

2014 Newsletter



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies

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與旅遊業齊飛躍

Fly high with tourism industry. Welcome aboard IFT!



The future is now

Employment prospects look bright for 2013/14 IFT graduates, industry insiders say

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- Interview with the CEO of MGM China Holdings Ltd, Grant Bowie
- Leadership in Asia is changing, says HR expert J. Bruce Tracey
- Macao Foundation to offer grants to IFT students who go study abroad



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我們經常聽到，世界正變得越來越小。當旅遊業增長的同時，這個情況更為明顯。這個趨勢的其中一個含義，就是旅遊業越來越需要具相關教育和專業經驗的人才，來發展這國際性的行業。旅遊學院注重理論與實踐，通過結合課堂理論、動手操作、專業講座和工作坊、實習、海外交流及課外活動，培養學生成為全面的和具國際視野的專業人士，在旅遊業的國際平台上發揮優勢，成為未來的行業領袖。

Getting ready for a global career



We often hear that the world is getting smaller. It becomes even more so as tourism grows.

Over the last few decades, advancements in communication technologies, improved ease of travel and better infrastructure have diffused geographical boundaries, shortened distances and facilitated cross-cultural exchanges. Tourism workplaces also became more multicultural because it takes a team with international expertise to provide quality service to visitors from different cultures and backgrounds, with distinct needs and demands.

There are now abundant job opportunities for tourism and hospitality students in Asia, both at home and abroad. Asia is the fastest-growing tourism destination in the world, posting an 8-percent increase in tourist receipts in 2013, exceeding the performance of the Americas and Europe.

Mainland China, in particular, is rapidly becoming

one of the world's top tourism markets. The country attracts tens of millions of inbound tourists every year. Meanwhile, it became the largest outbound market in the world in 2012, with Chinese travellers spending an estimated USD102 billion (MOP816 billion) on foreign trips.

One implication of these developments is that education is increasingly the passport to a successful future in the tourism industry. Those who equip themselves with relevant knowledge and skills, and gain practical experience will stand a better chance of finding a tourism-related job in the region.

However, building a career takes more than that, especially an international one. At IFT, we develop in students the capacity and confidence to be successful on the global stage by promoting the development of professional competences and attributes such as cultural sensitivity, relational skills and strong ethical values, among others.

Through a combination of classroom learning, hands-on practice, professional seminars and workshops, internships, study abroad programmes and extra-curricular activities, we aim to develop our students into well-rounded professionals, who are also competent and responsible co-workers, and who can become the industry leaders of the future.

Dr. Fanny Vong
President

IFT hosts tourism planning workshop



Students and scholars from Macao, Hong Kong and Mainland China gathered at IFT in June for a 6-day intensive research workshop on tourism planning. The participants were invited to present proposals to develop a new tourism and leisure route connecting the Macao Outer Harbour Ferry Terminal with the Mong-Há area for both locals and tourists.

Four teams comprising 25 students and 7 scholars from IFT, University of Saint Joseph, University of Hong Kong and Jiangnan University took part in the workshop.

The proposals put forward by the 4 teams featured new attractions, facilities and streetscape to be incorporated into the areas covered by the route. Some teams also suggested hosting special events as a method to boost pedestrian traffic.

The workshop allowed students to exchange ideas and gain hands-on experience. It also equipped them with the knowledge and skills to conduct comprehensive tourism-planning projects.

Several Macao government representatives, including officials from the Macao Government Tourist Office, attended the final presentations. The key findings of the workshop will now be submitted to the Macao Government for reference.

來自澳門、香港及中國內地的學生和學者於6月份一同聚首旅遊學院，出席了為期6天的旅遊規劃密集式研究工作坊。參加者獲邀於活動上呈交建議書，藉此為本地居民及遊客設計一個連接澳門外港客運碼頭及望廈地區的全新旅遊休閒路線。

IFT recruits students in Mainland China

IFT took part in several student recruitment fairs in Mainland China in June. Representatives for the institute participated in fairs in Zhejiang, Fuzhou and Guangdong. IFT began in March recruitment activities in Mainland China for the 2014/15 intake. Together with other Macau higher education institutions and with the support of the Tertiary Education Services Office, the institute held road shows in Beijing, Dalian, Guiyang and Kunming.



學院於6月參與浙江、福州及廣東舉行之教育諮詢會。經高等教育輔助辦公室的安排，學院早於3月份已開始派員赴北京、大連、貴陽及昆明進行招生宣傳活動，並同時拜訪當地招生辦公室商討報名事宜。

Learning heritage management from Sri Lanka's example



A group of Year 4 students from IFT's Heritage Management bachelor programme visited Sri Lanka in April to learn more about the country's heritage management practices.

The 10-day activity was organised by Dr. Sharif Shams Imon, invited assistant professor of Cultural Heritage Management at IFT. A total of 23 students took part.

Dr. Imon has organised similar field trips every year since 2011. In that year, he took IFT students to visit the Historic Town of Vigan in the Philippines. The following year, the World Heritage sites in Goa, India, was the chosen destination. Last year, students visited six UNESCO World Heritage sites in Northern India.

In Sri Lanka, the group visited four World Heritage sites: Sacred City of Anuradhapura, Golden Temple of

Dambulla, Ancient City of Sigiriya and Sacred City of Kandy.

The Central Cultural Fund, a unit under Sri Lanka's Ministry of Culture and the Arts, provided the IFT delegation with extensive assistance during its visits to the World Heritage sites, assigning two officials, Mr. Kusumsiri and Mr. Sumedha Kodagoda, to guide the group and explain the management practices in place.

The visit also had the support of the Postgraduate Institute of Archaeology (PGIA) of the University of Kelaniya, in Colombo, and of its director, Dr. Jagath Weerasinghe. Two members of PGIA, Mr. Symal Iroshana and Mr. Prasanna Ranabahu, provided the IFT group in-class and on-site lectures about Colombo's heritage sites.

2010/11 學年起，為讓修讀“文化遺產管理專題研究”的文化遺產管理四年級學生更深入了解如何將文化遺產管理和旅遊企業管理視為可持續發展旅遊業的一部份；導師組織並帶領學生前往聯合國世界文化遺產目的地作實地考察及學習。今年4月，沈毅孟副教授再度帶領學生進行實地考察，地點包括考察斯里蘭卡聖城阿努拉德普勒、金廟丹布拉、古城錫吉里耶及聖城康提。

Heritage walking routes created by IFT students now in book

The best walking routes created by IFT's heritage tour guide graduates will be compiled into a book, to be published early next year. The goal is to share the routes with visitors who want to discover new facets of Macao.

Students in the heritage tour guide programme are required to create and present a new thematic walking tour within Macao's Historic Centre to graduate. Teachers from the programme are now selecting the most interesting works presented over the years to include them in the book.



Students present their routes in seminars

學院擬於明年將澳門文化導遊課程優秀畢業作品輯錄成書，以豐富本地旅遊資源，與旅客及公眾共享。

Students raise awareness about preserving St. Lazarus and Old Taipa

為宣揚及推廣澳門望德堂區及氹仔舊城區的文化遺產及社區文化，學院文化遺產管理四年級學生於5月舉辦“濠鏡榮情”活動，以“望德恩澤”及“龍環印記”為主題，分別介紹這兩個地方的特色文化。

IFT Heritage Management Year 4 students organised on 10 May a multimedia event to enhance community participation in heritage management in Macao. The project was focused on the St. Lazarus district, on the peninsula, and the Old Taipa Village.

The event, titled “Tender love to Macao”, was developed as a team project for the “Economics for Heritage Conservation” course. It consisted of two topics: “The Grace of St. Lazarus” and “The Trace of Taipa”. Internationally renowned heritage specialists Dr. Richard Engelhardt, who is Former UNESCO Regional Advisor for Culture in Asia and the Pacific, and Dr. Johannes Widodo, assistant professor of the National University of Singapore, provided guidance to the students during the course.

The multimedia event included video and interactive community activities to raise awareness about the need to protect Macao's heritage. The students produced a booklet featuring community stories collected during the research period, which is now available at the IFT Multimedia Library.



IFT students provide consultancy to SMEs

學院修讀策略管理課程的四年級學生為澳門微小企業建議發展策略，並獲得企業高度肯定及讚賞。在此感謝商界給予同學們此學習經驗。

A group of Year 4 IFT students recently provided consultancy services to several local small and medium-size enterprises (SMEs). The project aimed to provide them with opportunities to learn from the real business world.

The students made use of the knowledge and skills learned during the Strategic Management Course to develop business plans for each of the companies involved in the project. Students identified the lack of human resources, high shop rental costs and inflation as some of the major challenges faced by SMEs.

Many companies took part in this project. Among them were the La Famille Café and Tuk Tuk Thai Kitchen. Owners of La Famille and Tuk Tuk, which offer respectively fusion cuisine and Thai cuisine, spoke highly of the benefits brought by the project. One owner said: "Throughout the last two months in meetings with students, I have been given many sound recommendations and my business has indeed improved bit by bit. The students have led me to think more seriously about my business and to stay innovative."

PATA Macau Student Chapter visits Hong Kong for ecotourism trip

亞太旅遊協會澳門學生分會於4月到香港兩天作生態遊。是次行程讓學員領悟到生態旅遊的魅力，獲益良多。藉此，感謝亞太旅遊協會澳門分會及澳門旅遊局的大力支持。

The Pacific Asia Travel Association (PATA) Macau Student Chapter visited Hong Kong in April for a 2-day ecotourism field trip.

The delegation, consisting of 10 student members and 5 executive committee members, visited Tai O Fishing Village and Victoria Peak. The visit also included a bus tour into to the greener side of Hong Kong.

The field trip received great support from the PATA Macau Chapter and the Macau Government Tourist Office.

PATA is a non-for-profit association that is internationally acclaimed for acting as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region. For more information or activities about PATA Macau Student Chapter, please visit PATA official website www.pata.org. For enquiries, email patamacaustudnetchapter@gmail.com.





BBQ party for charity

A group of IFT students from Culinary Arts Management, Tourism Event Management and Heritage Management organised on 26 April a charity barbecue party. The event, hosted by the Macau Culinary Association, was held at the Hard Rock Hotel Macau's Wave Bar, in City of Dreams.

The event was divided into two sessions. Caritas Macau, Lar de Jovens de Mong Ha, ECF Fellowship Orphanage and Instituto Helen Liang were invited to attend the first section. The second section targeted the general public and raised a total of MOP32,257 for the four charities.

由澳門廚藝協會主辦，學院旅遊會展及節目管理、廚藝管理及文化遺產管理學生協辦的“2014 聯合慈善燒烤”活動於4月舉行，旨在凝聚社會力量，並為4間本地兒童院舍籌募善款，以支持他們的日常運作，向受益兒童及青少年表達關懷。

The IFT Volunteer Circle continues its involvement in community services. During the second semester of academic year 2013/14, it organised several community activities, workshops and special projects. Highlights included outreach events in partnership with two local non-governmental organisations, namely the Badi Foundation and the Fuhong Society of Macao. The Volunteer Circle aims to encourage people of all ages to contribute to society and engage with others through volunteering.

Helping hand

學院志願者小組於過去一個學期參與了巴迪基金會及澳門扶康會的社區活動，以行動將愛心傳送予有需要的人士。

IFT students awarded 'Best Research Paper' at Incontro Romano Congress in Rome



旅遊會展及節目管理三年級學生婁歆林、唐小敏和彭露頤於上月赴義大利羅馬參加 2014 年羅馬國際會議，憑藉出色的研究論文及現場演講，他們的研究論文“服務的力量——是甚麼使得無形變成有形”獲得了“2014 年最佳研究項目大獎”。學院學生連續三年參加該國際會議並獲得獎項。

Three IFT students were awarded “Best Research Paper” at this year’s Incontro Romano Congress in Rome, Italy. It was the third year in a row that IFT students participated and were given awards at the congress.

Incontro Romano is an international congress focused on the latest tourism industry trends. Most attendees are tertiary education students, hailing from top international tourism and hospitality majors.

The topic of Incontro Romano 2014, which took place in April, was “The Power of Service: Making Tangible the Intangible”. Over 300 people from all over the world attended the congress.

Among them were IFT Hotel Management Year 3 students Oriel Lou, Samily Tong and Louise Peng, who submitted the research paper “The Power of Serving: Convert the Intangible to Tangible”. The quality of the research grabbed the jury’s attention and the “2014 Best Research Paper” award.

Art "made in IFT"

“春風創意”師生作品展於 5 月 29 日開幕。是次展覽集結創意藝術課程師生們的創意及學習成果，展出逾百件作品。展覽期至 8 月 29 日，歡迎各界人士蒞臨欣賞及指導。

The exhibition galleries at IFT’s Educational Restaurant and Team Building are hosting an exhibit of artworks by students and teachers from the institute.

Titled “Creativity in Spring”, the exhibition was inaugurated on 29 May. It is open to the public and runs until 29 August.

The exhibition features over 100 artworks produced by teachers and students from different IFT courses and programmes in the field of creative studies. It covers a wide range of art forms, from sketching and painting to photography and graphic design. It also includes three-dimensional works including silver clay accessories, mosaic and decoupage collages, wool felting and paper models.



學院二年級學生聯同教職員於4月16日參觀澳門科技大學圖書館。澳門科技大學圖書館館員不但向同學解釋及示範圖書館日常的借還程序，亦展示了擺放於各層不同類別的書籍。是次參觀相信能加深同學們對如何借用校外資源的知識，同時亦對他們日後的論文編寫及研究有所幫助。

Knowing the resources of MUST library

The IFT Multimedia Library and lecturer in Quantitative Methods Jose But recently organised a field trip to the library of the Macau University of Science and Technology (MUST). Some 40 sophomores joined the activity, which took place in April.

IFT students can borrow books, CDs, DVDs, magazines and other resources from the MUST library by using the MUST library card available in the IFT Multimedia Library.

In addition to the library, participants in the field trip also visited an exhibition of historical maps at MUST.

Current IFT sophomores belong to the first batch of IFT students that must deliver a thesis in their final year. The visit to the MUST library aimed to provide them with an opportunity to explore resources available outside of the IFT campus.



Welcome to the labour market

IFT students graduating this summer can expect great employment prospects. The rapid expansion of Macao's tourism and hospitality industry makes possible for them to choose from a wide array of job offers. But industry insiders and an IFT scholar warn fresh graduates not to be dazzled by the abundance of opportunities – make smart career decisions focused on the long run, they say



將於這個夏季畢業的旅遊學院學生可期待享有美好的就業前景。澳門旅遊及酒店業的急速擴展讓他們能夠從廣泛的職位空缺中選擇最理想的工作。但業內人士及旅遊學院學者均提醒應屆畢業生不要因眼前大量機會而變得忘形 — 他們應放眼未來，作明智的職業生涯決策。

Bright prospects

There is a plethora of job opportunities waiting for IFT students upon graduation

IFT students graduating this summer can expect to be overwhelmed by offers as job opportunities abound. As several large integrated resorts prepare to open in Cotai starting next year, demand for qualified labour is forecast to spike.

Macao's hospitality and meetings and conventions industries will need up to 14,300 more qualified workers between 2013 and 2015, the Tertiary Education Services Office estimates. Investment bank Morgan Stanley forecasts that labour demand for the city's integrated resorts will rise by 38 percent between 2014 and 2017. The investment bank says the sector will need 117,000 employees by then.

According to an estimate by the Statistics and Census Bureau, Macao will need over 45,000 extra workers between 2012 and 2016. The hotel and casino industries will need close to 40,000 of these

workers.

Next year, Galaxy Entertainment Group will open the second phase of integrated resort Galaxy Macau. It will bring to Macao a variety of leisure and entertainment amenities, including the addition of two new luxury 5-star hotels, namely Ritz-Carlton's first all-suite hotel and the world's largest JW Marriott.

Also opening in 2015, Melco Crown Entertainment's Studio City will need 8,000 people – the integrated resort plans to begin hiring by the end of this year.

"IFT produces high-quality graduates. They have good reputation and are in high demand," says Ms. Jiji Tu, Managing Director of human resources company MSS Recruitment Ltd. "They can cherry-pick the best job opportunities."

During IFT's "Career Day 2014", held in February at the IFT Taipa Campus, about 1,300 job opportunities were on offer, up by 30 percent from the 2013 edition, highlighting the growing interest in the institute's graduates. Featured employers included several international hotel chains, luxury retailers, travel agencies and also gaming operators.

Long-term approach

In the academic year 2013/14, IFT had a total of 1,594 bachelor degree programme students. It also offered a variety of certificate, diploma, short-term and international qualification courses for the tourism and hospitality industry.

Ms. Tu advises fresh graduates from IFT to focus on their long-term career goals when choosing the first job, and not so much on pay and short-term benefits. She says some graduates may think back-of-the-house desk jobs are better because they don't require shift work or dealing with disgruntled customers, but these kind of positions usually offer fewer career progression opportunities.

"The best opportunities for IFT graduates are in hotel operations. If they are willing to work in frontline jobs, they will likely get rapidly promoted," Ms. Tu says.

Official data show there are a lot of job opportunities for fresh graduates from IFT. At the end of 2013, there were over 2,700 vacancies in retail. The sector employed almost 24,000 people.

The number of vacancies is even higher in hospitality. Data from the Statistics and Census Bureau show the hotel sector had 2,976 vacancies at the end of the first quarter of this year. There were also 3,016 job openings at the city's restaurants. The hotel and restaurant sector had 71,637 employees at the end of March, up by 3 percent year-on-year.

將於這個夏季畢業的旅遊學院學生預料將會遇到大量工作機會。隨着數家大型綜合度假村於明年起在路氹陸續開幕，市場對畢業生的需求預計將會急升。人力資源公司MSS全策顧問執行董事屠佶佶小姐建議應屆畢業生在選擇首份工作時，應着眼於自身的長遠職業生涯目標，而並非只取決於薪酬的多寡及短期利益。澳門喜來登酒店人力資源總經理陳詩麗小姐對旅遊學院畢業生的素質表示讚賞。



In search of quality

There are around 70 IFT graduates working at Sheraton Macao Hotel, in Cotai Central, from human resources to marketing and hotel operations. Ms. Rachel Chan, the property's General Manager of human resources, praises their quality.

IFT graduates have a good combination of theoretical and practical knowledge, she says. "IFT graduates have shown their ability to adapt well to the hospitality industry... They are always one of our priorities in talent acquisition."

Sheraton Macao Hotel offers numerous job opportunities for career development, especially for fresh graduates, Ms. Chan says. "We have a well-developed professional career development plan for associates – the 'Starwood Career Track' – which brings potential associates from entry level to mid-management level within 9 to 12 months."

Ms. Chan says one of the challenges for employers in Macao is to find enough qualified workers. Other industry insiders also warn of a looming shortage in tourism graduates which may hinder the sector's sustainable development.

The city's unemployment rate is currently at 1.7 percent, the lowest level ever. The latest figures indicate that the total labour force amounts to 387,500 people. From February to April, there were 6,400 unemployed, the same number than in the preceding three months.

It is a very different picture from 2000, when the unemployment rate was 6.8 percent. Since then, it has been downhill all the way for unemployment, except in 2009. The city, according to the Macao Monetary Authority, has now achieved full employment.

In hot demand

IFT fresh graduates are able to easily find a job, shows latest employment survey

Studying at IFT pays off. The latest online graduate employment survey shows most 2012/13 bachelor and diploma programme graduates already enjoyed attractive salaries less than a year after graduating.

Data from the 2012/13 Degree and Diploma Programme Graduate's Employment Survey show that more than half of the bachelor degree graduates already earned monthly salaries above MOP13,000. Fifteen percent of the respondents holding a bachelor's degree in Tourism Retail and Marketing Management reported monthly earnings of over MOP20,000.

Diploma graduates fared even better. They reported a monthly median salary of MOP17,000. Around 43 percent earned over MOP20,000 per month.

Macao's overall median salary during the first quarter of this year stood at MOP13,000.

The online survey was conducted in January and covered students who graduated in June 2013. Follow-up calls were made in February. The overall response rate for 2012/13 bachelor degree graduates stood at 67.8 percent. For diploma graduates, it was 72.7 percent.

According to the results, 94 percent of the bachelor degree graduates had already got a job by the time



of the survey – over three quarters were employed in the tourism and hospitality sector (see figure 1). Six percent of the respondents were studying for a master's degree or in a similar programme, some in international universities.

Among the bachelor degree graduates employed in the tourism and hospitality sector, 47 percent were working in mega resort and entertainment complexes. Some 15 percent were employed in retail and 14 percent were engaged in the hospitality sector.

The results show that 87.5 percent of the 2012/13 diploma graduates had already got a job too. Around 38 percent of the respondents worked in the tourism and hospitality sector, while 19 percent were employed in the service industry (see figure 2). Around one fifth of the respondents were furthering their studies, the majority at IFT.

The survey shows IFT graduates are rapidly employed once they graduate. Seventy percent of the 2012/13 bachelor degree graduates took less than three months to secure their current full-time job. The figure is even more impressive for diploma graduates: 86 percent secured their current job before graduation.

Figure 1: Employment sectors of 2012/13 bachelor degree graduates

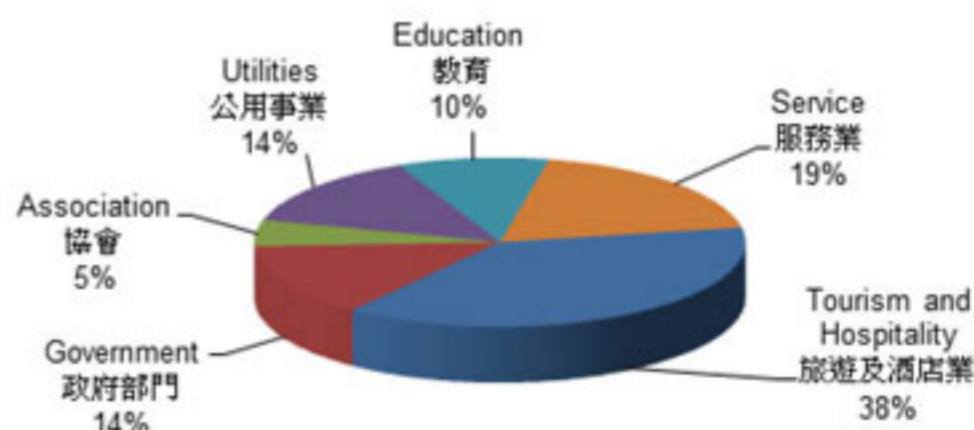
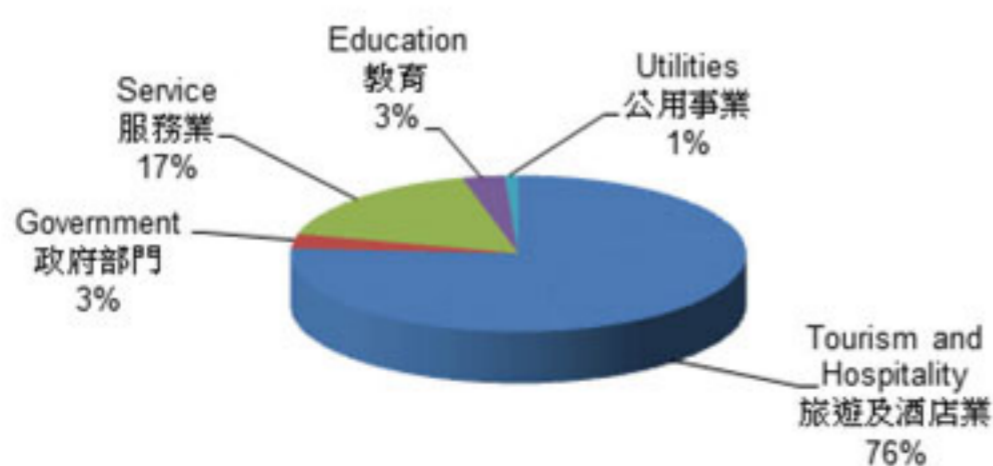


Figure 2: Employment sectors of 2012/13 diploma graduates

學院於 2014 年 1 月向 2012/13 學年畢業生進行了就業問卷調查。調查發現，受訪的學士課程畢業生中，有 76% 從事旅遊酒店業，每月薪酬中位數為澳門幣 13,000 元。文憑課程畢業生有 38% 從事旅遊酒店業，每月薪酬中位數為澳門幣 17,000 元。

The first step in a career



The Year 3 mandatory internship is often decisive for Tourism College students to find their career fit

IFT is the only tertiary institution in Macao that requires all bachelor degree students to complete a mandatory internship. Mr. Oscar Ho Man Cheng, who coordinates the internship programme, says this experience can be very important to a student's career decision-making process.

"Before the internship, many students don't really have a good idea of what they want to do in the future. Through the internship, they are exposed to the real industry," says Mr. Ho.

He estimates that one third of the students are eventually recruited by the company where they did their internship. He says an internship "is a very good way for companies to get to know a candidate, rather than hiring someone who just came through the door."

Mr. Ho adds: "The company gets to see the interns for 6 months, on a daily basis, and to understand their characteristics and potential. If both parties are mutually satisfied after the internship, they will very likely engage in future collaboration."

There are many such stories, especially in the hospitality industry. Mr. Ho says several IFT students who did their internship at local hotels were later invited to take part in management trainee programmes or offered full-time job opportunities.

旅遊學院是澳門唯一一所高等學府強制要求所有學士生完成實習課程。負責協調實習計劃的何文正先生表示，實習經驗可以在學生的職業生涯決策過程中發揮非常重要的作用。

Keep an open mind

The internship programme at IFT aims to offer an opportunity for undergraduates to consolidate their theoretical knowledge through practical experience. It requires students to fulfil a 6-month internship, working a minimum of 35 hours per week and completing a minimum total of 800 work hours.

Every year, around 330 students take part in the programme. Industry partners welcoming IFT interns include hotels, travel agencies, retailers, the Macao Government and several transport operators, among others.

About 15 percent of the undergraduates use their internship as an opportunity to get international working experience. "Maldives is one of the most popular destinations among Hotel Management students who choose to venture abroad," Mr. Ho says.

IFT provides internships for all students, but undergraduates can go about finding a self-proposed internship.

"Some of our students are very adventurous, which I admire. About three years ago, we had a Heritage Management student who was so proactive that she was able to get an internship at the Statue of Liberty National Monument, in New York," Mr. Ho says.

He advises students to keep an open mind when choosing their internship and explore new things. But they should always keep their feet on the ground, Mr. Ho adds.

"Many students expect to become managers – which I am sure they will, but not in the short run. In the internship, you start from the bottom, from the operations level. But that gives you the chance to see and do things that will help you to become a better manager in the future."

A tasty career opportunity

IFT aims to provide an essential ingredient to the city's restaurants: qualified chefs

"This is the most fun bachelor degree programme at IFT, because there is a lot of cooking and a lot of eating," says Mr. David Wong Yuk Shan with a laugh. Mr. Wong, who heads the food and beverage department at IFT, is talking about the bachelor in Culinary Arts Management, launched in 2011/12. The first batch of students is set to graduate in June 2015.

"The courses are very interesting and students are enjoying it." Mr. Wong says. "But they still have to do the same theory courses as other bachelor degree programme students."

Mr. Wong is positive that the first batch of graduates will have no difficulties in getting a job. And because they have a bachelor's degree and kitchen management skills, he expects them to fast track their way up the career ladder.

"Some of them are already working part-time. They know where they are going to work even before they graduate. It is good."

Mr. Dominique Bugnand, director of culinary operations and food and beverage at Vida Rica Restaurant, in Mandarin Oriental Macau, agrees there are many opportunities for young chefs. "We will have a lot of new hotels coming up in the next five years, and there will be a lot of new restaurants too," he says.

Mr. Bugnand adds that young chefs in Macao have a unique opportunity to regularly interact with top international chefs. "A lot of hotels invite guest chefs for special promotions. The city also has several Michelin-starred restaurants. Young chefs can learn a lot from these experienced professionals without even having to go anywhere – they can just stay in Macao."



A great job

Reality TV shows like "Master Chef" are helping young people to understand anyone can be a chef, Mr. Bugnand says. "The traditional image of chefs was that we needed to undergo hard training and work for long hours – it was not an attractive job. Through these reality shows, people can see that chefs actually enjoy what they do."

IFT Culinary Arts Management students regularly participate in cooking competitions. On 2 May, IFT and the Macau Culinary Association co-organised the 5th Macanese Cooking Competition for industry professionals and the 2nd Young Macanese Cooking Competition for undergraduate students. Year 3 student Will Chou Kit and Year 1 student Tânia N. Gaspar got first and second place respectively in the student competition.

On 19 May, several Culinary Arts Management students took part in the first EU Tasty Europe Cooking Competition. Year 3 Otilia Rodrigues Novo was the winner, cooking a seafood cataplana, a Portuguese recipe.

"I enjoy cooking since I was a kid, so when IFT opened the bachelor

旅遊學院首屆廚藝管理學士學位課程的學生將於2015年6月畢業。數名業內人士均稱他們將不會在尋找工作上遇到任何困難。

in Culinary Arts Management, I decided to enrol,” Otilia explains. She says students learn a lot of useful things beyond cooking, like nutrition and kitchen safety. “I hope to work in a hotel after graduating. I hope one day I can have my own restaurant, but first I need to learn more and get more experience.”

Some IFT students from other bachelor degree programmes are also eyeing a career as chefs. Subraina Sun, a Year 4 student of Hotel Management, hopes to become a pastry chef. She got second place in the EU Tasty Europe Cooking Competition, with her speculaas cookies, a recipe from the Netherlands.

“I have already applied for a job in Macao, a pastry job. It is just an entry-level position, but I am very glad to get this opportunity,” she says.

Be patient

Subraina comes from Mainland China, where chefs are still traditionally regarded as low skilled workers. She says her family struggled to accept her career choice.

“They don’t really see this as a good career, because sometimes it is exhausting, especially for girls. I talked with my mom a lot about this and she struggled for two or three years, but finally she accepted my decision.”

Chef Oscar Wong Ya Fei, from Galaxy Macau’s Oasis restaurant, also comes from Mainland China, where he graduated in Food Science and Technology. Chef Wong worked for seven years at the Shangri-la Group in Shanghai before joining Galaxy Macau in 2011. He was the winner of the 5th Macanese Cooking Competition organised in May.



“Macao is developing rapidly, with many five-star hotels and restaurants. That can provide young chefs here a lot of opportunities, unlike in other cities,” he says.

Born in 1984, Chef Wong recalls when he was a fresh graduate taking his first steps as a professional. “When I entered the industry, most of my knowledge came from books, not from real experience. So, what I liked the most in the first year was that I could learn new things every day.”

However, he advises young chefs graduating from IFT to be patient. “In the first one or two years, you will be doing very basic things. But as time passes, you will have more opportunities.”



- Is it important for fresh graduates to see their career path as a journey rather than a destination?

The journey is not a time journey; it is more of an experience journey. In an organisation like ours, team members can progress much faster because, due to the number of customers they have to deal with on a daily basis, the acquisition of experience is accelerated. But experience is important. When you become a manager, it is not about telling people what to do. It is about encouraging people to do better. You have to understand the importance of building your soft skills, your personality and the ability to adapt to different environments – those are the kind of things you cannot learn from books.

“Who wants my job?”

Grant Bowie, Chief Executive Officer of casino operator MGM China Holdings Ltd, advises IFT graduates to work hard and aim high, but always keep learning

- What are the career opportunities at MGM China Holdings Ltd for fresh graduates from IFT?

The students themselves set the opportunities. Those are going to be set by their personality, enthusiasm, passion to learn and their commitment to actively engage with customers, other team members and everyone else. We support that, but it always starts with the individual.

MGM also actively engages with IFT students who do their compulsory internship at our property because that is an opportunity for them to start making career decisions. Even after their internship finishes, we encourage them, particularly Year 4 students, to continue working part-time with us.

- How do you rate the quality of fresh graduates from IFT?

IFT graduates are much more well-rounded than other graduates. Their emotional quotient (EQ) and their intelligence quotient (IQ) are both more developed. Many traditional universities develop IQ but don't develop EQ, which is essential in the service industry. That is one of the reasons why a lot of fresh graduates struggle when coming into our industry. The customer wants an experience, an outcome that is purely emotional. A lot of people misunderstand that when they come into our industry – it is all about people.

- How deep is the partnership between IFT and MGM China?

The relationship with IFT is very deep and has many layers and dimensions to it. We have people who act as industry lecturers at IFT. Some IFT scholars also help us in our training programmes, particularly in language courses.

What the industry needs is for IFT to be able to develop as the industry becomes more complex. We need IFT to be able to build and acquire greater skills to allow the industry to grow.

IFT has been in some ways a leader in economic diversification. When I came to Macao in 2003, IFT basically had a tourism programme and a hospitality programme. It has continued to add new programmes, from event management to heritage to retail. IFT is critical for diversification. To a degree, it has to be ahead of diversification. You cannot diversify first and then ask who is going to run it.

- What are the challenges faced by fresh graduates when entering the labour force?

One of the biggest challenges is to understand that success can never be given to you. Macao has more opportunities than people to fill those opportunities.

There is a real risk of people believing they have the capabilities for some positions when maybe they do not. Because of that, those people may feel they do not need to keep learning.

- What are your advices for fresh graduates?

Have a career plan and understand what you want to do. But the critical point is that you are passionate about the industry. When dealing with customers, you will see the very best of people, but also the very worst. It can be tough. You need to keep an open mind, be very positive and never stop learning. Success will come when others around you see you shine. It is not how well you do easy things, but how well you manage the difficult ones.

- When can an IFT student aspire to become chief executive of a large gaming operator in Macao?

That is the challenge I put on every new member who joins our team: 'Who wants my job?' People just have to work their way through. It is not where you come from that is important; it is whether you have the technical capabilities and the leadership and management skills.

The most challenging issue is being able to operate at this scale. We have 6,000 team members and we are the smallest casino operator in Macao – we have 28 languages and 30 different nationalities. When we open in Cotai, we will have 14,000 people, and we will still be the smallest operator. These are huge businesses even in a global context.

美高梅中國控股有限公司行政總裁簡博賢先生建議
旅遊學院應屆畢業生努力工作並力爭上游，但同時應保
持不斷學習的心態。

Asian-style leadership is decentralising

Cornell University's J. Bruce Tracey says leaders are transferring more power to lower echelons of organisations

Leadership in Asia is becoming less based on hierarchy, says Dr. J. Bruce Tracey, an expert in human resources strategy and management from Cornell University's School of Hotel Administration. Instead, there is a growing focus on shared leadership.

Traditional vertical leadership was once prevalent in Asia, but that is rapidly changing, Dr. Tracey says. "There is now a stronger sense of collective leadership, where responsibilities are more broadly held, and even folks at the rank-and-file level can play an important role in moving organisations forward."

He says C-level executives are contributing for the change: "Bosses are looking to individuals and asking how can they collaborate together to improve performance."

Dr. Tracey visited Macao in May to deliver an executive development programme at IFT on leadership and motivation. He has conducted numerous executive education courses throughout North America, Europe, the Middle East, Africa and Asia.

Leadership is one of his fields of expertise. He has provided research and consulting services to large international hotel chains such as Four Seasons Hotels and Resorts, Hilton Worldwide and Marriott International.

Focus on the individual

Dr. Tracey says leadership in Asia is evolving, but not becoming more westernised. "There is a very unique style that is being developed here, that can be distinguished from other parts of the globe."

He says much of the changes have to do with the region's unprecedented economic growth in recent years, which has also generated new challenges and increased competition. "We are going to see more deliberate action to get people at all levels of organisations involved in leadership, not having all responsibility residing at the top."

Rigid structure and procedures have traditionally been features of the corporate world in Asia. Not anymore, Dr. Tracey argues.

"There is more and more emphasis on the individual, rather than just focusing on tasks and outcomes," he says.

"That has been an ongoing transformation that I have seen taking place over the last two decades. Where there was before a focus on procedure policy, there is now a focus on the individual and allowing some degree of flexibility on how people perform their job. That is very positive."

While there is an Asian style of leadership, there are leadership qualities that are universal, Dr. Tracey observes. Those include charisma, the ability to inspire and motivate team members, and the capacity to connect with people.

康奈爾大學酒店管理學院的人力資源策略及管理專家 J. Bruce Tracey 博士表示，領導地位在亞洲正逐漸地僅集中於公司的職級頂層。相反地，企業正愈來愈注重共同領導。





IFT joins hands with top colleges for executive development courses

IFT is partnering with École Hôtelière de Lausanne, in Switzerland, and the Cornell University's School of Hotel Administration, in the United States, to organise two executive development programmes.

The first programme is focused on customer relationship management and takes place on 6 and 7 August. Dr. Chen Meng-Mei, Assistant Professor of Marketing at École Hôtelière de Lausanne, is the invited scholar. The programme fee is MOP6,500 but Macao residents are entitled to a discount of MOP1,500.

旅遊學院現正與瑞士洛桑酒店管理學院及美國康奈爾大學酒店管理學院合作組織兩項高級管理課程，分別關於客戶關係管理和戰略營銷管理。

On 15 and 16 October, IFT will welcome Dr. Lisa Klein Pearo, from Cornell University's School of Hotel Administration, to head an executive development programme on strategic marketing management. The programme fee is MOP8,650 for Macao residents and MOP14,840 for non-Macao residents.

Both programmes will be conducted in English. For more information, call (853) 8506 1250 or email edp@ift.edu.mo.

New continuing education courses already available

A new batch of continuing education courses eligible for the Continuing Education Development Plan is now available at IFT. There are over 100 programmes on offer, covering a wide range of subjects, from hospitality to retail and language learning.

The courses are eligible for the 2014-2016 Continuing Education Development Plan, aiming to promote lifelong learning in Macao. Under the plan, each Macao resident aged 15 or above can obtain a maximum of MOP6,000 from the government to undertake courses accredited by the Education and Youth Affairs Bureau from now until 2016.



The first stage of the Continuing Education Development Plan took place from 2011 to 2013. During that period, IFT's Tourism and Hotel School offered 536 courses eligible for the scheme. A total of 5,765 participants made use of the plan to pay their tuition fees.

To know more about the new courses, please visit http://www.ift.edu.mo/EN/CurrentCourses/Home/Index/350#!page=en/CurrentCourse_All.aspx



為鼓勵澳門居民持續進修及終身學習，教育暨青年局現正推出 2014 - 2016 “持續進修發展計劃”。年滿 15 歲的澳門居民均可獲得澳門幣 6,000 元進修資助，以報讀獲教育暨青年局認可的課程。旅業及酒店業學校多個課程已被納入該計劃中，課程涵蓋不同範疇及領域，讓居民有更多選擇，藉此鼓勵居民多元發展及持續提升個人素養和技能。

Beyond gambling

Dr. Anthony Wong Ip Kin



There is a need to better understand the motives of the Mainlanders that visit casino-resorts

Casino-resorts are important tourist attractions, but hard-core gambling sometimes obscures their underlying appeal. Although gaming is an important aspect of tourism, it is often unclear how casino-resorts can meet a visitor's other needs.

The findings of much of the research seem to suggest that Chinese are, by and large, fanatical about gambling. However, fewer than 10 percent of Mainland tourists say gambling is the main purpose of their visits to Macao, surveys by the Statistics and Census Service have found.

Most studies concentrate on what drives tourists to gamble and the psychological characteristics of gambling. But research in two papers published in 2012 by IFT's Dr. Anthony Wong Ip Kin took a different approach and explored the underlying motives of Mainlanders that visit casino-resorts. Both studies looked at casino-resorts as a whole rather than just the gaming floor.

They concluded that the underlying motives of Mainlanders that visit Macao are more complex than usually assumed. The research found that the emergence of integrated resorts that resemble theme parks has fostered a new phenomenon: casino tourism.

The papers say that while Mainlanders relish gambling, most visit a casino-resort for all sorts of entertainment, and for shopping and dining. This finding supports the arguments made by the government and casino operators for attractions other than gaming.

Escape artists

Dr. Wong's first paper, written with Mr. Mark Rosenbaum, is based on the results of a survey of 312 Mainland tourists. The results suggest casino-resorts help satisfy five main desires: for entertainment and novelty; for leisure; to escape from day-to-day pressures and routine; to see the sights; and to socialise.

The research shows that Mainlanders regard casino-resorts as a big value proposition. The results suggest that a casino-resort is not just a place where gambling takes place, but is something to be experienced in its own right. Themed shopping malls, grandiose gaming floors, luxury hotel accommodation and impressive architecture are among the enticements that lure millions of Mainlanders to Macao every year.

Dr. Wong's paper distinguishes between two main kinds of visitors from the Mainland. It calls 54 percent of those surveyed "sightseeing-for-escape seekers" and calls 44 percent "entertainment-for-socialisation seekers". The remainder fall outside these categories. Entertainment-for-socialisation seekers tend to belong to the middle class. Sightseeing-for-escape seekers tend to be older and less well-educated.

A more important distinction is the difference in their underlying motives for visiting. Entertainment-for-socialisation seekers tend to look for excitement and adventure, to indulge in expensive forms of leisure and to nurture social relationships – they are more likely to travel with family or friends. Sightseeing-for-escape seekers tend to enjoy casino-resort sightseeing, and to treat it as a form of relaxation and escape from the mundane.

Novelty value

Dr. Wong's second paper elaborates on the motives of Mainlanders for visiting casino-resorts. It is based on the results of the same survey as the first. The results indicate that first-time visitors and returning visitors differ in several ways.

First-time visitors to casino-resorts tend to try gambling and enjoy the facilities of these properties, and hope to experience a different





The researcher

Dr. Anthony Wong Ip Kin, also referred to as IpKin Anthony Wong, is an assistant professor at IFT. He has a doctorate in communication and information sciences from the University of Hawaii at Manoa. Dr. Wong has published more than 80 articles referred in scholarly journals and international conference proceedings. His research interests include service and tourism marketing, casino marketing and management, and tourist behaviors.

The papers

- Anthony Wong Ip Kin and Mark Rosenbaum: "Beyond hardcore gambling:

Understanding why Mainland Chinese visit casinos in Macau", *Journal of Hospitality and Tourism Research*, Volume 36 (1), pages 32-35, 2012.

<http://jht.sagepub.com/content/early/2010/10/21/1096348010380600>

- Anthony Wong Ip Kin: "Casino travel motivations of Chinese tourists: Differences in visitation attributes", *Tourism Review International*, volume 16 (numbers 3-4), pages 217-226, 2012.

<http://dx.doi.org/10.3727/154427213X13600072840604>

大部分研究的重點均集中於遊客參與博彩的動機，以及博彩的心理特點。但旅遊學院助理教授黃業堅於 2012 年發表的兩份論文就採取了不同角度，並探尋賭場渡假村內地遊客的其他潛在動機。兩份研究均將賭場渡假村看作一個整體，而非一個單純的博彩區域。

way of life. In contrast, returning visitors come because Macao is easy to get to, and because they want to try different food, more so than their first-time visitor counterparts.

The study says Mainland tourists' demands vary depending on how long they stay in Macao. The findings suggest that tourists that stay longer seek relaxation and relief from pressure. Tourists on brief visits tend to seek novelty, such as learning about Macao and experiencing gambling. They are much more likely to treat their visits as opportunities to be with members of their families.

The findings of both studies suggest that casino-resorts would benefit from offering a wider range of attractions other than gaming. The differences in the profiles of visitors that the studies found could help casino operators and marketing people to come up with better strategies.

For example, the knowledge that first-time Mainland visitors are more inclined to seek novelty could help marketing people come up with ways to appeal directly to such tourists, such as gaming, entertainment and sightseeing packages. This could make first-time visitors stay longer and spend more money, both inside and outside of the casino-resorts. Visitors could be enticed to return by offering them a mixture of gourmet dining options, fine-dining amenities and ways to relax.

Astute casino operators are already putting to use the knowledge of what really motivates Mainlanders to visit Macao.

A woman's world

Dr. Penny Wan Yim King



The stronger hand in the city's casino industry is held by female croupiers

It is a widely held belief that women are at a disadvantage from the moment they enter the workforce, and that the hindrances persist as they climb the career ladder. But new research by Dr. Penny Wan Yim King of IFT has found that women croupiers say they have advantages over their male counterparts.

The findings of Dr. Wan's research show women croupiers think they are better treated by their immediate supervisors and have greater opportunities for promotion than men. Women croupiers say this is due more to their looks and soft skills than to how well they do their job.

"These advantages do, however, have some negative effects on the work attitudes of female casino dealers," Dr. Wan says. "Some female dealers believe they do not need good technical skills and knowledge of their work in order to have job security and get promotions, which is a dangerous attitude for any casino business."

About 63 percent of Macao's 25,250 croupiers at the end of last year were women.

The research found that a croupier's gender makes little difference to his or her pay. Data from the Statistics and Census Service shows that male croupiers were paid an average of MOP16,850 a month at the end of

last year and women croupiers were paid MOP16,820 a month.

Dr. Wan says that because pay is about equal for both genders, female croupiers are more concerned about the job they do, their relationships with their colleagues and how their colleagues treat them, and the facilities at work.

The results of the institute's research were published this year in the International Journal of Contemporary Hospitality Management. They are based on in-depth, face-to-face interviews with 40 women croupiers in six big casinos in Macao, one belonging to each of the six casino concessionaires.

The interviewees said their supervisors – especially the men – were more likely to assign women croupiers to the less busy gaming tables, and to assign men to handle bad-tempered or aggressive gamblers. They said this was particularly the case if a woman croupier was pretty and outgoing.

Ladies first

The interviewees said they were allowed more frequent breaks to go to the toilet than men croupiers. They said women croupiers were permitted to leave early if they felt ill or had relatives to take care of, unlike men.

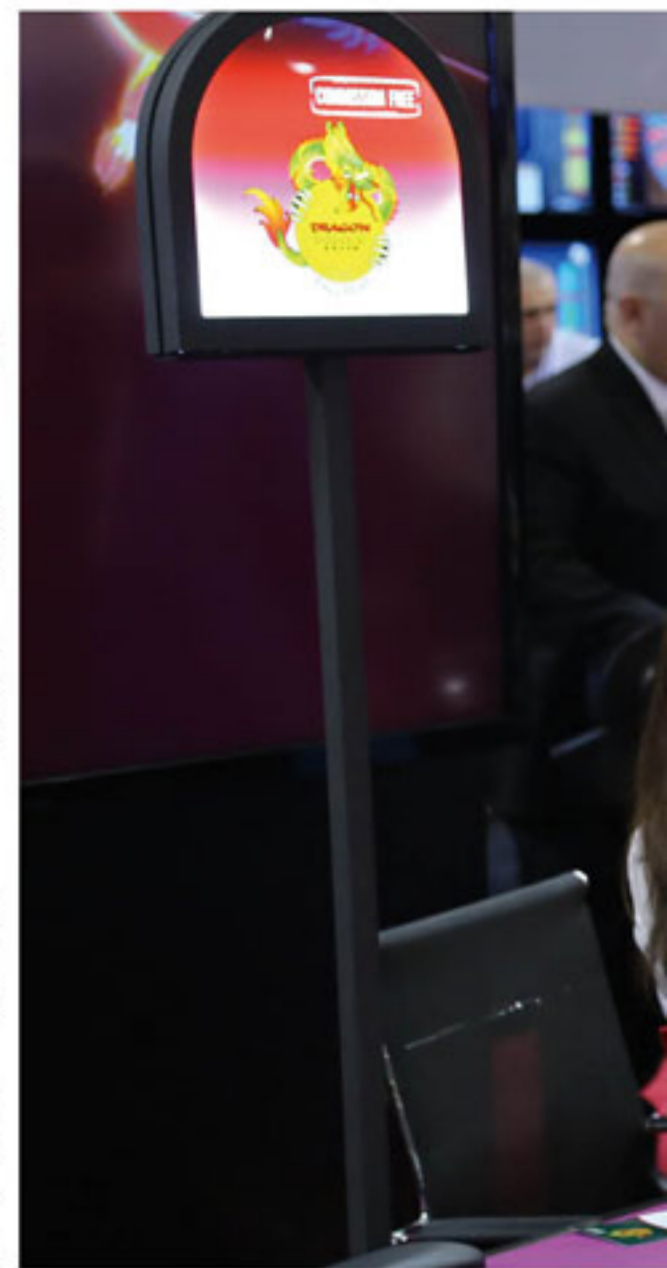
Women croupiers said they believed their supervisors were more ready to forgive their mistakes than the mistakes of their male counterparts. They said this was particularly the case if a woman croupier was tearful.

Women croupiers believe they earn promotions more easily and quickly than male croupiers. They said this was because women had better soft skills. Soft skills allow them to communicate better with their supervisors, to please gamblers and to deal with complaints.

Female croupiers also believe they have more opportunities for training. They said candidates for training were chosen more often because of their looks than because of their skills or performance, giving women an advantage.

The research suggests male croupiers had to work harder than women to earn promotions and get opportunities for training.

Dr. Wan says female croupiers think the advantages they have over men are due to the peculiar nature of casinos and their work. Males tend to dominate gaming floors, and most male gamblers prefer to have a woman croupier attending to them.





Disgruntled men

The research found that culture also matters. The interviewees said ethnically Chinese men would usually be embarrassed to remonstrate with a female croupier. They said women croupiers had more flexible work schedules than men because of the traditional belief that women should bear primary responsibility for taking care of their families. Some interviewees said females were usually neither trained in nor required to take charge of games of pai gow or fan tan because these old-fashioned Chinese games tended to attract difficult gamblers.

"The job of female dealers is easier, and the chances of making mistakes or being told off are fewer, resulting in them obtaining promotions faster and more easily than their male counterparts," Dr. Wan says.

How they are treated makes many women croupiers happy in their work, but it may cause problems for casino operators. The research report says some women croupiers may make particular effort to develop their social skills and look pretty to please their supervisors and gamblers, while neglecting their technical skills.

Dr. Wan says some men may feel that unequal treatment is unfair treatment, and that no matter how hard they work they will still be at a disadvantage. They may resent always being assigned to handle difficult gamblers. This can lead to job dissatisfaction and poorer performance, and weaken their loyalty to their employers.

The stated policy of casino operators may be to schedule and assign work fairly and evaluate performance objectively, but the remarks of the female subjects interviewed in the study suggest that their employers are failing to follow this policy faithfully.

The researchers only looked at croupiers.

All told, women make up almost 55 percent of the combined workforce of Macao's casinos, but hold fewer than 42 percent of the senior positions in the gaming industry. This suggests unfair discrimination against women at the top of the industry.

The researcher

Dr. Penny Wan Yim King is a visiting assistant professor at IFT. Dr Wan holds a doctorate in urban planning from the University of Hong Kong. Her thesis explores the processes employed in Hong Kong when deciding whether land is to be used to meet the needs of tourists or the needs of residents. She is a tourism consultant with a wide range of experience in the fields of theme parks, golf, heritage conservation and hotel development. Her research interests include sustainable tourism planning, casino gaming management, heritage management, hospitality services and urban planning. Dr. Wan's research findings have been published internationally.

The paper

- Penny Wan Yim King: "Minding the gap in the gaming industry: Perceptions of gender disparity at work among female casino dealers", *International Journal of Contemporary Hospitality Management*, Volume 26 (number 1), pages 130-153, 2014.

<http://www.emeraldinsight.com/journals.htm?articleid=17102291>

社會普遍認為，女人從進入勞動大軍那一刻起便處於劣勢，之後在事業爬升的階梯上亦一直面臨諸多障礙。但由旅遊學院助理教授溫艷瓊進行的一項調查研究則發現，女性莊荷認為自己比男荷官處於更有利位置。

“IFT is still my standard”



Studying at IFT has shaped the way Galaxy Macau executive Reddy Leong looks at the tourism industry

Over 10 years have passed since Ms. Reddy Leong graduated from IFT. But the Assistant Vice President for Gaming and Marketing Communications at Galaxy Macau continues to use what she learned there.

“IFT is still my standard,” she says. “I remember my admission interview for IFT: all lecturers were trying to assess if I had the right personality to work in hospitality. When I now interview job candidates, I also try to assess whether they have the right personality for this industry.”

Ms. Leong holds a bachelor’s degree in Hotel Management from IFT. She enrolled in 1999, long before the current economic boom. At the time, IFT was the only institution in Macao providing bachelor programmes in tourism and hospitality.

“When I went to the ‘Open Day’ at IFT, I was very impressed by the way people there interacted with students,” she says. “I was coming from a Chinese school, where the teaching methods were stricter – we were expected to follow rules. But when I went to IFT for the first time, I felt teaching was much more interactive.”

Ms. Leong says academic life at IFT was tough, with a lot of projects and activities. But she stresses that the hard work prepared her well for the future.

“Hospitality is a very demanding industry. Regardless of what level you are in, you always have to be very pleasant, welcoming and hospitable. That is quite difficult.”

梁碧紅小姐十多年前畢業於旅遊學院。但這位澳門銀河博彩市場傳訊助理副總裁表示旅遊學院仍然是她的標準。她指出學院的其中一項競爭優勢就是它為學生提供了大量的實習機會及實踐經驗，讓他們在加入勞動市場時更具吸引力。

Hands-on experience

She states that one of IFT’s competitive advantages is that it provides students with a lot of internship opportunities. “That helped me when I started working in hotels. Before I graduated, I already knew how a hotel functions.”

Ms. Leong says the hands-on experience also helps to shape the personality of IFT students, making them more attractive once they enter the labour market.

“The advantage of fresh graduates from IFT is that they are much more outgoing and have more confidence in their abilities,” she says. “I think that is because they already have some working experience even before they graduate. Other university graduates may not have that chance.”

When Ms. Leong graduated from IFT in the early 2000s, jobs in tourism and hospitality were not as abundant as they are today. But she warns fresh graduates not to be dazzled by it: “Even though the opportunities are really good, we should always keep our feet on the ground, understand that we still need to be humble and learn from those who are more experienced.”

Just be brave

IFT alumni Vera Huang writes about her experience studying for a master's degree in Portugal

Studying at IFT, where I received a bachelor degree in Hotel Management, and at the Chulalongkorn University, in Thailand, broadened my horizons. So I decided to pursue a master's degree.

With great effort and some luck, I got offers from several universities but decided to go to ISCTE - University Institute of Lisbon (ISCTE-IUL), in Portugal. I enrolled in a two-year master's degree programme in Hospitality and Tourism Management. I have now been studying here for over eight months. I really fell in love with the school.

ISCTE-IUL was established in 1972. It is one of the most internationalised, dynamic and innovative universities in Portugal. It also has strong connections with the corporate world.

Lecturers and professors at ISCTE-IUL are highly qualified and experienced. Visiting professors include top executives and tourism industry leaders, ensuring students are kept informed about the latest business trends.

My master's degree programme also allows me to get a dual degree from ISCTE-IUL and the Rosen College of Hospitality Management at the University of Central



Ms. Vera Huang (second row, second from the right) and her master's programme classmates

Florida, in the United States. Rosen College is one of the top universities for hospitality education in the United States.

In Lisbon, I am attending Portuguese language courses provided by ISCTE-IUL. I have made rapid progresses, not only improving my language skills, but also my understanding of Portuguese culture and of the relationship between Macao and Portugal. As Brazil and other Portuguese-speaking countries continue to develop, and the importance of Portuguese increases in Macao, I am sure that being able to speak this language will be an important asset for my career development.

My message to IFT students is that they should always think out of the box. They should go out of their comfort zone to see things in a different way. Just be brave.

2012年酒店管理學士學位畢業生黃婕，現於葡萄牙里斯本攻讀碩士課程。

Alumni share experiences with IFT students



An IFT alumni sharing session was held on 28 March at the Pousada de Mong-Há Conference Room. Invited guests included Ms. Alexandra Yip, Event Sales Manager at Mandarin Oriental Macau, and Mr. Inaciso Chan, in-charge for architectural conservation at the Cultural Affairs Bureau.

Both guests talked about their experience while studying at IFT and provided industry updates to students attending the session. The event was rounded up with a cocktail reception.

2013/14 第二學期的校友分享聚會已於 3 月 28 日順利舉行。是次分享會邀請了葉潔萍和陳鵬之校友與在校學生分享其學習生涯及業界最新資訊。

Take the risk

IFT student Felix Mok says studying one year in the Netherlands was life changing

How much can you change in one year? “A lot,” replies Hotel Management Year 4 student Felix Mok. After participating in an IFT exchange programme and studying for one year in Europe, Felix says he came back a new person.

“This experience will definitely help me in my career,” says Felix, who recently returned to Macao.

He studied International Tourism Management and Consultancy at NHTV Breda University of Applied Sciences, in the Netherlands. IFT and that university have a dual degree agreement that allows Year 4 students to study one year in the Netherlands and also get a bachelor degree from the Dutch tertiary institution.

Felix says he initially struggled to adapt to a new environment. “For the first five months, I just thought of coming back to Macao. It was the first time I studied overseas, so I really missed Macao.”

Communication was often a problem. “The Chinese way of thinking is different from that of European students. Sometimes we had misunderstandings during group projects,” he recalls.

Felix says teaching methods in the Netherlands are very different from those in Macao. Students are expected to be more independent. “Teachers will not tell us everything, they expect us to study by ourselves.”

你可以在一年 轉變了多少？酒店管理專業四年級學生莫柔回答說：“很多”。在參加了旅遊學院的交流生計劃及於歐洲留學了一年後，莫柔表示他回來的時候就如脫胎換骨了一樣。



Precious opportunity

Felix eventually overcame the initial challenges and started enjoying his time in the Netherlands. He even moved in with students from Europe and Africa.

He says the overall experience of studying abroad expanded his horizons. “I could understand that the culture and way of thinking of other people is totally different from mine. That experience was very positive.”

Felix strongly recommends other students to make the best of the exchange programmes on offer at IFT. “Studying abroad is a precious opportunity to develop as an individual. You won’t regret it,” he remarks.

The encouragement comes with advices. “Don’t always stick to Chinese students. You need to talk in English and be with different people.”

Also, students should be more active in classes, Felix says. “Speak your mind. People are willing to listen. If you have an idea, don’t keep silent.”

Felix says studying abroad was also a way for him to “experience life”. From the Netherlands, he visited Belgium, Germany, Italy, Hungary, Czech Republic and Spain.

Now back to Macao, he is getting ready to look for a job. “But if I have the chance, I want to work abroad for a few years to gain more international experience.”

Macao Foundation to offer new scholarship scheme



Students from IFT can now apply for a scholarship from the Macao Foundation to study abroad

The Macao Foundation will start offering scholarships to IFT students that go study abroad in an exchange programme. The new scheme will begin in the 2014/15 academic year, says Dr. Wu Zhiliang, who heads the foundation.

“We launched this new scheme because IFT has a lot of students who take part in exchange programmes,” he says. “We plan to also extend it to other tertiary institutions in Macao.”

The scheme will provide up to 12 scholarships to IFT students per year. Each is worth MOP30,000.

“Macao students need to gain international experience and keep pace with international trends in the tourism industry. Studying abroad helps them to broaden their horizons,” Dr. Wu explains.

He says the foundation plans to increase the number of scholarships for exchange students in the future. “We will invest more in this area.”

The Macao Foundation is a corporate public body autonomous in administration, finance and asset management, which comes under the supervision of Macao’s Chief Executive. It was

established in 1984.

Since major reforms in 2001, the foundation’s scope has included facilitating the development of culture, economy and science, as well as promoting Macao.

Top partner

The foundation awards scholarships to students with outstanding academic achievements from Macao, Mainland China and Portuguese-speaking countries. It also hands out grants to some international students.

Over MOP183 million were spent by the foundation in scholarships between 2000 and 2013. It provided a total of 314 scholarships in 2012.

The partnership with IFT started in 2001. The Macao Foundation has so far awarded scholarships to 119 IFT students. Last year, 14 students benefited from this cooperation.

The foundation offers scholarships for the best students in Tourism Business Management and Hotel Business Management. It also grants awards to Mainland students with excellent academic performance and provides support to students enrolled in international internship programmes.

Dr. Wu says one of the aims of the Macao Foundation is to promote the development of local qualified human resources. He adds that IFT plays an important role in that. “IFT graduates are very well accepted by the labour market.”

Dr. Wu praises the institute for constantly continuing to improve its standards and educational offer. “They are one of our best partners,” he says.

澳門基金會將開始向參加了交換生計劃的旅遊學院學生提供獎學金到外地留學。澳門基金會行政委員會主席吳志良博士表示此一獎學金計劃將於2014/15學年展開。

Pousada de Mong-Há awarded for commitment to sustainability

Educational Hotel receives top honours in Macao Green Hotel Award

The Educational Hotel of IFT, Pousada de Mong-Há, has been awarded top honours in the 2013 edition of the Macao Green Hotel Award. The Pousada was one of the four hotels that received the Gold Award.

The annual awards are meant to emphasise the importance of environmental management in the hotel sector and honour establishments that have reduced utility consumption and waste. There was a field of 20 hotels vying for the awards in the 2013 edition. The winners were announced in April.

The programme is organised by the Environmental Protection Bureau in cooperation with the Macao Government Tourist Office. A Green Hotel Award is valid for three years. The awards are divided into three categories: gold, silver and bronze.

The Pousada has held a Green Hotel Award since the awards were launched in 2007. But it continues actively committed to improve its track record on the environment.

The Pousada also requests help from the guests, namely by avoiding unnecessary towel and linen changes and by turning the lights off when not needed. Patrons are encouraged to bring their own personal hygiene products – one-time amenities are



only provided upon request. All guest rooms have a recycling bin with a list of recyclable items.

The Educational Hotel also makes available to guests reusable shopping bags, to reduce their need to use plastic bags while shopping around in Macao. Patrons are encouraged to make a personal "green commitment" and write it down in a postcard, which will be posted to them in 3 years' time as a reminder of their pledge.

Food waste recycling

It is not just the Pousada that is working to improve its green footprint. Becoming more environmentally sustainable is an IFT-wide target.

The institute has established a committee on occupational safety, health and sustainability. It has also joined an energy management programme promoted by the Public Administration and Civil Service Bureau and the Office for the Development of Energy Sector. IFT achieved a 7.17-percent drop in energy consumption per user in the academic year 2012/13.

IFT is a pioneer in food waste recycling in Macao. It reuses food waste as fertiliser for its herb garden, which produces herbs for culinary use at the IFT Educational Restaurant.

The institute also seeks to promote environmental awareness amongst students and staff. From 24 March to 16 April, it held the "2014 Healthy and Green Month", a series of events to encourage environmental protection and healthy lifestyles. Every Monday at IFT is "Green Monday" at the staff and student cafeteria, promoting the benefits of meatless meals.

望廈迎賓館成為本年度4所獲得“澳門環保酒店獎”金獎的酒店之一。為加強賓客的環保意識，望廈迎賓館加入了一系列的環保元素，務求令每個賓客都能一起為環保出一分力。在2012/13學年，學院整體用電量下降了7.17%。3至4月期間更舉行了“2014健康綠色體驗月”，藉此鼓勵大家身體力行，以不同的方式達至身心健康及支持環保。

Green thinking



Two IFT students share their opinions on the 2014 Macao International Environmental Co-operation Forum and Exhibition, held in March at the Venetian Macao

由於旅遊業發展迅速，企業社會責任逐漸地成為了近年來最注目的話題。特區政府舉辦國際環保合作發展論壇及展覽，促使更多人關注以及推行環保措施和企業社會責任。藉着參訪是次展覽，讓學生心中種下對企業社會責任的種子，加強對此的意識和知識。

The Macao Government has been organising MIECF since 2008, with the support of several Mainland China organisations. The purpose of the annual event is to promote green businesses and technologies, and facilitate information exchange.

Several IFT students took part in this year's event to improve their environmental knowledge. We were able to know more about the latest green trends, from battery-powered vehicles to innovative resource-management techniques.

Some hotel firms showcased their efforts to become more environmentally friendly. Accor and MGM Resorts International executives explained how the two organisations are implementing operational programmes to reduce their green footprint, showing they are not only focused on profit, but also on environmental sustainability.

Corporate social responsibility and the need to become more environmentally friendly are challenging topics for companies. Many of its outcomes are intangible or only measurable on the long run. Education is therefore essential for all stakeholders to understand the benefits of these policies.

Kelly Kong Cheng I
Tourism Business Management – Year 4

As a Hotel Management student, I felt excited to attend MIECF. Many of the ideas discussed at the forum were inspirational, especially those related to hospitality.

For a hotel to go greener, it is not enough to upgrade its facilities. Management must engage employees and other stakeholders to achieve that goal. This can have a positive snowball effect: the hotel can become a role model and promote environmentally friendly practices to a much broader audience.

During MIECF, Pacific Asia Travel Association Executive Member Mr. Andrew Jones advocated that the best way to protect cultural heritage is to promote valorisation projects that make it economically sustainable.

Many traditional crafts in Mainland China receive direct governmental support, but are still in the brink of extinction. That money could be put to better use by helping artists to add value to their products, improve management practices and explore new markets.

Attending MIECF helped me broaden my horizons. I hope I can attend again next year.

Zoey Zhu Jiaer
Hotel Management – Year 1

作為學院酒店管理的學生，能夠有機會參加於威尼斯人酒店舉行的澳門國際環保合作發展論壇，讓我學習到酒店業和旅遊業中應用的環保理念。



Year 2 students from the Tourism Retail and Marketing Management programme organised the “2014 The Taste of Chile – Wine Charity Tasting Event” at Pousada de Mong-Há on 30 April. Summergate sponsored all wines. A total MOP6,031 were raised from the event and donated to Orbis ▲



The permanent secretary of Zambia’s Ministry of Tourism and Arts and the executive director of the country’s Hotel and Tourism Training Institute paid a visit to IFT on 22 May ▲



► The President of IFT, Dr. Fanny Vong, participated in the PATA executive board meeting and its 63rd annual general meeting at Chimelong Hengqin Bay Hotel, in Zhuhai, between 16 and 18 May



Representatives from several Taiwanese higher education institutions visited IFT on 12 May to explore cooperation opportunities

Tourism Retail and Marketing Management students completed a visual merchandising and store design project on behalf of the Macau Heritage Ambassadors Association with a focus on its spin-off brand "All In Macau" ▼





► Professor Leonardo A. N. Dioko represented IFT at the second UNWTO Knowledge Network Global Forum, held in Mexico on 28 May



IFT organised in late April a farewell lunch party for overseas exchange students preparing to return home. One highlight was the seafood lunch buffet prepared by Culinary Arts Management Year 2 students ▲



Culinary Arts Management Year 3 student Will Chou won two bronze medals for Macao in the Malaysia Open 2014 Swimming Championship, held from 8 to 11 May. He finished third both in the men's 100-metre breaststroke competition and in the men's 4×100 metres medley relay ▲

Upcoming Events

| Date | Event | Organiser | Contact |
|-----------------|--|---|--|
| Until 29 August | Creativity in Spring: Exhibition of Works by Teachers and Students | IFT | Website: http://www.ift.edu.mo/EN/Event/Index/73/2188 |
| 6-7 August | Executive Development Programme - Customer Relationship Management | IFT and École Hôtelière de Lausanne (Switzerland) | Website: http://www.ift.edu.mo/EN/ExecutiveProgrammes/Home/Index/284 Email: edp@ift.edu.mo Tel: (853) 8506 1250 |
| 21 August | Student Orientation | IFT | |
| 15-16 October | Executive Development Programme – Strategic Marketing Management | IFT and Cornell University's School of Hotel Administration (U.S.) | Website: http://www.ift.edu.mo/EN/Event/Index/43/2205 Email: edp@ift.edu.mo Tel: (853) 8506 1250 |
| 3-5 December | 5 th International Conference on Destination Branding and Marketing | IFT – Tourism Research Centre, University of South Carolina (U.S.), University of Surrey (U.K.), Welsh Centre for Tourism Research (U.K.) | Website: http://destinationbranding.org Email: dbm-conference@ift.edu.mo |
| 10-12 December | 7 th International Conference on Services Management | IFT – Tourism Research Centre, School of Hospitality Management – Oxford Brookes University (U.K.), Virginia Polytechnic Institute and State University (U.S) and Institute for International Management and Technology (India) | Website: http://www.services-management-conference.org Email: icsm-conference@ift.edu.mo |

Meet the newest team members

A key element of IFT's success is its ability to find and recruit talented people with a variety of experience and expertise. IFT is pleased to welcome the following new team members:

January

Ahmed Fouad Abdel Latif Abdel Fattah – Lecturer at the Tourism College

Jessica Valoma Marques – Lecturer at the Tourism College

Bon Seak Pui Ian – Cook at the Food & Beverage Department

February

Rachel Luna Peralta – Lecturer at the Tourism College

March

Christy Ng Yen Nee – Visiting Assistant Professor at the Tourism College

Zoe Tang Wai Sun – Assistant administrative officer at the Administrative and Financial Support Division

April

Simone Cheong Hio Fai – Assistant administrative officer at the Administrative and Financial Support Division

Hans Rasmussen – Chef at the Food & Beverage Department

May

Jowine Lam Man Teng – Presidency officer for the Quality Control Team

以上為2014年1至6月加入學院的新同事。

Reading recommendations

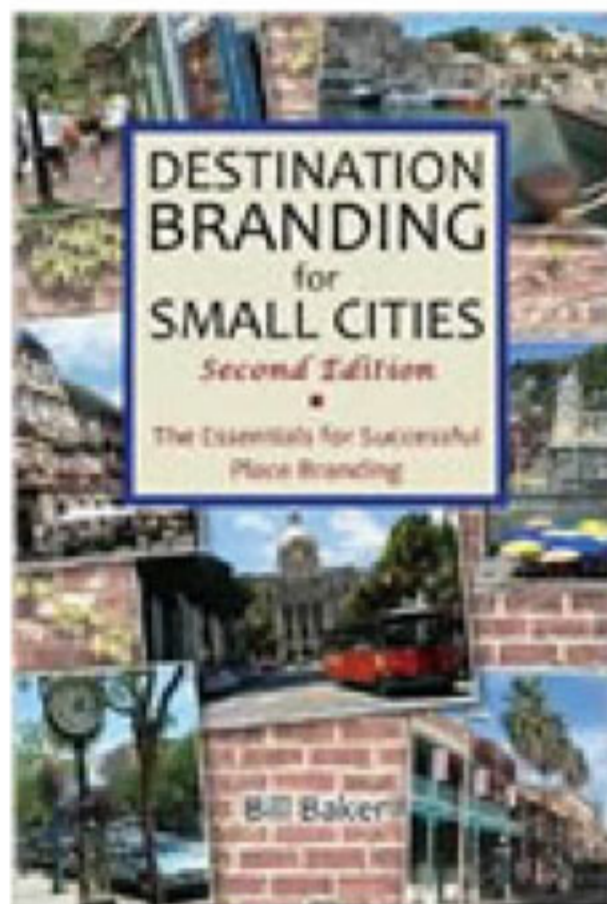
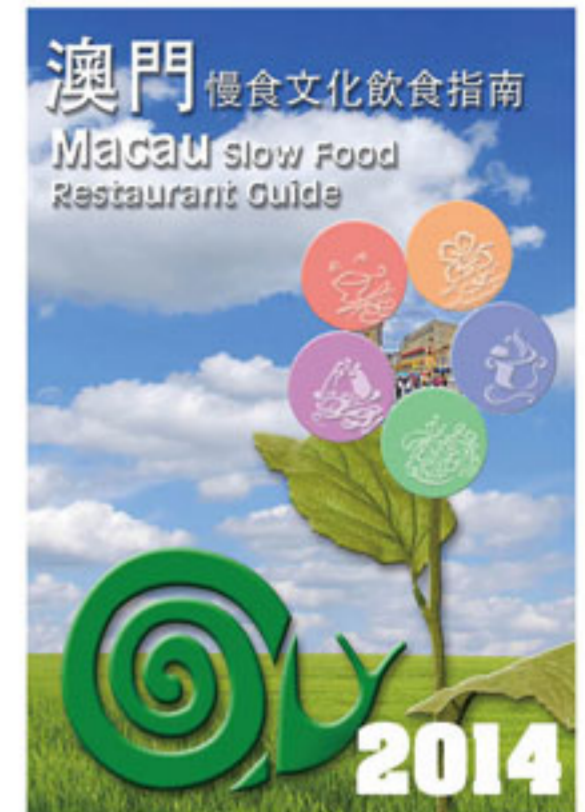
Four books available at the IFT Multimedia Library that you shouldn't miss

The 2014 edition of the Macau Slow Food Restaurant Guide is out. It features 100 food and beverage outlets in Macao, divided into five categories: Chinese restaurants; Western restaurants; Asian restaurants; cafés and pastry shops; and private kitchens.

The IFT Tourism Event Management Year 2 students in association with the Macau Slow Food Association published the guide. This is the second edition – the 2013 guide featured 48 eateries.

The 100 outlets included on the new guide were selected according to their compliance with slow food principles – food that is good, clean and fair.

The publication is available free of charge in eateries and restaurants featured in the guide. The Macau Government Tourist Office also distributes it.



Title: Destination branding for small cities: The essentials for successful place branding

Author: Bill Baker

Publisher: Creative Leap Books, 2012

Introduction: In his second book, Bill Baker again skilfully cuts through the theory, advertising-speak and branding jargon to simplify and clarify the practice of

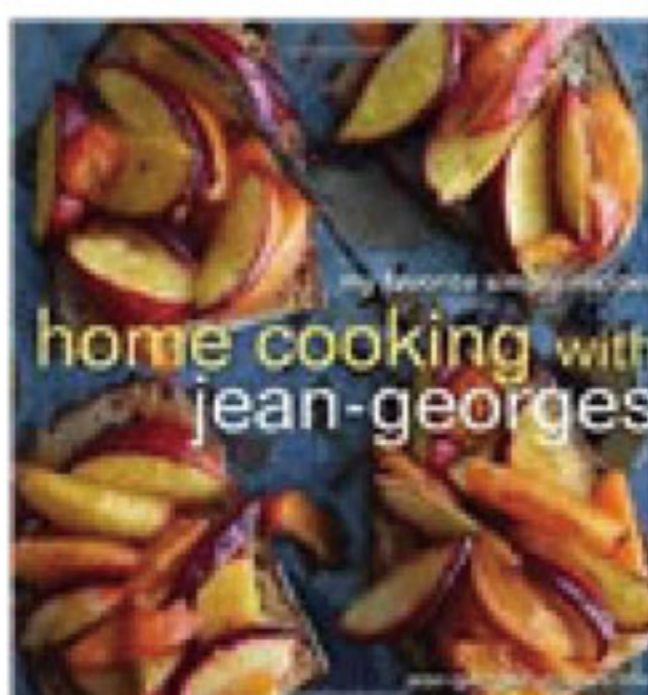
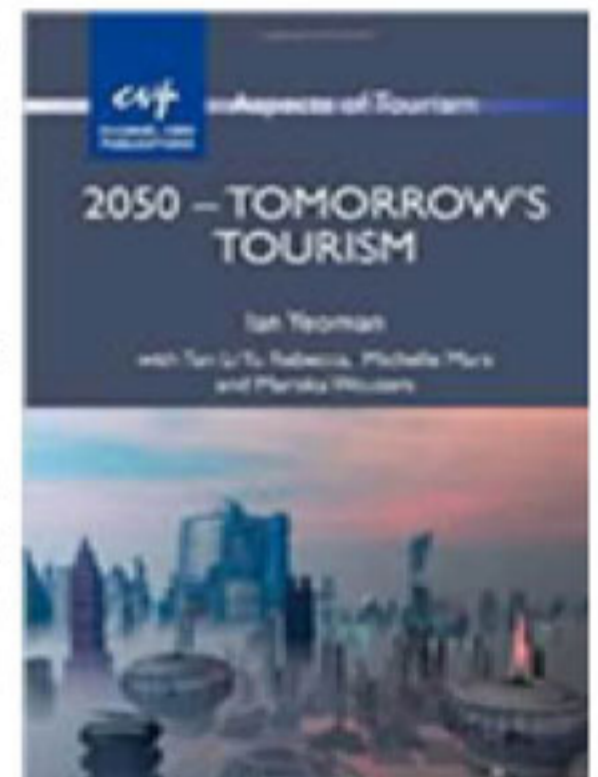
branding small cities for improved tourism, economic development, placemaking and urban design. This must-read primer demystifies branding and provides real world examples, as well as affordable, proven tools, templates and checklists to help breathe life into small city branding and marketing.

Title: 2050 – Tomorrow's tourism

Author: Ian Yeoman

Publisher: Channel View Publications, 2012

Introduction: In 2050, it is predicted that 4.7 billion or nearly 50 percent of the world population will take an international holiday. But can humankind meet that forecast given the issues of ageing populations, oil prices and climate change? This book constructs scenarios from Shanghai to Edinburgh, Seoul to California encompassing complex topics such as human trafficking, conferences, transport, food tourism or technological innovation. This is a blue skies thinking book about the future of tourism and a provoking analytical commentary.



Title: Home cooking with Jean-Georges: My favourite simple recipes

Author: Jean-Georges Vongerichten

Publisher: Clarkson Potter, 2011

Introduction: Join one of the world's greatest chefs in his most personal book yet, as Jean-Georges Vongerichten shares his favourite casual recipes. Though he helms a worldwide restaurant empire – with locations in New York, Las Vegas, London, Paris and Shanghai – Jean-Georges counts his greatest joy in life as family first, then food. In "Home Cooking with Jean-Georges", he brings readers into his weekend home, where he cooks simple, delicious dishes for family and friends.

Invited guest speakers – 2014

| Guest speakers | Topic |
|---|---|
| Ms. Anneli Anderson Head Tourism Programme and Tourism Management Programme Linnaeus University, Sweden | UEFA Women's Euro 2013 29 January |
| Dr. Shane Pegg Senior Lecturer University of Queensland, Australia | Engaging the spectators: From watching to participating 17 February |
| Mr. Jim Steward Managing Director Click Netherfield, UK | Trends in museum showcase design across the world 24 February 24 |
| Mr. Toby Leung Vice President – Marketing and Communications MGM MACAU | Problem solving and marketing effectiveness 26 February |
| Mr. Julian leong Concierge Executive Manager Galaxy Macau | The exclusive membership of 'Les Clefs d'Or' (The Society of Golden Keys) 12 March |
| Mr. Robby Kwok Managing Director Elite Institute (Macau) | Creating and sustaining an organisational culture 12 March |
| Dr. David Williams Visiting Assistant Professor School of Design Hong Kong Polytechnic University, Hong Kong | Trend board and range development 24 March |
| Mr. Alex Chung Retail Operations Manager City of Dreams | The retailing industry of Macau and the case of COD's retail operations 26 March |
| Mr. Ivo Cheong Chief Editor VPPM Special Internet Media | Videography techniques 30 March |
| Mr. Henrique Ferreira Assistant Executive Manager Macau Tower AJ Hackett | Adventure tourism 1 April |
| Mr. Geoff Andres Senior Vice President and General Manager Sands Macao | Gambling and public policy, and Geoff's secrets for a successful career 14 April |
| Ms. Shirley Sousa Senior Executive Research and Planning Division Macau Government Tourist Office | Macau tourism industry development 29 April |

本學院感謝上述嘉賓與學生們分享他們的專業經驗。



旅遊學院
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