab Emirates), Germany, Iran, Japan, Malaysia, Mongolia, New Zealand, the Philippines, Portugal, Singapore, South Africa, South Korea, Thailand, the United Kingdom, the United States of America and others. Besides sending out students, IFT also welcomes overseas students to complete their internship at the Institute.

Some international placements were as follows:

Disney Worldwide Services Inc. in Florida, USA  
American Hospitality Academy in Florida, USA  
The Inn at Northern Arizona University in Arizona, USA  
MGM Mirage Resort & Casino in Las Vegas, USA  
Waikiki Beach Marriott in Hawaii, USA  
UNESCO Regional Office in Bangkok, Thailand  
Hard Rock Hotel Pattaya in Chonburi, Thailand  
National Heritage Trust property in the United Kingdom  
Representation Plus which is a marketing company specialising in the travel and tourism industries in the United Kingdom  
Chinese Centre of the Chinese Educational Development Project in the United Kingdom  
Nissho Gakuen Education Corporation in Japan  
Raffles Hotel in Singapore  
Hyatt Hotel in Dubai, UAE  
Sheraton Algarve at Pine Cliffs Resort in Portugal  
Grand Hyatt Hong Kong  
InterContinental Hong Kong  
JW Marriott Hong Kong  
Salvo Hotel Shanghai in China  
Beijing Hotel in China  
Renaissance Tianjin TEDA Hotel and Convention Centre in China  
Eadry Resort Sanya in Hainan China

- |                                |             |                |                   |
|--------------------------------|-------------|----------------|-------------------|
| • Australia                    | • Finland   | • New Zealand  | • Spain           |
| • Austria                      | • Germany   | • Philippines  | • Sweden          |
| • Mainland China               | • Hong Kong | • Portugal     | • Thailand        |
| • Chinese Taiwan               | • Iran      | • Singapore    | • The Netherlands |
| • Denmark                      | • Japan     | • South Africa | • United Kingdom  |
| • Dubai (United Arab Emirates) | • Malaysia  | • South Korea  | • USA             |
|                                | • Mongolia  |                |                   |



2006/07







Learning by Doing



## 7 Learning by Doing

There are two training units within the Institute, the Educational Hotel “Pousada de Mong-Há” and the Educational Restaurant. Both units offer our students a unique opportunity of hands-on practical training guided by professionals in a real-life environment. The training units are open to the public, and government tax and service charges are not imposed.

### *POUSADA DE MONG-HÁ*

Pousada de Mong-Há sustains a relatively high occupancy, which allows a rich practical environment to maximise every training opportunity for our students, as well as interns from our worldwide affiliated Institutions.

In order to widen the market diversity, the Pousada has introduced the Executive Meeting Package to attract more guests from the business world, and to strengthen our students’ abilities in the areas of conference planning and logistics coordination. Since 2007, the Pousada has installed free wireless internet-access in all guest rooms for the consideration of the growing business market, enabling guests to have non-suspending connection with the world.

Furthermore, the Pousada has signed a room-selling agreement with two well-known online hotel reservation platforms, which helps improve the publicity of the Pousada, and at the same time allows our students to get the valuable experience of handling online reservation, so they can be most up-to-date with market trend.



## IFT EDUCATIONAL RESTAURANT

During the academic year 2006/07, IFT successfully featured a number of banquets for various government entities, institutions and associations such as the Education & Youth Affairs Bureau, French Consulate General, the Institute of European Studies of Macau, the Macau Culinary Association and many others.

Besides these functions, the Educational Restaurant carried out various food promotions, cooking demo and themed events. All these functions and food promotions have helped students to interact and learn with different cultures, advance their food and beverage knowledge and obtain professional serving experiences.

Date	Themed Events	Chef Names
2 – 6 Oct 06	New Zealand Food Promotion	Mr. Dell Wayne Griffin and Mr. Brian Leo Leslie Wallace
16 – 20 Oct 06	Macanese Food Promotion	Ms. Isabel Maria de Oliveira and Mr. Alberto Josué da Luz
5 – 9 Mar 07	South African Food Promotion	Ms. Isabella Catharina Kleynhans and Ms. Antoinette Roeloffze
16 – 20 Apr 07	Vietnamese Food Promotion	Mr. Tuong Minh Ngoc and Mr. Do Viet Cuong
14 Feb 07	Valentine's Set Dinner	Mr. Wong Man Su
12 – 16 Feb 07	Austrian Dessert Buffet	Mr. Raimund Pichlmaier
17 May 07	Foie Gras Set Dinner	Mr. Dell Wayne Griffin
31 Jul 07	Ray McVinnie Set Dinner	Mr. Raymond Thomas McVinnie

"The Work Assignment (WA) Gala Dinner" was successfully held by the Hotel Management Year 2 Students at the Windows Cafeteria on 25 May 2007. Students invited their relatives and friends to join. The guests not only enjoyed the dinner buffet but also the atmosphere by the Students Talent and Singing Competition.

IFT was invited by the Canadian Embassy in Hong Kong to be one of their event coorganisers for the Canadian seafood culinary exchange event namely the "Quality is in Our Nature - Canadian Seafood Master Chefs Innovation and Presentation Session" on 24 July 2007. The purpose of this event was to strengthen local chefs' cooking skills and dig out innovative recipes with Canadian seafood.

In the training aspect, several restaurant and kitchen staff members had been arranged for cross-training in local hotels for improving their service quality, skills and knowledge. On another note, some F&B staff members successfully completed both the Foundation and Intermediate Courses offered by the Wine and Spirit Education Trust (WSET) of the United Kingdom. Through the collaboration with WSET, IFT continues to aspire to become a leading Wine Appreciation training centre in the region.



2006/07





Campus Life

## STUDENT UNION

The Student Union of Institute For Tourism Studies has been established since 1993. As it is named, the “Student Union” is a union organised and run by students for students. Under the great support of the government and the Institute, the Student Union celebrated its 13<sup>th</sup> Anniversary in 2006 and the spirit of SU will always glow!

The fundamental objectives of the Student Union of Institute For Tourism Studies are to represent the interests of all students at IFT and provide a wide range of recreational, social and welfare services.

To meet the objectives, the Student Union strives to:

- Promote welfare issues amongst students thus providing a happy and healthy learning environment;
- Represent IFT students and their needs on a variety of levels and committees within the Institute;
- Represent IFT students to other external bodies for the Institute; and
- Facilitate and enable students’ participation in a wide range of extracurricular activities.

### Activities in 2006/07

#### Welcoming Programme 2006-2007 for exchange and international students

The welcoming programme for exchange and international students was held before every semester. The exchange students who came from the USA, the Netherlands, South Korea, Finland, Switzerland, Germany and mainland China participated in the welcoming programme. The series of activities included Chef for a Day, Cantonese Class, International Challenge Day and Bus Tour etc.

#### Orientation Camp for YEAR 1 students

On 23 and 24 September 2006, the Student Union (SU) organised a two-day orientation camp for the freshmen of IFT. In order to let them make new friends from different majors and familiarise with the structure of SU as well as our members. Through this camp, new students and union members have built up a friendly and closer relationship. They have achieved the objectives of making friends and working as a team.

#### Sports Competitions

Basketball, Football and Badminton competitions are held every year because the SU knows that sports activities are very important and help students to improve their health and learn the spirit of teamwork. Moreover, IFT staff and lecturers are welcomed to join the matches and develop the relationship with the students.

#### Bazaar

The 37<sup>th</sup> Macau Caritas Bazaar was held on the 4 and 5 November (Saturday and Sunday). The Student Union of IFT was pleased to have the opportunity to be one of the game booth organizers of the 37<sup>th</sup> Caritas Bazaar.

#### Hong Kong Exchange Trip 2006

10 and 11 November 2006 were the days when the Student Union of IFT held a 2-day exchange trip in Hong Kong. 8 members from the Student Union enjoyed an unforgettable trip in Hong Kong.

During the 2-day exchange trip, the trip members reaped no little benefit. The communication with Hong Kong students, the realisation of the hospitality training development, and the personal experience of the hotel industry in Hong Kong were the greatest experience harvested in this trip.



### **Macau University Student Original Film Festival (MUSOFF)**

MUSOFF was successfully held during the 13 and 15 December at the IFT Grand Hall. The door of this festival was not only opened to the IFT students, but also to all universities and institutes in Macao. The slogan was “to show your own scenes” which meant that the main objective was to provide students opportunities of knowing more about how a film is made or even trying to make their own film. This activity also provided the opportunity to the university students to get in touch with the film making process and to exchange their insight among themselves.

### **Fun Day @ Tertiary Education Services Office (GAES)**

On 29 April 2007, at IPM sports stadium, thirteen universities teams from Macao and Mainland joined the activity of FUN DAY @ Tertiary Education Services Office (GAES). There were ten people in one team representing their universities or institutes and they competed through different team games. IFT Team was the second runner-up in this activity, thanks to the participants for their support and effort.

### **The Singing Contest 2007**

The IFT Singing Contest 2007 was held on 26 May 2007 by the Music Society of the IFT Student Union at the Amphitheatre. Thirteen participants were selected from the preliminary contest and entered to the final contest. After the very exciting competition, the championship, first runner-up, second runner-up and the favourite singer were born and awarded. The Singing Contest was a great success.

## **OTHER STUDENT ACTIVITIES**

Seven IFT students joined a Macao contingent on a three-day MAPEAL-sponsored study visit to Tamkang University in Tamshui County, northern Taiwan, 7-10 December 2006.

IFT student Mr. Im Kai Chon, Cyrus won the 2<sup>nd</sup> class honour as a contestant in the 21<sup>st</sup> Century.Lenovo Cup National English Speaking Competition, held at the Chinese University of Hong Kong on 27 - 29 March 2007. Cyrus was qualified for the 21<sup>st</sup> Century.Lenovo Cup National English Speaking Competition by being a finalist of the 5<sup>th</sup> Macao-wide English Speech Contest and 12<sup>th</sup> “21<sup>st</sup> Century.Lenovo Cup” National English Speaking Competition Macao Regional Contest that was held on 10 December 2006.

Two IFT students went on an exchange trip of Macao’s undergraduates to Jiang Su, China on 17 – 22 December 2007. This trip was organised by the Tertiary Education Services Office.

Two IFT students went on a 10-day exchange programme called Winter University held by the Association for Tourism and Leisure Education (ATLAS) from 20 to 30 January 2007 in Romania.

Twenty IFT students went on an exchange trip to Malaysia and Singapore. They visited two educational institutions which offer education training in tourism and hospitality. They were the SHATEC in Singapore and Sunway University College in Malaysia on 23 – 27 January 2007.

Year 2 students in Tourism Event Management launched the 1<sup>st</sup> SLOW FOOD MOVEMENT in Macao at the amphitheatre of IFT on 22 May 2007.

Nine IFT students participated in GEEBIZ (Global Enterprise Experience in Business) Contest organised by the Victoria University of Wellington, New Zealand in May 2007. They achieved remarkable results through their hard work and two senior students have won the top prize and seven of them received commendations.

One IFT student joined a visit and money donation ceremony organised by the Macao Chinese Educators’ Association in Beijing and Shanxi on 18 – 24 July 2007.

Eight IFT students joined a course organised by the Tertiary Education Services Office for Macao’s undergraduates to learn about the current situation of Mainland China. This course was held in Beijing, China on 25 August – 1 September 2007.





Campus Developments

## 9 Campus Developments

### UPGRADING AND IMPROVEMENT OF FACILITIES

In recent years, since several large scale hotels, casinos, entertainment complexes, convention and exhibition centres have begun to operate in Macao, there is a strong demand for tourism, hotel, convention and exhibition human resources. Thus, the number of students, teaching and administrative staff increases correspondingly. In order to provide more space to fulfil the oncoming demand, the Institute constructed several classrooms and staff's offices during the summer holiday. Additionally, the audio and video (AV) equipment installed in each classroom for high usage and long running hours are now upgraded with centre console unit and high performance sound system.

On energy saving aspect, IFT had the opportunity to cooperate with GDSE to carry out energy audit to investigate how to save energy on IFT campus. This included temperature and brightness measurements in classrooms and public area, installation of energy saving lightings and motion detective sensors in some low-usage areas, maintenance of appropriate temperature setting of air conditioning and the study of the feasibility of using renewable energy resources.

### INFORMATION TECHNOLOGY SERVICES

#### IT Master Plan

The International Institute for Software Technology of the United Nations University (UNU-IIST) has drawn up an IT master plan for the Institute according to the development needs. The consultancy report detailed the current scenario and future development plans of the Institute.

#### IT Team Helpdesk

The IT Team Helpdesk, with its aim to serve all staff, teachers and students, was established in September 2006. The team has helped in increasing work efficiency by providing various kinds of technical support on IT facilities and services.

#### Document and Workflow Digitization

In order to enhance the implementation of administration modernisation, the Institute established an "Digitisation Committee" in April 2007. The Committee is working on issues like document and workflow digitisation on a phase by phase basis, aiming to increase work efficiency and achieve an automated and paperless office environment.

#### Major IT Facility Updates

A digital signage system was installed in the Inspiration Building in February 2007, displaying various sorts of static or dynamic information to the students and the general public.

An anti-spam system was installed in May 2007, helping to filter spams and infected emails from entering the school network.

New web site ([www.ift.edu.mo](http://www.ift.edu.mo)) was published in June 2007.

All computers in computer labs, the study room and the student common room were replaced in August 2007.

# MULTIMEDIA LIBRARY SERVICE

## Mini Book Fair Promotion

In order to provide more resources to end-users, IFT Library has cooperated with a local bookstore to organise a mini book fair of tourism/hospitality related professional publications in the academic year of 2006/07. The book fair encouraged users to promote a reading culture.

## Advancement in Library Service

To cope with the rapid development of the Institute, more facilities have been added to support teaching and research. A new colour-laser printer has been installed in the library to provide laser colour printing service to end-users.

## Statistics on the collections of the library in the academic year 2006/07

Items	Total
<b>Collections</b>	
Books	15,908
Audio Visual materials	1,078
CD, DVD and floppy disks	994
<b>Periodicals</b>	
Printed	110
Online accessible (full text)	13,400
Database*	4

\* Existing databases include: Academic Search Elite, Business Source Premier, Science Direct, IFT Tourism News Database.



2006/07





# 10.

Managing Resources

# 10 Managing Resources

## INCOME AND EXPENDITURE

The Tourism Fund has been one of the major sources of IFT's income. The transferred amount has been maintained at MOP38,000,000.00 since 2001. The other sources of income include tuition fee, income from Pousada de Mong-Há and Educational Restaurant, as well as subsidy from the Government and the society.

Actual Expenses for the Financial Year 2006	
Items	Actual Expenses
Personnel Expenses	42,038,972.70
Goods and Services, Capital Expenses, Others	32,382,925.88
Total	74,421,898.58

Actual Income for the Financial Year 2006	
Items	Actual Income
Self Generating Income	31,182,322.17
Transfer	42,501,700.00
Balance Brought Forward from Last Year	16,194,244.95
Total	89,878,267.12

## STATISTICS ON STAFF

### Full-time Academic Staff

Position	No.
Professor	3
Assistant Professor	6
Lecturer	20
Instructor	24
Total	53

### Full-time Staff

Position	No.
Academic Staff	53
Professional Training Staff for Hotel Industry	19
Administrative and Other Staff	99
Total	171





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Managing Resources





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Scholarship

# 11 Scholarship

Scholarships	Amount	Programme	Names of recipients and their secondary schools
The Institute Scholarship: "The Institute Scholar"	50% Tuition Fee	Higher Diploma	<u>Tourism Business Management</u> Chan Hou In [Keang Peng School (Secondary Section)] Hoi Hio Lam [Escola São Paulo]  <u>Heritage Management</u> Si Tou Mio Oi [Escola Luso-Chinesa Técnico-Profissional]  <u>Hotel Management</u> Im Ut Lon [Yuet Wah College (English Section)] U Ka Kit [Pooi To Middle School]  <u>Tourism Event Management</u> Ma Cheok Lei [Santa Rosa de Lima (English Section)]
The Institute Scholarship: "The Student Who has Contributed Most to IFT"	100% Tuition Fee	Higher Diploma	<u>Tourism Business Management</u> Lio Cheok In [Pui Ching Middle School]
The Institute Scholarship: "The Best Student of the Graduating Class"	50% Tuition Fee	Certificate	<u>Event and Tourism Operations</u> Lee So Fun [Valtorta College] <u>Hospitality Industry Operations</u> Lao In Leng [Colégio Diocesano de São José - 6]
BNU Scholarship: "The Student with the Best Scholastic Achievement"	MOP10,000	Bachelor Degree	<u>Tourism Business Management</u> Leong Sok Kuan [Colégio Diocesano de São José - 6]  <u>Heritage Management</u> Chung Suet Man [True Light Girls' College]  <u>Hotel Management</u> Wong Nga Si [Sacred Heart Canossian College (English Section)]  <u>Tourism Event Management</u> Lao I Wan [Pooi To Middle School]
Macao Foundation Scholarship: "The Best Student of Higher Diploma in Tourism Business Management"	MOP10,000	Higher Diploma in Tourism Business Management	Lio Ut Teng [Santa Rosa de Lima (English Section)]

Scholarships	Amount	Programme	Names of recipients and their secondary schools
Macao Foundation Scholarship: "The Best Student of Higher Diploma in Hotel Management"	MOP10,000	Higher Diploma in Hotel Management	Ng Ka Kei [Pui Ching Middle School]
Macao Foundation Scholarship: "The Best Student in the 4th Supplementary Year Leading to Bachelor of Science in Tourism Business Management"	MOP10,000	Bachelor of Science in Tourism Business Management	Wong Pui Shan [Yuet Wah College (English Section)]
Macao Foundation Scholarship: "The Best Student in the 4th Supplementary Year Leading to Bachelor of Science in Hotel Management"	MOP10,000	Bachelor of Science in Hotel Management	Lao Kin Ngan [Sacred Heart Canossian College (Chinese Section)]
Macao Foundation Scholarship: "The Mainland Student with Excellent Academic Performance"	MOP30,000	Higher Diploma	<p><u>Tourism Business Management</u>  Qiu Yue [Sichuan Common Secondary School]  Zhang Xiaoyue [Yunnan Common Secondary School]</p> <p><u>Hotel Management</u>  Li Lin [Fujian Sanmin Secondary School]</p>
Macau Government Tourist Office Scholarship: "The Best Student of the Graduating Class"	MOP15,000	Bachelor Degree	<p><u>Hotel Management</u>  Lee Ka Lou [Sacred Heart Canossian College (English Section)]</p>
SKAL International - Macau Scholarship: "The Student with the Best Internship Record"	MOP5,000	Higher Diploma	<p><u>Tourism Business Management</u>  Isabel Chan [Sacred Heart Canossian College (English Section)]</p> <p><u>Hotel Management</u>  Wu Man Na [Santa Rosa de Lima (English Section)]</p>

Scholarships	Amount	Programme	Names of recipients and their secondary schools
Henry Fok Foundation Scholarship	MOP5,000	Bachelor Degree	<p><b>Overseas internship:</b></p> <p><u>Tourism Business Management</u> Liu Nian [Beijing Chengping Secondary School]</p> <p><u>Hotel Management</u> Chen Xuejiao [Hainan Secondary School] Ku Lok Heng [Hou Kong Middle School] Ho Kin Fai [Colégio Diocesano de São José - 6] Ng Ka Kei [Pui Ching Middle School] Valentina Colaco Ieong [Santa Rosa de Lima (English Section)] Wu Man Na [Santa Rosa de Lima (English Section)]</p> <p><b>Exchange programmes:</b></p> <p><u>Tourism Business Management</u> Fok I Ka [Sacred Heart Canossian College (Chinese Section)] Lai Ieong Chi [Our Lady of Fatima Girls' School] Yu Yingli [Shanghai Third Girls High School]</p> <p><u>Hotel Management</u> Hoi Chon Neng [Sacred Heart Canossian College (English Section)] Lai Ngoi Ian [Sacred Heart Canossian College (Chinese Section)] Wang Yuxiang [Sichuan Shude Secondary School] Yang Chaobin [Jiangmen First Secondary School]</p>
Cheung Lup Kwan Scholarship	MOP6,000	Bachelor Degree	<p><b>Overseas internship:</b></p> <p><u>Tourism Business Management</u> Mak Lou U [Escola São Paulo] Wong Ieng I [Santa Rosa de Lima (English Section)]</p> <p><u>Hotel Management</u> Ho Weng Kin [Instituto Salesiano] Ho Weng Sam [Sacred Heart Canossian College (English Section)]</p> <p><b>Exchange programmes:</b></p> <p><u>Tourism Business Management</u> Chan Ka Man [Santa Rosa de Lima (English Section)] Chao Man Nga [Sacred Heart Canossian College (English Section)] Ieong Hio Teng [Chan Sui Ki Perpetual Help College]</p>

Scholarships	Amount	Programme	Names of recipients and their secondary schools
Macau Polytex Group Scholarship	MOP10,000 / MOP20,000	Bachelor Degree	<p><b>Overseas internship:</b></p> <p><u>Tourism Business Management</u>  Chan Si Man [Escola Luso-Chinesa Técnico-Profissional]  Deng Bilin [Zhuhai Third Secondary School]  Lei Sio Ieng [Escola São Paulo]  Loi Kok Io [Sacred Heart Canossian College (English Section)]</p> <p><b>Exchange programmes:</b></p> <p><u>Tourism Business Management</u>  Lei Un Tong [Sacred Heart Canossian College (English Section)]</p> <p><u>Hotel Management</u>  Wong Pou Man [Sacred Heart Canossian College (English Section)]  Wu Tianyi [Shanghai Fudan Secondary School]</p>
Ocean-Tech Research & Development Scholarship	MOP2,000	Higher Diploma	<p><u>Tourism Business Management</u>  Li Wenkan [Hunan Xiangtan First Secondary School]</p> <p><u>Hotel Management</u>  Cheung Hei Man [Baptist Wing Lung Secondary School]  Chou Mei Wai [Escola São Paulo]  Im Ut Lon [Yuet Wah College (English Section)]  U Ka Kit [Pooi To Middle School]</p>
Venetian Macau Limited Scholarship	MOP10,000	Bachelor Degree	<p><u>Tourism Business Management</u>  Tang Chuanzhong [Shenyang Thirty-one Secondary School]</p> <p><u>Hotel Management</u>  Chou Mei Wai [Escola São Paulo]  Lam Lai U [Sacred Heart Canossian College (Chinese Section)]</p>