COMMITTED TO BUILDING A BETTER FUTURE

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President’s Message

Research purpose ranges from practical reasons for revisiting and improving current practices to basic motives of identification and formulation of new theoretical associations, and from mono-disciplinary investigation to crossover explorations. Every discipline can only move ahead as fast as its ability to generate new knowledge in its ever-changing environment. Tourism as a discipline is no exception. Research in tourism has been given much attention in the last few decades due to a heightened awareness of the volume of global tourism trade, and to a large extent, to rising quality in tourism education faculties and research capabilities. Yet, at a recent conference, researchers lamented the lack of growing and breathing space under established fields such as management, economics, anthropology and other branches of social science in which tourism is often housed but seldom evaluated in its own right. While there is always room for improvement in research effort and quality in any given discipline, tourism researchers have much to rejoice over. They have contributed to increasing awareness and understanding of global issues brought forth by tourism development, such as the delicate balance between tourism and conservation, or authenticity and commercialisation. Other vital areas of research brought to the forefront include urban and rural development, indigenous and colonial cultures, and many more interesting contrasts and assimilations that so often envelope our everyday life.

Research at IFT

Several members of faculty at IFT have been writing and presenting at international conferences including journals, exploring many areas of growing interest in the tourism and hospitality fields. This has included collaborative research with renowned tourism scholars from overseas:

Conference presentations

An evaluation of the Hong Kong travellers image of Macao (Glenn McCartney)
Liberalising Macao’s casino industry and investing large resources in event tourism have been major tourism development strategies used by the Macao Government with a key objective being to enhance the destination’s regional and international reputation and image. Hong Kong has been and continues to be one of the most important traveller markets to Macao, and therefore as regional competition intensifies, and with gaming and events being image attributes that can be duplicated at other rival locations, this research evaluates images held by Hong Kong travellers of Macao, and how attractive Macao still is as a holiday destination. A face-to-face survey was conducted at Hong Kong International Airport, insuring that the respondent was interested in travel and tourism, as well as a higher response rate. The results indicated that image perceptions of Macao closely aligned and reinforced leading destination decision attributes. This research also revealed that although most of the respondents had been to Macao, a majority would travel to Macao next or at some time in the future, showing the attractiveness and importance of the present image perceptions. Such findings will however have implications on the future development of optimum tourism product and service offerings for Macao in maintaining a competitive edge, and their clear integration into the destination marketing and promotion message to the Hong Kong traveler audience.
Burnout and service quality of operational staffs in hospitality industry (Sut I W. Humberstand)

Operational employees play a key role in service organisations as their involvement is an essential part in delivering the service/product; thus, their ability to provide high-quality performance is considered to be vital for enhancing customer satisfaction and loyalty. Considering the rapid growth of tourism industry in Macao SAR, one would expect that the workload for service workers has dramatically increased. Consequently one would suspect the risk of job burnout is emerging due to the increasing intensity and frequency of interpersonal contact with customers. The results of this research indicate that level of job burnout impacts on service quality and this impact is moderated by organisational commitment and company support.

Does the Type of Perceived Travel Risk Associated with Destinations Affect Visitors' Likelihood of Visiting? An Exploratory Study (Weng Hang (Francis) Kong, Catarina Nunes, & Leonardo A.N. Dioko)

Risks associated with travel and destinations remain an understudied subject matter. This study explores the nature of perceived travel risks associated with destinations and examines if the type of travel risk exerts differential effects on the likelihood of future visitation to destinations, both for visitors having had prior visit experience and those with no prior visit experience. The findings indicate that the type of travel risk associated with a destination significantly influences the degree in the likelihood of future visitation to the destination but that prior visit experience to a destination remains a strong condition for improving the likelihood of future visitation regardless of the type of perceived travel risk. Implications for destination marketing and branding are discussed.

Leveraging LCC: Channelling international tourists from nearby tourist destination(s) (In-Mei (Christina) Iao & Kim-leng (Connie) Loi)

The tourism industry of Macao has achieved remarkable growth in recent years with the liberalisation and expansion of the gambling industry. Capitalising on the recent operation of the low-cost carrier (LCC), AirAsia, in Macao, which offers an affordable flight service between Macao and Bangkok, and the intent of visitors to devise multi-destination trips, this research examined the opportunities and possibilities of channelling international repeat tourists from Thailand to Macao as a first stop or en-route side trip before travelling to other planned destinations, and thus diversifying Macao's tourist portfolio. Though the survey showed that most respondents did not tend to travel to Macao despite making visits to the nearby destinations of Hong Kong or Mainland China, some underlying reasons are identified and feasible corresponding solutions are suggested to explore how best this untapped market (Macao) can be successfully developed and marketed. Remedies which include positioning Macao as a supplement to other destinations instead of being a competitor, directing and strengthening promotional efforts in Bangkok especially, and creating a co-habitat for Macao's bilateral development in both gaming and cultural tourism were identified.

Local Marketing and Branding Considerations of Tourism - A Case Study of the Lower Income Group in Macao (Ching-Chi (Cindia) Lam)

Tourism development may lead to positive and negative impacts on different aspects of life for host communities and the associated residents' attitudes and perceptions will have an influencing affect on the success and sustainability of the tourism industry. This research investigated the effect of the different affected aspects to the lower income sector in Macao due to the intense affect by tourism development, providing a valuable reference for the marketing and branding of the tourism industry within the local society, in order to minimise any possible adverse affects. Findings showed six factors of general concern: economic benefits, social involvement, endurance, cultural and sport facilities, and psychological aspects. It was also found that residents are generally more optimistic towards the future but having less choice on affordable real estate. The importance of each factor on the quality of life of the residents was also investigated.

Travel Behaviour of Mainland Chinese Tourists in Macao during Golden Week Holidays (I-Man (Elizabeth) Cheng)

Since 1999, China has introduced three weeklong holidays annually, also known as the golden week holidays, to encourage local citizens to travel and increase personal consumption. Being a special administrative region of China after the return of sovereignty in 1999, the number of mainland tourists visiting Macao during the golden week holidays keeps on increasing. As Macao is located at the border of Guangdong province, it is easier for people from that province to travel to Macao. It is interesting to study the differences in the travel behaviour of those near-home travelers and distant travelers who live in other provinces in China. Comparison is also made on the vacation motives of these two groups of tourists, with vacation motives classified into two distinct categories: push and pull factors. Information was obtained through personal interviews with mainland tourists travelling to Macao during the National Day golden week from 1 to 7 October. Structured questionnaires were developed to collect information on the frequency of travel, length of stay, destination choice, forms of travelling, vacation motives, etc., of these mainland Chinese tourists. This study is significant in providing information to tourism planners in Macao to better understand the reasons why near-home and distant travelers from mainland China are attracted to Macao. In this way, resources can be more effectively allocated to attract the group of tourists which is more valuable for Macao's tourism industry.
Heritage Brand Improvement through Streetscape Rehabilitation: A Case Study of Macao, China (Yim King (Penny) Wan and Francisco Vizeu Pinheiro)

Although World Heritage designation symbolises an international top brand in tourism, it does not necessarily guarantee the superior quality of the destinations. A top brand could be maintained by acquiring a unique cultural sense of place that is appreciated by both tourists and local people. Besides, it has to be economically viable and sustainable for future generations. This paper examines how streetscape rehabilitation of the tourist corridors for visiting Macao’s historical monuments can support and supplement the City’s heritage brand building, apart from the World Heritage designation. A recent survey on Macao’s historical sites indicates that streetscape rehabilitation contributes significantly to improving tourists and citizens perception of the City’s heritage, to regaining its individual cultural identity as well as to enhancing the economic viability and sustainability of the heritage sites.

Side Impacts on the Evolution of Tourism on the Quality of Life of the Grass Roots in Macao (Ching-Chi (Cindia) Lam & Kim leng (Connie) Loi)

This study investigated the relationship between the different factors that affect the Quality of Life for the grass roots of Macao and how these have been impacted by the evolution of tourism. Four areas including physical and functional, economical, psychological and social areas were examined on their affect on the Quality of Life. It was found that economical and psychological aspects were the most influential factors. Specific items that have contributed to the most negative influence were also identified.

Multi-destination travellers: behavioural and socio-demographic profiles (Siu-Ian (Amy) So, Alastair M. Morrison, Leonardo A. N. Dioko)

The heritage tourism market has developed from being regarded as a small niche segment to a mainstream market of considerable size. In Taiwan, diversified heritage resources hold considerable appeal to the international tourism market. Little research has been completed on international heritage tourists to Taiwan, so this study utilised Taiwan as a case and examined international tourists to the destination. Three groups of international tourists to Taiwan were identified and they were labelled as heritage, shopping, and non-specialists, with the heritage group having a high participation rate in visiting heritage relics (90.6%). The study also profiled tourists according to the reasons they travelled to Taiwan and socio-demographic variables. The heritage tourists and other activity participation groups were compared to reveal the major motivational and socio-demographic differences involved. The findings showed that international heritage tourists to Taiwan were a group of visitors with relatively younger ages, middle levels of income, and higher educational levels. The study defined heritage tourists who indicated visiting heritage sites as part of their reason for visiting Taiwan as motivated heritage visitors. Other heritage tourists who participated in heritage activities, but did not list heritage tourism as a reason for visiting Taiwan were defined as heritage site visitors. Finally, the study profiled the two groups of heritage tourists and compared them, with significant differences being found in ages and nationalities.

Single versus multiple destinations: An examination of international visitors to Macao, Hong Kong and China (Siui-Ian, (Amy) So, Alastair M. Morrison, Leonardo A.N. Dioko & Chuk Kwan (Fanny) Yong)

Relatively little attention has been given to examining single versus multi-destinations on vacation travel trips. The purpose of this study was to examine single and multi-destination international visitors to Macao, Hong Kong and China. Specifically, it had a focus on international visitors to: 1) Macao only but not Hong Kong or China; 2) Hong Kong only but not Macao or China; 3) Macao and Hong Kong only but not China; and 4) Macao, Hong Kong and China. Socio-demographic and trip characteristics and travel planning behaviours that distinguished the four groups were identified. The results indicated that there were significant differences in education levels, travel party sizes, number of days on current trips, travel information sources, and activity preferences among the four groups. This study should assist destination marketers in Macao, Hong Kong and China in devising competitive marketing strategies and exploring opportunities for expanding the international visitor markets for the three destinations.
Proceedings of the International CHRIE Conference, Las Vegas, 2005

Selling the destination resort: Permission Marketing and the Internet (Eric Brey, Siu-Ian (Amy) So, Dae Young Kim & Alastair M. Morrison)

Permission marketing is becoming an important tool in attracting consumers via the Internet. Its growing importance can be seen in hospitality and tourism marketing, specifically in destination resort marketing. With an increase in industry use, there exists a need to develop a better understanding of consumers and reaching them online by permission marketing techniques. This paper identifies and describes three segments of consumers based upon their willingness to engage with permission marketing and then compares them on socio-demographics, online habits, trip characteristics, and website design preference levels. Implications are presented for marketing destination resorts. [Winner of Best Paper Award]


Cultural authenticity in sport events: The case of the Dragon Boat Races (Glenn McCartney & Linda Osti)

The use of cultural events continues to grow as a destination marketing and promotion strategy with destinations eager to broaden attraction attributes. One such cultural event is the Dragon Boat Festival, transforming from what was a traditional private Taoist ceremony surrounded in ritual and social identity within local Chinese fishing villages, to an international racing phenomenon, hosted annually in several major cities and locations. With this use of cultural events is the paradox that their increasing popularity can also take away from the authentic experience, becoming more staged as performances for visitors. This research explores the level of participants motives and perceptions towards the events at the International Dragon Boat Festivals in Macao, China, the event’s cultural origin, and Melbourne a location where dragon boating has been successfully staged, revealing that the participants opinions can differ depending on their culture of origins. This will have implications on the cultural sustainability of the event as a destination tourism attraction, given the importance of the historical and ritual legacy of dragon boating as its unique promotional attribute.

Factors Influencing Ethical Decision-Making of Tourism Managers: A Preliminary Study from Australia (Ruhi H. Yaman)

A conceptual model of determinants of positive perception of ethics for organisational effectiveness is proposed. A mail survey was undertaken with a sample of 269 tourism organisations in Australia. Respondents were queried about their personal moral philosophies and their perceptions of ethics and social responsibility and the influence of those on organisational effectiveness. The results indicate that personal moral philosophies of the respondents, their level of education and the size of the organisation impact tourism marketers perceptions of the importance of ethics and social responsibility, where gender, corporate ethical climate and respondents positions in the organisation did not have any significant effect.

The Influence of Customer Relational Orientation on the Service Perception: A Comparative Study in an Upscale Restaurant Setting (Hsieh Hungchen & Ruhi H. Yaman)

This paper aims to examine the extent to which the customers’ relational preference toward the restaurants influences their perception of restaurant service attributes and attitudes formation. The study surveyed customers of two upscale full-service restaurants. Questionnaires were completed through a tightly controlled web survey and results examined to test the significant difference in perception between the two relational preference groups (regular customers and occasional customers). The study found significant differences between two customer groups in evaluating restaurant service attributes and forming customers attitudes of overall satisfaction, trust and commitment. Some recommendations have been made for market segmentation.

Proceedings of the TLEIA Conference 2005, Penang, University of Utara Malaysia

Motivation in Learning English as a Second/Foreign Language: The Case of Students of Hospitality and Tourism Major in Macao (Ka I (Doris) Ip)

Motivation has long been a popular topic for research in regards to effective second language learning, with various linguists identifying different motivating/demotivating factors. This paper presents the case of students studying at the Institute For Tourism Studies, Macao (IFT). A research was conducted to find out the effectiveness of the ACCESS Club in helping students improve their English and the relationship between motivation and English learning. This research attempted to discover if a stress-free environment could increase students motivation and confidence in learning English and thus improve their proficiency.

The research found that after the experiment, the English proficiency, motivation level and confidence level have not shown significant difference. The qualitative results provide some information on students expectations and suggestions for improving the Club and negative factors that hindered them from joining. It also indicated further research possibilities to explore motivation for language learning and learning strategies.

Proceedings of the 55th AIEST Congress 2005, Brainerd, USA

Staging events as a destination tourism development strategy and the implications for Macao (Glenn McCartney)

The use of events tourism has grown in recent year as a major tourism promotion and rejuvenation, with attempts to prevent...
either destination stagnation or decline and present the destination with additional attraction attributes. In addition to acting as a potential catalyst in improving tourism and the local economy, a key rationale behind the use of events will be to enhance destination image and competitiveness, thus making the location more prominent and attractive.

This paper investigates the various strategic challenges in using event tourism, and how this applies to Macao, coined as a city of events with an almost seamless occurrence of events year round organised principally by its sports, tourism and cultural departments. Yet to fully optimise the use of events, an integrated event strategy is recommended from engaging all the event stakeholders, analysing the optimum events mix, to an evaluation process that monitors initially stated event objectives. All subsequent outcomes as a result of hosting events should, therefore, maximise the net gain for the destination, such as economic and image enhancement, overcoming seasonality, and creating an environment for a sustainable event legacy. However, the use of events should not be considered as a panacea for tourism development, and highlighted in this paper are the major challenges and potential negative impacts, facing not only Macao, but of relevance to a growing number of destinations adopting this form of tourism development as part of their overall tourism marketing, promotion and positioning strategy.

**Journal publications**


This study examines how supervised work experiences (SWE), among other factors, affect tourism and hospitality undergraduates perception of work in the industry. Other factors include parents influence, students experience with the industry as customers, family connections with the industry, previous industry-related work experience and sources of information about the industry. Perceived importance of tourism to the destination was also included, in view of the specific changes taking place in the tourism environment of the destination under study. Results indicate that junior students were influenced more by their parents while senior students their SWEs. The study offers recommendations to alter or enhance students perception about industry work.


The research studies reported on in this paper examined the ethical ideologies and perceptions of ethics and social responsibility of managers in charge of organisations operating within the tourism systems in Australia and Turkey. A mail survey was undertaken with a sample of marketing executives of 1066 tourism organisations in Turkey and 269 tourism organisations in Australia. Respondents were queried about their ethical ideologies and their perceptions of ethics and social responsibility and the influence of those on organisational effectiveness through a questionnaire based on EPQ and PRESOR scales. The variation is explained by cultural differences and selected demographic characteristics of the executive and the organisation.


Sports events have become ever more prominent as a tool to increase a visitor’s awareness and as an attraction to a destination. This possible synergy of sport and tourism, through the use of various sports events, has become an increasing area of research. However, while research has been undertaken with one-off mega or hallmark events such as the Olympics or World Cup tournaments, little has focused on recurring mega-events in the same location, as tourism attractions. This research sets out to explore the profiles and visitor motivations of participants and non-participants to the Macao Grand Prix Golden Jubilee event, which has taken place each year in Macao since 1954. A recurring mega-event will have undergone a period of evolution and adaptation within its host community as a strategy of sustainability, which also raises issues such as its attractiveness, flow-on benefits, participant loyalty and repeat visitation, as well as the potential to explore newer tourist market segments. The results indicated that there are profile differences, with a degree of participant loyalty, and possibility to widen participant segments and duration in the destination. This reinforces the role and importance of an appropriate and suitable marketing and promotional strategy.


This paper explores Macao residents’ perceptions of the impact of gaming development at a significant time in Macao’s long experience with gaming, just after the end in 2002 of the 70-year old monopoly system for the gaming sector and the introduction of new casino operators into the market. Principal components analysis, cluster analysis, and analyses of variance were used to understand the dimensionality of perceptions of gaming impact and differences among subgroups of gender, age, income, educational background, and marital status. The results could help authorities and gaming operators understand the perceived costs and benefits of residents regarding different dimensions of gaming impact and design appropriate promotional messages to reinforce or alter resident perceptions about gaming. The findings led to the conceptualisation of a Gaming Impact Perception Matrix (GIPM), creating a perception typology based on cost-benefit perceptions of gaming development, in different time periods. An attempt was made to apply the typology with current theories of tourism development.

Despite Macao’s growing tourism arrival figure and healthy economy, fuelled primarily by the gaming industry, Macao’s tourist image remains relatively entrenched, and is sometimes reported negatively, as being solely a gaming destination. This research empirically studied how the image attributes of Macao were affected during the Macao Grand Prix, upon visitor arrival and departure, comparing first-time and repeat visitors perceptions, as well as those who specifically came to see the Grand Prix, or for other purposes. An administered survey was used enabling a pre and post analysis of now visiting frequency and purpose of visit (Grand Prix or not) affected image attributes.

The results indicated that image perception could fluctuate even after consecutive visits, although the Grand Prix event in itself did not change visitor perceptions. Various forms of information sources were examined in their role in convincing the visitor to journey to Macao during this period, revealing the importance of informal word-of-mouth publicity, but also suggesting the importance of having an integrated marketing and public relations programme.

Conference announcement and call for papers

Fusion Cuisine and Placemaking
Date: 8-10 November 2006
Venue: IFT, Macao SAR, China

In the face of increasing globalisation and localisation, cuisines are increasingly integrating culinary traditions and gastronomic innovations from different parts of the world. These new fusion cuisines are not just random mixtures of tastes and styles, but reflect the unique blends of cultures which have emerged in distinct locations in different parts of the world.

The conference will bring together experts from around the world, including members of the Tourism and Gastronomy Group of ATLAS. The major themes to be covered by the conference will include:

- Innovation with traditional cuisine
- The role of gastronomy in destination marketing
- Gastronomy and identity
- New foodways in the Asia Pacific Region

The conference will consist of general conference sessions open to students, practitioners and policy makers, as well as academic sessions of the ATLAS Tourism and Gastronomy Group.

Provisional keynote speakers are:
Michael Hall - University of Otago, New Zealand
Rosario Scarpato - International food, wine and travel writer
Greg Richards - TRAM, Barcelona
Kevin Fields - University of Westminster, United Kingdom

Call for Papers
Papers are invited on subjects specifically related to the conference theme. An abstract of 500 words should be submitted to the ATLAS Secretariat (admin@atlas-euro.org) before 15 June. All papers will be reviewed by members of the Scientific Committee. Authors of selected papers will be informed by 7 July. Final papers should be submitted by 15 September to enable them to be included in the conference proceedings, which will be circulated at the conference.

A publication meeting will take place on the final day of the conference. Authors wishing to develop their papers into chapters for another publication in the ATLAS Tourism & Gastronomy series, dependent upon a suitable publisher being found, are invited to attend.

Scientific Committee Members
Don Dioko - IFT Macao
Kevin Fields - University of Westminster, United Kingdom
Michael Hall - University of Otago, New Zealand
Florence Ian - IFT Macao
Greg Richards - TRAM, Barcelona

Full announcement is on the ATLAS site: http://www.atlas-euro.org/
IFT Student For A Day

The admission for degree programmes featured the IFT Student For A Day sessions, held for graduating high school students at the IFT campus in February and March. These sessions have been designed to help graduating high school students know more about our campus and training facilities as well as the bachelor degree programmes. Every single detail, including initial planning and arrangement of the Student For A Day, was organised by the Student Union of the Institute. Members of the Student Union consisting of 80 year-1 and year-2 students, with the aid of staff from different departments of the Institute, have shaped this Student For A Day into an unforgettable experience for all participants. Besides competence demonstrated in their organising work, IFT students showed team spirit. They took roles as campus tour guides, receptionists and MCs, expressing enthusiasm when sharing their study life and experiences in IFT with participants.

This annual event started in 2004. With the experience gained from the last two years, this year’s programme was more organised, and the response was overwhelming. More than 1,800 graduating secondary students from 27 local secondary schools joined us to experience being an IFT student for one day.

Through this event, our students have introduced the importance of the tourism industry to Macao and briefly demonstrated how their professional education can be applied in practical operations. In the comprehensive tour of the campus, they illustrated the structure of the Institute, the study paths of our bachelor degree programmes, the on-campus training facilities and the international accreditations that the Institute has been granted. Along the touring routes, IFT students offered practical demonstrations at various stations, and invited participants to experience hands-on training during their visit.

Lynton Ao

The Curriculum Review Meeting for Training Heritage Guides at UNESCO World Heritage Sites 2006

UNESCO World Heritage Sites have become key tourism destinations. This is particularly true of landmark cultural sites in the region. With the aim of providing quality visitor experiences and sustainability at these sites, a programme to improve heritage guide training has been initiated by UNESCO.

IFT plays a pioneering and continuing role in this project - as curriculum developer and course trainer. IFT also hosted and conducted the pilot training workshop in November 2004.

Following this successful pilot training at IFT, a workshop was conducted from 22-23 February 2006 at UNESCO Bangkok to review the curriculum and to seek expert input to bring the project forward. Prof. Dioko (the pioneer of the programme) and I (a graduate from the pilot training) were invited to take part in the workshop. There, we made contact with representatives from UNESCO Bangkok, representatives from regional National Tourism Offices and their private sector members, and the members of the Asian Academy. This workshop provided the opportunity to review the course units and the participants evaluations of the pilot training. It also outlined IFT’s sustained roles as curriculum developer and trainer for this project in the region.

Ong Chin Ee

IFT students-to-be look very interested in internships and student activities

April - June 2006
Free Guided Walking Tour

Do you remember a TV advertisement by MGTO (Macau Government Tourist Office), proposed by its director, Eng. Costa Antunes, with the theme “Every citizen of Macao is a tourism ambassador?”

It is not easy for every citizen of Macao to be a tourism ambassador. So, IFT students accomplish this by showing their knowledge of Macao, their professionalism as tourism-major students, and their nice smiles through guided walking tours. These free guided walking tours are organised by year-2 tourism management students as part of their co-curricular activity, the Tourism Work Assignment (TWA). Every semester, students are divided into several groups to organise these great events. Students are given the opportunity to encounter real tourists, and to apply what they have learned in class.

Conducting tours is the highlight of this programme. But, that’s not all. Students must design their own itinerary - to be completed within 90 minutes. In addition, they produce brochures and conduct analysis of tourist feedback. Our target is mainly the free individual tourists (FITs). Since this is not a pre-booked tour, students need to find their own tourists at the city centre. The major FITs are mainlanders; there are also tourists from Hong Kong, Taiwan, European countries and elsewhere. That’s why a tour is conducted in three different languages simultaneously: Mandarin, Cantonese and English. Students need to brush up their language and communication skills. The ‘Free Guided Walking Tour’ has gained popularity in the local community. We sometimes receive requests from local primary/secondary schools to conduct tours for them. We love to work with the local community and believe that’s the mission of IFT. We have a variety of participants. They include our part-time lecturers, IFT’s exchange students from Europe, MGTO officers, MGTO’s overseas office staff, and local residents. Even professional tourist guides join our walking tours! Guests of the Pousada de Mong-H, our educational hotel, have also become strong supporters of this activity.

Based on responses like the following, we consider this programme a huge success:

“I shared with many of my friends the wonderful experience I had in Macao. And I highly recommended that they join your free walking tour — from a HK tourist.”

How could my wife and I forget you guys - such a group of good tour guides! This is the fifth time I have been to Macao, and my wife’s first time. But, this is the only time I really travelled around Macao, and saw how beautiful Macao is. — from an American tourist.

Such tourist feedback makes students happy, and triggers further progress. What makes the Tourism Work Assignment team (Frances, Zoe, and Ken) happy is the initiative and creativity shown by our students; they always show us something original. One group made a promotional music tape that was very professional. Some groups have made IFT souvenirs more attractive by wrapping them nicely. Another group made some paper fans for tourists, which were very useful during hot and humid days.

This activity is tough; our required standard is high, and students only receive four to five briefing sessions before the activity. However, there has never been any disappointment; all our IFT students have done well, learning through this activity how fun it is to make other people happy. They have been true, honourable “Tourism Ambassadors,” demonstrating the spirit of the hospitality industry!

Kenichi Inoue

Overseas interns at IFT

Apart from sending IFT students for overseas internships, IFT also receives overseas interns to work in our two training units. In the first quarter, we had two interns from New Zealand who completed their one-month internship, and one intern from Portugal who began a three-month internship in February.

Louisa Lam

由學院主修旅遊企業管理學士學位課程二年級學生籌辦的「旅遊學院學生帶您漫步遊澳門」；目的是透過提供導遊服務對旅客及本地旅遊業作出貢獻，同學們同時獲得實習的機會，在過程中顯示了他們的知識、專業精神及親切的笑容。

學院除安排學生到外地實習之餘，亦同時接收海外院校學生到實習單位進行培訓。本年首季已接收了兩名來自新西蘭及一名來自葡萄牙的學生。

Louisa Lam
IFT Interns — choice of preference by local and global trade partners

The internship has always been a critical element for students learning at IFT. In this process, students' knowledge is expanded and skills are practised in real world situations. Interns are given opportunities for personal growth. Internship providers also benefit from the fresh driving force which brings in new solutions to routine tasks.

In past years, hundreds of interns had been serving in the industry of Macao and at different corners around the world. I wonder if your city has their footprints. Some of the places they served include:

- The UK National Trust (London)
- UNESCO (Bangkok)
- JAL (Hong Kong)
- The Shilla Hotel (Jeju)
- MGM Mirage (Las Vegas)
- Sofitel Jin Jiang Oriental Pudong (Shanghai)
- China Travel Service Head Office (Beijing)
- Sun International (Sun City)
- Homa Hotel Group (Tehran)
- MIAT Mongolian Airlines (Ulaanbaatar)
- BEXCO-Busan Exhibition & Convention Centre (Busan)
- VIALING Viagens e Turismo Lda. (Lisbon)
- GlobeGround PAGS (Manila)

IFT Faculty Member at CAUTHE

The Council for Australian University Tourism and Hospitality Education (CAUTHE) was formed in the late 1980s and consists of 24 member universities. The aim of CAUTHE is to promote development of tourism and hospitality education research in Australia. A CAUTHE conference is held annually.

This year, the conference was held in Melbourne from 6 - 9 February.

Our President, Dr. Fanny Vong, as an invited speaker, presented her paper on Internationalisation of and Diversity in Tourism Education.

Other IFT faculty members who participated in the event and submitted their papers include:

- Nissho Gakuen Educational Corporation (Kagoshima)
- Capitol Square Hotel (Sydney)

And the list just carries on and on.

IFT interns are often preferred by hotels in Macao, as they are well-trained and ready to serve the hotel the very first day they report for duty, commented Ms. Gloria Ma, the Chairman of the Personnel & Training Committee, Macau Hotel Association.

Disney World of Orlando, has also discovered IFT may be of assistance to them in the USA too! They came on 21 March for a presentation and recruitment of interns and one-year full-time cultural representatives. Ms. Sue Sharpe - International Recruitment Recruiter, Mr. Ronald Camargo - Operations Manager at EPCOT, and Mr. Stephen Fan - General Manager of China Group were welcomed at the Institute. They shared the Disney dream, and the fun experience of an intern in Disney World, with a crowd of interns-to-be. Dozens of candidates then went ahead with the interviews. Some could be lucky enough to soon work with Mickey, Minnie and the Disney family for half a year.

Should you like to take IFT interns and benefit your organisation, you are welcome to contact Ms. Cynthia Tang by email cynthia@ift.edu.mo. These future professionals would appreciate your contribution a great deal as well.

William Wong

This article is written in Chinese and discusses the importance of internship programs for tourism and hospitality education. It highlights the success of IFT interns in various industries around the world, including those in Macao and the USA. The article also mentions how Disney World of Orlando discovered the benefits of IFT interns and expressed interest in collaborating with them. The article concludes with a call to action for companies interested in taking IFT interns and fostering the growth of future professionals in the industry.
Welcome aboard!

Chin Ee comes from the island-state of Singapore. A recipient of the National University of Singapore - Singapore Tourism Board Research Scholarship, he has pursued (through tourism research) a Masters degree in Social Science from the National University of Singapore. In addition to his postgraduate research in tourism, he also benefited from his undergraduate training in Geography and Sociology. These academic interests have led to fieldwork in various sites in Malaysia, Thailand and Singapore.

Before coming to IFT, Chin Ee served in the National Heritage Board of Singapore where he enjoyed running public education programmes for museums, and managing historic sites in Singapore. Chin Ee’s initial training in pedagogy and instruction derives from his days in the Singapore Armed Forces, where he served as a weapon instructor in its School of Infantry Weapons. There, he trained infantrymen and commanders in anti-tank weaponry. At the National University of Singapore, he served as a graduate teaching assistant and research scholar.

Tamami Ogata

Congratulations, Mr. Martin!

Welcome aboard!

Here we are the new members who joined IFT from January — March 2006:

January
Richard Arthur Rowley Green, as Lecturer of EST.
Sophy, U Lai Peng, as Administrative Assistant of EST.

February
Edwyn, Tam Chi Fai, as Consultant for F&B Courses of PACES.

Hong Kong and China, and on enhancing Macao’s stature as an international business centre.

Tamami Ogata

祝賀學院兼職講師及澳門威斯汀渡假酒店康體部經理Reggie Martin先生榮任香港美國商會澳門委員會的副主席。Reggie在兩年前已開始代表美國駐港澳總領事館協助澳美國公民及旅客辦理簽證手續及提供有關選舉和選民的訊息。

Ong Chin Ee, as Lecturer of EST.
Taylor, Kuok Sao Keong, as Restaurant Assistant Manager of F&B.

March
Mena, Wu Pui Man, as waitress of F&B.

以上是1-3月份加入旅遊學院的新同事
Acknowledgements

IFT extends heartfelt gratitude to the following visiting professors and speakers for their generous support. They have sacrificed their precious time, and shared their professional experiences with our students (who took every opportunity to gain from such expertise and knowledge in the hospitality and tourism field).

**Dr. Robert Kirby**
Dr. Robert Kirby is the President of Kirby Consulting (Headquarters in Macao, with offices also in Hong Kong and China) that provides leadership programmes for service sectors across China. He gave a very fruitful presentation titled Dancing Dragon or Headless Chicken to our Tourism Business Management Year-2 students on 7 March.

**Ms. Fonnie Lau**
Ms. Fonnie Lau is the Front Office Manager of Holiday Inn in Macao. She gave a talk on 14 March to our Hotel Management Year-4 students about the Role of Providing Service Quality through Front Office Operations. The students enjoyed the talk and gained much from her expertise and experiences in the hospitality industry.

**Prof. William Gartner**
Prof. William Gartner, from the University of Minnesota in the USA, is one of our most supportive visiting professors. He has provided valuable knowledge to our students for six years since his first visit in July 2001. This time, our Tourism Business Management Year-4 students attended his Seminar on Tourism and Hospitality from 13 to 25 March and had a great time with him!

**Prof. Joseph Chen**
Prof. Joseph Chen, Editor in Chief of Advances in Hospitality and Leisure, as well as the Programme Coordinator of the Tourism Management Programme of Indiana University in Bloomington, USA, visited IFT on 17 March and delivered a lecture on Recent Trends and Development in Tourism to our Tourism Business Management Year-3 students.

**Tamami Ogata**

學院感謝多位客席教授及嘉賓在百忙中撥冗蒞臨學院；與學生分享他們對旅遊業的專業知識及多年來的豐富經驗。他/她們分別是：

- 高成企業顧問有限公司的總裁馬曉勇博士
- 美國明尼蘇達大學的William Gartner教授
- 澳門假日酒店前營業部經理劉怡鳳小姐
- 美國布魯明頓印第安納大學的Joseph Chen博士
Cultural Heritage Courses provided by PACES

With the increased attention on Macao after its inscription to the World Heritage List, an expansion in the number of leisure tourists to Macao is expected. It is not surprising that more and more tourists will be interested in our listed sites. Due to this factor, there is an urgent need to educate local residents, as well as those working in the tourism and hospitality industries, about the cultural heritage of Macao. Responding to this need, PACES is now introducing two new courses: An Introduction to Macao Cultural Heritage and Macao Heritage Tour Guide Course. Residents of Macao should be proud of the inscription to the World Heritage List. However, the questions could be put forth: How much do they know about the places being listed?

An Introduction to Macao Cultural Heritage is a chance for local people to get to know more about the precious and valuable history and culture of this place. Through this 12-hour course, students will better understand Macao’s history and its heritage listing. They will also obtain general information about World Heritage, the reasons why Macao is being listed in the World Heritage List, and the formation and development of the Historic Centre of Macao.

For those who already have some basic knowledge of the history of Macao, the more in-depth Macao Heritage Tour Guide Course will be appropriate. This 36-hour course is aimed at local tour guides, as well as those who are not tour guides (but have a thorough knowledge of the history of Macao). Apart from lectures, the course includes field trips and small group discussions, which allow students to understand lessons better through observations of our local heritage.

To widen the students' knowledge of Macao, they will also obtain other useful information: research on Macao history, the foundation and enlisting requirements of World Heritage, the process of Macao's inscription, the formation and development of the Historic Centre of Macao, as well as the history and story behind the listed monuments.

Through these courses, participants can truly understand the effort and pride behind the inscription to the World Heritage List. They also will be able to provide our guests — those visiting Macao — with helpful and accurate information concerning our heritage.

Carolina Nogueira

Visits by overseas institutions

The President and the Dean of the Travel Agency Management Department of the Tourism College of Zhejiang visited IFT in January. They had a short meeting with our President and the Head of Office for International Affairs to exchange views and ideas on their particular education and training situations.

A group of 20 Lincoln University students, led by two lecturers, arrived at IFT for a half-day visit in January. During their stay an Institute presentation, campus tour and speech on tourism were arranged. The group and our Student Union members had a dim-sum lunch in a Chinese Restaurant, followed by a three-hour city tour. Though their stay was short, all participants had pleasant moments of sharing.

Victoria University visited IFT in February and took the opportunity to better understand the Institute facilities. VU and IFT are members of the Network of Asia-Pacific Education and Training Institutes in Tourism (AEPITIT). During the visit, both discussed possible ways to promote student exchanges between Australia and Macao.

A group of 5 senior staff from Zhejiang University City College visited IFT in February. ZUCC and IFT signed a protocol in 2000; since then, there have been academic and student exchange activities taking place. The group also met the two ZUCC students who are currently undertaking their exchange programme at IFT.

Louisa Lam

浙江旅游職業學院於1月份訪問學院，與院長及國際事務辦公室主管會面，雙方交換了兩地教育及培訓資訊。

英國林肯大學學生於1月份到訪學院。

澳洲維多利亞大學和旅遊學院均為亞太旅遊教育及培訓學校網絡會員，維多利亞大學代表於2月份到訪學院，商討如何促進澳洲及澳門兩地之學生交流活動。

浙江大學城市學院代表團於2月份到訪學院，兩校於2000年簽立協議。
Our experience in Finland

Our names are Alvin and Deric; we are year-2 students in Tourism Business Management. We are glad to have been exchange students last semester, which gave us unforgettable memories and experiences. We chose Finland, a very cold country, as the destination of our exchange programme. We were there for half a year, a very short time, but in this period we really learnt many things. For instance, we were living independently, practising our English skills and learning how to communicate with foreigners.

Moreover, we made many friends who are from different countries like France, Spain, The Netherlands and Germany. English was not the only language that we practised; and, we experienced many different cultures of variant countries. During last semester, there were many first times in our lives: the first time to see the Northern Lights, to try the traditional sauna, and to travel around Europe. As a conclusion, this was really an awesome experience, which is a significant episode in our lives.

Alvin Au Hou Lam and Deric Chan Chi Wong
Year-2 students

Letter from IFT intern, Tracy Lou Sao Teng at Dubai!

I would like to inform you that I have already arrived at the Grand Hyatt in Dubai. This is really a wonderful city where you can find surprises every minute. I am having my four-day orientation now; today was the first day. After visiting the hotel, you learn what a 5-star hotel really looks like. It is a big difference from the hotels in Macao. I can say that just the space of the back office would be a 5-star hotel in Macao. You can imagine how shocked I was when I was having my hotel tour!

At least 90% of the staff from the Hyatt Regency and the Grand Hyatt, including those at management level, lives in the Shahari Village - an accommodation built by Hyatt. It is really a big family, and you can meet people from around the world - Sweden, Switzerland, Turkey, France, Pakistan and India. Also, you can open your eyes and learn what real hospitality should be.

I am sure going to Dubai is the best decision I have ever made. There are many trainees from other countries, and the hotel accepts trainees all the time. Also, the third Hyatt in Dubai, Park Hyatt, is going to be opened in August.

Besides Hyatt, there are many first-class hotels in Dubai such as Hilton, Shangri-la and Four Seasons. There are many opportunities here for students to seek placements. So, spend the time to write an impressive CV and press a button to send it out; you can find your dream. I am sure, because nothing is impossible in Dubai!

Tracy Lou Sao Teng
Year-3 Student

Great to make friends from different countries

The internship experience really widen my horizon

我們是旅遊企業管理二年級的學生浩樑和陳枝楹，上學期我們到了芬蘭作交流生，是次經歷讓我們畢生難忘；學習到獨立生活、鍛習英語及與外國人溝通技巧，同時亦结交了來自法國、西班牙、荷蘭及德國的朋友。

我已抵達阿拉伯聯合酋長國的迪拜君悦酒店開始實習：現正參加一個五星期的最新課程。凱悅酒店及君悦酒店的員工均非常友善，同事間好像生活在一個大家庭中，在迪拜還有很多世界一流酒店同時提供實習職位。
Greetings from England!

It is my pleasure to share my overseas internship experience with all of you. I was fortunate that one of the National Trust properties in England provided an internship programme for me as a Visitor Service Assistant for six months.

The National Trust is a charity organisation that looks after historical monuments, buildings, gardens and landscape parks. It offers many opportunities for students to work at a heritage or historical site and help run such a large, natural and diverse visitor attraction.

Working as a Visitor Service Assistant in Wimpole for about six months, I have gained loads of valuable experience. I have learned about customer service, conservation, and communication skills, while exploring lots of history about the house, the gardens and the farm. Also, I have participated in most of the English events such as Halloween, Fireworks demonstrations and Victoria Christmas. These acquainted me with the English culture and made me feel part of the British populace. This was a precious and unforgettable memory in my life.

Moreover, I have been involved in some of the training courses regarding Tourism and Customer Services. I travelled to many European countries, experienced the cultures and customs at different tourism destinations, and examined the process of making new companies.

This was a precious experience to have an actual tourism lesson beyond academic studies. Many thanks to IFT and the Internship Committee for assisting students looking for their overseas internships. I hope more IFT students can have the chance to experience an international internship!

Yoyo Fok Hoi Leng
Year-3 Student

Welcoming Programme to exchange students in 2nd semester

Eleven students from Finland, The Netherlands, South Korea, and mainland China journeyed to Macao to pursue their one-semester exchange programmes at IFT. To better integrate their studies at IFT and their life in Macao, a Welcoming Programme week was arranged in early February. This programme included Cantonese classes, an Institute presentation and a campus tour.

Anyone who travels to or lives in Macao, should not miss the delicious and unique Macanese cuisine — a blend of Portuguese and Chinese culinary flavour — which cannot be found elsewhere in the world. So, a specially arranged activity during the week was Chef for a day; these exchange students and our students prepared some Macanese dishes with the assistance of our chefs! A whole-day city tour completed the week, allowing them to have a snapshot of Macao, finishing with dinner at a local restaurant.

IFT will continue to receive exchange students from our overseas partner institutions. For more information, please contact our Office for International Affairs at office@ift.edu.mo.

Louisa Lam

11名外地生參加了學院本學期之交換生計劃。迎新活動於2月初舉行，包括廣東話班、學院簡介及特備節目「廚師的一天」。交換生和學院學生在師傅指導下精製了幾道澳門菜，令他們一飽口福。最後一天活動為市內觀光，如欲查詢交換生計劃，請與國際事務辦公室聯繫，電子郵件office@ift.edu.mo.
Inauguration Ceremony

On 12 December 2005 the IFT Student Union Inauguration Ceremony was held in the Amphitheatre of the Team Building. During the ceremony, President of the Institute For Tourism Studies, Dr. Fanny Vong, delivered a congratulatory remark to all of us. 2005-2006 is the 12th year of our IFT Student Union. The union is run by 23 elected students who were elected through cross-campus student balloting. Every member in the Union assumes a responsibility to run and hold activities, as well as to strive for more benefits for fellow schoolmates and other staff.

Macao Shanghai Cultural Exchange Trip

In December 2005, 19 students and a lecturer participated in the Macao Shanghai Cultural Exchange Trip. During the six-day trip, the students visited famous tourism destinations in Hangzhou, Suzhou and Shanghai, China. They also visited the of Shanghai Normal University and the Zhejiang University City College.

In order to introduce Macao’s heritage to the students of these two universities, two IFT representatives presented a brief introduction of Macao heritage and IFT. Students from the two universities were enthusiastic about tourism and cultural diversity of Macao.

Additionally, students made new friends during this trip, understood more clearly the local culture of those destinations and gained an unforgettable experience.

A group photo at Shanghai.

In 2005年12月，旅遊學院學生會舉行了第十二屆就職典禮。當天很榮幸邀請到旅遊學院院長黃竹君博士為是次就職典禮致辭。本屆學生會共有23名成員，他們將在理事會會長廖焯然同學的帶領下努力工作，把學生會辦得更好。