

# 2015 Newsletter

ISSUE 75 July to September

與旅遊業齊飛躍

Fly high with tourism industry. Welcome aboard IFT!



旅遊學院  
INSTITUTO DE FORMAÇÃO TURÍSTICA  
Institute for Tourism Studies

## Pioneering Knowledge

IFT leading the way in tourism and hospitality research in Macao



### Highlights

- IFT marks 20<sup>th</sup> anniversary with series of commemorative events
- Interview with prominent Macao architect Carlos Marreiros
- Effective facilities management a must for any hotel, says US expert



## Hands-on Learning

Education via experience plays key role at IFT



# Contents

## President's message

01 Making research relevant

## News in brief

- 02 Year 4 Heritage students visit UNESCO sites in India  
IFT hosts international conferences on folk beliefs and the supernatural
- 03 Year 4 Retail students develop ideas for extreme sports centre  
Tourism and Hotel School promotes visual merchandising courses
- 04 Year 3 Tourism Business students tour Taivexmalo Day Hospital and Spa  
Students on Tourism Techniques Course visit Macau International Airport
- 05 PATA Macau Student Chapter members attend PATA Annual Summit 2015  
PATA Macau Student Chapter organises field trip to Hong Kong
- 06 Student Union very active during second semester  
IFT now available on social app WeChat

## Cover story

- 07 'We go by quality, not by quantity' – IFT Tourism Research Centre Director
- 08 A commitment to advancing knowledge – IFT and the role of research
- 10 The importance of education via experience
- 12 Learning by doing at IFT

## Interview

- 13 'Heritage preservation is everybody's responsibility' – architect Mr. Carlos Marreiros

## Features

- 15 IFT marks its 20<sup>th</sup> anniversary with a series of special events
- 16 China National Tourism Administration official gives lecture to IFT students
- 17 Event Management Year 2 students organise charity classical music concert
- 18 The first batch of Culinary Arts Management students is ready for graduation

## Practical training

- 19 Tourism and Hotel School promotes wine education in Macao

## Continuous development

- 20 Facilities management the foundation of any good hotel – specialist Ms. Jeanne Varney

## Research corner

- 21 Mainland and Hong Kong visitors give their views on what makes a 'rude' tourist
- 23 Social media and the modern restaurant trade
- 24 A systematic approach for measuring destination brand image

## Alumni

- 26 IFT alumna Ms. Paulina Pereira Che has helped launch some top Asian integrated resorts
- 27 Beijing-based IFT alumni meet for reunion dinner  
Alumni share career experiences with IFT students

## IFT around the world

- 28 'IFT provided me a lot of tools' – graduate Mr. Ford Lei, now on a Master's Degree in Australia
- 29 Three Portuguese students spend a semester at IFT and love it

## Scholarships

- 31 MGEMA offers scholarships to IFT students to nurture local talent

## Profile

- 32 English Lecturer Ms. Hilda Fok brings her love for music to IFT

# Making research relevant



Research is a core institutional value and part of the mission of IFT as a higher education institution. An important question is how to make such research relevant to stakeholders, many of whom are looking for practical solutions rather than theoretical explanations.

IFT has long been investing in academic research on tourism development issues that are of high importance and relevance both for Macao and the wider world. Similarly, we attach great importance to consultancy research for the industry.

In the latter case, there has been a rise in the number of government- and industry-commissioned studies awarded to our faculty through open tenders. Our clients come from a wide range of sectors, including public administration, hospitality, tourism, air transport, health, and charitable and non-government organisations. As part of those projects, our faculty has studied a variety of topics such as customer and job satisfaction, human resources, marketing and promotion strategies, employee compensation and benefit policies, customer and visitor profiling, performance evaluation and government policy.

By conducting academic research and engaging in consultancy research for the government and industry, our faculty keeps current its perspectives on contemporary issues and trends affecting the sector. Through such research, it is exposed to fresh ideas and innovative practices.

The knowledge generated and best practices identified during this process are shared with our students. Once they join the industry, they can use such knowledge to promote the continuous development of the tourism and hospitality sector.

The constant sharing of new knowledge and research trends with IFT undergraduates is especially important because, starting in academic year 2015/16, all Bachelor Degree students will be required to complete in their final year a graduation thesis as an independent researched piece of work. This innovation is a practice currently rare in tourism and hospitality Bachelor Degree Programmes.

By engaging students in active research, we hope not only to develop their critical thinking and analytical skills but also to nurture future professionals that recognise the value of research and are able to use it to make better decisions.

Dr. Fanny Vong  
President

旅遊學院早已投入資源於與本地及國際密切相關的旅遊議題進行學術研究。同樣地，我們非常重視為業界進行諮詢研究，透過相關研究獲取的知識及最佳做法可與學生們分享，以便日後他們投身業界時能夠應用，從而推動旅遊及酒店業的發展。

## Year 4 Heritage students visit UNESCO sites in India



A 20-strong group of Year 4 Heritage Management students visited India between 26 March and 6 April for a field trip to several sites included in UNESCO's World Heritage List. They were joined by Invited Assistant Professor Dr. Sharif Shams Imon, Coordinator of IFT's Heritage Management Bachelor Degree Programme. Invited Assistant Professor Dr. Qi Shanshan, who took part in the trip in a personal capacity, also assisted in the activities.

The UNESCO World Heritage Sites visited included: Agra Fort and the Taj Mahal in Agra; Qutb Minar and its Monuments in Delhi; and the Kalka-Shimla Section of the Mountain Railways of India. The group also viewed buildings and works by the Swiss-French architect Le Corbusier in the city of Chandigarh. The city has recently been nominated for addition to UNESCO's World Heritage List.

## IFT hosts international conferences on folk beliefs and the supernatural



Participants explored past and present supernatural traditions worldwide. During the events, they also met custodians of local Macao traditions and visited sites of cultural and religious significance in the city.

學院舉辦兩場與超自然現象相關的國際學術研討會。

One of the trip's highlights was a 3-day workshop on interpretation and presentation of cultural heritage, held jointly with the Chitkara School of Planning and Architecture at Chitkara University in Punjab. The workshop chose Qila Mubarak, in Patiala, a 300-year-old fort complex, as its subject. Two site visits were made and students were given lectures and guided tours. Working in groups, the students then performed their own study of the site. A total of 26 students from the Chitkara School of Planning and Architecture worked jointly with the IFT students during the workshop.

The purpose of the whole trip was to explore India's cultural heritage resources and management practices, particularly in Chandigarh. This provincial capital city features unique 20<sup>th</sup>-century architecture and urban planning by Le Corbusier.

Students said the field trip helped them to learn more about architecture conservation and about the role and techniques of site interpretation in cultural heritage management. Feedback from faculty members from the Chitkara School of Planning and Architecture indicated that despite the challenges of being in a foreign environment, IFT students managed to produce high quality work during the workshop.

學院副教授沈毅孟博士早前帶領文化遺產管理專業學生前往印度昌迪加爾進行為期12日的考察，同學們透過工作坊及討論等活動，與當地學者、大學生及業界進行交流。

IFT hosted two connected international academic conferences on the supernatural. The events, 'Vernacular Religion, Folk Belief and Traditions of the Supernatural 2015' and 'The Supernatural in Literature and Film', took place in March.

The events were held in cooperation with Denmark's Island Dynamics, an organisation founded in 2009 in Scotland and devoted to island studies. The conferences gathered scholars and researchers from around the world.

## Year 4 Retail students develop ideas for extreme sports centre

Year 4 Tourism Retail and Marketing Management students linked with the Macau Outdoor Activities Promotion Association (MOAPA) to identify new business opportunities in adventure sports in Macao. The exercise included creating design proposals for an extreme sports centre in the city.

The project was part of the 'Visual Merchandising and Store Design' course. Students used 3D modelling, video and other graphic tools to present their concepts. The audience for the presentations included: course instructor Dr. Fernando Lourenço; the president of the Association, architect Mr. André Ritchie; and Mr. Hermes Lai, Chief Interior Designer and Director of Macau-based interior design studio 615 Concepts Ltd.

The project can be found on a YouTube channel called 'IFT Design Courses' (<http://www.youtube.com/user/iftdesigncourses>).

學院旅遊零售及市場推廣管理四年級學生與澳門戶外活動推廣會，聯手探索澳門極限運動市場的新商機，為澳門建立極限運動中心草擬設計方案。



## Tourism and Hotel School promotes visual merchandising courses

As retailing expands in Macao and the city becomes a destination for international shoppers, showroom layout and window display design is growing in importance. That is because outlets are seeking to maintain an edge over their competitors.

To respond to the demand for experts in this field, IFT's Tourism and Hotel School formed in 2014 a partnership with the Asia Society of Visual Merchandisers. The School offers 2 courses related to the field. They are: 'Introduction to Visual Merchandising – Concept and Application' and 'Visual Merchandising and Presentation Planning'.

Participants that successfully complete both courses are entitled to a Certificate in Visual Merchandising.

Mr. Daniel Wan Kin Chung, Director of the Asia Society of Visual Merchandisers and one of the course instructors, praises the quality of IFT students. He says the majority of the participants have been hard-working and keen learners. Mr. Wan also highlights their creativity and ability to produce eye-catching displays with limited resources. Two intakes of students have so far taken place for each course.

Mr. Wan points out there is a growing need for visual merchandising professionals in Macao, as more shopping malls are scheduled to open in the coming years. These professionals help develop, deliver and communicate visual concepts and strategies to promote retail brands, products and services. That in turn leads to higher sales, he says.

For more information on the 2 visual merchandising courses and how to apply for the next intake, visit the IFT Tourism and Hotel School webpage.

近年港澳地區的零售業務穩健發展，不少高端時尚品牌相繼進駐。為了培育本地的商品展示設計人才，旅業及酒店業學校開設了“商品陳列及展示策劃”課程，邀請多位業界精英，提供專業知識及技能培訓。





## Year 3 Tourism Business students tour Taivexmalo Day Hospital and Spa

A group of Year 3 Tourism Business Management students toured during the 2<sup>nd</sup> semester the facilities of the Taivexmalo Day Hospital and Spa, at casino resort Venetian Macao.

The visit, related to the 'Development and Management of Attractions' course, allowed students to explore the potential of medical tourism in Macao. Such tourism is one of the topics covered in class.

Students were accompanied by Ms. Freda Feng, Customer Service Manager at Taivexmalo, and Mr. Kenny Lo, Marketing Supervisor. Other clinic staff members also interacted with the students, answering

their questions.

The Taivexmalo Day Hospital and Spa is one of the world's largest centres of its kind. Totalling 9,000 square metres, it provides a comprehensive range of services for healthcare, offered by an international team of professionals.

“景點發展與管理”課程的學生早前參訪澳門威尼斯人度假村酒店內的泰福馬瀧日間醫院及水療中心，實地了解醫療旅遊產業在澳門的潛力，以及澳門如何成為中國內地遊客的醫療旅遊目的地。

## Students on Tourism Techniques Course visit Macau International Airport

A group of Grade 11 high school students taking the Tourism Techniques Course visited Macau International Airport on 14 May.

During the tour, students saw the terminal, including the airport lobby, the check-in counters, the boarding gates and the airport lounge. An airport representative also explained the history and daily operations of the facility to the students.

The Tourism Techniques Course includes Inbound and Outbound Tourism among its subjects. The visit to the airport – one of the core service providers in the city's tourism industry – allowed students to see the important role the facility plays in promoting international travel.

The Tourism Techniques Course is a partnership between the IFT Tourism and Hotel School and Macao's Education and Youth Affairs Bureau. The 3-year programme includes high school academic courses and technical courses related to tourism. Upon completion, students get a Form 6 certificate and are deemed to have



acquired the essential professional skills to develop a career in hospitality and tourism. As part of the Tourism Techniques Course programme, students are required to complete a professional internship during Year 3.

5月14日，中葡職業技術學校學生在旅遊學院老師的帶領下參觀澳門國際機場。學院與中葡職業技術學校合辦的旅遊技術課程已開辦多年，定期舉辦企業參觀活動，讓學生們實地瞭解企業的設施及運作，在投身職場前，率先吸收工作體驗。

## PATA Macau Student Chapter members attend PATA Annual Summit 2015

Four executive members of the Pacific Asia Travel Association (PATA) Macau Student Chapter participated in the PATA Annual Summit 2015. It was held in Leshan, Sichuan, in Mainland China from 23 to 26 April. The theme of this year's event was 'New Dimensions of Heritage and Culture Tourism'.

During the Summit and the PATA Youth Symposium, the Macau Student Chapter members attended several talks by tourism industry leaders. In the Summit, PATA Chapter Colloquium, the Macao representatives shared their experience with chapters from other jurisdictions and countries. Many of those without a student chapter showed interest in establishing one.

The Macao group also attended the '2015 PATA Face of the Future' award ceremony. The President of IFT, Dr. Fanny Vong, received the award on behalf of Dr. Helena Lo, Director of the Institute's boutique Educational Hotel, Pousada de Mong-Há.

The participation of the PATA Macau Student Chapter at the PATA Annual Summit 2015 was supported by the PATA Macau Chapter.

PATA, founded in 1951, is a non-profit body dedicated to responsible development of the regional travel and



tourism industry. Macao has been a member of PATA since 1958. There are 43 PATA Chapters and 13 PATA Student Chapters worldwide, including the PATA Macau Chapter and the PATA Macau Student Chapter.

亞太旅遊協會澳門學生分會於4月出席在中國四川樂山舉行之亞太旅遊協會年會。行程順利，會員獲益良多。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。

## PATA Macau Student Chapter organises field trip to Hong Kong

The PATA Macau Student Chapter in March organised a 2-day field trip to Hong Kong, focused on eco-tourism. A total of 12 student members and 8 executive committee members took part.

It included visits to Sai Kung district and Victoria Peak. Participants also joined the Stanley Tour of the Big Bus Tour operator. The route winds its way to the south of Hong Kong Island, providing tour customers with stunning views of Hong Kong's lush countryside and coastline.

The field trip group was impressed by Sai Kung's unique geological landscapes, the views from Victoria Peak and the green scenery along the Big Bus tour route.

亞太旅遊協會澳門學生分會於3月舉行香港生態旅遊行。



## Student Union very active during second semester



Some of the main goals of the IFT Student Union are to promote a positive spirit among the student body, educate the campus community and enable connections among the students. With those objectives in mind, it held several activities during the second semester that were aimed at creating memorable experiences for the participants.

One of the highlights was the 'Green Fashion Design and Fashion Show 2015', held on 25 April. The event aimed to promote sustainable fashion and environment protection.

On 7 March, the Student Union organised an International Gala Night for incoming exchange students. It also hosted a 'Graduate Sharing Session and Farewell Meeting' on 1 May.

The Student Union additionally promoted several short courses for students during the second semester. Those included a 'Cocktail Workshop' and a 'Wine and Chocolate Seminar' (pictured).

旅遊學院學生會於第二學期舉辦多個活動，旨在加強學生的學習精神、增進學生知識及互動。

## IFT now available on social app WeChat

IFT now has a public account on social networking app WeChat. It aims to facilitate information sharing on the latest news, events and courses held at the Institute.

Users can also submit booking requests for training units Pousada de Mong-Há and IFT Educational Restaurant via WeChat.

To access the IFT WeChat account, search 'IFTMACAO' on WeChat or scan the pictured QR code.

IFT is also on Facebook, where it has more than 110,000 fans. The Institute has a Sina Weibo account with close to 2,000 followers.

旅遊學院推出微信賬號，內容多樣，與網頁內容同步，用戶能快捷便利地通過應用程式瀏覽學院的最新消息及活動日誌，查詢最新短期課程資訊及報名情況。用戶亦可利用程式瀏覽學院實習單位望廈迎賓館及教學餐廳的最新動態，以及向餐廳訂座和預訂酒店客房。



## 'We go by quality, not by quantity'



*The IFT Tourism Research Centre wants to increase its international profile via a global alliance with similar institutes, says Director Dr. Leonardo Dioko*

Profiling visitors to Macao, measuring the city's tourist carrying capacity and monitoring job satisfaction in tourism and hospitality are just some of the tasks performed by the IFT Tourism Research Centre (ITRC).

"We go by quality, not by quantity," says Centre Director Dr. Leonardo Dioko. "We want focused collection of data, from which we can rapidly extract deep meaning for policy making and for public consumption."

The Centre was established by IFT in 2003 as a special research and development unit to build a body of knowledge on tourism and hospitality-related topics in Macao and the region. It also serves as a public policy think tank, providing consultancy services to various Macao Government departments.

One example of focused research by ITRC is the annual "carrying capacity" studies that the Centre has been conducting on behalf of the Macao Government since 2003. The latest intake of data – the first set of findings to be made public – concluded that the optimum tourist carrying capacity for the city stood between 32.6 million and 33.7 million visitors in 2014, or between 89,374 and 92,325 tourists a day.

Although the optimum annualised capacity level was above the record 31.5 million visitors the city welcomed last year, "Macao's capacity to absorb visitors may have reached a saturation point" in 2014, the study noted. That was because the daily optimum tourist carrying

level was surpassed several times last year, impacting the perceived quality of life of residents and the travel experience of visitors.

Dr. Dioko says he was "surprised" by the wide impact these findings had on public opinion. The results were quoted by several stakeholders as part of the debate on whether the city should introduce limits to the number of visitors, he adds.

"Even other regions and a few countries contacted us about this study," Dr. Dioko recalls. "This is an example of research that actually matters for policy making."

### Global alliance

ITRC also compiles several tourism-related indicators, including the Macao Tourism Satisfaction Index, which measures visitors' responses to several tourism-related sectors in the city. Every quarter the Centre also releases the Macao Visitor Profile Survey, which provides valuable insights for the tourism industry.

One of ITRC's latest projects is the Macao Human Resource Monitoring Survey. It regularly measures job satisfaction and other labour-related indicators in tourism-related sectors.

The Centre is now working on the establishment of what it calls a "global alliance" with similar research institutes around the world. "We will pool our resources together and tackle unresolved problems in tourism that are of a global nature, like tourism and inequality," explains Dr. Dioko.

He adds: "By forming a global alliance, we all collect the same data; by pooling that data together, we can extract conclusions on an authoritative basis for addressing questions."

The Centre is also looking at ways to improve its own research methods.

"We have a lot of ideas in terms of using technology for research," explains Dr. Dioko. "One of the possibilities is to use high-tech drones to take photographs of crowding in different areas of Macao for the purpose of measuring crowd movement and crowd concentration."

旅遊學院旅遊業研究暨科研中心主任李力東博士表示，科研中心冀透過與其他同類的國際機構組成聯盟以提高其國際形象。

## A commitment to advancing knowledge



*International recognition is growing for research produced by IFT scholars*

IFT has long recognised the importance of research in tourism and hospitality. This is evident from the growing number of research papers published in top academic journals by scholars from the Institute: the figure has increased by more than 50 percent over the past 5 years.

The Institute aims to undertake high quality research that advances knowledge and influences industry practices. Its goal is to produce results that are of interest to fellow academics (and students) and of relevance to the community. In academic year 2014/15 alone, IFT scholars wrote or co-wrote 6 book chapters' worth of research related to tourism and hospitality.

"Research is always about collaborating and sharing your results," says IFT Visiting Assistant Professor Dr. Penny Wan Yim King. She has published over 100 articles – including in academic journals, books and conference proceedings – during her academic career.

Dr. Wan points to the quality of tourism and hospitality research produced at IFT. "Our scholars are able to publish their papers in top-tier journals. We rank number 1 in Macao in terms of publishing in this particular field and we are increasingly emphasising research."

Academic research at IFT is not detached from the everyday world, states Dr. Wan. "We do a lot of field observations. From those observations, we single out issues that we consider to be relevant to do research on."

Dr. Wan says "Macao is like a laboratory" for tourism and hospitality researchers. Data – either quantitative or qualitative – is easily available because of the city's small size and accessibility to people working in the industry. But there are exceptions such as government policy and VIP casino gaming, which are areas where information can still be hard to get, she adds.

### Focus on innovation

Dr. Wan, who is also a consultant to the tourism industry and has diverse project experience, says academic research is packed with innovation.

"During consultancy jobs, the client gives us a project and a topic to study. You have to understand the client's needs and get findings which can help him. It is more practical," she explains.

"Scholarly work is different. It is full of innovation. You have to combine theory and practice. You have to do extensive literature review to understand what other people have done prior to you in that particular field so that you can set up meaningful research objectives. You want to provide new insights to the academic arena but at the same time get results that can be useful to the industry and the overall community."

While it is important to have fun while researching, Dr. Wan says it is essential to be methodical. "Even though some days I can only advance my research a bit or just write a short paragraph of a new paper, I need to be consistent and have some discipline."



Dr. Penny Wan Yim King

One of the advantages of doing research at IFT is that "students are quite keen to help" in collecting data and providing support, Dr. Wan points out. "They like to meet with the tourists and they want to know more."

Students also profit from having teachers involved in research. "The research I do helps me in my lectures," says Dr. Wan, who teaches topics related to management and gaming. "Without doing some research in these fields and having Macao as background, I would be unable to give students any special insight during my classes."

### International recognition

One of the latest research achievements by an IFT scholar was the appointment of Visiting Assistant Professor Dr. Anthony Wong Ip Kin as Coordinating Editor of the International Journal of Hospitality Management. The publication is a top-tier, internationally rated journal in the field of tourism and hospitality.

Dr. Wong serves as an editorial board member for other academic journals, including the Cornell Hospitality Quarterly and the International Journal of Contemporary Hospitality Management. He has published more than 90 peer-reviewed articles in academic journals and conference proceedings.

"It is a great privilege being able to represent IFT on these boards," Dr. Wong says. "These top journals have selected me as the only scholar in Macao to represent



Dr. Anthony Wong Ip Kin

the field: it gives me great responsibility."

Dr. Wong considers IFT a leader in Macao in tourism and hospitality academic research.

The fact that the Institute is not only focused on theory, but also features a strong vocational component, often works in favour of IFT scholars conducting research, Dr. Wong says. "We have a strong connection with the industry and have a lot of practical knowledge: that is useful while conducting research."

The international recognition of IFT scholars' research is likely to act as an incentive for expansion in such work, he adds. "Macao changes so fast. There is a lot to research and a lot of room to improve the quality of research published relating to the city."

The offer of Master's Degree Programmes by IFT could play a positive role in research output at the Institute, says Dr. Wong. The Institute is currently not allowed by the terms of its charter to offer postgraduate degrees.

"A graduate programme would nurture more scholars," he explains. "It could also spark an interest in research among many people."

As IFT this year celebrates its 20<sup>th</sup> anniversary, Dr. Wong says the Institute's research achievements over the past 2 decades offer a solid basis for further progress. He adds: "I see IFT becoming one of the best research schools in the Republic of China in tourism and hospitality."

旅遊學院早已體會旅遊及酒店業研究的重要性，從學院學者在不同頂尖學術期刊上發表的研究論文數量便可印證學院對此的重視。在過去4年，相關的研究論文數量增長逾百分之五十。

## Theory meets real world



*Students at IFT gain hands-on experience organising special activities that help integrate theory and practice*

IFT has long been recognised in Macao for its innovative approach to teaching, transforming the classroom into a place for real world learning through the integration of theory and practice. From the very first year of their studies, students from all Bachelor Degree Programmes have opportunities to 'learn by doing'. It allows them to gain hands-on experience from a wide range of projects, including organising events, hosting charity activities and developing food guides.

These learning experiences reinforce course content and theory. They also aim to help students complete their preparation for a chosen career. That can be achieved by doing, discovering, reflecting on and applying what they have learned in class.

"In practical courses, students are able to immediately apply in a real world setting almost all the theories and concepts learned in class," says IFT Lecturer Mr. Ubaldino Couto.

Mr. Couto teaches the course 'Event Management: Hosting an Event', which is part of the Tourism Event Management Bachelor Degree Programme. In this course, the class has to plan, promote, operate and evaluate a live event.

"We do have a 6-month internship for all IFT undergraduates in the 3<sup>rd</sup> year of their studies. But we don't feel this is sufficient to give students enough experience in organising events from scratch," explains

Mr. Couto.

He states that this kind of course helps students to understand better the relevance of different theoretical concepts learned in class: from finance to human resources, and how they interact with each other in the real world.

### Mistakes allowed

One basic rule of 'learning by doing' is that mistakes are allowed – as long as these mistakes lead students to acquire new knowledge, Mr. Couto says.

"We always tell students it is okay for them to make mistakes or not follow the advice from lecturers. But they will have to bear the responsibility for the decision. Sometimes students do it and eventually come back with very good reasons for why they decided not to follow our advice," he explains.

Mr. Couto adds: "Generally, when something unexpected happens, it is very frustrating for students. But when they look back they say: 'Wow, we had this problem, but we were able to solve it.'"

One issue with practical courses is that assigning marks to students is more complex than with other kinds of course work, Mr. Couto acknowledges. "I need to evaluate each student differently, using different metrics," he says, adding a factor to be considered is the individual student's role in the project.

Final grades are however not the most important thing when it comes to practical courses, according to the IFT Lecturer. "I always tell students that the marks and comments they get from these courses are one thing; what they have learned, what they have acquired from these exercises, will stay with them forever."

### Learning from the process

IFT Assistant Professor Dr. Clara Lei Weng Si agrees. "We have to let students try, but within a safety zone. We, as educators, know the limits," Dr. Lei says.

She adds: "We can discuss several case studies in the classroom, but first-hand experience counts a lot

in learning. What we do is show students the theory first; we then let them start the projects; at a later stage, we go back to the theory and explain the connections between both."

Although learning course content is important, learning from the creation and application of a process is at the heart of 'learning by doing', says the scholar. During each step of the experience, students will engage with the content, the instructor, and each other as well as reflect and apply what they have learned previously in the classroom.

This learning method has also proven to be effective for some energetic students that don't especially enjoy sitting in a classroom listening to a lecture or writing an essay. Through 'learning by doing', such students can more easily understand the class topics and how they relate with the real world, say the scholars.

Dr. Lei also teaches the course 'Event Management: Hosting an Event'. She says it helps students to understand that organising an event has many facets, from planning to finance and logistics. Mastering such disciplines, the scholar adds, encourages students to be active and responsible community members.

Dr. Lei and Mr. Couto point out that the type of knowledge learned in practical classes gives IFT graduates a competitive advantage in the job market. "IFT undergraduates get to experience the real world at an earlier stage than other students," says Dr. Lei.

Mr Couto states: "Our friends from the industry always report to us they prefer to hire IFT graduates because they come with all the theories, but also with some experiences and the ability to establish bridges between both practice and theory."

旅遊學院學生透過舉辦特別活動，把理論與實踐相結合，獲取實務經驗。

## Learning by doing



"beYOUtiful: Stay True, Stay You" series of activities

From event organisation, to internships and skills competitions, IFT offers students many ways of gaining knowledge through practice

IFT students have available a wide array of 'learning by doing' activities. Some are included in their respective bachelor degree programmes, while others are made available through special projects and competitions.

One example of a special project is the organisation of the "Macau Slow Food Awards and Gala Dinner" – a task taken on annually by Year 2 Tourism Event Management students. The event aims to recognise local restaurants that adhere to the ecological and service principles of that international movement. The students also raise sponsorship to cover event costs and give the surplus to charity.

The activity includes the publication of an annual guidebook – the "Macau Slow Food Restaurant Guide 2015". For each edition, students survey approximately 100 local restaurants. This is the only local guidebook promoting healthy and organic food in Macao, say the organisers.

A series of charity events branded "beYOUtiful: Stay True, Stay You" was the latest practical project for Year 3 Tourism Event Management students attending the 'Event Management: Hosting an Event' course. It aimed to raise questions

about the nature and definition of human beauty and to promote self-esteem.

The "beYOUtiful: Stay True, Stay You" events were held during the second semester and included several student-run activities: charity sales of fortune cookies and candies in February and March; leather goods workshops in March and April; a flash mob event in early April; and a series finale – a Short Film Festival and Award Ceremony held in April. Students raised MOP45,000, which was donated to the Macau Child Development Association, a group that supports children with developmental and communication disorders.

### Involving the public

In May, Year 4 Heritage Management students held a community event called "Macao, the virtuous city", near the Lin Fung Temple. This was another practical project and aimed to promote public participation in heritage conservation. It was the term project for students on the 'Economics of Heritage Conservation' course.

As part of the IFT 'learning by doing' philosophy, all undergraduates are required to undergo a 6-month internship in the 3<sup>rd</sup> year of their

studies. This is a scheme unique in Macao. It offers students an opportunity to gain valuable work experience and allows them to put into practice theoretical knowledge learned in class.

Calvin Wong Ka Chin, a Year 3 Heritage Management student, did his internship at Urban Discovery, a Hong Kong firm focused on promoting the economic value of heritage. During his internship, he produced several mini-documentaries about disappearing traditional trades. The content he produced was highly praised by the company and was exhibited in the Hong Kong Maritime Museum.

IFT's 'learning by doing' focus also includes promoting skills competitions. In the recent Macao leg of the 43<sup>rd</sup> WorldSkills Competition, hosted by the Institute, the top-3 finishers in the 2 existing categories – Western Cuisine, and Pastry and Sweets – came from IFT. The competition featured a total of 43 candidates from local training and educational institutions. The two winners in those categories will represent Macao in the finals, to be held in São Paulo, Brazil, in August.

旅遊學院學生有機會透過多個實際項目，包括舉辦活動、籌備慈善活動及編制美食指南等，從實踐中學習。



Community event "Macao, the virtuous city"

## 'Heritage preservation is everybody's responsibility'



The richness of Macao's architectural heritage comes from its unique history, says prominent local architect Mr. Carlos Marreiros. While much has already been achieved in preserving that heritage, there is still room for improvements, he says

Ten years after the Historic Centre of Macao made the World Heritage List of the United Nations Educational, Scientific and Cultural Organization (UNESCO), what has changed in the city regarding heritage protection?

Since 2005, a lot of effort has been put into preserving the Historic Centre. But let us not forget the pioneering work done during the 1970s and mostly in the 1980s: at that time, even on a small budget, a lot was achieved. The overall result today is very good. Young people are now very proud of their identity and heritage.

Is Macao a success story regarding heritage protection?

There is always room for improvement and we should strive for better heritage protection policies. But overall I think Macao is a success story.

You have previously mentioned that the private sector must play a role in heritage preservation. How can that be achieved?

Heritage preservation is everybody's responsibility, not just the Government's. We have to find ways for the

private sector to invest money and effort in bringing historical sites alive.

One good example is what the Government and the private sector did with the restoration project of the Tak Seng Pawnshop. It featured areas to host cultural activities and to sell local products.

Another example is the old Albergue of the Macao Holy House of Mercy in St. Lazarus District. When we the cultural association Albergue SCM, headed by Mr. Marreiros moved there, the district was quite neglected, attracting very few people to visit. We have been able to organise several activities there over the last few years and now there are around 15 cultural associations and shops based in St. Lazarus district.

Other examples of good heritage protection include cooperation between the Government and the owners of some buildings in the Inner Harbour area.

As a rule, the Government should provide technical advice to developers interested in preserving heritage while developing private business activities in historical buildings.

## Growing awareness

**In 2014, Macao welcomed more than 31.5 million tourists. Do these large numbers of visitors have an impact on Macao's heritage areas?**

To have 31 million visitors a year is something great but it can be harmful for heritage. Nevertheless, for the time being, I don't think this is a big issue in Macao. The exception is the Ruins of St. Paul's, where there is a tourist invasion.

Unfortunately, the usual visitor to Macao goes to the Ruins of St. Paul's, to A-Ma Temple and not so much to other heritage sites. It is important to maximise visits to other heritage sites to promote tourist circulation within the city. I know the Government is working on this.

**Why is it important to have specialist professionals to promote heritage preservation?**

This is very important. Heritage protection is based in knowledge. Two decades ago, it was very difficult to get a building listed as an asset of historical value. Now, although real estate resources in Macao are scarce and very expensive, public opinion is much more sensitive to heritage-related issues. Associations are mobilising to protect this or that particular building. This is great and is due to improvements in education over the past thirty years.

We now need to be more demanding in terms of heritage education for tourist guides and tourism agencies, to improve how they present the city's heritage to visitors.

We still have a lot of tourist guides not presenting heritage as an integral part of our lives and community.

Macao's richness comes from its history. We have the casino industry posting outstanding revenue figures, but it is our collective memories that form the basis for our identity.

Heritage, both tangible and intangible, is very important for a society. And there is still a lot that can be done in Macao in this field, including research.

**What role can IFT play in heritage protection in Macao?**

All Macao institutions must do their best to preserve and promote our rich heritage. IFT already offers a Bachelor Degree in Heritage Management and hosts several seminars focused on heritage protection. But I think that because of its unique features, IFT can play a very important role in tourist guide training.

It can also, in partnership with the Cultural Affairs Bureau and other related government bodies, help draft a well-designed series of tourist routes that can promote heritage in interesting and attractive ways, helping to educate visitors about the city's history and traditions. This is very important and IFT has the expertise needed.

We also don't have in Macao a training centre focused on restoration skills; and IFT can play a role in that too. We could bring experts from Portugal and Mainland China to help set up this body.

## Profile

Mr. Carlos Marreiros was born in Macao in 1957, and is one of the city's leading intellectuals.

Of mixed Chinese and Portuguese descent, he is a community leader, serving on many non-governmental organisations and governmental committees related to heritage and cultural industries. He is also an artist, poet and cultural conservationist, having been considered "one of Macao's most outspoken voices on cultural identity" by China Daily newspaper.

His architectural work can be seen all around the city, from Tap Seac Square to several redevelopments of historic buildings.

He also designed the Macao Pavilion at the Shanghai World Expo 2010. The pavilion had a traditional theme in a modern style, in the form of a jade rabbit lantern.

Mr. Marreiros founded the government-run magazine "RC – Review of Culture" and headed the Cultural Affairs Bureau between 1989 and 1992. He now leads cultural association Albergue SCM.

本地著名建築師馬若龍先生表示，澳門的多樣性源自其獨特歷史，雖然大量措施已投入保護本地的歷史遺產，但仍有進步空間。

# Celebrating 20 years of IFT

IFT is marking its 20<sup>th</sup> anniversary with a series of events, including 2 international conferences and a gala dinner



IFT this year observes the successful conclusion of its second decade with a series of events across the calendar. The festivities commemorate the Institute's history, but also focus on its future, as IFT continues to grow and expand to meet the fast-changing needs of Macao's tourism and hospitality industry.

One of the highlights is the 'Tourism 20:20 Symposium, an international conference on the tourism industry. The event will take place at the IFT Grand Hall on 12 October. Representatives from the United Nations World Tourism Organization (UNWTO), the Pacific Asia Travel Association (PATA) and the Asia Pacific Tourism Association, among other bodies, will review the development of the tourism industry in the region over the past 20 years and look at the challenges for the next 2 decades.

The anniversary festivities also include a 'Distinguished Lecture Series'. The first invited speaker was Mr. Wei Hongtao, head of the Department of Personnel

at the China National Tourism Administration. In April, he gave a lecture on the importance to tourism development of education (An article on the lecture is in this issue of the IFT Newsletter).

The 3<sup>rd</sup> International Conference on Events, to take place between 7 and 9 September at IFT, is also part of the 20<sup>th</sup> anniversary celebrations. The conference will examine a variety of contemporary issues concerning research about festivals and events.

## Gala dinner

The IFT Anniversary Appreciation Dinner is another high point of this special year. It will take place on 15 September at the IFT Educational Restaurant, featuring an evening of fine dining, entertainment and celebrations.

IFT, established in 1995, offers the largest selection of tourism- and hospitality-related Bachelor Programmes in Macao. The Institute has produced close to 5,600 Bachelor Degree and Higher



Diploma graduates over the past 2 decades. In addition, it has provided professional and vocational training courses to almost 195,000 participants.

In 2000, IFT became the first institution accredited by the UNWTO.TedQual Certification System, which certifies tourism education. The Institute now has the most Bachelor Degree Programmes certified under this international system of any tertiary education establishment in the world.

IFT is also the only higher education institution to have been awarded the Medal of Merit in Tourism by the Macao SAR Government in recognition of its contributions to the industry. It has also twice been awarded the Gold Award in 'Education and Training' by PATA.

旅遊學院為慶祝20周年校慶將舉辦一系列活動，包括兩場國際性研討會及一場晚宴。

## Education matters for tourism development



China National Tourism Administration official gives lecture to IFT students on the importance of skilled human resources for the growth of tourism

IFT recently benefited from the experience of Mr. Wei Hongtao, head of the Department of Personnel at the China National Tourism Administration, when he gave a lecture on the importance to tourism development of education. The event, on 9 April at the IFT Grand Hall, was the first of a series of lectures by distinguished speakers to celebrate the Institute's 20<sup>th</sup> anniversary.

Over 150 students and IFT faculty and staff members took part in the 1-hour seminar, hearing from Mr. Wei about the latest developments in Mainland China's tourism industry and exchanging views with him on the topic. Macau Government Tourist Office Deputy Director Ms. Cecilia Tse also attended the lecture.

"Human resources play a major role in the rapid development of the tourism industry, and cultivating a large number of high-quality, efficient professionals for the tourism and hospitality sector holds the key to success," Mr. Wei said.

He added: "Tourism education in Mainland China has been undergoing restructuring and some adjustments in recent years, expanding its scope as well as improving quality, amid the new

trends and requirements of the tourism industry."

During the lecture, the China National Tourism Administration official mentioned the growing recognition inside and outside Mainland China of tourism degrees awarded by the country's educational institutions. He also spoke of the rising number of such courses nationally. In addition, Mr. Wei highlighted the collaboration between tourism schools and the industry, and the Central Government's support to the tourism education sector.

### Key growth driver

The official noted that Mainland China's tourism sector had expanded rapidly in recent years to become a key driver of the nation's economic growth. Domestic tourism revenues reached RMB3.25 trillion last year, he added.

Looking ahead, Mr. Wei suggested a clearer positioning by the industry regarding the types of tourism professionals needed in Mainland China, a more balanced distribution of tourism education resources among different provinces and more international cooperation.

"This year, the National Tourism

Administration and the Ministry of Education will jointly compile a guidance document on promoting the development of vocational education in the tourism industry, further strengthening support and guidance to tourism education," Mr. Wei said. "There is still room for improvements in international cooperation, and more needs to be done to create a brand positioning for Chinese tourism education," he remarked.

After the lecture, Mr. Wei toured the IFT campus with IFT President Dr. Fanny Vong and IFT Vice-President Ms. Florence Ian.

Other China National Tourism Administration officials attending the event included: Mr. Liu Kezhi, head of the Department of Tourism Affairs for Hong Kong, Macao and Taiwan; Mr. Liu Zhijiang, Director of the Asia Tourism Exchange Center; and Mr. Geng Dongming, Assistant Director of the Asia Tourism Exchange Center.

中國國家旅遊局黨組成員、人事司司長魏洪濤先生應澳門旅遊學院邀請，於4月9日於學院禮堂進行演講，討論教育對旅遊發展的重要性。

## Music for charity

A charity classical music concert organised by Event Management Year 2 students raised close to MOP300,000 for Orbis and Christians in Action



IFT Tourism Event Management Year 2 students are required to organise an event as part of their Supervised Work Experience course. Academic year 2014/15 has been special, with the class putting together a charity classical music concert – something never attempted before.

"It was a learning environment," says Academic Coordinator of Hotel Management and Tourism Event Management Programmes. Invited Assistant Professor Dr. Baudouin Neiryck. "Mistakes are allowed in this course as long as students learn from them."

Supervised Work Experience aims to allow students to gain practical experience in the field of event management under the supervision of a faculty member. The course seeks to develop and expand the planning, communication, management and creative skills of students in a 'real life' environment, stimulating their ability to make effective decisions.

Dr. Neiryck adds: "Students told me they learned so much from this experience. They had never

imagined organising a concert could be such a complex task."

The event was held at the IFT Grand Hall in May and featured 10 performances. The main highlight was one performance by a renowned pianist Ms. Abia Ng. Several IFT students and staff members also played at the concert.

The activity raised MOP293,105 in proceeds. The beneficiary charities included Orbis – an international non-governmental organisation that works to prevent and treat avoidable blindness – and Christians in Action, which runs a day care centre for underprivileged children in Macao and now has the intention of building a home for the elderly.

### Careful planning

The concert was featured in the celebration programme for the 20<sup>th</sup> anniversary of IFT. That meant added responsibility for the group, says student Lonson Ip, who was picked as event general manager by his colleagues.

"We were representing not only our class but the whole Institute," he explains. "There were also several administrative details that needed to be cleared with IFT because of this, making the organising process more complicated."

The concert took over 3 months to prepare. It included arranging sponsors, media partners and preparing all the logistics for the event day. Lonson says it was a worthwhile learning experience.

"Everything was new to us," he explains. "We didn't know anything about classical music instruments or about selling tickets, for instance."

Guest artist Ms. Ng was impressed by the level of the organisation. "The arrangements were great," says the pianist, who had previously performed twice at the Macao Cultural Centre. "Everything went smoothly. It was just fabulous."

學院旅遊會展及節目管理二年級學生舉辦慈善古典音樂會，為奧比斯及國際傳教證道會籌集近澳門幣三十萬元的善款。

## Recipe for success

The first batch of Culinary Arts Management students is ready for graduation. In April, the students hosted their graduation project and are now preparing to join the city's fast-moving restaurant sector



The IFT graduation ceremony is to become even more colourful starting this year as the green gowns of the Culinary Arts Management graduates make their debut. Employment prospects for that inaugural intake are bright, says Coordinator of Culinary Arts Management Degree Programme, Invited Assistant Professor Dr. Mark Gibson.

The Year 4 students held their graduation project at the IFT Educational Restaurant on 16 and 23 April. The class was divided in 2 groups with each asked to prepare a lunch event from scratch. Each event attracted a crowd of around 60 paying customers.

"We spent 4 years training these students in every aspect of the kitchen. They spent 4 years learning how to do this. This was their final project, where they worked in a real life kitchen environment," Dr. Gibson explains. "They designed the menu; they practised the menu; they costed the menu."

Student Otilia Rodrigues Novo was picked as one of the general managers. She headed the team for the 16 April lunch event.

"The most challenging thing was planning the menu," Otilia says. "We needed to price the menu to

get a good gross profit margin," she explains. "But we also needed to get quality ingredients for the courses."

After careful analysis, the choice was the following menu: scallop carpaccio as appetiser; honey beer pork belly brisket as main course; and berry mousse with basil sorbet for dessert.

### Comprehensive programme

Dr. Gibson says the first batch of students in Culinary Arts Management is ready for successful entry to the job market.

"A lot of the students have applied for many of the jobs in the local hotel and restaurant market," he states. "They are very well placed to go straight in at a very good level – to Commis Chef 1. That saves them maybe 2 or 3 years of on-the-job training."

Otilia says Culinary Arts Management students know they must continue learning once they graduate.

"In the beginning, there will be a lot of hard work," she notes. "There are a lot of things to learn in the kitchen. It is not only the cooking skills. The attitude and how you work with others is also very important."

The Culinary Arts Management Bachelor Degree Programme was launched in academic year 2011/2012 and offers 24 vacancies each year. Dr. Gibson points out it does not only train chefs.

"It is a very comprehensive programme," he says. "After a few years, if graduates decide to do some restaurant managing or open their own establishment, they have the skills and the training to do it."

The programme is very popular, with the intakes usually oversubscribed. Dr. Gibson says students are offered a wide range of resources during their 4 years of studies, from access to top-notch equipment to field trips and cooking demonstrations by prestigious chefs.

As with a commercial restaurant, the academic course menu changes over time. "We need to make sure that the programme is relevant," Dr. Gibson says. "We have got to keep abreast of the industry."

學院首屆的廚藝管理學士學位課程的學生將於今年畢業，學生們於9月參加畢業典禮後，現正準備投身澳門的餐飲業。

## Studying the worlds of wine

The IFT Tourism and Hotel School hosted 11 wine seminars during the second quarter of 2015, covering both Old World and New World names

The IFT Tourism and Hotel School has become one of the city's leading wine education institutions, tracking the latest trends in the sector. It aims to enrich the knowledge of local food and beverage professionals regarding Old World and New World wine producing countries.

In the second quarter of 2015 alone, the School hosted 11 wine seminars under the 'Wine Countries of the World' and 'Wine Regions of the World' series. The events covered wine regions from 8 countries: Australia, France, Georgia, Greece, Italy, Portugal, Spain, and the United States.

The 2 ongoing series aim to offer participants an understanding of the different styles of wine produced around the globe. The seminars also analyse wine regulations, grape varieties and labelling practices in various wine producing regions.

The events typically include tasting sessions, so participants can learn first-hand the special characteristics of the wines discussed.

The IFT Tourism and Hotel School also offers wine education programmes in partnership with international organisations, leading to certificates or diplomas recognised by the global wine and hospitality industries. Its partners include the Wine and Spirit Education Trust and the Burgundy Wine School.



According to statistics released last November at the 37<sup>th</sup> World Congress of Vine and Wine, France was the world's largest producer of wine in 2014, overtaking Italy, with Spain in a distant third place. But New World wine countries are increasing their production rapidly.

Europe, home to most of the Old World producers, remains the globe's premier source of wine. But its total market share has dropped from 73 percent in the early 2000s to just over 60 percent nowadays. The United States, Argentina, South Africa and New Zealand are leading the way in share gains.

### Wine seminars held at IFT between April and June:

Australia	- Wine Seminar
France	- Bordeaux Wine Seminar
France	- Champagne Seminar
France	- Languedoc-Roussillon Wine Seminar
Georgia	- Wine Seminar with Master of Wine Debra Meiburg
Greece	- Wine Seminar
Italy	- Veneto Wine Seminar
Portugal	- Alto (Upper) Alentejo Wine Seminar
Portugal	- Taste the Difference: Alentejo vs Douro
Spain	- Calatayud Wine Seminar
United States	- California Sonoma County Wine Seminar

旅業及酒店業學校於4至6月共開辦了11個葡萄酒知識講座，向本地餐飲業從業員介紹了多個環球產酒國及酒區。

## The invisible hand

Facilities management should be a priority for any hotel, says facilities expert Ms. Jeanne Varney. It might not be obvious to the customers, but it is the backbone of any property, she says



“You only think about facilities when there is something wrong. You don’t think about what it takes to make everything go right – and everything going right is what the customer expects,” says Ms. Jeanne Varney, a lecturer at the School of Hotel Administration at Cornell University in the United States. She is responsible there for the curriculum in Hospitality Facilities Management.

Ms. Varney adds: “Facilities management is an invisible job – and it should be so. Strong facilities are an assumed part of service in hospitality. If it is invisible to the guest and to other staff members, you are doing a superb job.”

Lack of visibility however does not mean lack of importance. “Facilities management is the backbone of the hotel,” Ms. Varney states. “If the building is not functioning well, if it is not at the right temperature, if it is not safe, the customers will not come.”

Ms. Varney was recently at IFT to lead a 2-day Executive Development Programme on Facilities Management. The programme, co-organised with the School of Hotel Administration at Cornell University, was held on 26 and 27 May at the Pousada de Mong-Há.

This was Ms. Varney’s first time in Macao. The scholar says she was impressed with the scale of the new

integrated resorts being built in Cotai. But she adds that the basics of good facilities management are the same whatever the size of the building: good design of the facilities and well-trained staff able to implement a good system.

“The initial design of the hotel can make a big difference. If you have the right equipment in place for the size of the building and the environment you are in, it will make running the hotel so much easier,” Ms. Varney explains.

“Too often it happens that an architect and an engineer will design a building without ever talking to the people who are going to run it. That is a mistake.”

### People matter

A well-motivated facilities maintenance team can also have a huge positive influence. “A lot of people can change a light bulb or unclog a sink. But do they care enough to fix it right away if they detect a problem?” asks Ms. Varney.

The US scholar says a mistake many hotel management companies make is to implement spending cuts in facilities management during times of economic stress.

“If anything, those are the times to do more maintenance,” she says. “That’s because you don’t have money for big renovations, so all of your equipment has to last longer. In order to last longer, you need to give it better maintenance.”

Another common pitfall, she says, is poor record keeping of facilities management. Sparse and inaccurate records are often cited as a significant factor for cost jumps when new works are needed.

Hotels and integrated resorts in Macao face one additional issue regarding maintenance: high temperatures combined with extreme humidity levels.

“Extreme humidity and moisture in an environment is really hard to manage,” Ms. Varney says. “It can infiltrate in so many different ways, so many different areas. When you get moisture in a space, you get mould, accelerated bacteria growth and your materials can wear out faster.”

This type of environment, Ms. Varney says, makes good facilities management all the more important.

酒店業專家Jeanne Varney女士表示，雖然酒店業內的設施管理部門比較少人知曉，但設施管理是任何酒店的主幹環節，應是酒店管理的優先事項。

## What makes a bad tourist?

Research co-written by IFT Assistant Professor Dr. Connie Loi looks at what Mainland and Hong Kong visitors regard as the least desirable facets of tourist behaviour



Tourists from Mainland China and Hong Kong have similar views on what counts as uncivilised behaviour by travellers. However, a few important differences of attitude exist that should be addressed to prevent tension, says an academic study by Dr. Connie Loi Kim Ieng, Assistant Professor at IFT, and Dr. Philip Pearce, Professor of Tourism at Australia’s James Cook University.

The paper, titled “Exploring perceived tensions arising from tourist behaviours in a Chinese context”, was published in April in the Journal of Travel and Tourism Marketing.

Taking into account tensions between Hong Kong citizens and visitors from Mainland China in recent years, the researchers tried to identify key tourist behaviours that were “likely to cause disharmony” between the 2 groups. In order to do so, they opted to assess how people from both regions perceived other tourists’ behaviour when travelling.

Macao was the “neutral location” chosen for the fieldwork, as it is a popular destination both for Hong Kong and Mainland Chinese tourists. The study was based in 268 street interviews conducted from 28 April to 4 May, 2011, among people visiting the city. This was a peak period for visitor arrivals, due to the Labour Day holiday period in Mainland China, the authors noted.

### Less desirable behaviours

A list of 40 “less desirable behaviours” was presented to the interviewees. They were then asked if they had ever come across examples of them. If the answer was affirmative for any of the 40 categories, they were then asked to rate – on a 4-point scale, 1 being “not at all annoying” and 4 “very annoying” – how irksome they thought the particular behaviour to be.

Of the 40 behaviours analysed, 12 were rated by tourists from the Mainland as below the scale mean ranking of 2.5. Hong Kong visitors rated 8 of the 40 behaviours put to them as below the scale mean ranking.

According to Dr. Loi’s and Dr. Pearce’s study, “littering/spitting in public” and “not flushing toilet after use” were considered by Hong Kong tourists as the most annoying behaviours. Mainland China tourists had similar feelings about “verbally and physically abusing the service personnel in hotels and other service operations”.

But after sorting the 40 behaviours into three clusters – those directly related to others; isolated individual acts; and marginally illegal or scam behaviours –, the researchers concluded that the 2 groups had “no significant differences” in perception regarding the 40 behaviours.

The research indicated that, although Hong Kong

citizens were overall “more troubled by the tourists’ behaviours than their Chinese counterparts”, there was “a general agreement between the 2 respondent groups” as to what behaviours by travellers are not desirable. “What annoys one group, annoys the other,” the researchers noted.

The result, the authors pointed out, “contradicts some public claims in the media that Mainland Chinese tolerate so-called undesirable behaviours better than other tourists”.

### Tension points

Differences were however found in the way the 2 groups perceived 5 of the 40 behaviour types. Hong Kong tourists indicated a substantially higher level of annoyance than their Mainland Chinese counterparts concerning those “staring and pointing at people different from themselves”, “bumping into others in a crowd”, “smoking anywhere without considering those around them”, “using foul language, such as swearing, openly” and “lying or sitting in the street in a very casual way”.

“The present study suggests a relatively high level

### The authors

IFT Assistant Professor Dr. Connie Loi Kim Ieng has a PhD in Tourism from James Cook University in Australia. She is an IFT alumna, holding a Bachelor Degree in Tourism Business Management from the Institute.

Her research interests include: entertainment development in tourism destinations; destination positioning and benchmarking; tourist behaviour; and tourist portfolio analysis.

Dr. Philip Pearce has taught in Australian universities for over 30 years. He was the first Professor of Tourism in Australia and is based at James Cook University, having earned a PhD from the University of Oxford that was based on a study of tourists in Europe.

Dr. Pearce has recently developed an interest in research on Chinese outbound tourism. He supervises a large number of PhD students and has been the principal supervisor for more than 30 successful PhD graduates from 12 countries.

旅遊學院助理教授呂劍英博士研究探討內地及香港旅客眼中惱人的旅客行為。

of awareness by Mainland Chinese tourists of less desirable behaviours, but the 5 specific behaviours mentioned could be highlighted more dramatically and forcefully in publicity when the Chinese Government seeks to influence the tourist behaviour of their citizens,” the authors suggested.

Dr. Loi and Dr. Pearce identified “smoking without concern for others and bodily contact in crowds” as “key tension points”. The researchers suggested that targeted awareness campaigns in Mainland China could help reduce these types of behaviour among Mainland Chinese travelling overseas, thus helping to reduce friction with other tourists and with the local citizens.

But the scholars added: “Simple awareness is one part of the total picture, and regulatory and social evaluative controls could usefully be implemented to reduce the flashpoints of tourist-tourist and tourist-host friction.”

## Social media and the modern restaurant trade

*Electronic word-of-mouth is a growing factor in how travellers judge Macao restaurants, suggests research co-written by IFT Lecturer Mr. Simon Lei*



Macao restaurants are making a good impression on diners, indicates research of online reviews by customers. But satisfaction levels are lower for the most expensive outlets.

The conclusions are in a study by IFT Lecturer Mr. Simon Lei Kong and Dr. Rob Law, from Hong Kong Polytechnic University. The results were presented during the ENTER2015 conference in Lugano, Switzerland in February. The theme of the gathering – the 22<sup>nd</sup> annual edition of ENTER – was “eTourism: Transforming Mobility”.

The pair’s research, “Content Analysis of TripAdvisor Reviews on Restaurants: A Case Study of Macau”, analysed English-language versions of 614 online reviews about 22 Macao restaurants. They had been published via the popular international travel website TripAdvisor.com.

The reviews, collected in March 2014, were sorted in 4 categories by ascending price: “fast food or self-service”; “casual or sit-down service”; “formal dining”; and “most expensive or service for special occasions”.

The researchers classified each comment as “positive”, “negative” or “neutral”, based on how consumers reviewed each restaurant’s food,

service, value, atmosphere and other aspects.

Results indicated that “the overall customer satisfaction on the dining experience in Macao was positive” and that, “despite the high living costs in Macao, good restaurants with good value for money can still be found”.

Nevertheless, the most expensive category of restaurants got double the negative comments (14 percent) of casual or formal dining restaurants (7 percent), the authors noted.

According to Mr. Lei and Dr. Law, high-end restaurants did not “readily yield high customer satisfaction because well-travelled customers are already exposed to diverse food qualities and prices offered from other places in the world, which become their bases for comparison.”

### eWOM underestimated

“Small cafés” by contrast were evaluated “remarkably” for customer satisfaction and also seemed able to retain more customers. Positive perceptions of “product quality, uniqueness and the knowledgeable, passionate and amicable qualities of the restaurateur” were the reasons for this success, the researchers explained.

According to Mr. Lei and Dr. Law, more and more people now post commentaries on their travel and dining experiences online, creating a “powerful and ever-growing customer knowledge base” shared among Internet users worldwide.

“To maintain competitiveness in the market”, the authors argued, “firms in the tourism and hospitality industry should not disregard the influence” of this electronic word-of-mouth (eWOM). But many restaurants in Macao still do, their findings show.

The two researchers noted there are only “a few restaurant owners in Macao publicly acknowledging and responding to TripAdvisor reviews”. This, they argued, showed that “many restaurateurs” were still “not fully aware” of the positive effect eWOM could have on their business.

### The authors

Mr. Simon Lei Kong is a Computer Studies Lecturer at the IFT Tourism College. He holds a Master Degree of Business Administration from the California State University, East Bay, in the United States. His research interests are focused on information systems in tourism and hospitality.

Dr. Rob Law is a Professor at the School of Hotel and Tourism Management at Hong Kong Polytechnic University. His areas of research expertise include: information technology; the Internet and e-commerce; modelling and forecasting; artificial intelligence; software engineering; and computer assisted education.

旅遊學院講師李剛發表的一份聯合研究發現，網上對澳門整體的餐飲場所的評價為滿意，但高級餐廳的滿意度相對較低。

# Finding the right branding

A study co-written by IFT Invited Assistant Professor Dr. Choi Suh-hee puts forward a systematic approach for measuring destination brand image



Destination branding of Macao should revolve around the strong impact on tourists of the city's heritage and the importance and uniqueness attributed to the casino industry, says an academic paper co-written by IFT Invited Assistant Professor Dr. Choi Suh-hee and Dr. Cai Liping from Purdue University in the United States.

The research, titled 'In Search of Destination Brand Image: Identifying Favourable, Strong and Unique Destination Brand Associations', was presented at the annual conference of the Council for Australasian Tourism and Hospitality Education (CAUTHE). The event took place in February at Queensland's Gold Coast campus of the Southern Cross University in Australia.

The study focused on how to refine academic, conceptual terms associated with destination brand image. The authors noted that brands in the destination context are the source of the "favourable, strong and differentiating image that customers have in mind".

They further added: "Although many places claim the same 'sun and sand', it is the brand that differentiates each sun-and-sand destination."

### Favourability, strength and uniqueness

Dr. Choi and Dr. Cai identified 'favourability', 'strength' and 'uniqueness' as key components of each attribute (also called 'brand associations') of a destination brand image.

Favourability was the indicator that a particular destination brand image attribute was perceived as important to consumers. Strength of a destination brand image attribute was measured by the extent to which it had "an impact on tourists' mind structures and intentions to visit or to communicate about the destination". Finally, uniqueness was "based on the

notion that differentiated destination images lead to competitive destination brands".

The authors suggested that, to promote a destination, parties should identify what were the highest rated components of each brand image attribute of that particular location. They should then incorporate such strengths into their destination branding strategies.

The study did that for Macao, based on panel discussions with senior undergraduate students from Macao that were majoring in the hospitality and tourism field. The findings showed that the destination brand image attribute 'rich cultural heritage' had better results for the strength component compared to favourability or uniqueness, for instance.

"As heritage has a strong destination brand image rather than favourability and uniqueness, such strength could be addressed in branding: gambling, on the other hand, has lower strength and higher favourability and uniqueness. Therefore, favourability and uniqueness could be addressed in Macao's destination branding were gambling to be used as its brand association," Dr. Choi and Dr. Cai suggested.

But the authors added: "Additional conceptual examination is required to find out how favourability, strength and uniqueness can be combined in conceptualising destination brand image."

### The authors

Invited Assistant Professor Dr. Choi Suh-hee joined IFT in 2013. She holds a PhD in Hospitality and Tourism Management from Purdue University. She earned her Bachelor and Master Degrees from Seoul National University in Republic of Korea.

Dr. Cai Liping has written more than 250 peer-reviewed research articles and is a member of 4 editorial boards for academic journals. He is Associate Dean in Purdue University's College of Health and Human Sciences. He served as travel and tourism industry expert to the World Economic Forum.

旅遊學院客席助理教授崔瑞希博士及美國普渡大學蔡利平博士共同撰寫的學術文章表示，澳門的旅遊目的地形象應圍繞著本地文化遺產對遊客的強烈影響，以及博彩業的重要性和獨特性。

# Latest published research

Keep up with the latest published research by IFT scholars

Author 作者	Title 論文題目	Journal/Book 學術期刊、雜誌及書本的名稱
Fong, K.K.S.; Wong, I.K.A.; Gao, J.H. (2014)	澳門公務員的工作壓力，支持及工作滿意程度的關係	行政. 27 (1) 45 – 57. Macau: 行政公職局
Wong, I.K.A.; Wan, Y.K.P.; Qi, S. (2014)	Green events, value perceptions, and the role of consumer involvement in festival design and performance	Journal of Sustainable Tourism. DOI: 10.1080/09669582.2014.953542 (SSCI)
Liu, M.T.; Wong, I.K.A.; Chu, R.; Tseng, T.H. (2014)	Do perceived CSR initiatives enhance customer preference and loyalty in casinos?	International Journal of Contemporary Hospitality Management. 26 (7), 1024-1045 (SSCI)
Moreira, P. (2015)	The ultimatum game and the nature of the distance of the economic agents: Physical distance and psychological distance	Skyline Business Journal. 10(1), 9-16
Wong, I.K.A.; McKercher, B.; Li, X. (2015)	East meets West: Tourist interest in hybrid culture at postcolonial destinations	Journal of Travel Research. DOI: 10.1177/0047287514563984 (SSCI)
Wong, I.K.A. (2015)	Chinese outbound tourists' gaming behaviors: The emergence of casino tourism	In Xiang (Robert) Li (Ed.), Chinese Outbound Tourism 2.0. Apple Academic Press (ISBN: 9781771881807)
Wong, I.K.A.; Siu, R.C.S. (2015)	Casino tourism: How entrepreneurship changes the game in Macao	In Godfrey Baldacchino (Ed.), Entrepreneurship in Small Island States and Territories. Taylor & Francis (ISBN: 1138789984)
Wong, I.K.A.; Li, X. (2015)	Destination services and travel experience in the gaming Mecca: The moderating role of gambling as a travel purpose among Chinese tourists	Journal of Travel & Tourism Marketing. 32, 80-99 (SSCI)
Rosenbaum, M. S.; Wong, I.K.A. (2015)	If you install it, will they use it? Understanding why hospitality customers take "technical pauses" from self-service technology	Journal of Business Research. DOI: 10.1016/j.jbusres.2015.01.014 (SSCI)
Wong, I.K.A.; Prentice, C. (2015)	Multilevel environment induced impulsive gambling	Journal of Business Research. DOI: 10.1016/j.jbusres.2015.03.008 (SSCI)
Prentice, C., Wong, I.K.A. (2015)	Casino marketing, problem gamblers or loyalty customers?	Journal of Business Research. DOI: http://dx.doi.org/10.1016/j.jbusres.2015.03.006 (SSCI)

以上為學院教學人員的出版書刊/章節及在學術期刊出版的論文。



## A career launched by...launches

*IFT alumna Ms. Paulina Pereira Che has been involved in the inauguration of some of Asia's top integrated resorts*

Not many tourism professionals can list in their curriculum vitae a role in launching not only Asia's first Las Vegas-style integrated resort – the Venetian Macao, but also Singapore's iconic Marina Bay Sands and the world's largest Conrad hotel. IFT alumna Ms. Paulina Pereira Che can. She is now Director of Convention and Exhibition Management at Conrad Macao.

"I love to do openings," she says.

"In a property that is already running, operations are well oiled and people know what to do. But when you are working for an opening, there are so many things to do. You need to be detail-minded."

Ms. Che graduated from IFT in 2000, with a Bachelor Degree in Tourism Business Management.

Her first job was at Hotel Sintra working as guest relations officer. Two years later, she moved to a sales position covering catering events. "It was really a one-woman band, with one person doing everything," Ms. Che says.

"In 2004, I moved to Macau Tower. From a banquet room of about 10 tables, I was now working in one of 90 tables. I learned a lot about doing big catering events at Macau Tower. But Macau Tower also hosted exhibitions, so soon I also picked up a bit on exhibition organising. At the time, that was the only place in Macao that could host large exhibitions."

Ms. Che was eager to learn more. When she heard about Venetian Macao and that it would be able to host banquets of 300 tables, she applied to work there. She was successful and joined the property in April 2007, prior to its launch in August that year.

"When I moved to Venetian, everything was new for me," she says. "During the opening, I remember we went off at 3 a.m. and we were back to work at 7 a.m. But it was really very fun."

Ms. Che highlights the support provided by the executives at Venetian Macao's parent, US-based Las Vegas Sands Corp.

"I learned a lot from them," she says. "I used to email them at night whenever I had a problem. Because of the time difference, I would always have their reply the next morning in my inbox."

### New challenges

Three years later, Las Vegas Sands opened the Marina Bay Sands integrated resort in Singapore. Ms. Che was invited to assist in setting up the property's conference team. She stayed there for half a year.

In 2012, Las Vegas Sands again challenged Ms. Che to participate in another opening – this time, the company-managed Conrad Macao, at Sands Cotai Central.

"Because of the brand – Conrad – there are a lot of standards we need to follow. This is another learning experience for me," she says.

Ms. Che advises IFT's fresh graduates not to look just for high pay when searching for their first job. She states they should consider positions and companies that provide good learning opportunities.

"When I started, I was just earning MOP5,000," she recalls. "I worked 12 hours a day. But I learned a lot and met a lot of people."

Ms. Che adds that curiosity is a must for newcomers to the hospitality industry. "Ask more questions, observe more, be flexible and don't mind starting from the bottom" is her advice to IFT graduates.

旅遊學院校友鮑蓮娜曾參與多個亞洲首屈一指的綜合度假項目的開幕籌備工作。

## Beijing-based IFT alumni meet for reunion dinner



A group of IFT alumni based in Beijing organised a reunion dinner held in March. The event was attended by Mr. Antonio Chu, head of the Institute's Technical and Academic Support Division.

The gathering took place on the 22<sup>nd</sup> of that month, with the aim of enabling alumni in Beijing to connect or reconnect with each other.

Mr. Chu gave the other attendees updates on the latest IFT-related developments. Participants also discussed a range of topics during the evening, including the growth of Macao's tourism industry.

學院技術暨學術輔助部處長早前在北京與校友歡聚。

## Alumni share career experiences with IFT students



The guests included: Ms. Konnie Wong, from Galaxy Entertainment Group; Ms. Stephanie Lao, from the Forum for Economic and Trade Co-operation Between China and Portuguese-speaking Countries (Forum Macao); and Mr. Gabriel U, from the Macao Museum, an institution under the management of the Macao SAR's Cultural Affairs Bureau.

IFT regularly invites alumni to meet current students. During the sessions, guests talk about their career and industry experience. They also offer advice to current undergraduates on how to meet career challenges and avoid potential pitfalls once they enter the labour market.

2014/15學年第二學期的校友分享聚會於4月29日在學院順利舉行。

IFT alumni have again shared with current IFT students their post-graduation experiences. The event was held on 29 April. The alumni guests also talked about their experience while studying at IFT.

## ‘IFT provided me a lot of tools’

Mr. Ford Lei, now doing a Master's Degree at the University of Newcastle, Australia, says graduating from IFT gave him a sound foundation to continue his studies



IFT graduate Mr. Ford Lei Chong Fo has a life goal of doing a PhD Programme abroad. After graduating in 2014 with a Bachelor Degree in Hotel Management, he is now undertaking a Master's Degree Programme in Marketing at the University of Newcastle in Australia.

Mr. Lei is expected to finish his Master's studies in mid-2016.

"I know that, being an IFT graduate, it is easy to get a job in Macao," Mr. Lei explains. "But I felt I needed more education in order to have access to better opportunities in the future."

Marketing was a natural choice for him.

"One of the good things about IFT is that you have courses on different topics," Mr. Lei states. "I studied Hotel Management, but I also had courses on Marketing, Human Resources and Accounting. During my 4 years at IFT, I had 2 marketing-related courses, which made me realise I love this area."

Mr. Lei says he took a couple of weeks to adapt to university life in Australia. "They are more focused on writing and on research," he states. "When I started my Master's Degree, I found it really difficult –

I had to work really hard. It was like a cultural shock."

His experience of doing a Bachelor Degree at IFT helped him overcome many barriers, says Mr. Lei.

"IFT provided me a lot of tools. The courses at the Institute gave me some important general concepts. So, when I started my Master's Degree in Australia, I had already heard about some of the things we were discussing – maybe not as in-depth, but it still helped me."

### Never stop learning

At IFT, Mr. Lei also gained a wider access to Western culture. "When I arrived to Australia, it was easier for me to interact and socialise with people there."

The University of Newcastle, celebrating this year its 50<sup>th</sup> anniversary, is among the most internationalised higher education institutions in Australia. It had more than 4,500 international students last year.

Mr. Lei aims to return to Macao once he finishes the Master's Degree Programme, to start his professional career. But the PhD plans are a "personal goal" he wants to keep in sight.

"I actually would like to also take a Master's Degree in Macao, maybe as a part-time," he adds.

"The Bachelor Degree in IFT was an excellent initial choice for me," Mr. Lei stresses. But he advises fellow IFT graduates to keep learning in order to broaden their vision of the world.

前往海外院校修讀博士學位課程是旅遊學院畢業生李重科的人生規劃目標之一，於2014年取得學院的酒店管理學士學位後，他現正在澳洲紐卡斯爾大學修讀市場營銷碩士學位課程。

## From Portugal to IFT

Each year, several overseas undergraduates choose IFT as their destination for exchange studies. Portuguese students Jessica Gonçalves, Carolina Caiado and Beatriz Soares say it is a unique experience



From left to right: Jessica Gonçalves, Carolina Caiado and Beatriz Soares

"I loved it!" That is how Portuguese student Jessica Gonçalves sums up her studying experience at IFT. She spent the spring semester at the Institute as an exchange student.

Jessica, an undergraduate at Portugal's Estoril Higher Institute for Tourism and Hotel Studies (ESHTE), was joined by fellow ESHTE students Carolina Caiado and Beatriz Soares on the exchange. The trio of first-time visitors to Asia says the programme was a unique opportunity for them to gain intercultural knowledge.

"It was a very positive experience," says Carolina. "The best reward was the chance to really know a different culture," she adds.

The exchange programme at IFT meant the 3 ESHTE students were also able to witness 'in loco' Macao's development. The city has been one of the fastest growing tourism destinations in the world both in terms of facilities and in numbers of visitors.

"The tourism industry is very strong in Macao," notes Beatriz. "The city has several very good hotels and more to come."

ESHTE, located near Portugal's capital city Lisbon, is one of the oldest international partners of IFT. The two institutions have worked together since the establishment of IFT in 1995 on academic, student and cultural exchanges.

### Learning from challenges

The exchange programme came with some challenges attached, including a language barrier and an initial

cultural shock. But that made the experience all the more interesting, says Jessica.

She adds: "In the end, we had the opportunity to meet a lot of people from different places. It was interesting to see the differences between us, even between exchange students from different European countries."

IFT and ESHTE have different methods of teaching and that meant the Portuguese students had to adapt. The trio says they were positively surprised.

"In IFT, you have to do a lot more assignments than in ESHTE," explains Beatriz. "That is actually good – you have to work harder, but it is a more effective way of learning."

"We also improved our English language skills a lot," says Jessica, noting that IFT classes are taught in that language. "My English proficiency improved a lot," she adds.

The support provided by IFT staff during the exchange programme is highly praised by the 3 students. "They were always very caring with exchange students," says Carolina. "They even organised a farewell dinner for us."

The trio expresses interest in returning to Macao for work experience. "If I got a job offer, I would seriously consider returning," says Jessica.

每年多位來自世界各地院校的學生選擇旅遊學院進行交流課程。葡萄牙學生Jessica Gonçalves、Carolina Caiado及Beatriz Soares表示，這是與別不同的體驗。

## Dynamic summer

Several IFT students will be joining international programmes during the summer. By participating in this type of activity, undergraduates get a unique opportunity to broaden horizons, to learn about a new culture and to enhance their employment prospects after graduation.

Here is a list of international summer programmes that will feature IFT students as participants:

Programme/Course	Organisers	Location
Summer International Exchange Programme 2015 – Eco-awareness and Tourism Sustainability	Kendall College, Chicago, US	Chicago, US
	Institute for Tourism Studies, Macao SAR	
ESPRODOURO – IFT Summer Programme: Douro Wine Workshop	Alto Douro Professional School (ESPRODOURO), São João da Pesqueira, Portugal	São João da Pesqueira, Portugal
	Institute for Tourism Studies, Macao SAR	
Tianjin Cultural Exchange Programme for Macao University Students	Subcommittee for Liaison with Hong Kong, Macao, Chinese Taiwan and Overseas Chinese of the National Committee of the Chinese People's Political Consultative Conference	Tianjin, PRC
	Liaison Office of the Central People's Government in Macao SAR	
	Office of the Tianjin Provincial Committee of the National Committee of the Chinese People's Political Consultative Conference	
	Subcommittee for Liaison with Hong Kong, Macao, Chinese Taiwan and Overseas Chinese and Foreign Affairs of the Tianjin Provincial Committee of the National Committee of the Chinese People's Political Consultative Conference	
	Institute for Tourism Studies (IFT)	
	Nankai University, Tianjin, PRC	
Summer APU Gateway Programme	Ritsumeikan Asia Pacific University (APU), Beppu, Japan	Beppu, Japan
Tourism in Germany	Chaplin School of Hospitality and Tourism Management, Florida International University, Florida, US	Munich and Berlin, Germany
The Present and Future Prospects of Japanese Pop Culture	College of Image Arts and Sciences, Ritsumeikan University, Kyoto, Japan	Kyoto, Japan
NABA Summer Courses	NABA - Nuova Accademia di Belle Arti Milano, Milan, Italy	Milan, Italy

學院學生將於2015年夏季參加世界各地舉辦的夏季交流活動及課程。

## Betting on Macao talent

The Macao Gaming Equipment Manufacturers Association offers scholarships to IFT students, with an eye on nurturing local skilled professionals, says MGEMA Chairman Mr. Jay Chun



is to develop the city into an international centre of tourism and leisure. He says IFT plays an important role in that, by developing skilled professionals in the fields of tourism, hospitality, heritage, event management, retail and culinary arts.

### Internship opportunities

MGEMA currently has more than 100 members. The association welcomes both local and foreign gaming equipment suppliers.

Mr. Chun says the association's scholarship programme "helps to draw the attention of MGEMA corporate members to the need of training our next generation." One of the goals of the association is to strengthen the local workforce, as well as rewarding and retaining excellence. This is in order to support the needs of the local gaming manufacturing industry.

The association additionally offers a student internship programme enabling successful applicants to take part in organising the Macao Gaming Show. The annual trade show and conference about the Asian gaming industry is organised by MGEMA. This year's edition will take place between 17 and 19 November at the Venetian Macao. Close to 150 exhibiting companies and 12,000 visitors joined the event in 2014, according to the organisers.

Looking ahead, MGEMA says it wants to remain engaged in the development of local professionals that can shape the city's future. That means the association will continue to provide support to IFT students through the provision of scholarships, internship opportunities and other activities, says Mr. Chun.

支持本地人才發展是澳門娛樂設備廠商會成立以來的主要目標之一。自2012年創立後，商會每學年向兩名學院學士學位課程學生提供獎學金。

Supporting the development of local talent has been one of the main goals of the Macao Gaming Equipment Manufacturers Association – also known as MGEMA – since its inception. The group was established in 2012 and has been providing scholarships to IFT students since then. It has sponsored 2 undergraduates each academic year.

"MGEMA sponsors IFT students so we can actively support and participate in the development of Macao's educational sector," says the association's Chairman, Mr. Jay Chun.

He adds that the scholarship programme aims to promote academic excellence among the city's youth and help them see they can achieve their dreams with hard work and effort. He states this also aligns with MGEMA's institutional aim of promoting brands, products and services "Designed in Macao", "Incorporating Macao Concepts" or "Made in Macao".

MGEMA places great importance in supporting the local community, Mr. Chun points out.

He notes that one of the goals of the Macao Government

# The sound of music

English Lecturer Ms. Hilda Fok has brought her love for classical music to IFT, founding the Chamber Music Club



A short 'pinky' – the smallest finger on a person's hand – was one of the reasons IFT English Lecturer Ms. Hilda Fok Hio Fong never seriously considered a professional career as a violin player.

"For me, stretching this last finger is very hard – so I could never play professionally. But I have always loved music. I have played the violin since I was 6," she says.

Ms. Fok's Bachelor Degree was actually in Financial Mathematics. Only later did she complete a Master's Degree in Applied Linguistics, focused on teaching English to non-native speakers.

"I worked in the finance industry for about one year after my Bachelor Degree but I rapidly realised it was not for me," Ms. Fok explains. "Then, the idea of becoming a teacher came up, because I was teaching Chinese to young British-born Chinese and I really enjoyed it."

Ms. Fok was born in Macao but moved to England at the age of 14. "Before going to England, I was just a very normal girl from the Chinese section of Santa Rosa Lima School. I thought this whole experience of me acquiring English as a second language could be useful in teaching," she says.

Ms. Fok became an IFT full-time lecturer in mid-2014, after teaching part-time for one year. Just weeks into the job, she launched the Chamber Music Club project. "I decided to see if there were other classical musicians at IFT so that we could group together to jam and play," she states.

The group has already held several public performances. "We practice with another association, called the Macao Ensemble Association. They have a conductor and more musicians," says Ms. Fok.

The club enjoys "adding a twist" to its shows, she explains, by performing tunes from movie soundtracks and from cartoon series.

### Critical thinking

Ms. Fok returned to Macao from England 2 years ago. She found a very different city from the one she left – one filled with tourists and casinos, she says.

"Apart from music, I enjoy taking photos too. I am doing a little bit of a documentary about Macao and how it has changed."

As a lecturer, Ms. Fok considers herself as an enabler rather than a knowledge provider. "I am here to help and to do things with students," she states.

She participates in several extracurricular activities at IFT to help students improve their English. One is the English Centre. There, Ms. Fok focuses on providing training for the International English Language Testing System (IELTS) exam, an international standardised test for non-native speakers.

"It is something I was teaching when I was in England," she says. "Students that successfully complete the IELTS exam can more easily apply to international exchange programmes or internships in the future."

Ms. Fok is also involved in IFT's English Corner. "We host discussions purely in English. Students come in and we discuss different topics. We try to promote critical thinking," she says.

學院英語講師霍曉楓將她對古典音樂的熱愛帶至校園，創立旅遊學院室內樂團。

# Photo wall



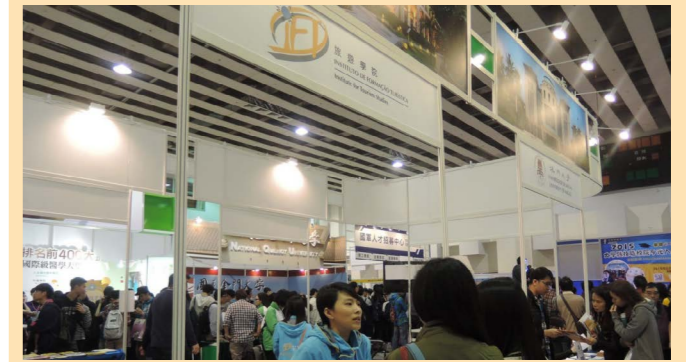
IFT joined the Korea Study Abroad Fair – Spring 2015, held in Seoul, Republic of Korea in March



Farewell lunch for second semester exchange students



Master Chef Christian Maurice, of French School of Culinary Arts Ferrandi Paris, led an April IFT workshop on making French breads and viennoiseries



IFT took part in the Taipei Education Fair 2015, held in Chinese Taiwan in March



Around 100 Hong Kong high school principals visited IFT on 10 April



IFT participated in the China Higher Education Exhibition 2015, in Ipoh and Klang, Malaysia, in April



The IFT Music Chamber Club held a concert in June that raised MOP30,274.90 for Nepal's April earthquake victims

## Upcoming events

Date	Event	Organiser	Venue	Contact
2 July	IFT Alumni Dinner	IFT	IFT Educational Restaurant	Email: <a href="mailto:alumniaffairs@ift.edu.mo">alumniaffairs@ift.edu.mo</a>
9 July	IFT's 20 <sup>th</sup> Anniversary Celebratory Event-Distinguished Lecture Series On Heritage by Prof. Michael Turner	IFT	Grand Hall, Inspiration Building, IFT	Tel: (853) 8598 3257
12-17 July	Summer Camp for International High School Students	IFT Technical and Academic Support Division	IFT campus	Website: <a href="http://www.ift.edu.mo/EN/Camp/Home/Index/1120">http://www.ift.edu.mo/EN/Camp/Home/Index/1120</a> Tel: (853) 8598 3042
7-9 September	3 <sup>rd</sup> International Conference on Events (ICE2015) – Making Waves in Macao	IFT Tourism Research Centre	Pousada Conference Room, Pousada de Mong-Há	Website: <a href="http://www.ift.edu.mo/ice2015/">http://www.ift.edu.mo/ice2015/</a> Email: <a href="mailto:ice2015@ift.edu.mo">ice2015@ift.edu.mo</a>
15 September	IFT 20 <sup>th</sup> Anniversary Appreciation Dinner	IFT	IFT Educational Restaurant	Tel: (853) 8598 3046

## Meet the new team members

Key to IFT's success is its ability to find and recruit talented people with a variety of experience and expertise. The Institute is pleased to welcome for 2015 the following new team members

### February

Derek Fong Chi Kuong – Lecturer at the Tourism and Hotel School

### March

Sandy Chiang Chi Wa – Administrative Officer at the Tourism and Hotel School

Dell Wayne Griffin – Instructor at the Tourism and Hotel School

Lai Long Meng – Cook at the Food and Beverage Department

John Ng Sai Kin – Lecturer at the Tourism and Hotel School

### April

Jimmy Cao Yaochang – Cook at the Food and Beverage Department

### June

Dennis Ng Chi Kin – Administrative Assistant at the Technical and Academic Support Division

Tracy U Choi Teng – Administrative Assistant at the Administrative and Financial Support Division

### July

Carol Chan Chi Seong – Administrative Assistant at the Technical and Academic Support Division

Ieong Chi Fai – Technical Administrative Assistant at the Food and Beverage Department

### August

Ali Bavik – Assistant Professor at the Tourism College

Hahn Song Ee – Invited Assistant Professor at the Tourism College

Jeremy Douglas Phillips – Lecturer at the Tourism College

Joaquim Eduardo Gonçalves Severino – Lecturer at the Tourism College

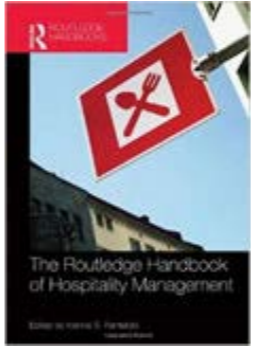

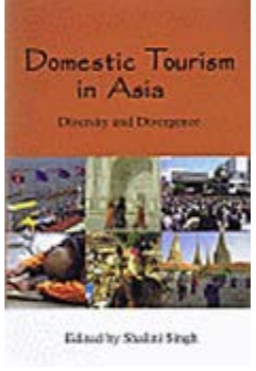
Kobi Lei Ka Man – Lecturer at the Tourism College

Ren Lianping – Assistant Professor at the Tourism College

以上是2015年1月至9月加入學院的新同事。

## Reading recommendations

Three books you shouldn't miss – available at the IFT Multimedia Library

	<p>Title : The Routledge Handbook of Hospitality Management</p> <p>Author : Ioannis S. Pantelidis (editor)</p> <p>Publisher : Routledge, 2014</p> <p>Introduction : Hospitality is an industry characterised by its complex nature and numerous sectors. However, despite its segmentation, there are key issues that are pertinent to all areas. "The Routledge Handbook of Hospitality Management" explores and critically evaluates current debates, issues and controversies to enable the reader to learn from the industry's past mistakes as well as to understand its future opportunities.</p>
	<p>Title : Branding the Nation: The Global Business of National Identity</p> <p>Author : Melissa Aronczyk</p> <p>Publisher : Oxford University Press, 2013</p> <p>Introduction : What happens to the nation when it is reconceived as a brand? How does nation branding change the terms of politics and culture in a globalised world? "Branding the Nation" offers a unique critical perspective on the power of brands to affect how we think about space, value and identity.</p>
	<p>Title : Domestic Tourism in Asia: Diversity and Divergence</p> <p>Author : Shalini Singh (editor)</p> <p>Publisher : Routledge, 2009</p> <p>Introduction : This book is the first to address specifically the continuities and changes in domestic tourism in Asia. A considerable range of countries and regions is covered in the case studies, including Macao. The book presents some of the many interfaces of Asian cultural and natural heritage with tourism, while giving due consideration to today's political and economic realities.</p>

以上三本書籍可於旅遊學院多媒體圖書館查閱。

## Invited guest speakers

Guest Speakers	Topic
Mr. Sheldon Adelson Chairman and Chief Executive Officer Las Vegas Sands Corp.	Sharing session on entrepreneurship and leadership in the tourism industry
Mr. Toby Tsui Chief Operating Officer Maxearn Ltd.	Sport Event Management - Practical Aspects
Mr. Jeremy Souder General Manager Micros.com	Business-to-business marketing in I.T. and the hotel industry
Dr. Hilary du Cros Hong Kong Institute of Education	Emerging issues for cultural tourism
Mr. Geraldo Tou Quality Management Manager – Convention and Exhibitions Sands China Ltd.	Service quality management
Ms. Adriana Lucas Event Manager Sands China Ltd.	Event planning
Mr. Ryan Smith Instructor Hong Kong Polytechnic University	- Managing reservations to boost revenue and keep staff happy- Selling the perfect wine to the right guest
Mr. Juan Samsó and Ms. Fanny Galus General Manager and Director of Revenue Strategy The Ritz-Carlton, Macau	Revenue management and hospitality
Mr. Jeffrey Vong Chief Executive Officer Macao Chip Seng Coffee	Case studies on food product marketing
Mr. Alex Chung Manager, Retail Operations City of Dreams	Retailing industry in Macao and the case of City of Dreams' retail operations
Mr. Wei Hongtao Head of the Department of Personnel China National Tourism Administration	中國內地旅遊教育發展成就與展望
Dr. Bobby Shum Founder HT Development Consultancy	Event management and cost management
Mr. Tony Lam Director, Retail and Leisure Operations Venetian Macao-Resort-Hotel	Managing multicultural teams
Mr. Darren Scicluna Director, Training – Hotels and Food & Beverage Melco Crown Entertainment Ltd.	Managing multicultural teams
Prof. Heather Lotherington York University, Canada	English in the digital MALL - Mining Mobile Assisted Language Learning (MALL) opportunities for English language learning
Mr. Darryl Loney Director Venetian Macao-Resort-Hotel	Managing multicultural teams
Prof. Sunghun Choi Ulsan University, South Korea	Leisure and life in Ulsan City
Prof. Nobuaki Minematsu Tokyo University, Japan	The introduction of the Online Japanese Accent Dictionary (OJAD)
Ms. Doreen Cheng Head of Marketing Mars Hong Kong	Brand experience sharing
Dr. Ong Chin Ee Wageningen University, The Netherlands	Packaging difficult histories for heritage tourism: The commodification of Amsterdam's Lloyd Hotel
Mr. Geraldo Tou Quality Management Manager Convention and Exhibitions Sands China Ltd.	How integrated hotel resorts manage the customers' service experience

學院感謝上述嘉賓與學生們分享他們的專業經驗。



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Published by the Institute for Tourism Studies, Macao  
Colina de Mong-Há, Macao, China  
Tel: (853) 2856 1252 Fax: (853) 2851 9058  
www.ift.edu.mo  
澳門旅遊學院出版 中國澳門望廈山  
電話: (853) 2856 1252 傳真: (853) 2851 9058  
ISSN 1684-8675