

2015 Newsletter

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旅遊學院

INSTITUTO DE FORMAÇÃO TURÍSTICA

Institute for Tourism Studies

與旅遊業齊飛躍

Fly high with tourism industry. Welcome aboard IFT!

The Alumni Factor

IFT alumni play a key role in upholding the Institute's reputation for excellence in teaching and training

Highlights

- Pousada de Mong-Há receives '2015 Travelers' Choice Award' from TripAdvisor
- Interview with Martin Schnider, General Manager of the Mandarin Oriental, Macau
- Cultural Heritage Specialist Guide Programme celebrates 10 years of Collaboration with UNESCO



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The importance of alumni for IFT

We at the Institute for Tourism Studies (IFT) are celebrating our 20th anniversary, and thus 20 years of excellence, this year.

Over the past two decades, we have achieved outstanding results in several areas, strengthening our global reputation and gaining widespread recognition by the tourism and hospitality industry for the quality of our graduates.

We have also continuously expanded our international network of partners. It now covers 85 institutions and organisations in 27 countries and regions, including partnerships with the United Nations World Tourism Organization (UNWTO), the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the Pacific Asia Travel Association (PATA).

The growth of the academic research output at IFT has been impressive, and we are increasingly involved in consultancy projects in the field of public policy.

In addition, we continue to develop close ties with the tourism and hospitality sector to provide industry practitioners with professional training and courses leading to internationally recognised qualifications.

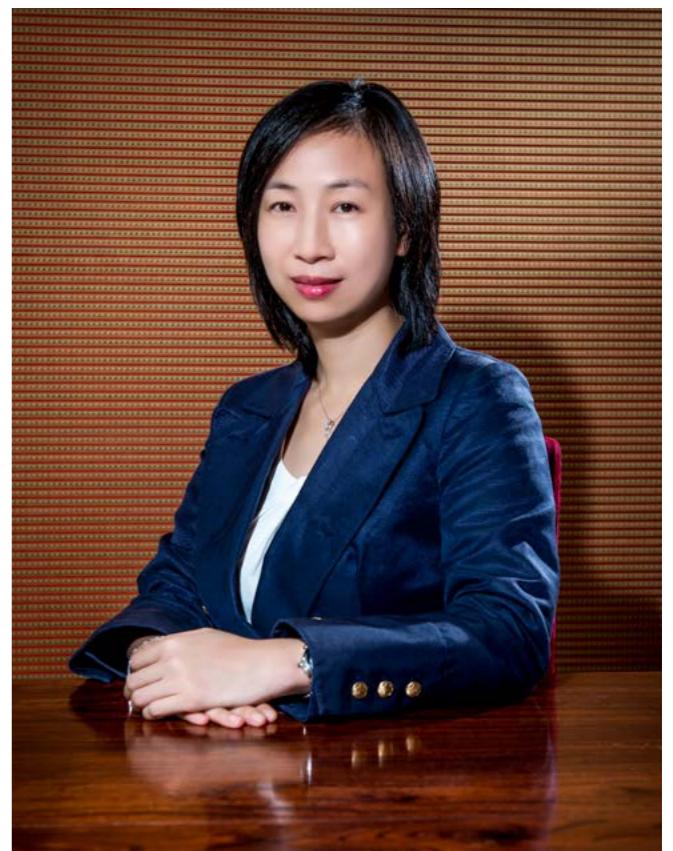
The service standards and quality of our training units on the main campus – the Pousada de Mong-Há Educational Hotel and the IFT Educational Restaurant – have been recognised with multiple awards.

It is the continuous support from our local community that drives our efforts. We are proud to have been voted the highest quality educational/cultural brand in Macao in a survey organised by local newspaper Exmoo in January. Our contributions to the tourism and hospitality industry are also publicly recognised by the Macao SAR Government, which has awarded us the Medal of Merit in Tourism.

IFT would not have achieved so much without the support of our many stakeholders, including our growing alumni community. Since the establishment of the Institute in 1995, we have produced 5,588 academic graduates, including diploma, higher diploma and bachelor degree programme graduates.

The IFT Alumni Association, recently reinvigorated with a new board of officers, strives to keep this special bond alive. It connects alumni to the Institute and to each other through special activities and social networking.

At IFT, we take pride in our alumni. Many of them are now in high-ranking positions in the tourism and hospitality sector, making important contributions to the industry and the community at large.



The results of our latest alumni tracking survey, conducted recently, show that 26 percent of the alumni that graduated between 1995 and 2000 are now in executive or senior positions. A total of 77 percent of those who graduated between 2001 and 2005 are in mid- or high-level positions. Around 15 percent of the alumni from the classes of 2011 and 2012 are already in mid-level positions.

The results of the alumni tracking survey also show that over two thirds of our graduates are working in the tourism and hospitality industry.

In order to showcase to our current students the success of IFT graduates, we often invite alumni for special talks. They serve as role models and inspire their juniors to follow in their footsteps. In addition, many alumni generously mentor IFT students throughout their curricular internships and/or offer new graduates guidance once they enter the industry.

These are some of the ways in which our graduates are helping IFT to move forward. Strong alumni support will continue to be key for the Institute to reach even greater heights in the years to come.

Dr. Fanny Vong
President

在旅遊學院，校友讓我們引以自豪。他們當中很大一部分現時擔任酒店及旅遊業界的高層職位，對業界以至整個社會作出重要的貢獻。校友們的強勁支援將繼續成為學院在未來持續發展的關鍵。

Pousada de Mong-Há again earns TripAdvisor honour



IFT's Educational Hotel, Pousada de Mong-Há, in February received the '2015 Travelers' Choice Award' by popular international travel website TripAdvisor. It was the 5th consecutive year that the boutique hotel earned the coveted annual award.

The recognition is awarded to fewer than 1 percent of all hotels featured on TripAdvisor. It is based on reviews and opinions from millions of travellers.

Pousada de Mong-Há was also chosen as one of the top small hotels in Greater China, ranked 7th out of 25 selected by TripAdvisor. In addition, the venue was judged one of the 'Top-25 Hotel Bargains in Greater China'.

The latest awards are further recognition of Pousada de Mong-Há as one of Macao's top-quality accommodation providers. The Educational Hotel is recommended in several international guides, including the prestigious Michelin Guide. It is also an environmentally friendly operation, with a Green Hotel Award from the Macao Environmental Protection Bureau.

Pousada de Mong-Há is a training unit of IFT. It is open to the general public and is designed to provide a rich learning environment as well as a chance for IFT students to interact with real hotel guests.

學院的教學酒店 - 望廈迎賓館，於2月再度榮獲國際知名旅遊網站TripAdvisor頒發2015旅行者之選的獎項，今年已是連續第五年喜獲此殊榮。

Three more IFT bachelor programmes granted UNWTO.TedQual certification

A further 3 bachelor degree programmes from IFT have been accredited by the United Nations World Tourism Organization UNWTO.TedQual Certification System, which certifies tourism education.

The newly accredited programmes are: Bachelor of Science in Tourism Retail and Marketing Management, Bachelor of Science in Hotel Management – Evening Programme and Bachelor of Science in Tourism Event Management – Evening Programme.

The UNWTO.TedQual certification is valid for 4 years, until March 2019.

The two evening programmes are taught in Chinese, supplemented by English. They produced a first batch of graduates in 2014.



POUSADA DE MONG-HÁ
WINNER

IFT and US Kendall College organise summer international exchange

IFT and Kendall College, in Chicago, in the United States, are jointly organising a Summer International Exchange Programme on eco-awareness and tourism sustainability.

The initiative takes place in Chicago, from 22 June to 3 July. The event aims to educate students about sustainability in tourism and to develop their interpersonal skills and team spirit through international exchange activities.

For more information, visit
<http://www2.ift.edu.mo/summer2015>



今年，學院與美國芝加哥肯代爾大學合辦夏季國際交流課程，屆時學生將前往美國芝加哥進行交流。詳情請瀏覽課程網頁。

International admission period for 2015/16 entry begins soon

IFT will soon start accepting admission applications from international students for the undergraduate study year starting in August 2015.

The application period for the daytime bachelor degree programmes – which are taught in English – runs from 1 June to 10 June inclusive.

The Hotel Management and Tourism Event Management programmes are also available in Chinese language via evening classes. The application period for those two programmes runs from 1 May to 15 May inclusive. More information is available at the IFT website.



學院即將接受國際學生的學士學位及文憑課程入學申請，開學時間為2015年8月。

IFT and Thai college organise cultural exchange programme

IFT and Dusit Thani College, in Bangkok, Thailand, last December jointly organised a student cultural exchange programme.

There were a total of 17 international participants from five higher education institutions: IFT, Dusit Thani College, Macau University of Science and Technology, City University of Hong Kong and South Korea's Keimyung University.

The exchange, held from 21 to 27 December, explored the history, traditions, gastronomy and culture of Bangkok. The goal was to better understand why the city has become one of the most popular tourism destinations in the world.

Participants visited several of Bangkok's landmarks and attractions. They toured traditional markets as well as modern shopping malls, and joined Thai cuisine and craft workshops. In addition, they also attended seminars on Thai culture.

泰國曼谷都喜天闕學院與旅遊學院於2014年12月21至27日合辦國際交流課程，讓17名來自不同地區和院校的學生眼界大開。除了參觀著名歷史文物及景點外，還了解到泰國的風土人情，以及學習泰式烹飪和花藝。



Making Waves in Macao: the 3rd International Conference on Events calling for academic papers

Interested parties should submit their full papers by 5 June, by email to ice2015@ift.edu.mo. Paper guidelines are available on the conference website.

ICE2015 is part of the calendar of events marking the 20th anniversary of IFT. The conference takes place between 7 and 9 September 2015, and will examine a variety of contemporary issues within festival and event research.

There are submissions from Australia, Canada, People's Republic of China, Chinese Taiwan, Denmark, Finland, Hong Kong SAR, India, Japan, the Netherlands, the Philippines, Singapore, Seoul, Republic of Korea, Switzerland, Turkey, the United Kingdom, the United States, and of course, Macao SAR.

More information is available at www.ift.edu.mo/ice2015.



第三屆會展及節目國際學術會議 - “Making Waves in Macao” 現正徵集學術論文。有興趣之人士須於6月5日前電郵ice2015@ift.edu.mo遞交其完整論文。

Macao artist Denis Murrell teaches workshop on shopping bag painting



Macao-based Australian painter Mr. Denis Murrell recently led a workshop at IFT on the painting of shopping bags. The course was promoted by the Institute's Green Team, to encourage reliance on environmentally friendly, reusable shopping bags.

According to international reports, a typical plastic bag is used on average for just 12 minutes before being discarded. But these bags can remain in the environment for very long periods before decomposing.

The workshop took place on 10 February and was attended by several students and IFT staff, who were introduced to the 'bring your own bag' (BYOB) movement. Under the guidance of award-winning artist Mr. Murrell, each participant then produced a stylish hand-painted reusable shopping bag.

學院環保小組於2月10日舉辦了環保袋繪製工作坊，藉此向師生們宣揚減用膠袋及保護環境的重要性。

Variety of extracurricular activities available during second semester

IFT is making available to students a wide array of extracurricular activities during the second semester of the current academic year.

They include, among others, chamber music, language learning, digital image processing and Mandarin debate. There is also a wide range of sports available, from volleyball to taekwondo.

IFT's extracurricular activities aim to add diversity and richness to campus life. They are also a way for participants to learn something new and immerse themselves in the student community at the Institute.

For more information about the extracurricular activities available at IFT, contact the Technical and Academic Support Division, or the Student Union.



學院於2014/15學年第二學期推出一系列課餘活動，鼓勵學生於課餘時間發掘更多個人興趣及促進全人發展。

IFT exhibits paintings by Cai Guo Jie



IFT is hosting a painting exhibition by artist Mr. Cai Guo Jie.

The exhibition, 'The Language of Images of East and West – Exhibition of Creative Works by Cai Guo Jie', runs until 5 July at the Educational Restaurant and the Team Building.

The initiative is part of the events marking the 20th anniversary of IFT.

Mr. Cai was born in Hsinchu, Taiwan, and moved to Macao in 2011. He recently taught an art course at IFT called 'Colouring the City'.

Mr. Cai has taken part in a number of solo and group exhibitions in Macao SAR, Mainland China, Hong Kong SAR, Chinese Taiwan, Singapore, the United Kingdom and Portugal.

學院現正舉辦藝術家蔡國傑先生的畫展。“圖語東西—蔡國傑作品創作展”的展期由即日起至7月5日。

Alumni win plate competition in basketball tournament

A group of six IFT alumni won the plate contest at the 2014 Basketball Competition of Alumni Associations of Higher Institutions in Cross- Straits'.

The competition featured teams representing higher education institutions from Macao SAR, Mainland China and Chinese Taiwan.

The event took place at the Training Hall in the University of Macau Sports Complex on 28 December. It was co-organised by the University of Macau Alumni Sport Association (UMASA) and the Macao Polytechnic Institute Alumni Association (IPMAA).

旅遊學院校友會於2014年12月28日派出六名校友組成隊伍參加“慶祝澳門特別行政區成立十五週年兩岸三地大專院校校友籃球邀請賽”，並獲得碟賽組冠軍。



Quality recognised

The IFT alumni community includes many award-winning tourism and hospitality professionals. The latest to join the group is Ms. Helena Lo, honoured with the 2015 PATA Face of the Future Award. She is the Director of the IFT Educational Hotel.

IFT alumni have won an array of awards for their diverse contributions to the community over the past 20 years. The honours – from local groups and international associations in the tourism and hospitality industry – recognise the commitment of Institute graduates to the idea of exceeding expectations in one's job.

Ms. Helena Lo is the latest IFT alumna to have her work recognised on the international stage. Ms. Lo, who heads the Institute's Educational Hotel, Pousada de Mong-Há, was in March honoured by the Pacific Asia Travel Association (PATA) with the 2015 PATA Face of the Future Award. It is considered the most prestigious prize for young tourism professionals in the Asia-Pacific region.

“[Ms. Lo's] outstanding contribution to the responsible development of travel and tourism, specifically in the area of human capital development, is especially relevant today,” says PATA's Chief Executive Officer, Mr. Mario Hardy. “Her experience and insight will be most welcome to the PATA Chairman, who is inviting her to join the PATA Executive Board as a non-voting member and observer,” he adds.

She graduated from IFT in 2002 with a bachelor degree in Tourism Business Management. In 1998 – her first year of studies there – Ms. Lo started working as a part-time staff member in the food and beverage section. She joined the Pousada team in 2003, rising to be its head in 2012.

Ms. Lo has furthered her studies, earning a doctorate degree in Business Administration and a master's degree in Education.

All about service

“I am grateful that my contribution over the years has been acknowledged with PATA's Face of the Future Award,” says Ms. Lo. “This award gives me more energy and enthusiasm to further contribute to training future tourism talent,” she points out.

“My greatest achievement is to see my students achieving great careers after graduation; many of them pursued postgraduate degrees and have taken up prestigious positions in the tourism and hospitality industry.”

Ms. Lo says she is very enthusiastic about her job. “I always feel very excited when coming to work and look forward to learn new things every single day.”



Ms. Helena Lo

To keep up-to-date with the latest hospitality trends, Ms. Lo regularly engages in cross-training programmes at other hotels in Macao. “That way, I can know what is happening in the industry and I can bring this back, to share with the students and my team members,” she says.

Ms. Lo points out that Pousada de Mong-Há is a training unit with just 20 rooms, not directly competing with the city's megaresorts.

“I always tell my students that our hotel is very simple. We don't offer a luxurious environment or special equipment. What we are selling is the service of the students – we try to offer personalised attention to each guest.”

She is now preparing the Pousada's renovation project, to be implemented next year.

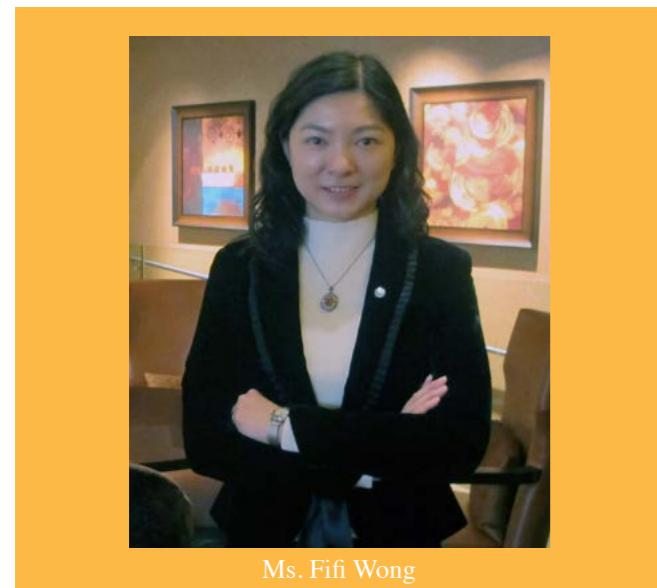
“There will not be a big change,” Ms. Lo says. “We will enhance our facilities, adding an elevator and more green elements, but we will keep our ‘East meets West’ feeling and simplicity.”

學院的校友網絡包括許多獲獎無數的旅遊及服務業界的專業人士。最新加入此社群的是學院教學酒店－望廈迎賓館的館長羅嘉賢博士，她於2015年3月榮獲亞太旅遊協會頒發“2015 PATA Face of the Future”大獎。

A key to success



IFT alumni can be found all around Macao, building successful careers as hotel executives, tourism entrepreneurs, government officials and in other key roles



Ms. Fifi Wong

Before you read the rest of this article, take a few seconds to look around you. If you are in Macao, you don't need to look far to find an IFT alumnus.

IFT has produced a total of 5,588 academic graduates since it opened its doors in 1995. The Institute's alumni can be found working in all of the major resorts in Macao and in many top hotels around the world. A number of graduates have become entrepreneurs, opening their

own restaurants, cafes and shops.

"[IFT alumni] are really committed to promoting the development of the local tourism and hospitality industry," says fellow alumna Ms. Fifi Wong, Director of Human Resources at Sheraton Macao Hotel.

She recalls that when the Institute was established, Macao had a limited pool of skilled tourism professionals. "Over the past 20 years, IFT has trained many more," she says.

Ms. Wong graduated from IFT in 2000 with a Tourism Business Management bachelor degree. She says her student years at the Institute were a "great experience", with several opportunities to participate in international exchanges and events – including supporting the official ceremonies of the handover of Macao from Portugal to China in 1999.

"IFT graduates really stand out for their communication and interpersonal skills," says Ms. Wong. "They are really comfortable during the [job] interview process," she adds.

Industry leaders

The results of an IFT online alumni tracking survey conducted last year indicate that 26 percent of Institute alumni who graduated between 1995 and 2000 had achieved executive or senior positions. A total of 77



Ms. Andrina Cheang

percent of those who graduated between 2001 and 2005 were in mid- or high-level positions. Around 15 percent of the alumni from the classes of 2011 and 2012 are already in mid-level positions.

The survey also indicated that 67.6 percent of the Institute's students who graduated between 1995 and 2012 worked in the tourism and hospitality industry. Other graduates held positions in sectors such as public administration (14.6%), education (7.0%) and public utilities (0.9%).

Ms. Andrina Cheang is one of the minority of IFT alumni not engaged in tourism and hospitality. Ms. Cheang graduated from IFT with a bachelor degree in Tourism Business Management in 2011 and works in marketing communications at Macao telecommunications provider CTM.

"I am proud to be an IFT alumnus," says Ms. Cheang, who is also in charge of public relations for the IFT Alumni Association. She points out that Institute graduates are popular among employers in all industries. "Many of them select IFT graduates as their priority for employment," she states.

Top of the list

The latest employment survey by IFT, conducted in November 2014 and covering graduates from the academic year 2013/14, appears to support her claim. By November, 87.8 percent of the bachelor degree graduates had already found jobs. Of that cohort, 97.3 percent had full-time jobs with a monthly median wage of MOP13,900. The biggest employer was the tourism and hospitality sector, accounting for 76.2 percent of respondents.

旅遊學院自1995年創校以來，已培育了合共5,588名學士學位及文憑課程畢業生。校友獲聘的企業包括澳門各大度假村及世界各地多家著名酒店。一部分的畢業生更成為企業家，開設自己的公司、餐廳、咖啡店等店舖。



Ms. Veronica Kok

Ms. Mandy Cheang was one of the students graduating in the class of 2014, with a bachelor degree in Hotel Management. She studied via evening classes, for a bachelor degree in Hotel Management. The option was introduced by IFT in 2010.

"Having this opportunity available was very important," says Ms. Cheang, who works for an international furniture supplier to the gaming and hospitality industries. "For one reason or another, many high-school students need to start working once they graduate and cannot continue their studies in the daytime," she adds.

Ms. Cheang says the profile of students attending the evening programmes is very diverse. "The people already have some work experience and that reflects in class discussions," she points out.

Ms. Veronica Kok has witnessed first-hand the development of IFT over the past 20 years. She is part of the last batch of students to study under the Macao Polytechnic Institute's School of Tourism. The school was absorbed into IFT when the latter was established.

"I consider myself an IFT alumna," says Ms. Kok, who now heads her own specialised recruitment agency, called VSearch Infinity. "Many of the things I learned during those years are still very useful to me."

When IFT was first set up, "students were afraid their certificates would not be widely recognised by the industry," she says. Today, things have changed significantly. "IFT graduates are top of the list for companies because of their language skills, customer focus and outgoing personality," Ms. Kok reports.



Global presence

The quality of IFT alumni is recognised internationally. Many are working overseas for top firms or continuing their studies at some of the best universities in the world



Ms. Agnes Lei



Ms. Fannie Lin

The IFT alumni community is truly international, with a growing number of alumni living and working outside Macao. They can be found at high-level positions in tourism and hospitality all around the world, from the United States to Mainland China.

"IFT is very well-known in the hotel industry," says IFT alumna Ms. Agnes Lei.

Ms. Lei graduated in 2004 with a Hotel Management bachelor degree. She is now working at the Crown Melbourne resort in Australia, as Assistant Manager at the property's premium Chinese restaurant.

"When I was interviewed for this job, IFT was a quite

familiar name for the General Manager of food and beverage, because he had worked in Hong Kong for a while," Ms. Lei recalls.

IFT does a good job in preparing students for international career opportunities, she says. "There is an international learning environment and a lot of chances to participate in exchange and internship programmes all over the world."

Macao-born Ms. Lei worked in Macao for some years before moving to Australia to expand her professional horizons.

"Macao is very small," she says. "If you have a chance,



Ms. Fiona Qi



Ms. Maureen Mou

gain some experience abroad and then return and give something back to the city," she advises the current generation of IFT students approaching graduation.

Ms. Fannie Lin agrees that it is important for IFT graduates to gain an international perspective. Ms. Lin, a 2013 graduate of the Heritage Management programme, has recently taken a conservationist job at a consultancy firm based in New Delhi, India.

"Studying at IFT was one of the turning points in my life," she says.

Heritage Management was not her first bachelor degree choice when she applied to IFT. Ms. Lin, from Mainland China, says heritage management there is still a relatively new idea and novel career choice.

"You just did not know where it could lead you, and what you could do after graduation."

Nonetheless she reports it turned out to be "one of the most important and wise decisions" of her life. "Working in this field really makes me feel that I am doing something significant."

It was through IFT that Ms. Lin first went to India. She did her curricular internship at the New Delhi office of the United Nations Organization for Education, Science and Culture (UNESCO). During that internship, she fell in love with the country.

Ms. Lin says one of the most important skills she learned at IFT was how to become a team player.

"I was quite self-centred. But all those group projects at IFT really taught me how to listen, respect and learn from different people."

Continuing studies

IFT alumni are also showing increasing interest in continuing their studies abroad. In recent years, a sizeable number has gone overseas to study.

學院校友的質素獲得國際上的認同。他們其中一部分正於海外為優秀企業效力，以及於世界各地的知名大學繼續深造。

Alumni pride

Several IFT scholars and vocational instructors started their academic life as undergraduate students at the Institute

Dr. Connie Loi has come full circle at IFT. She is an Assistant Professor at the Institute; before that, she was a student at the school, graduating in 2001 with a bachelor degree in Hotel Management.

Like Dr. Loi, several academic staff and instructors at IFT are alumni from the Institute. They take special pride in that connection.

"I never left IFT," Dr. Loi says. She was recruited as an operations trainee when she was a Year 4 student and has continued working at the Institute ever since, while furthering her studies abroad. She holds a PhD in Tourism from James Cook University in Australia.

Dr. Loi was not supposed to study at IFT in the first place. "I already had gotten a placement in a university in the United States, in a Business Administration programme," she recalls.

"One friend invited me to join her and come to the IFT Open Day. I was quite impressed with Pousada de Mong-Há, the Educational Restaurant and the other facilities so I changed my mind."

IFT has come a long way since, Dr. Loi says. "For instance, at my time, we did not have so many international exchange programmes," she points out.



Dr. Connie Loi



Dr. Connie Loi during her study years at IFT

The Institute has also become much larger, with the opening of the Inspiration Building in 2003 and the inauguration of the Taipa campus in 2009.

"We are growing in size, but we still keep our friendly scale," Dr. Loi says.

IFT Assistant Professor Dr. Cora Wong graduated from IFT in 2000, with a bachelor degree in Tourism Business Management. She continued her studies, receiving a PhD from the University of Waikato, in New Zealand.

"I take strong pride in being a graduate from IFT," Dr. Wong says. "When I talk with students, I always emphasise that they carry around the IFT brand with them."



Dr. Cora Wong

When she enrolled at the Institute, Dr. Wong was just 16 years old. "I was constantly pampered because I was the youngest student," she recalls.

"I met a lot of good mentors at IFT, who were also really good teachers. That really inspired me to keep learning."

Veteran alumni

Lecturer Mr. Miguel Oliveira is from the first batch of IFT bachelor degree graduates.



Mr. Miguel Oliveira



Mr. Hugo Bandeira



Mr. Joe Lam



Mr. Joe Lam during his study years at IFT

Mr. Oliveira adds: "I take a lot of pride in saying I am an IFT alumnus and I take a lot of pride in seeing my students successfully entering the hospitality industry."

He says that over the past 20 years, the Institute's reputation has grown exponentially. "It is not only in Macao. Our reputation has gone beyond our borders," Mr. Oliveira states.

Lecturer Mr. Hugo Bandeira is from the first group of students who did their bachelor degree studies entirely at IFT. He graduated in 1998 with a degree in Tourism Business Management.

"Being part of the first batch was also a learning process," he recalls. "Everything was new for everyone."

Mr. Bandeira says the Institute now has "a lot more resources", both in terms of hardware and software. "Students who graduate today are much better prepared than I was when I graduated. That just demonstrates how much IFT has evolved."

He argues it is good for IFT to have several academic staff and vocational instructors who are alumni.

"People who studied here understand how things work. That makes a huge difference and increases your closeness to the students."



Mr. George Choi

opportunities.

Mr. George Choi is also an IFT alumnus. He joined the Institute as an Instructor in 1997. His main teaching areas are Housekeeping and Customer Service.

"I am honoured to be an IFT alumnus and I am happy to see the development of the Institute," he says.

"Undergraduate students today have a lot of practicum courses and projects. This is a very good experience and prepares them well for their future career," Mr Choi adds.

At IFT he is mostly involved in professional and vocational training. He helped launch the Macao Occupational Skills Recognition System, also known as MORS, in 2001. This is a joint effort between the European Union, the Institute, and the Macao tourism industry to introduce a training and certification scheme for some job categories.

"I am very happy to be a part of the MORS programme," says Mr. Choi.

"Through this programme, we have been able to push up the standards of Macao's hospitality industry. This has been something very positive for the city."

學院其中一些教職員及導師早在學院就讀學士學位課程時，已開展他們的學術生活。

"Macao is a perfect location to study tourism and hospitality"

Mr. Martin Schnider, General Manager of the Mandarin Oriental, Macau, praises the quality of IFT graduates, while counselling them to pursue lifelong learning



Mr. Martin Schnider

Profile

Mr. Martin Schnider has more than 20 years of experience at Mandarin Oriental hotels in the Asia-Pacific region. He joined the Macao property in 2008 from his previous appointment as Hotel Manager of the award-winning Mandarin Oriental, Tokyo.

Mr. Schnider began his career with Mandarin Oriental hotel group at Mandarin Oriental, Singapore in 1994, where he worked as a food and beverage trainee. He progressed from there to become Assistant Food and Beverage Manager of Mandarin Oriental, Manila before joining Mandarin Oriental, Kuala Lumpur in 2000. He then oversaw Mandarin Oriental Majapahit, Surabaya, in Indonesia.

A Swiss national, Mr Schnider trained at the Swiss Hotel School in Lucerne. He speaks English, French and German.

澳門文華東方酒店總經理Martin Schnider先生認可及讚揚旅遊學院畢業生之質素，並同時鼓勵他們終身學習。

You have been with Mandarin Oriental, Macau since the pre-opening phase. What is it like to manage this property?

It has been 6 very exciting years. You can feel there is a growing demand for Macao as a tourism destination. Something that I have observed is that visitor expectations are also going up. That is very exciting and unique.

In terms of Mandarin Oriental, Macau, we opened in 2010, which was when Macao's development started to accelerate. Within a short period, we were able to get 5-star honours from Forbes. Just recently, we got triple 5-star recognition from the 2015 Forbes Travel Guide Star Awards for our hotel, spa and restaurant. We are very proud of that.

Mandarin Oriental is a brand born in Asia. What makes it so successful internationally?

There are many international hotel chains that have a similar vision and mission to Mandarin Oriental. But we invest a lot in our colleagues. That is one of the priorities, particularly in Asia. We have specific development programmes for people at different operational levels. That is a very important point to make our colleagues loyal to the brand. There are small differences from country to country, but overall Mandarin Oriental does a great job in developing its people.

One issue you faced when opening Mandarin Oriental, Macau was that the brand was still very associated with its previous property here – a hotel venue now known as Grand Lapa. How did you manage that transition?

We tried to ensure a gap period. For almost 1 year there was no Mandarin Oriental in Macao. That gave Grand Lapa some time to establish itself. We opened the new Mandarin Oriental in 2010 and positioned it as a non-gaming property. It is a smaller hotel than Grand Lapa, making it even more exclusive.

What are your daily challenges in managing this property?

They are to ensure consistency and quality in service. Customer expectations are rising and we need to increase our consistency in luxury service delivery. Our daily routines include continuous reviews of our operations and checklists, ensuring we have good quality measurement systems in place and that we

promote regular training.

Mandarin Oriental, Macau is one of the few 5-star hotels in the city without a casino. What effect does that have on marketing the property?

Macao, as a tourism destination, is very popular for the gaming part. But we are very popular for being a non-gaming hotel. There are not so many in Macao. That gives us an opportunity to position ourselves differently. There are some market segments and guest groups who demand not to be linked with gaming. We are also neutral ground for the gaming industry. Overall, it is a nice position to be in. But I need to admit that we also benefit from – and welcome – gaming customers.

What do you think of freshly graduated IFT students?

Their quality is good. IFT does a good job. It tries very hard to provide students with the best possible education. Macao is a perfect location to study tourism and hospitality because there are so many opportunities here. There is a great future for people here.

However, once you graduate and enter the labour market, your focus should be on learning even more. You shouldn't think 'I am done now and I don't need to learn anything else'. Things are always changing. Especially between the age of 20 and 35, you have 15 years to learn, to experience, to make mistakes and learn from them.

What career advice would you give to students from IFT?

All tourism college students have the goal to become managers at some stage. It is important for them to understand that learning operational skills is one thing; but to become a manager, you need a different set of skills. It is a bit like being part of an orchestra and conducting it. Going from one role to the other is very difficult and not everybody is able to do that transition. If people feel they cannot do it, they should focus on their operational skills and design their career around those skills.

"You are in the right industry"

Mr. Sheldon Adelson, founder of resort operator Las Vegas Sands Corp., is confident in the growth story of Macao's tourism and hospitality industry, he told IFT students



Willingness to take a risk and the ability to lead by example are the two major personal attributes IFT students should nurture to become successful in the tourism and hospitality industry, says Mr. Sheldon Adelson, Chairman and Chief Executive Officer of U.S.-based resort operator Las Vegas Sands Corp.

"Do not think 'I cannot take a risk because, if it doesn't work, I am failing,'" Mr. Adelson said during a guest lecture at IFT on 4 February. "Without taking a chance and without embracing a risk, you will not make progress."

He added: "A successful person is someone who understands that life is not perfect. You will gain more experience by failing but having the determination to get up and try again."

Las Vegas Sands is the parent company of Macao-based resort operator and developer Sands China Ltd.

During the guest lecture, attended by more than 250 IFT students, faculty members and staff, Mr. Adelson shared some insights on entrepreneurship and leadership in the tourism and hospitality industry.

Answering a question from one of the students, Mr. Adelson said Sands China continuously strived to hire and promote local people. But he warned: "We want to promote more local people, but you have to bring the talent and expertise to be able to manage other people."

Mr. Adelson added that Macao residents accounted for about 72 percent of Sands China's workforce, which had grown to nearly 35,000 employees.

'Largest business in the world'

The firm will need "many thousands" of new workers for resort operations once The Parisian Macao opens next year, he said. The US\$2.7-billion resort, under construction in Cotai, is to feature 3,000 rooms and suites, gaming space, a retail mall, a replica Eiffel Tower, meetings and convention space, restaurants and entertainment.

"You are in the right industry," Mr. Adelson told students. "When you consider hotel, entertainment, food and beverage, tours, transportation and retail, tourism is the largest business in the world."

Despite the current downturn in Macao's casino industry, Mr. Adelson said he remained confident in the growth story of Macao's tourism and hospitality industry, given the increasing number of hotel rooms and the expansion of the tourism offering to neighbouring Hengqin Island.

He noted that despite the slowdown in gaming, the number of tourists coming Macao last year increased by 7.5 percent in year-on-year terms.

"Everything in life is cyclical. Night follows day, day follows night, recession follows expansion, expansion follows recession. This [downturn in casino revenue] too will pass, and this too will be cyclical," said Mr. Adelson.

來自美國的度假村營運商 - 拉斯維加斯金沙集團股份有限公司主席及行政總裁蕭登·艾德森先生，於2月4日在旅遊學院舉行的客席講座上表示，勇於承擔風險及擁有以身作則的能力是學院學生必須培養的主要個人特質，從而能夠在旅遊服務業中成功闖出一番事業。

A glimpse of the future

The IFT Open Day is a great way for prospective students and their families to discover what the Institute has to offer and to get a feel of student life



The doors at IFT are never closed and everyone is welcome to visit the Institute at any time. But the annual IFT Open Day offers a unique opportunity for prospective students and their families to find out more about the bachelor degree programmes offered.

"The Open Day is an occasion for the students or parents to come, know better the Institute and see our facilities and operations," says Mr. António Chu, head of the Technical and Academic Support Division at IFT.

"It also helps potential candidates to learn about student life. They can have direct contact with our current students," he adds.

The 2015 IFT Open Day took place on 28 February. Visitors were briefed about the existing bachelor degree programmes and were able to take part in a series of interactive activities. To recognise the contributions of scholarship providers, IFT also unveiled a Scholarship Provider Appreciation Wall.

"During the Open Day, we usually have some small workshops around the campus for prospective students to better understand the content of our programmes," Mr. Chu says. "This way, they can know more about the practicum classes we offer."

Questions answered

Felicity Ung was one of the Year 2 Tourism Event Management students providing support to the 2015 Open Day. When she was a high school student, she also attended the IFT Open Day.

"At the time, I was looking for more application details and information about career prospects," she recalls.

Felicity says that coming to the Open Day was "quite useful" for her. "I realised this was really my dream school."

IFT is also the dream school of Vivi Lau, one of several high school students who attended the 2015 Open Day. "I love IFT," the Form 5 student at Saint Paul School says. "It offers the bachelor degree programme I want: Hotel Management."

"This Institute is very popular in Macao," adds Mona Lam, a Form 6 student from Colégio Mateus Ricci. She attended the Open Day to get more information about the bachelor degree programme in Tourism Event Management.

Mr. Óscar Noruega accompanied his son, Benjamim, to the IFT Open Day. "As a parent, I am very interested in my children's education," he says.

"This is an important initiative for me to better understand how the Institute works, learn more about the campus environment and the student exchange programmes available."

旅遊學院開放日為高中畢業生及其父母提供一個良機，讓他們能夠親身了解學院運作及設施，並率先感受校園生活。

Good job prospects

IFT soon-to-be graduates are in hot demand, according to several high-profile employers



Employment prospects for IFT students graduating this academic year are very positive, as the fight for talent in Macao becomes fiercer. Several companies are ramping up their recruitment efforts earlier to target the Institute's students.

More than 400 IFT students are expected to complete their academic studies next June. Vacancies in the tourism and hospitality industry abound. Several new resorts in Cotai are now launching their mass recruitment campaigns, each seeking thousands of workers.

IFT hosted 20 companies and organisations during a career fair in February at the Taipa Campus. More than 2,000 job vacancies were on offer.

"The recruitment market is quite hard at this moment," since Macao has one of the lowest employment rates in the world, says Ms. Vicky Vong, Personnel Manager at Grand Hyatt Macau. The company was one of the hotels taking part in the job fair.

Ms. Vong adds: "Our position is different from those hotels opening now, which are offering thousands of new jobs. We just have entry-level vacancies right now. But we are committed to investing in and developing our team members."

Luxury retailer Louis Vuitton also had a booth at the IFT job fair. "We are looking for people who are passionate about customer service and [are] energetic," says Ms. Brenda Hoi, Senior Human Resources Specialist.

"We hire a lot of graduates from IFT," Ms. Hoi states. "They have a great focus on service quality."

High employability

Resort operator MGM China Holdings advertised its 2015 Management Associate Programme at the job fair. Successful candidates will be offered the opportunity to participate in a 16-month career development programme in Las Vegas and Macao. Upon successful completion, candidates will be considered for supervisory positions or above at MGM China.

"We are focused on developing local talent," says the firm's Director of

Staffing, Mr. Benjamin Hong. "IFT students have a very good attitude," he adds.

Mr. Hong points out that MGM China has a long-term relationship with IFT, providing curricular internships and other learning opportunities to the Institute's students.

"We have a new project opening next year, so we will need a lot of young graduates," he says.

Year 4 Hotel Management student Anson Chan is bullish about his job prospects.

"There are a lot of hotels in Macao and they all need staff. I don't think it will be hard for us to find a job," Anson says.

He adds: "If possible, I hope to eventually get some international working experience. But for now, I want to stay working in Macao."

Otilia Rodrigues Novo is also graduating this academic year. She will be part of the first batch of graduates in the bachelor degree programme in Culinary Arts Management, launched in academic year 2011/12.

"Most of us expect to get a job in the industry once we graduate," she says.

"Our first step is to earn more experience and then look for promotion opportunities," Otilia explains. "I am not looking for money now. It is not so important at this stage."

在學院的就業發展日2015上，多家大企業均表示，學院的應屆畢業生深受僱主青睞。

Guiding light

The Cultural Heritage Specialist Guide Programme is celebrating its 10th year. IFT was closely linked with its launch and remains a key partner of UNESCO for the initiative



IFT is celebrating the 10th anniversary of a specialist guide training scheme for UNESCO World Heritage Sites. IFT played a seminal role in the development of the Cultural Heritage Specialist Guide Training and Certification Programme, a UNESCO initiative unique to the Asia-Pacific region.

"IFT is still a very important key player in this programme because it has a lot of experts and experiences to share with the rest of the region," says Ms. Linina Phutthitarn, from the Culture Unit of the UNESCO Bangkok office.

The guide programme was established in 2005 by UNESCO with help from the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) and the Asian Academy for Heritage Management (AAHM). IFT was selected to develop a comprehensive set of training materials for the initiative. They aim to provide a basic educational framework for the scheme.

The Institute drafted the content of the core module of the programme, including units defining the role of a Cultural Heritage Specialist Guide, and basic knowledge on UNESCO World Heritage and heritage site interpretation. It also created thematic units focused on Macao.

After the programme was successfully implemented in Macao, IFT began sharing its experience with other training institutions around the Asia Pacific region. In partnership with UNESCO, it helped those institutions to implement and customise the specialist guide programme to specific World Heritage sites.

Focal point

The Cultural Heritage Specialist Guide Programme was in 2007 honoured by the Pacific Asia Travel Association (PATA) with the PATA Gold Award under the category 'Education and Training'. Also in that year, it was recognised at the annual meeting of the UNESCO World Heritage Committee as "a best-practice example of an initiative aiming at integrating the conservation of World Heritage within the wider sustainable development framework for the benefit of local communities".

Cultural heritage guides "play a significant role in safeguarding and conserving the World Heritage sites," says Ms. Phutthitarn. "They can enhance the visitors' experience as well, helping them to appreciate the significance of the sites."

As the regional focal point for the initiative, IFT trainers have delivered this

training programme to Mainland China, Bangladesh, Bhutan, Cambodia, India, Indonesia, Laos, Malaysia, Nepal, the Philippines, Sri Lanka, Thailand and Vietnam. In Macao, IFT has trained 123 cultural heritage guides under the programme.

One of the overseas institutions to benefit most recently from IFT's expertise in this field has been Thailand's Designated Areas for Sustainable Tourism Administration (DASTA), a government agency under the Office of Thailand Prime Minister and the national focal point for sustainable tourism development in designated areas in Thailand.

In March, a delegation from DASTA visited IFT to learn more about the Cultural Heritage Specialist Guide Programme. They contacted some of the guides trained by IFT and attended a presentation by IFT Assistant Professors Dr. Sharif Shams Imon and Dr. Cora Wong.

DASTA is a Thai government agency designed to promote sustainable tourism in specially designated areas of the kingdom. It is now introducing the specialist guide programme to one of its own UNESCO World Heritage Sites, the Historic Town of Sukhothai and Associated Historic Towns.

"We visited IFT because of its reputation in this field," says DASTA Deputy Director-General, Ms. Sirikul Kasivivat. She adds that the project in Sukhothai – a rural area – focuses on training local guides as a way of contributing to local livelihoods and involving members of the community in safeguarding their cultural heritage.

IFT正慶祝其世界文化遺產導賞員培訓計劃成立十周年。UNESCO在亞太地區推行“文化遺產專業導遊培訓證書課程”，而學院在此課程發展上擔任了重要的角色。

Continuous development

The IFT Tourism and Hotel School is introducing several new courses leading either to certificates or diplomas recognised by the global tourism and hospitality industry

A lot on offer



Mrs. Diamantina Coimbra

Each year, close to 20,000 industry practitioners attend vocational and professional training programmes at IFT's Tourism and Hotel School. The School wants to increase the figure and is launching several new programmes leading either to internationally recognised certificates or diplomas.

"We keep increasing [the number of international qualifications offered] every year," says School Director Mrs. Diamantina Coimbra.

"There are many different types of international qualifications all over the world. We try to bring the best to Macao and the ones which we find more relevant to the local workforce."

The new programmes include a preparation course for the TOEIC Listening and Reading Test. This examination for non-native speakers of English is an international standard for assessing English-language listening and reading skills needed in the workplace. More than 14,000 organisations across the world use this test to assess the English language skills of their employees.

"In order to become an international city, Macao workers must be able to speak English," Mrs. Coimbra says. "We already have been offering other English-language qualifications, but we realised that those were more targeted to people working in offices. That is why we decided to bring in the TOEIC test; it is more appropriate

for other occupations."

IFT is also launching a series of courses in hospitality and customer services certified by qualifications body City and Guilds. "We have always offered a lot of service-related programmes," says Mrs. Coimbra.

The qualifications offered by the United Kingdom-based organisation are widely recognised by employers across the world. With more than a century of experience in vocational skills training, City and Guilds has developed more than 500 qualifications in conjunction with key organisations in 28 industries.

The Tourism and Hotel School is additionally introducing a course

leading to an International Yoga (Level 1) Instructor Certificate by the International Personal Trainers and Fitness Academy, also known as IPTFA. The School is also launching a Certificate Programme in Animation and Music Production.

"With the development of Macao, the School also needs to develop," Mrs. Coimbra says.

"We cannot only offer courses related with the hotel sector. The industry is changing, the needs are changing, so we need to catch up."

High standards

The Tourism and Hotel School offers vocational and professional training in several areas (see box). The courses are available at foundation, intermediate and advanced level. Some programmes are open to the general public while others target only professionals.

The School also works with local industry partners and community associations to customise courses to their needs.

In addition, the IFT unit provides pre-service vocational courses in the fields of tourism and hospitality to high school students.

"We focus on those students because they are deciding what career to follow in the future," Mrs. Coimbra says.

"Some students may not be clear about what career paths they can follow or maybe their perceptions are not correct. Through this series of programmes, they can have a better idea and decide if a career in the tourism industry is the right choice for them."

The Tourism and Hotel School launched, in 2001, the Macao Occupational Skills Recognition System, also known as MORS. This is a joint effort between the European Union, the Institute, and the Macao tourism industry and to introduce a training and certification scheme for some job categories. The system has been awarded the Gold Award in 'Education and Training' by the Pacific Asia Travel Association (PATA).

To ensure the highest teaching standards, the School works with different trainers.

"We have our own instructors – we have almost 50 staff, most of them being trainers," says Mrs. Coimbra. "But this is not enough. We hire a

lot of people from around the world to help us, so that we can have a diversified pool of instructors who can provide quality training to the local community."

One of the goals of the School is to help Macao residents to acquire more skills to get more easily promoted.

"The Macao Government has been strongly advocating for the localisation of higher positions within the tourism and hospitality industry," Mrs. Coimbra explains. "We are working very hard in developing more programmes especially to develop the local people in order for them to climb the career ladder."

The School Director admits it is not easy for industry professionals to attend training programmes.

"Some people work in shifts or have to work overtime quite regularly. Also, after work, they already feel very tired. It is not very easy for them. But we continue to do our best in finding suitable programmes that can meet their needs."

The Tourism and Hotel School offers vocational and professional training in seven areas:

- Hospitality and Catering
- Heritage and Tourism
- Retail, Business and Management
- Creative Studies and IT
- Health, Spa and Beauty
- Language and Culture
- Personal Development

旅業及酒店業學校將於今年第二及第三季推出全新的IPTFA國際瑜伽教練認證課程、City & Guilds服務範疇的認證課程以及TOEIC英語認證課程，以助學員提升自身知識及技能水平之餘，更可考取國際認證。

IFT organises training programme for Guangdong municipal tourism officers

IFT on 28 and 29 January organised a 2-day training programme for senior tourism officers from several cities in Guangdong Province, in Mainland China. A number of industry executives from those cities also attended the training event, which took place in Macao.

The programme included three workshops: communication skills, customer service and complaint handling. It also featured a half-day tour of the main cultural sites in Macao.

The initiative was supported by the ‘Framework Agreement on Occupational Training Cooperation’, signed at the 2013 Guangdong-Macao Cooperation Joint Conference between the Governments of the two regions.

IFT plans to deepen the cooperation with its counterparts in Guangdong Province in 2015, with more projects under the Framework Agreement.



為加強粵澳兩地旅遊培訓合作，學院於1月28及29日為江門市、台山市、鶴山市、恩平市旅遊局及旅遊業界的高級行政人員舉辦了溝通技巧、顧客服務及投訴處理工作坊，還為他們安排參觀澳門文化遺產景點。學院希望透過此工作坊，為澳門及內地的旅遊業界翹楚提供交流機會，並讓他們互相分享在旅遊品質管理上的經驗，共同為推動旅遊業的發展作出貢獻。

Event Production students host ‘Phantom of Venice’ bash

Students on the Essentials for Event Production training course organised a ‘Phantom of Venice’ event in November. It offered a chance to make practical use of knowledge learned in the classroom.

The event, held at the Venetian Macao-Resort-Hotel, was the final project required of the students in order for them to complete the course. It included: a guest welcoming session; a ‘haunted maze’ activity; live performances; and charity raffles.

“Because the course itself is to prepare students to take the Certified Meeting Professional examination and obtain the respective qualification, it is a theory-based course, covering a wide range of concepts. But some students found it difficult to relate the theories to actual practice,” says course lecturer Mr. Gene Capuano. He is also the Vice President of Convention and Exhibition Operations at Venetian Macau Ltd, the operator of the Venetian Macao.

He adds: “With this activity, they already demonstrated how well they have mastered the key concepts.”

The event proceeds were donated to Anima – Society for the Protection of Animals (Macau).



活動製作基礎課程的學員於2014年11月舉辦“鬧鬼威尼斯之旅”，為他們提供了從實踐中學習的機會。

“Something changed inside me”

IIFT undergraduate Ken Wong says staying in Austria on a student exchange programme was a very rewarding experience



Studying outside Macao for one semester changed IFT undergraduate Ken Wong. He became more outgoing and open-minded, reports the Year 4 student in Tourism Event Management.

Ken participated in an exchange student programme at the IMC University of Applied Sciences, in Krems, Austria. He was there during the first semester of academic year 2014/15.

“It was fantastic,” Ken says. “Something changed inside me.”

He explains that the programme gave him the opportunity to experience life in a different place and made him more mature. The constant need to confront challenges outside his familiar support network, Ken says, boosted his self-development.

“Before I went to Europe, I was not very active,” he states. “Now, I am not afraid to talk to other people.”

IFT offers several student exchange programmes. The Institute has partnerships with dozens of tertiary education institutions around the world, from the United States to Australia.

Different flavours

One of the first challenges Ken faced in Austria related to food.

“Food in Europe is quite different from Macao,” he says. “Food in Macao usually has strong taste but it is not like

that in Europe. I did take some time to adjust.”

He reports that one of the main differences between Austria and Macao was that Austrian students were more willing to engage in discussion in the classroom.

Ken says: “The students here, probably because of their secondary school education, tend to listen. But there, students speak up more in the classroom.”

The exchange programme also gave him a lot of opportunities to meet people from other places. “They were super friendly,” Ken says. “I also joined several activities organised by students.”

In addition, he took the opportunity to visit other European countries. He went to Italy, Germany and the Netherlands. During those trips, Ken says he learned a lot about tourism and hospitality.

“Europeans really do know how to welcome people,” he states. “Those in hospitality really care about guests and know how to demonstrate it well.”

Ken hopes his student exchange experience will improve his employment chances once he graduates. “This shows employers my willingness to put myself outside my comfort zone and represents a measure of my personal flexibility,” he says.

學院的學士學位學生黃子洋表示，能夠透過交換生課程前往奧地利是一個使他獲益良多的體驗。

Uncorking the middle class

IFT study attempts to unravel the motivations behind wine consumption in Mainland China



The issue of social status is all-important in the marketing of wines to Chinese middle class consumers, indicates a study by Dr. Jaeyeon Choe and Dr. Michael O'Regan. In a paper titled "Chinese Consumer Behavior: Luxury Wine Consumption and The Impacts on Tourism", the IFT researchers say that Chinese consumers purchase wine to reward others, to maintain good relationships, and to impress friends, colleagues and neighbours.

"The study results indicate that luxury wine in China has a capacity for consciously fostering consumption but not in the way we would expect in the West," the paper says.

According to Dr. Choe and Dr. O'Regan, Chinese consumers often purchase wine for other people. The drink is considered particularly appropriate for gift-giving occasions. It indicates behaviour different from that seen in wine consumption by Westerners. The latter tend to make decisions differently given their different view of the self, they say.

"This [Chinese view] involves a desire within the middle class to meet social status requirements whilst receiving recognition from their peers," they say.

The study also highlights that many consumers choose to purchase those items which most effectively allow them to engage – inconspicuously – in conspicuous consumption; that is, the ability to show off without being seen to do so, so that they may further cement

their status as a member of the middle class.

The findings have implications for marketing, the researchers say, given the increasing purchasing power of a growing Chinese middle class. By marketing how a product might help solidify status – such as by showing off without being seen to do so and thereby showing maturity and subtlety rather than ostentation – the study helps marketers look beyond buyers' income levels to understand the social and cultural factors influencing Chinese consumption patterns.

The paper makes use of a survey conducted at the second Dalian International Wine and Dine Festival between July 4 and 7, 2013. The questionnaire included 28 items using a 5-point scale (1 as strongly disagreeing and 5 as strongly agreeing) that examined the motivations behind purchasing wine.

The results showed that 3 statements had relatively higher mean scores. They were "I may regard luxury wine as gifts for others, to show my status"; "I buy wine and give it to others because it helps create better relationships"; "I buy and give luxury wine to reward others".

Buyers' view

By contrast, people attributed less importance to items like "by choosing a wine product with an exotic look and design, I show my friends that I am different"; buying

"an interesting and uncommon bottle of wine otherwise available with a plain design, to show others that I have an original taste"; choosing "products or brands of wine to create my own style that everybody admires".

The questionnaire also sought socio-demographic information. The results indicate that there were slightly more male respondents (54.8%) than female (44%), with the majority of participants between 25 and 44 years old (49%). Participants attended the wine festival primarily with their family members (35.3%) or friends (26.1%).

While 28.6 percent of the respondents attended as a couple (2 people), 31.7 percent said they attended with 3 to 4 people in their group. The majority of respondents reported that they were married (53.4%), and the most common education level amongst the respondents was a bachelor degree (68.8%).

The authors

Dr. Jaeyeon Choe is an Assistant Professor at IFT. She holds a PhD in Tourism Management from the Pennsylvania State University.

Her primary research areas are: anthropology of tourism; religious tourism; Chinese consumer behaviour; and tourism and hospitality education. She has actively shared her research outcomes at international conferences in the United States, Ireland, Italy, Belgium, Hungary, Germany, Spain, Malaysia and South Korea. She has also helped organise several international conferences.

Dr. Michael O'Regan completed his master's degree at the University of Limerick in Ireland. He has worked at the National Tourism Development Authority of Ireland and at Gulliver – a travel news, information, tour and accommodation listings service in Ireland. He was employed by Wicklow County Tourism as a Marketing Executive before starting a PhD programme at the School of Sport and Service Management, University of Brighton, in the United Kingdom, which he completed in 2011. He is a former Assistant Professor at IFT.

The paper

Jaeyeon Choe and Michael O'Regan: 'Chinese Consumer Behavior: Luxury Wine Consumption and The Impacts on Tourism', Consumer Behavior in Tourism Symposium, December 3-6, 2014, Bruneck/Brunico, South Tyrol, Italy.

學院就內地人購買葡萄酒背後的消費動機進行研究。

The Dalian Festival is jointly organised by Dalian Haichang Land Limited, the Municipal Government of Dalian and the Bordeaux Chamber of Commerce and Industry from the famous French wine-growing region. It is the first and so far only such festival to be held in Dalian, the 2nd largest city in Northeast China's Liaoning Province, and a place identified as a rising star in China's 'urban revolution'.

During the wine festival, more than 1,500 kinds of wine from about 400 individual estates, primarily chateaux in France, were on display, with some 80,000 attendees buying more than 100,000 bottles of wine.

Note: Edited version of article first published in Macau Business magazine – January 2015 issue

Starting from scratch

IFT research on opportunities and barriers for growth of professional golf in Hong Kong



Hong Kong offers a number of advantages in nurturing junior golfers, but the sport is still facing a considerable number of barriers there to develop world class players, reveals a study by an IFT researcher and her team.

Dr. Penny Wan Yim King and her researchers examined the potential for development of elite golfers in Hong Kong by evaluating those opportunities and barriers. The team conducted 16 interviews, including with representatives of golf associations, coaches, players and parents of junior players.

Advantages include: "the efforts [made] by the Hong Kong Golf Association (HKGA) in nurturing junior golfers; the international status of Hong Kong which draws international participants to play golf matches [there]; and the possible prospect of [players] becoming golf coaches," says the paper.

Barriers include: golf lacking government support in Hong Kong for social and political reasons; the pool of golf players being small and thus the pool of young talent also being small; and a lack of incentive for players to turn professional, suggests Dr. Wan's team.

The paper adds that Hong Kong lacks the facilities, finance, administration and coordination, in addition to scholarship and development funds, to nurture top golf talent.

"Scarcity of land makes it hard for the [Hong Kong] Government to squeeze land to build golf facilities: the huge gap between the rich and the poor provides no political justification for the Government and the public to support golf; and golf is perceived in Hong Kong as a game for affluent people for leisure only, not a sport for the general masses. [These] are the key constraints for Hong Kong to nurture elite junior golfers," Dr. Wan claims.

Little room

"These constraints might... be overcome but not in a short period of time. The Hong Kong Government needs to first recognise the importance of golf and... the potential of Hong Kong golfers to gain good results in international competitions if more support is given [to them]. It needs to work hand in hand with the HKGA, the golf clubs, the schools, parents and the general public to promote the sport by arousing the interest of primary and secondary students to play golf," Dr. Wan adds.

According to one interviewee, there is only one public golf course in Hong Kong, while there are 5 to 6 private golf courses restricted to a limited membership. "In Singapore, there are 21 golf courses for less than 5.5 million people," the interviewee said.

Golf in Hong Kong is perceived as an upmarket sport and for leisure only. Thus, the golfing population remains

low compared to the playing population for other sports, the paper says.

"Not many people can afford it, and even if they can, not many are serious about competitive golf. The relatively expensive entry fees make it hard for people to get into the game," another interviewee told the researchers.

Golf is a popular sport in many Western countries and a few Asian countries such as Japan and Taiwan. It is playing an increasingly important role in international sports, and will be an official Olympic sport at the 2016

Summer Olympics. It last featured in the Summer Olympic Games official programme in 1904.

"Golf deserves more attention because the factors that affect an elite golfer's development could be different from those of other sports. For instance, golf is perceived as an elite sport in many cities in China such as Hong Kong and Macau," the paper concludes.

Note: Edited version of article first published in Macau Business magazine – February 2015 issue

The authors

Dr. Penny Wan Yim King is a Visiting Assistant Professor at IFT. She has a PhD in Urban Planning from the University of Hong Kong and a master degree in Tourism Management from the University of Canberra, Australia.

She is also a tourism consultant with diverse project experience involving theme parks, golf courses, heritage conservation and hotel developments. She has provided training for hotel-casinos and integrated resorts in various destinations. She has published research papers in several internationally reputable journals covering the relevant fields.

Lucas Chadwick Lam is a National Team Member of the Hong Kong Golf Association.

Shanice Chelsy Lam is a Junior Squad Member of the association.

Michelle Tina Fung is a student in Hong Kong.

The paper

Penny Wan Yim King, Lucas Chadwick Lam, Shanice Chelsy Lam and Michelle Tina Fung: 'Elite Golfers' Development in Hong Kong', Conference proceedings of the 13th Asia Pacific Forum for Graduate Students' Research in Tourism, Kaohsiung, Taiwan, 14-16 May, 2014.

學院就試圖了解香港的高爾夫球精英在該鄰近地區所面臨的機遇及挑戰進行研究。

The tale of a storyteller

IFT Lecturer Mr. Tom Wilhelm has a passion for storytelling of all sorts



Recounting tales has been part of Mr. Tom Wilhelm's life long before he moved to Macao and became a Lecturer at IFT.

"[As a boy] I had access to so many different cultures just within my neighbourhood in the United States – because of people from other countries that had immigrated there," he recalls.

"I would go do an odd job for elderly neighbours and then the husband and wife would start talking to me over a cup of tea. They would share all their stories. It was great."

One of Mr. Wilhelm's first influences in storytelling was his grandmother, a woman of Irish origin. She introduced

him to Gaelic folklore. He would later continue exploring folk tales, first Native American tales and later from all around the world.

Mr. Wilhelm's story is itself worth telling. He has been living in and out of the United States for close to 30 years. Before coming to Macao, he taught in Malaysia, Japan, Indonesia and Austria.

"I feel I carry home wherever I go. In my heart, my soul. When I am in a place, I try to make as much of it as I can."

His professional plans as a young adult involved storytelling of a different kind.

"I was intending to be a war correspondent," says Mr. Wilhelm, who graduated from Indiana University with a bachelor degree in Broadcast Journalism and Telecommunications. "I wanted to go to places where people were seriously bothering each other, and I intended to explain the whys to whoever would choose to listen."

A personal tale of romance changed his plans. "I met my wife and realised that maybe there was a story there worth telling, an altogether different chapter," he explains.

The right fit

Mr. Wilhelm instead went into sports journalism, working at small newspapers in the United States. "Eventually, I decided that I wanted to take a slightly different approach, so I pursued Curriculum and Instruction and went into teaching."

The first time he visited Macao was in 1986, during his first experience abroad. He and his wife were living in Hong Kong and they came to Macao for a jazz festival. "It was great. We loved it," Mr. Wilhelm recalls. "At that time, there was just a rickety 1½ lane bridge across the former wetland that is now the massively developed Cotai strip."

He adds: "Eventually, both me and my wife decided that we appreciated the Asian approach. Also, I realised that a lot of my personal philosophy was quite similar to Eastern philosophy."

Mr. Wilhelm has been living in Macao for over 10 years. One of the things he misses is storytelling for a large audience.

"Before we came here, I was mainly performing as a storyteller in a circuit in the United States, with occasional international projects," he explains. He was also the president of a regional writers guild and had odd jobs performing as an era character actor in

historical festivals.

In Macao, Mr. Wilhelm found public speaking could be a kind of substitute for storytelling. He became actively engaged in the Toastmasters movement, an international organisation focusing on public communication and leadership. Last November, he conducted a workshop on innovative presentation techniques in Zhuhai at an international conference. His session was attended by over 150 energetic people, many of whom were trainers and consultants.

He is constantly writing all sorts of materials, from institutional releases to scripts. He also makes use of different media to tell his own stories, some of which have already been published.

Mr. Wilhelm says his approach to written narrative is somewhat unconventional. "I have a real challenge with linear time," he explains. "I work in circles and cycles. For me, nothing ever 'finishes'."

IFT fits his style, Mr. Wilhelm states. He teaches English Language, Presentation Skills and Business Communication within IFT's daytime bachelor degree programmes and other workshops offered in English.

"Because it is a hospitality school, students are prepared for openness and for difference. When I am in the classroom, I just try to coach and share resources with them. It is important for our students to realise that they are accountable for their own learning. Most valuable is that their true personality comes out whenever they are communicating with others."

旅遊學院講師Tom Wilhelm熱愛敘述各種類型的故事。

Education matters

The provision of scholarships to IFT students is part of Melco Crown Entertainment's commitment to supporting human resource development in Macao



Macao-based resort developer and operator Melco Crown Entertainment Ltd has been sponsoring IFT students since the academic year 2011/12.

"Melco Crown Entertainment is committed to local youth development and education," says Ms. Akiko Takahashi, the firm's Executive Vice President and Chief Human Resources/Corporate Social Responsibility Officer. "IFT is dedicated to professional hospitality education in Macao, and we are delighted to work with IFT to grow our future leaders," she adds.

Every academic year, up to 8 IFT students can each receive a Melco Crown Entertainment Scholarship. It provides sponsorship equivalent to 50 percent of an IFT annual tuition fee. The company has so far sponsored a total of 24 students.

"Through this scholarship programme, Melco Crown Entertainment aims to contribute to a vital purpose – developing and encouraging the youth of Macao to pursue higher education," says Ms. Takahashi.

She adds: "Melco Crown Entertainment's brand differentiation is in its non-gaming propositions, attractions and entertainment, as evidenced by the upcoming opening of Studio City this year. Melco Crown Entertainment is interested in developing local future leaders, and providing this scholarship also fulfils this goal."

Ms. Takahashi praises IFT's leading role in developing skilled professionals. "IFT has successfully cultivated countless tourism and hospitality professionals and experts, that have contributed and are contributing to the development of Macao," she says.

"IFT's continuous devotion and efforts in fostering Macao-based talent is undeniable and widely recognised by the industry," Ms. Takahashi points out.

Making a difference

Aside from the Melco Crown Entertainment Scholarship programme, the company provides various scholarships to help recipients complete a full 4-year degree programme in any local higher education institution.

"These scholarships are provided to our employees and their families, as Melco Crown Entertainment believes in the importance of family. One scholarship category is the 'Hope Scholarship', offered to those who are facing extraordinary circumstances that would otherwise prevent them [from continuing their studies]," says Ms. Takahashi.

"Currently, 20 percent of our scholarship beneficiaries are studying at IFT, including our employees, their family members and Hope Scholarship recipients," she states.

Melco Crown Entertainment plans to continue contributing to the development of local talent. "Supporting Macao students is a very important initiative for Melco Crown Entertainment and we will continue to help make a difference in people's lives as much as we can," Ms. Takahashi concludes.

向旅遊學院學生提供獎學金是新濠博亞娛樂為支持本澳
人力資源發展所作出的承諾之一。

Dean's List of Fall 2014/15

The objectives of the Dean's list are to:

- recognise excellence in academic achievement among students;
- be a motivating mechanism for students to excel; and
- impart in students a sense of pride and connection to IFT in the long run.

44 students are nominated for the Dean's list and they are:

Tourism Business Management	Heritage Management
LEONG Kin Seng	Anastasia CHUGUEVSKAIA
LI Kai	LEI Chi Hou
LIU Chunlin	LEI Pou I
Patricia Izabella SANCHEZ	MA Mat Ling
VONG Chi Ian	TONG Chi Seng
WONG Lei Lei	YUCHI Chujun
Hotel Management	
CHAN Ying Leong Melody	LEONG Ka Weng
CHAO Teng	LEUNG Keng Fat
CHE Un Lam	QIN Yiting
CHEN Changlu	SUN Shenchang
CHEONG Chio I	YUAN Lingfei
HE Qianting	ZENG Huadi
IEONG Ka Pou	ZHOU Wanying
LAI Chi In	ZHOU Yuqing
Liliana LEI	ZHU Jiaer
Tourism Event Management	
Jackeline Dandhara BARROS DE ALMEIDA	
Ilona BLAAK	
CHAN Ka leng	
HUANG Ying	
Paula Eliana Dizon ISON	
LAM Lun Yan	
LAM Weng San	
LEI Ka Ka	
LEI Si Kio	
LOI Nga In	
LOU Xinlin	
TANG Lu	
WONG Sio Cheng	
WU Szu Yi	

Let's congratulate our dean's list recipients on their great achievement in the last semester.
以上44名學生獲提名至校長榮譽榜。

Photo Wall



IFT faculty members attended 5-day internship at Venetian Macao-Resort-Hotel



Second semester exchange students took part in city tour as part of welcoming programme organised by IFT



Culinary Arts Management student Will Chou (left), 1st runner-up in Men's 50m Breaststroke, at Macao Inter-University Swimming Competition



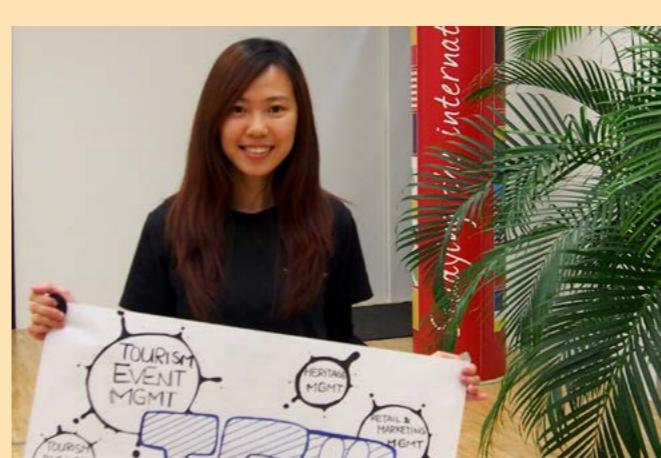
Tourism Retail and Marketing Management student Emily Yang spent autumn semester on exchange at Haaga-Helia University of Applied Sciences, Helsinki, Finland



Students on Introduction to Visual Merchandising training course made practical use of knowledge learned in class



Undergraduate student field trip to Venetian Macao-Resort-Hotel



Tourism Event Management student Katsy Lin went to IMC University of Applied Sciences, Krems, Austria, on autumn semester exchange programme



Tourism Business Management students Meka Chen (left) and Jenkins Wong spent autumn semester on exchange at Hanze University of Applied Sciences, Groningen, Netherlands



Tourism Event Management student Carson Leung (left), 1st runner-up, Men's 50m Freestyle event, at Macao Inter-University Swimming Competition



In same competition, Pastry and Bakery Diploma student Sabina Ma (centre) won Women's 50m Breaststroke. She was 1st runner-up in Women's 50m Butterfly



On 13 April, Tourism government officials from Portuguese speaking countries namely Guinea-Bissau and Timor-Leste visited IFT cooperated with Macau Government Tourist Office, to understand Macao's tourism education and training.

Upcoming Events

Date	Event	Organiser	Venue	Contact
Until 5 July	IFT 20 th Anniversary Celebration Event Series The Language of Images of East and West – Exhibition of Creative Works by Cai Guo Jie	IFT Tourism and Hotel School	IFT Educational Restaurant and the Team Building	Web: http://www.ift.edu.mo/EN/Event/Index/43/3084
8 May	IFT 20 th Anniversary Celebration Event Series Classical Music Charity Concert	IFT	Grand Hall, IFT Main Campus	Email: S134146@ift.edu.mo ; Tel: (853) 6610 3599 or (853) 6657 5722
1 – 15 May	Application period for international students applying for evening degree programmes	IFT	Application on IFT website	Web: http://www.ift.edu.mo/EN/Diploma-Degree/Home/Index/749 Tel: (853) 8598 1414 or (853) 8598 1280
26 – 27 May	Executive Development Programme – Facilities Management	IFT and Cornell University School of Hotel Administration, USA	Conference room of Pousada de Mong-Há	Email: edp@ift.edu.mo Tel: (853) 8598 1250
1 – 10 June	Application period for international students applying for daytime degree programmes	IFT	Application on IFT website	Web: http://www.ift.edu.mo/EN/Diploma-Degree/Home/Index/749 Tel: (853) 8598 1414 or (853) 8598 1280
22 June – 3 July	Summer International Exchange Programme – Eco-awareness and Tourism Sustainability	IFT and Kendall College, Chicago, Illinois, USA	Chicago, Illinois, USA	Web: http://www2.ift.edu.mo/summer2015
24 – 25 June	Executive Development Programme – Key to Personal Effectiveness	IFT and Lausanne Hospitality Consulting of Ecole Hôtelière de Lausanne (EHL), Switzerland	Conference room of Pousada de Mong-Há	Email: edp@ift.edu.mo Tel: (853) 8598 1250
End of June	Guangzhou Night – IFT Alumni Gathering	IFT Technical and Academic Support Division	Guangzhou, PRC	Email: alumniaffairs@ift.edu.mo
2 July	IFT Alumni Dinner	IFT	IFT Educational Restaurant	Email: alumniaffairs@ift.edu.mo
12 – 17 July	Summer Camp for international students	IFT Technical and Academic Support Division	IFT	Tel: (853) 8598 1414 or (853) 8598 1280
7 – 9 September	3 rd International Conference on Events (ICE2015) – Making Waves in Macao	IFT Tourism Research Centre	IFT	Web: http://www.ift.edu.mo/ice2015/ Email: ice2015@ift.edu.mo
27 – 28 October	Executive Development Programme – New Media in Hospitality Management	IFT and Cornell University School of Hotel Administration, USA	Conference room of Pousada de Mong-Há	Email: edp@ift.edu.mo Tel: (853) 8598 1250



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