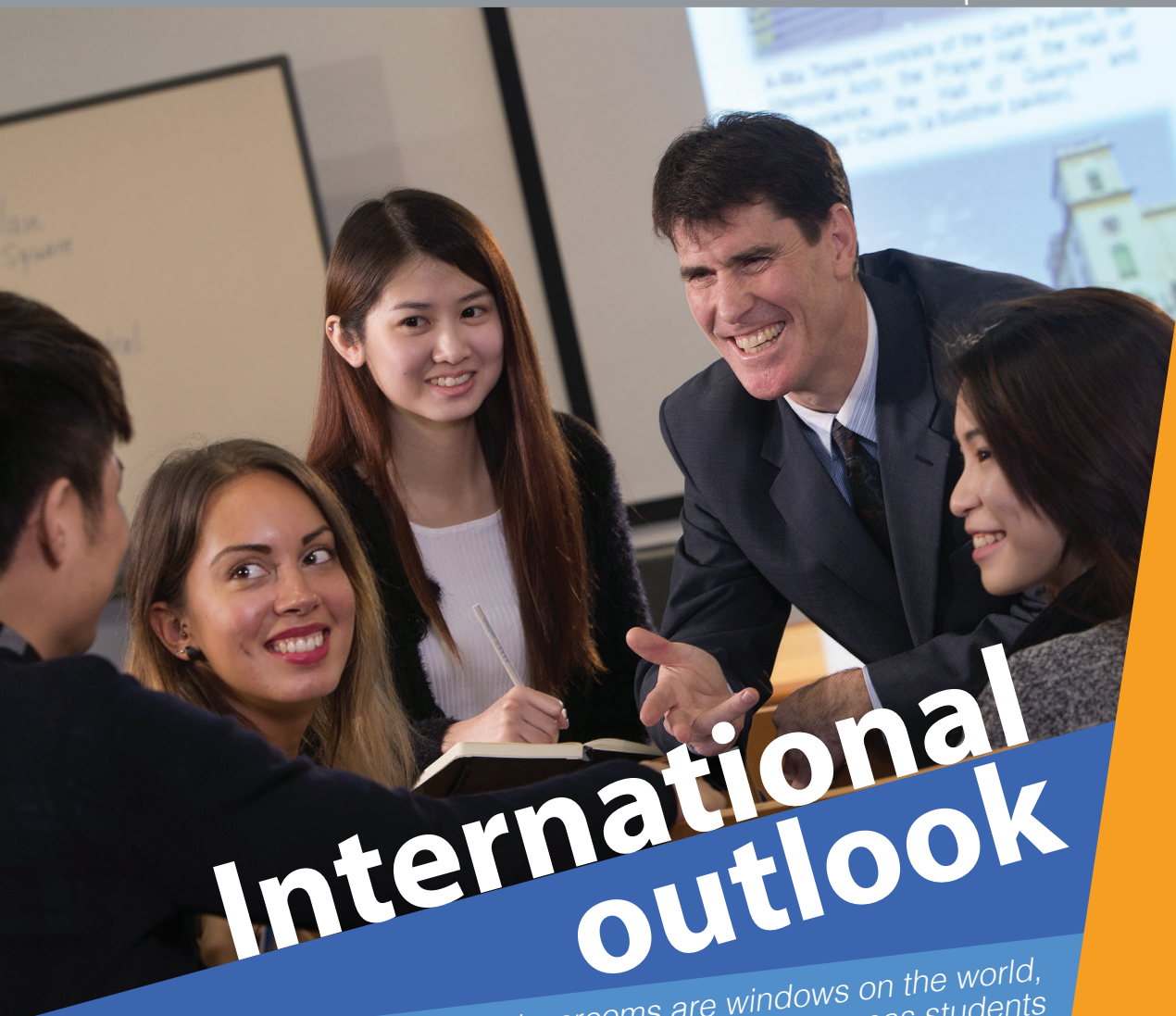




旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies

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International outlook

*IFT classrooms are windows on the world,
with international scholars and overseas students*

Highlights

- Study in creative fields expands at Tourism and Hotel School
- Institute seeks ISO environmental certification
- IFT has first UNWTO Depository Library in Macao, Hong Kong and Chinese Taiwan

Contents:

President's Message

- 01 An international approach to learning is important

News in brief

- 02 IFT's first President honoured by Portuguese university
IFT organises summer camp for non-Macao high school students
- 03 'Back to the 80s' fundraiser for Alzheimer's Disease Association
Students give free guided tours of Macao tourist attractions
- 04 IFT co-organises summer exchanges in Europe, United States
Educational Restaurant launches new executive set lunch menu
- 05 IFT chef helps Macao team sparkle in Sapporo snow sculpture contest
IFT student wins 'Best Debater' prize at Kiang Wu freshers' debate contest

Cover story

- 06 Campus with international outlook: part of IFT's quality education strategy
- 09 Institute aims to draw more overseas exchange students to Macao

Features

- 11 Students, employers network on jobs at IFT Career Day 2016
- 13 DFS selects new graduates from IFT to join management trainee scheme
- 14 Students pursuing IFT degree have good job prospects: survey
- 15 Dozens of prospective students attend IFT's Open Day 2016

Practical training

- 16 IFT to broaden further the range of courses in creative fields
- 17 Institute provides MORS assessment for front desk agents in Zhuhai
THS launches Microsoft Office certification programmes

Research corner

- 18 IFT hosts TEd Summit recognising outstanding research by students
- 20 Tourism development for disabled people explored in paper by IFT scholar
- 22 IFT study suggests going green can be profitable for festivals
- 23 Authenticity in Chinese restaurants: a study looks into what counts

Alumni

- 24 Studying at IFT hard work but worth it: alumnus Mr. Eric Mou

IFT around the world

- 25 Student Remus Xu on his exchange student experience in Portugal
- 26 IFT undergraduates joining student exchanges in first semester

Scholarships

- 27 Galaxy's IFT scholarship programme aims to inspire local youth

Profile

- 28 Lecturer Dr. Laurie Baker Malungu on IFT's thesis initiative

Special

- 29 Multimedia Library first UNWTO Depositary Library in Macao
- 30 IFT hosts Irish Food and Whiskey Week

Green corner

- 31 IFT aims for ISO environmental certification

ICT in education

- 32 Tinkercad, a popular online tool for 3D design and modelling



An international approach to learning is important

Advances in technology and increased ease of travel have fuelled the development of the global tourism industry in recent years. In 2012 the world for the first time recorded more than 1 billion international tourists, a huge jump from the 435 million reported 2 decades earlier, according to data from the World Tourism Organization.

Growth in international tourism is expected to remain healthy in the mid-term, with the Asia Pacific region being one of the geographic areas with the strongest potential.

This means that tourism operators increasingly work in an international environment, no matter the scale of their businesses. In today's 'global village', tourism products and services can be packaged and sold online to consumers from across the world, irrespective of their origins and cultural backgrounds. Feedback by these consumers, using social media, can have a powerful impact on other potential customers around the world, and can make or break businesses.

It has therefore become crucial for tourism operators to offer products and services that appeal to – and can satisfy – a mass market composed of an increasingly diverse clientele. This implies that tourism businesses must be aware of cultural diversity: operators need to display cultural sensitivity in marketing and promotional strategies, and be knowledgeable about different customs, practices and even legal requirements, in order to succeed.

Such awareness and sensitivity, as well as the flexibility to be able to work in a multicultural setting, are essential qualities that tourism students must develop in order to build a successful career in the tourism industry.

Better to prepare our undergraduates for the challenges of a globalised tourism industry, IFT has taken a number of steps. For instance, our curricula are benchmarked against international standards and best practices, to provide students with all the tools required to succeed in their careers either at home or overseas. These curricula also offer them access to reputable academic programmes outside Macao, including at postgraduate level.

In addition, we encourage students to take part in overseas internship and exchange programmes – and provide them with scholarships for that purpose. We also encourage their participation in academic conferences, field trips and cultural immersion programmes overseas.

To date, IFT has links with 97 organisations and education institutions connected to tourism, in 28 countries and regions. About 500 companies across the world have offered internship placements to our students. A total of 18 countries and regions are represented among our faculty team, and every year we welcome international exchange students from partner institutions around the globe.

These and other initiatives enable us to create an internationally focused and inspiring learning environment at our campus. The internationalisation of our curricula, our students and our staff enhances the employability of our graduates and increases the quality and relevance of our research. This in turn supports the economic and social development of Macao.

旅遊學院的課程、學生和教職人員國際化程度高，增強了學院畢業生的就業能力，並提高學院研究的質量和適用性，從而支持澳門的經濟和社會發展。



The first President of IFT, Dr. Virginia Trigo, has been named Professor Emeritus by ISCTE - University Institute of Lisbon, one of Portugal's top universities. Dr. Trigo was honoured for her academic achievements and for her role promoting ISCTE in Portugal and abroad.

IFT's first President honoured by Portuguese university

She received the honour in December.

Dr. Trigo led IFT from its establishment in 1995 until 2001, playing a crucial role in the early stages of development of the Institute.

Dr. Trigo currently leads ISCTE's China Programmes. She divides her professional time between Chengdu and Guangzhou, in the People's Republic of China, where she coordinates 2 doctoral programmes in cooperation with the University of Electronic Science and Technology of China and Southern Medical University, respectively.

IFT warmly congratulates Dr. Trigo on her award.

旅遊學院首任院長維珍妮亞博士早前獲委任為葡萄牙里斯本大學學院的榮譽教授。她於1995年至2001年期間出任澳門旅遊學院院長。學院衷心祝賀維珍妮亞博士獲得此殊榮。



IFT organises summer camp for non-Macao high school students

IFT will host in July the "IFT Summer Camp 2016". This activity is designed for Form 4 and above students currently receiving high school education outside Macao.

The programme aims to provide participants with a taste of student life at the Institute. It offers chances to explore the campus facilities and to meet IFT students and scholars. Other activities include the chance to attend practical classes at the Institute and to join field trips.

More details will be published on the IFT website (www.ift.edu.mo).

學院將於7月為非本地就讀之高中生舉辦“2016旅遊學院夏令營”。詳情請瀏覽學院網站 (www.ift.edu.mo)。

‘Back to the 80s’ event raises MOP43,000 for Alzheimer’s Disease Association



A group of Year 3 students – from the evening bachelor degree programme in Tourism Event Management – in November organised a 1980s-themed charity event. Proceeds from it – amounting to more than MOP43,000 – were donated to the Macau Alzheimer’s Disease Association.

The “Back to the 80s” night was held on 21 November at the IFT Amphitheatre. It aimed to raise awareness of Alzheimer’s disease as well as money for the Macau Alzheimer’s Disease Association.

It was a project assignment for the Event Management: Hosting an Event

course. Under the supervision of a lecturer, students were responsible for the event’s organisation, including planning, marketing, programming, ticket selling and sourcing sponsorship.

Several individuals and local firms supported the “Back to the 80s” night, including title sponsor Sam Pou ice-cream shop.

學院旅遊會展及節目管理（夜間課程）三年級學生於11月21日舉辦懷舊時光機晚會，活動獲三寶冰室贊助和多間本澳企業及人士的支持，學生通過售賣門票和義賣手工藝品，共籌得澳門幣43,000元的善款，並全數捐予澳門失智症協會。活動統籌黃鈴同學表示，從是次活動策劃籌備過程中獲益良多，相信這次經驗能為未來踏足旅遊會展行業打下良好基石。



In the second semester, a group of Year 2 students – taking the Tourism Business Management Bachelor Degree Programme – offered a series of free guided tours of Macao.

The tour programme was conducted in February and March. It targeted those tourists and Macao locals curious to learn more about the city’s heritage.

Students give free guided tours of Macao’s tourist attractions

A total of 5 different itineraries was prepared; each itinerary taking about 90 minutes to complete. Senado Square, the A-Ma Temple and the Mandarin’s House were some of the sites featured.

A tour programme involving Tourism Business Management students is conducted every year. It aims to improve the planning and communication skills of students, and to enhance their knowledge of Macao.

每年第二學期，旅遊企業管理二年級學生為旅客和市民提供免費的澳門導遊服務。該計劃旨在加強學生的策劃和溝通能力，以及提高他們對澳門的認識。



IFT co-organises summer exchanges in Europe and the United States

IFT is co-organising several international exchange programmes for students this summer. They will take place in June and July. Two programmes will be held in Europe and one in the United States.

They aim to educate students about a range of topics related to tourism, and to develop their interpersonal skills.

IFT and Kendall College, in Chicago, in the United States, are jointly organising a summer international exchange programme on eco-awareness and tourism sustainability. The initiative takes place in Chicago, from 26 June to 9 July. More information is available at www2.ift.edu.mo/summer2016us/.

Destination shaping and experience design are the main themes of another of the summer international exchange programmes. It is co-organised by IFT and NHTV Breda University of Applied Sciences, in Breda, in the Netherlands. It will be held from 4 to 14 July in Breda. More information is available at www2.ift.edu.mo/summer2016nl/.

The Portuguese city of Peniche will host an international exchange programme with the themes of Portugal tourism - Heritage and creativity, from 10 to 23 July. It is co-organised by IFT and the School of Tourism and Maritime Technology of the Polytechnic Institute of Leiria, in Leiria,

Portugal. More information is available at www2.ift.edu.mo/summer2016pt/.

All IFT full-time bachelor degree students are welcome to apply for these summer international exchange programmes.

學院本年將與多所海外院校合辦夏季國際交流課程，歡迎世界各地的全日制學士學位課程學生參加。



Chicago, United States



Educational Restaurant launches new executive set lunch menu

The IFT Educational Restaurant launched in January a new executive set lunch menu.

It includes a starter (appetiser or soup), a main course (fish or meat) and freshly brewed coffee or tea. Guests also have unlimited access to a dessert buffet.

The menu is available from Monday through to Friday, between 1230 and 1500. It costs MOP 200 per person.

The IFT Educational Restaurant is recommended by the Michelin Guide, and serves a unique selection of Macanese and Portuguese dishes with a modern twist. The restaurant is a training unit of the Institute, designed to provide a chance for students to gain supervised, hands-on, experience and to interact with paying customers.

For more details, please visit IFT Educational Restaurant's website <http://www.ift.edu.mo/EN/RESTAURANT/Home/Index/239>.

For reservations, please contact 8598 3077/3076.

旅遊學院教學餐廳1月推出了新的行政午餐套餐，包括前菜、主菜及現煮咖啡或茶，客人亦可盡情享用自助甜品區內的所有甜品。以上套餐於週一至週五提供，收費為每位澳門幣200元。詳情請瀏覽旅遊學院教學餐廳網站<http://www.ift.edu.mo/EN/RESTAURANT/Home/Index/239>。訂座請致電8598 3077/3076。

IFT chef helps Macao team sparkle in Sapporo snow sculpture contest



IFT Chef Tam Kuong Wu was part of the Macao team awarded second place in the 43rd International Snow Sculpture Contest in Sapporo, Japan. The competition took place in February.

The 3-strong Macao team was organised by the Macau Culinary Association. Its sculpture featured a dragon embracing a lotus flower.

A total of 12 teams from around the world joined the contest, part of the annual Sapporo Snow Festival.

This year was the first time Macao had taken part in the festival, with a delegation headed by the Secretary for Social Affairs and Culture, Dr. Alexis Tam Chon Weng.

Dr. Tam congratulated the Macao team on its result. The Secretary said the team's participation in the snow sculpture contest had helped to promote Macao as a tourism destination to international visitors.

The Sapporo Snow Festival began in 1950. It has become a popular winter festival in Japan, each year attracting more than 2 million visitors from all over the country and from overseas.

澳門特別行政區政府旅遊局邀請澳門廚藝協會組成的澳門雪雕隊，喜獲“第43屆國際雪雕比賽”亞軍，旅遊學院廚師譚光湖為該隊伍的成員之一。社會文化司司長譚俊榮向澳門雪雕隊表示衷心祝賀，並認為參加是次比賽有助向國際旅客推廣澳門旅遊形象。

IFT student wins ‘Best Debater’ prize at Kiang Wu freshers’ debate contest

IFT's Mandarin-language debating team member Mark Jiang won a “Best Debater” prize in that language category at the Kiang Wu Freshers' Exchange Debate Competition. The event was held on 5 March.

Mark displayed his skills in a debate against the Macao Polytechnic Institute team. The topic was on whether an explosion globally in the amount of information publicly available has had a negative effect on public understanding.

The competition was held by the Students' Union of Kiang Wu Nursing College of Macau. It featured teams from IFT, the University of Macau, Kiang Wu Nursing College of Macau, Macau University of Science and Technology, and City University of Macau.

學院派出多位一年級學生參加於3月5日舉辦的“2016鏡湖盃澳門高等院校新生友誼賽”，其中學生蔣東明憑著出色表現，贏得普通話組比賽最佳辯員獎項。



Global campus

From its foundation in 1995, IFT has developed a reputation of being a leader in Macao for education with an international outlook

Each day, people from all over the world meet at IFT to share ideas and spread knowledge. The Institute offers students a learning environment with a genuinely international outlook, including an academic team with scholars from 18 countries and regions.

Each year, the Institute also welcomes a number of full-time overseas undergraduates and exchange students, further contributing to the creation of a campus with an international atmosphere.

In addition, IFT collaborates on a wide range of international research and with a great number of tourism-related organisations. Those activities help to bring a significant number of international visitors to its campus on a regular basis.



Lecturer
Mr. Jeremy Douglas Phillips

"IFT definitely makes an effort to offer an international experience," says IFT Lecturer Mr. Jeremy Douglas Phillips. "I would suggest IFT is a small institution, but it is a successful one in that sense," he adds.

Mr. Phillips hails from Canada and has taught in several different places. Prior to arriving in Macao more than a decade ago, he worked in Republic of Korea, the Czech Republic, Turkey, the United States and Japan.

He says the fact IFT has a number of overseas scholars "definitely contributes to the international learning environment of the school." Mr. Phillips adds: "I think it is much more stimulating to have an international team; not just because they have different research focuses, but also because of all the confluence of ideas."



Assistant Professor
Dr. Ali Bavik

IFT Assistant Professor Dr. Ali Bavik agrees. "International lecturers provide different insights."

Dr. Bavik came to IFT at the beginning of this academic year. He brought with him a wealth of international experience in lecture work. His professional curriculum includes teaching positions in Cyprus – his place of origin – New Zealand, Saudi Arabia and Hong Kong.

He says it is very important for a higher education institution to provide an international ambience for learning, including a welcome for overseas students. "When we have international students, we have different ideas – different backgrounds – that local students may not initially consider," Dr. Bavik states. Everyone learns from that diversity, including the academic staff, he adds.

Key differentiator

IFT aims to make its international perspective a differentiator in the sector for educational services. The Institute strives to ensure that all its activities – from the development of curriculums to research – are infused with an international spirit.

The Institute has made significant and steady progress in this regard since its establishment in 1995. IFT recognises in particular that if local students want to be competitive internationally in their chosen professional field after graduation, then engaging with overseas students and scholars prior to graduation is important. It is part of what it is referred to as an 'internationalisation at home' strategy.



Visiting Assistant Professor
Dr. Aaron Yankholmes

IFT Visiting Assistant Professor Dr. Aaron Yankholmes highlights the importance to local undergraduates of engaging with overseas students as a way of gaining exposure to different ways of doing things and to different cultures.

"You don't learn everything in the classroom; you also learn outside of the classroom," he says. "That means local students should be encouraged to go out with international students, have fun, and meet and interact with different people. That helps to build a well-rounded education and gives local students a wide perspective on their place in the world."

Dr. Yankholmes' personal history mirrors the globalisation of education. The Ghanaian arrived at the Institute in academic year 2014/15, having received his own academic education from universities on 3 different continents. Dr. Yankholmes first completed a bachelor degree programme and then a master degree programme in Ghana; he then gained a second master degree, from a Spanish university; and finally completed his doctoral degree at the Hong Kong Polytechnic University.



Maureen Lau from Malaysia

'I learned a lot at IFT'

For Year 4 Tourism Event Management undergraduate Maureen Lau, her spell at IFT is her second experience as an international student. The Malaysian previously received a diploma in nursing from a higher education institution in Australia but then decided to pursue a second degree at IFT.

"I had an interest in event management. I tried to look for universities offering a degree in this field and I concluded that the programme at IFT was most in line with what I wanted," Maureen says.

She states she was surprised by the teaching style at the Institute. "At IFT, everything is about teamwork and is project-based," she reports.

Maureen is now preparing for graduation. "I learned a lot at IFT," she says, adding that the Institute provided her with a strong foundation in event organisation, coupled with management-level training.

Her short-term plan is to stay in Macao. She expects that graduating from IFT will help her secure a job in the city's growing tourism and hospitality industry. "I first chose Macao because I foresaw there would be a lot of chances here in tourism, in particular in event management. There are many new hotels and integrated resorts coming up, so I think I can continue developing professionally here," she says.



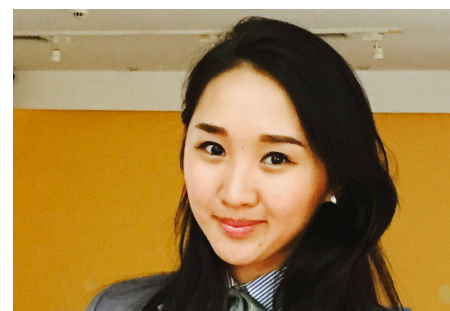
Hope Munkh-Igtel from Mongolia

Year 1 Hotel Management student Hope Munkh-Igtel, from Mongolia, says she also is excited about the career opportunities offered by a degree from the Institute.

"Most other universities don't have practicum classes like IFT has," Hope states. "At IFT, we can practise and interact with real clients at the training hotel and restaurant. Other schools have theory classes, but they don't actually provide any hands-on experience classes."

For Hope, IFT was an obvious choice for her bachelor degree studies. She was already familiar with Macao – she has a sister living here – and was interested in pursuing a degree in hospitality. After attending a year of pre-university studies at another local higher education institution, she applied for IFT.

Hope says there were some challenges in the beginning when her classes at IFT started. "Everything was new," she says. One problem was the language barrier, as – unlike most IFT students – she doesn't speak Chinese. But as IFT programmes are conducted in English – and with the support of her Chinese-speaking fellow-students – Hope reports she has adapted well to the new environment.



Norjoo Ganbold from Mongolia

'Right place to study hospitality'

Norjoo Ganbold is also from Mongolia. The Year 2 Tourism Business Management student says coming to IFT was the right choice for her.

"I am really satisfied. I like my courses and I am learning a lot about tourism and hospitality," she says.

Norjoo adds: "Because of the ongoing opening of so many new hotels, Macao is definitely the right place to study hospitality and tourism. And in Macao, IFT is the right school for that."

Aside from overseas students joining 4-year study programmes at IFT, the Institute also welcomes a number of international exchange students. Such students become in effect ambassadors to promote the Institute when they return to their home institutions.

On the strength of its good reputation, IFT attracted 24 inbound exchange students for the first semester of the current academic year. They came from Austria, Denmark, Finland, France, Mainland China, the Netherlands, the Republic of Korea and the United Kingdom.

Duarte Coelho, Gonalo Silva, Ricardo Rebelo and Henrique Horta are part of the second semester intake of exchange students. They come from Portugal's Polytechnic Institute of Leiria, where they are in their final year of studies.

"This international experience can open many new doors for us in our respective future careers," says Gonalo. He is a student in Tourism and Hotel Management at the Portuguese institution.

"Asia and South America are growth markets for the tourism industry, offering a lot of new opportunities. Attending an exchange programme in a tourism school in Macao creates new opportunities for us not just in Macao but also overall in Asia," agrees his fellow student Henrique.

"I decided to come to IFT because I wanted to get some international learning experience," says Ricardo, who is also pursuing a Tourism and Hotel Management degree at the Polytechnic Institute of Leiria. "And I already had an interest in Asia," he adds.

The Polytechnic Institute of Leiria and IFT have long been partners, sharing academics and students via exchange programmes. Last October, the Portuguese institute granted recognition to 3 more IFT bachelor degree programmes, raising to 5 the number of IFT programmes it now recognises.

The Portuguese students praise the support provided to exchange students by IFT staff. "They are all very friendly and helpful," says Gonalo. "Instead of imposing their way of doing things, staff at IFT really try to understand the needs of exchange students and to adapt accordingly," adds Henrique.

Duarte says the Portuguese students have been made felt welcome by their fellow IFT students, despite the language barrier. "In group projects, everything goes nicely," says Duarte, a Restaurant Industry and Catering student at the Polytechnic Institute of Leiria.



Exchange students from Portugal's Polytechnic Institute of Leiria

來自世界各地的不同人士每日均在旅遊學院分享和傳遞知識。學院為學生提供一個真正的國際化學習環境，教學團隊成員來自18個國家及地區，而學院每年亦接待一定數量的全日制課程的海內外學生及交換生，令校園更具國際化。

Welcoming diversity in the classroom

Institute ups efforts to attract greater numbers of overseas students to Macao



Mr. António Chu

Head of the Technical and Academic Support Division

Improved accommodation and scholarship opportunities are among incentives IFT is using to attract larger numbers of overseas students to its classrooms. The Institute is boosting efforts in this field following the recent opening of a student hostel at the East Asia Hall on the former Taipa campus of the University of Macau.

"IFT wants more extra international students, no matter if they are joining 4-year study programmes at the Institute or if they just come for a short-term exchange programme," says Mr. Antonio Chu, Head of the Technical and Academic Support Division.

He states the previous lack of accommodation had obliged IFT to cut the number of places available for overseas students, in particular on exchange programmes. Because the Institute did not have a centralised accommodation facility, it rented apartments for these students; but when rentals around Macao began soaring some years ago, the strategy became too costly.

"So we could not provide sufficient accommodation," says Mr. Chu. "Therefore, we were not able to attract more international students."

He adds: "Now, we have the East Asia Hall – it became ready in December 2015, giving us sufficient rooms. From now on, we can do more in order to attract more international students to IFT."

IFT has already shared the good news with its educational partners around the world. It has fully restored and additionally increased the overall number of places for exchange students.

Institute representatives also have been attending several overseas educational fairs and student recruitment initiatives. These have included, in recent months, events in the Republic of Korea, Mainland China, Hong Kong, Chinese Taiwan and Malaysia.

Growing opportunities

The Institute's cooperation network includes a total of 97 universities and organisations in 28 countries and regions.

"IFT has been doing a lot to further develop its network of international partners and connections," Mr. Chu says. "The target is to provide more opportunities for our students to go out on an exchange programme and, at the same time, bring in more international students to IFT."

He adds: "We also have got a lot of support from the Macao SAR and we are part of several networks, so we can easily make new contacts."

International organisations of which IFT is a member include the World Tourism Organization (UNTWO), the Pacific Asia Travel Association (PATA) and the Asia Pacific Tourism Association (APTA), among many others.

Mr. Chu highlights that the Institute's student body enjoys a double benefit when IFT welcomes overseas exchange students. On the one hand, local IFT students are exposed to diverse people and ideas; on the other hand, that experience boosts the chances they themselves will go abroad on exchange programmes. Many exchange schemes work on a reciprocal basis so that there is a balance between inbound and outbound students, explains Mr. Chu.

He adds: "Currently, we have many active partners sending students to IFT. But some of our partners are not so active – we want to send students to those partner institutions but they don't have enough students coming to IFT because it is too far or they don't understand well our situation."

In part to tackle that imbalance, IFT provides scholarships to incoming exchange students, to encourage greater numbers of overseas students to consider Macao as a potential destination. The Institute is now promoting the scheme in some selected universities worldwide.

Looking ahead

Mr. Chu admits there are still some challenges when it comes to attracting overseas students to Macao. Many still know little about the city or its higher education institutions. He says the situation has improved over the years, with, in particular, growing awareness around the world of the quality of education provided by IFT.

Other issues to be considered include local legislation: Macao's laws prevent people on a student visa from performing any part-time job. In addition, unlike some other jurisdictions, the city has no special visa arrangement whereby overseas students in a local higher education institution are allowed to stay on after graduation to search for their first job locally.

Mr. Chu says some overseas students ask about such matters and might weigh such factors when considering whether to study in Macao. He states however that IFT's focus on offering hands-on professional experience via its bachelor degree programmes makes up for non-local graduates being unable to take a part-time job locally.

Thanks to IFT's high reputation in the local tourism industry, many IFT graduates from overseas receive job offers from Macao employers even before graduation, he adds. That means they can immediately apply for a working visa upon graduation.

Although IFT programmes are conducted in English, being in a place where overseas students can immerse themselves in learning Chinese language is also a useful addition to the résumé of overseas students.

Looking ahead, Mr. Chu says it is essential for IFT to continue enlarging its international network. "Tourism education is international by nature," he states.

"We hope we can establish a very diverse network, not only focused on the countries and regions nearby. We are trying our best to develop our network further afield," Mr. Chu says.

不論是交換生或來澳完成學士學位課程的海內外學生，獎學金和新學生宿舍都是學院吸引更多海內外學生來澳讀書的辦法之一。學院技術暨學術輔助部處長朱振榮先生表示，隨著日前氹仔東亞樓學生宿舍開始正式營運，學院正加強在該領域的吸引力。





Students, employers network on jobs

The 2016 edition of the IFT Career Day offered more than 1,700 jobs and was spread across 2 days at the request of employers

The IFT Career Day 2016 got an overwhelming response from employers, say the organisers. The job fair attracted a total of 34 employers, offering more than 1,700 roles in several industries, ranging from tourism to professional services.

The event was held in January at the IFT Taipa campus. It aimed to provide Year 4 bachelor degree programme students with more information on employment trends in tourism and hospitality.

The annual job fair had previously been a single-day event. The 2016 edition however was spread over 2 days, due to the number of employers that wished to have a stand there, said IFT President Dr. Fanny Vong. She added that the job fair provided an opportunity for students to meet firms and develop a network of contacts offering career opportunities.

"It is great," said Year 4 Hotel Management student Virginia Ho. "I'm not sure in which area I want to work in: at the fair I can find [information about job opportunities in different areas]," she added.

The 21-year-old attended the job fair to scout for employment positions and for information on available management trainee programmes. The latter are special development programmes for fresh graduates and are offered by some companies. Such schemes can pave the way to fast-track career advancement, offering successful participants access to managerial positions.

Market research

Alvin Law, a Year 4 student in Tourism Event Management, said he attended the IFT Career Day better to understand the availability of jobs in the event sector. He already had an employment offer prior to the job fair, from a firm in which he had performed his Year 3 curricular internship.

Alvin, 22, said IFT bachelor degree programmes provided students with a lot of opportunities to gain hands-on experience. Employers, he said, valued this experience.

"In contrast to a normal programme offering basic knowledge on event [management-related] subjects, I had the opportunity to run actual events in Year 2 and Year 3 of my studies," he noted.

Stephanie Wu, also a Year 4 Tourism Event Management student, said she attended the job fair looking for a post in the event industry. The 22-year-old was also interested in considering positions in other fields, based on the well-rounded education she has received at IFT, she said.

"During the first 2 years upon graduation, I think getting the opportunity to increase your knowledge is more important than just focusing on a specific job category or on getting a high salary," Stephanie said, noting for that reason she would consider joining a management trainee programme.

L'Arc Hotel was among the employers recruiting at the IFT Career Day 2016. Company Human Resources Assistant Ms. Yuri Lao said the firm was looking for fresh talent interested in working at the property or in joining the firm's management trainee programme. She explained the latter offered new graduates an opportunity to join – on a rotational basis – 2 different corporate units, namely the operations and administrative departments, in order to find out which they preferred.

"It [degree subject] doesn't matter, as long as they are interested in our hotel, work hard and are suitable for the position," Ms. Lao said.

She added that L'Arc Hotel joined the IFT Career Day because graduates from the Institute are highly regarded by the hospitality sector in Macao. IFT does a good job in preparing its students for a career in the industry, stated Ms. Lao.

In search of talent

The job fair also attracted companies preparing to launch operations in Macao. That was the case of Louis XIII Holdings Ltd, preparing to open its under-construction 'The 13' hotel in late summer. The property, on the Cotai-Coloane border, aims to position itself in the ultra-luxury segment.

"We think that among the graduates from all the tertiary education institutions in Macao [those from IFT] are the best potential candidates to fill our positions," stated Rupert Lam, Louis XIII's Assistant Director of Learning and Development.

Mr. Lam highlighted that the company was "only looking for the best" fresh talent. He added that Louis XIII was also offering internship opportunities to IFT students.

For Leo leong, Associate Account Director of Milton Exhibits Macau, joining the IFT Career Day was a case of going back to his roots. The IFT alumnus was returning as an employer, in the exhibition and event management industry.

Mr. leong said he was looking for management trainees or fresh graduates interested in internship or employment opportunities, "especially focused in the event and exhibition fields". He valued the "good attitude" displayed by IFT students.

Several retail firms had recruitment stands at the IFT Career Day. Eric Kwok, Talent Acquisition Manager at premium luxury retailer Richemont, said the firm was attending the event because IFT graduates topped its list as targets for recruitment. Mr. Kwok highlighted in particular the "passion for retail and customer service" displayed by IFT students.

Last year, the company launched in Macao a Richemont Retail Academy – the company's second in the world. The aim is to offer training courses to Macao staff. The first such academy opened in Shanghai in 2012.

"Instead of hiring workers from our competitors, we prefer to have high potential fresh graduates that we can train, as long as they have passion for luxury retail," Mr. Kwok said.



為協助應屆畢業生瞭解現今旅遊服務業的就業情況，並為他們提供更多就業機會，學院於1月20及21日在氹仔校區舉辦“就業發展日2016”，邀請了來自不同領域的機構到校設置攤位、介紹各職位空缺及就業資訊。參加的機構共有34間，提供約1,700個職位空缺。

Fashioning a career



Newly-graduated IFT students have for the first time been accepted directly into the Management Trainee Programme of luxury retailer DFS.



Freshly-graduated IFT alumni Marcela Fok and Kiwi Leong have each had a flying start to their professional careers. The 2 graduates from the Tourism Retail and Marketing Management bachelor degree programme have been selected by luxury department store operator DFS to join the firm's 18-month-long Store Operations Management Trainee Programme.

This is reportedly the first time that newly-qualified IFT graduates have been accepted straight into the programme, without the need first to gain post-graduation experience in the industry. The scheme offers participants the opportunity of a big jump in their careers: upon successful completion of the course, they will be invited to join DFS as product sales managers.

"We want to develop local talent," says Mr. Max Cheng, Senior Manager for Learning and Development at DFS. "More than previous experience, we are searching for passion when selecting candidates for the programme."

Management trainees are moved on a rotational basis between different functions and operations of the business. They are also mentored by DFS managers. Part of the training programme takes place at the firm's facilities in Hong Kong.

"After these 18 months, we expect to have developed local talent – including fresh graduates and new industry entrants – to become sales managers in retail," Mr. Cheng adds.

"This is a really big company in the retail industry," says Marcela. "It is not only in Macao; it is a global company. So we can have some international exposure," adds the IFT graduate.

For Marcela, this is her second time with DFS. She performed her Year 1 Practicum at the luxury retailer.

Kiwi was also familiar with DFS before joining the Management Trainee Programme. "I did my curricular internship in DFS," she says. Because Kiwi was so satisfied with the experience, she decided to apply for the Management Trainee Programme.

"DFS has a good plan to train talent. There are a lot of opportunities in the firm," she says.

'Quality talent'

Joining Marcela and Kiwi in the current intake of the Management Trainee Programme is fellow IFT alumna Gigi Hoi. She was part of the first batch of graduates in the Tourism Retail and Marketing Management programme, completing her studies in academic year 2012/13. After gaining some industry experience, she decided to apply for the DFS programme.

"This company highly encourages innovation in employees, emphasises team work and provides a lot of empowerment. It offers long-term career development and opportunities for broadening your horizons," Gigi says.

She adds: "Climbing the corporate ladder sounds easy, but it takes time, knowledge and experience. The Management Trainee Programme plays a role in developing talent and [provides people] with overall experience of the retail industry."

Mr. Cheng praises the quality of the IFT graduates. "They are really specialised in retail and marketing," he says.

The DFS manager adds: "We enjoy our partnership with IFT very much. We will continue it in the future, because we found it very fruitful and satisfactory in terms of the quality talent we received from the Institute."



Marcela Fok



Kiwi Leong



Gigi Hoi

奢侈品零售商DFS集團積極培育本地人才，早前挑選了2名旅遊學院旅遊零售及市場推廣管理課程的應屆畢業生及1名校友，加入其管理層實習計劃。該計劃為期18個月，完成計劃後，參加者可直接出任產品銷售經理，在職業生涯上取得大躍進。



Positive employment outlook

Students pursuing a degree at IFT have good job prospects, shows employment survey

Newly graduated IFT alumni are in high demand, confirms a new online survey conducted by the Institute. The results also show the large majority of respondents – IFT bachelor and diploma degree holders that graduated in academic year 2014/15 – already enjoy attractive salaries.

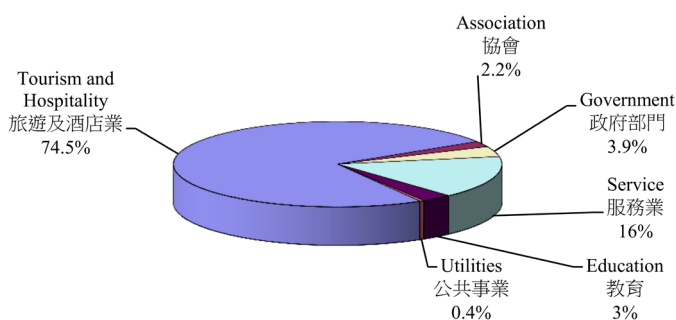
Data from the 2014/15 Degree and Diploma Programme Graduates' Employment Survey show that 87 percent of such IFT bachelor degree graduates taking part in the survey already had a job by the time of the poll. Around three quarters of them were employed in the tourism and hospitality sector.

A total of 97 percent of the freshly graduated bachelor degree holders already in jobs had full-time posts. Full-timers earned a monthly median salary of MOP14,500, according to the survey. That almost matches Macao's overall median salary in the fourth quarter of last year, at MOP15,000.

In academic year 2014/15, a total of 344 IFT students completed their bachelor degree studies, including the first group of 15 to complete the Culinary Arts Management programme.

The online survey was conducted in December by IFT; it covered

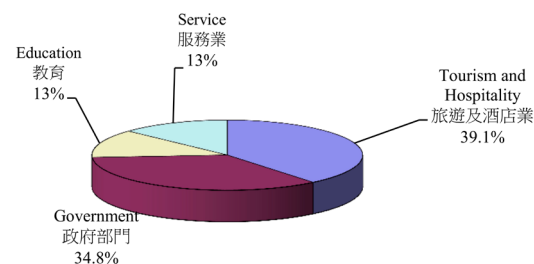
students that graduated in the summer of 2015. The overall response rate for bachelor degree graduates stood at 77 percent. For diploma graduates, the response rate was 71 percent.



Employment sectors of 2014/15 bachelor degree graduates

Valuable diplomas

Freshly graduated diploma holders reported salaries that, when calculated on a monthly median basis, amounted to MOP20,600. According to the survey results, 85 percent of respondents were already employed by the time of the survey, all in full-time jobs in Macao: about 39 percent worked in tourism and hospitality, while almost 35 percent were employed by government-related bodies.



Employment sectors of 2014/15 diploma graduates

In academic year 2014/15, a total of 45 students graduated from IFT with a diploma or higher diploma degree.

The employment rates for freshly graduated IFT alumni have remained high over time. The results of a survey of Institute alumni from the graduating classes of 1995 to 2012 conducted in 2014 showed that 74 percent of the respondents were "satisfied" or "very satisfied" with their education at IFT. More than 67 percent of the respondents were engaged in the tourism or hospitality industries, and the majority enjoyed salaries well above the median salary in Macao.

The aggregate number of IFT bachelor and diploma degree graduates since the Institute was established in 1995 has already passed the 5,300 mark.

學院於去年12月向2014/15學年畢業生進行了就業問卷調查。調查發現，受訪的學士課程畢業生中，有74.5%從事旅遊及酒店業，每月薪酬中位數為澳門幣14,500元；文憑課程畢業生有39%從事旅遊及酒店業，每月薪酬中位數為澳門幣20,600元。

A taste of IFT

Dozens of prospective students attended IFT's Open Day 2016 – many with family members – to learn more about studies at the Institute



"I will apply for IFT tonight." That decision, by 18-year-old Vicky Yip, was announced during her visit to the Institute for the IFT Open Day.

After learning more about the school's facilities and courses, Vicky said she was convinced that attending the Hotel Management Bachelor Degree Programme was the right choice for her.

She was one of dozens of prospective students to attend the Open Day. Many parents of would-be students and other family members also took part in the event.

The IFT Open Day – this year held on 23 January – takes place annually. It aims to offer high school graduates, would-be mature students and family members a chance to speak to staff, alumni and current students to find out more about courses and student life. Activities include information sessions, tours and drop-in workshops at the various facilities of the Mong-Há campus.

IFT President Dr. Fanny Vong said many people attending the Open Day events are looking for more information on the Institute's evening-based bachelor degree programmes. These are usually oversubscribed. IFT is increasing the number of places available for the next academic year, and will start offering the Tourism Retail and Marketing Management Bachelor Degree Programme via evening classes, in addition to the programmes on Hotel Management and Tourism Event Management.

A special feature of the IFT Open Day is that Year 2 Tourism Event Management students coordinate the event. They are responsible for planning and delivering the activities offered throughout the day.

Reputation, hands-on learning valued

Prospective student Rui Pastroni said he attended the IFT Open Day to learn more about the Institute. "I always wanted to see what IFT was like," he stated.

The 18-year-old said the Institute was among the options he was considering for higher education. "I heard [IFT] is one of the best universities you can go to in Macao," he added.

Rui was happy to learn during the Open Day that his lack of Chinese language skills would not be a barrier to him attending the Institute: the daytime bachelor degree programmes are all conducted in English.

High school student Regina Chan was attracted to IFT because of its reputation as a higher education institution offering lots of practical experience. "IFT provides many internships and exchange programmes", the 17-year-old said. One of her goals while attending the IFT Open Day was to learn more about the Tourism Event Management Bachelor Degree Programme.

Also attending the IFT Open Day were husband and wife Mr. Michael Wong and Ms. Sammy Che. They were scouting the Institute's facilities because their son hoped to start studying there next year.

"I think he made a really good choice," Mr. Wong said. IFT has "a very good reputation", offering "several links with international schools" and paving the way for "many job opportunities", he added.

旅遊學院開放日於1月23日在學院校本部舉行，活動藉着由學院學生分享經驗、參觀學院等活動，讓本澳應屆中學畢業生、家長及市民了解旅遊學院的學士學位課程、教學理念，以及教學設施和環境。該開放日的特色是整個活動從策劃到舉行，所有安排皆由學院旅遊會展及節目管理二年級學生統籌。



A training vision

Study in creative fields is expanding at the IFT Tourism and Hotel School, as part of the Institute's mission to help diversify Macao's economy

Souvenir design, contemporary ceramics and digital music creation are just some of the creative areas covered by professional and vocational programmes at IFT's Tourism and Hotel School. To keep up with demand for training in creative disciplines, the Institute plans to broaden further the range of its available courses.

IFT President Dr. Fanny Vong says that by offering such courses, IFT is contributing to the skills of local people and to the development of Macao's cultural and creative industries; a process envisioned by the Government as a means of diversifying the local economy.

The role of IFT in education and training for cultural industries has led to the Institute being given a permanent seat on Macao's Committee of Cultural Industries, an advisory body to the Government. Dr. Vong notes that there is only 1 other higher education institution – Macao Polytechnic Institute – with similar status.

IFT runs study programmes of varying duration and level of specialisation for creative disciplines. The fields covered range from fine art painting to computer animation and the production of leather accessories. Some courses lead to certificates or diplomas recognised internationally.

In cooperation with the Cultural Affairs Bureau, the Tourism and Hotel School has since 2011 been offering a programme leading to a Certificate in Arts Administration. This year, the Institute and the Bureau launched a similar course in Performing Arts Management. These classes seek to train professional managers for the arts and cultural sectors.

Specialised training

IFT's contribution to arts and culture in Macao includes its regular hosting on campus of art exhibitions with free admission. These often feature local artists that teach at the Tourism and Hotel School, and works produced at IFT by their students.

"Getting into Salon" is the latest such exhibition at the Institute. It is being held in the IFT Educational Restaurant and Team Building until 30 April. It features artwork by Mr. Kong lu Lam and several of his IFT students that are studying salon photography.

Salon photography refers to work featured in international contests and exhibitions, or "salons". IFT has been holding courses in this field since 2010.

Mr. Kong says the photography programmes provided by the Institute offer training designed to prepare students to become highly proficient in the field. The veteran local photographer adds this is new: most photography courses in Macao range from beginner level to advanced level, but do not delve into specialised professional training.

To ensure the quality of training provided in creative fields, IFT has been continually upgrading its facilities. In academic year 2014/15, some areas of the Taipa campus underwent special improvements in order to accommodate creative arts programmes.

學院旅業及酒店業學校提供的文創課程種類不斷增加，反映學院致力促進澳門經濟適度多元化。為了更好地迎合相關培訓的需求，學院計劃進一步擴大相關課程種類。



From left to right: IFT President Dr. Fanny Vong, photographer Mr. Kong lu Lam and IFT Tourism and Hotel School Director Mrs. Diamantina Coimbra

Institute provides MORS assessment for front desk agents in Zhuhai



IFT representatives in January conducted a round of assessments under the Macao Occupational Skills Recognition System (MORS) at the Zhuhai No. 1 Vocational School. The focus of the round was certification for those at the school receiving training as front desk agents.

IFT instructors Mr. Kurma Mac and Mr. Kenneth Kung conducted the skill assessments. More than 100 candidates were evaluated and 83 passed.

Over 1,700 students at the Zhuhai school have benefitted from MORS training, following an agreement signed with IFT in 2009. Since then almost 1,000 have successfully achieved a MORS certification.

Mr. Mac said the partnership had helped improve the relevant skills of Zhuhai students attending the school, contributing to the circa 80 percent pass rate in the latest round of assessments.

So far, the Zhuhai No. 1 Vocational School has used MORS to certify workers in 8 job categories. Under a revised agreement signed in June 2015 between both parties, the goal is to make all 17 occupations certified under MORS available via the school's curriculum.

MORS started in 2001 as an initiative of IFT and the city's tourism industry, with the support of the European Union. The main objective was to improve the performance of people in the industry by certifying the skills of staff in a number of front-line occupations.

為持續落實粵澳教育範疇的交流合作，學院兩位導師麥錫光及龔志鴻於1月到珠海市第一中等職業學校，為該校超過100名學生進行澳門職業技能認可基準（MORS）前堂服務員實操考試。目前，超過1,700名該校學生接受了MORS培訓，其中約1,000人成功考取相關工種的認證。

THS launches Microsoft Office certification programmes

IFT's Tourism and Hotel School is introducing a series of Microsoft Office Specialist (MOS) certification programmes in 2016.

Two certification programmes – MOS: MS Excel 2010 Core (Standard Level) and MOS: MS Word 2010 Core (Standard Level) – are provisionally scheduled for the second and third quarters of 2016, respectively. These courses aim to make participants highly skilled in using the respective computer software, and to prepare them for taking a relevant certification examination.

IFT plans to offer in the future other MOS certification programmes to meet industry demand.

MOS certification is widely recognised internationally. Exams are primarily performance-based, with candidates asked to complete a series of tasks to demonstrate clearly their skills. IFT is an authorised MOS testing centre. More information about this system is available at: <http://www.microsoft.com/en-gb/learning/>.



微軟Office專家（MOS）是微軟官方唯一授權的國際電腦認證。學院擬於本年第二季及第三季率先推出 MOS：MS Excel 2010 Core（Standard Level）及 MOS：MS Word 2010 Core（Standard Level）兩項全新課程。其後將繼續開辦更多由微軟官方認證的電腦課程，協助市民及企業提升競爭力。



Student research celebrated

A total of 16 outstanding pieces of research by IFT students was selected for public presentation at the Institute's first TEd Summit

IFT hosted on 13 January the first edition of the Institute's Tourism Education Student Summit, branded as TEd Summit. The goal of the event – attended by several tourism and hospitality industry representatives – was to recognise outstanding research produced respectively by Year 4 students as part of their final thesis project.

Starting from academic year 2015/16, the majority of Year 4 IFT daytime bachelor degree programme students – except those in Culinary Arts Management, which is a bachelor of arts degree – are required to complete an individual thesis project in order to graduate. After developing their research proposal in Year 3, students have a full semester in Year 4 to conclude the work: some do it in the first semester, others in the second.

Graduation theses must be based on original research conducted by the undergraduates and should focus on Macao's tourism and hospitality industry.

Each student has the support of a supervisory team from IFT, comprising a content supervisor and a language supervisor. The former guides undergraduates through the relevant

scientific part of the project; the latter provides support in the actual writing of the thesis, to ensure accuracy and clarity. Each thesis is written in English and must have between 7,000 and 10,000 words.

IFT is the only higher education institution in Macao requiring all students enrolled in a daytime bachelor of science degree programme to produce a thesis as part of their graduation requirements.

"In 2012, when we reviewed our bachelor degree programme curriculums, we found that there was a need to offer students more opportunities to develop their independent thinking, and their critical and analytical skills," says IFT President, Dr. Fanny Vong.

She adds: "There is a need in Macao not only to develop managers with good technical skills; we also need leaders."

Dr. Vong hopes that – in the future – IFT graduates that have completed the thesis requirement can help address some misconceptions in the tourism and hospitality industry about the usefulness of academic research for business purposes.

Top of the class

A pioneer group, comprising 132 IFT Year 4 students, successfully completed their thesis projects in the first semester of academic year 2015/16. The best 16 papers produced under the scheme were publicly presented at TEd Summit and evaluated by panels made up of tourism industry professionals and IFT scholars.

A total of 4 undergraduates each received a 'Best Paper Scholarship', based on the papers they presented at the summit.

Tourism Business Management student Charlie Chan was one of the recipients of a Best Paper Scholarship. Her research focused on how Macao residents perceive the quality of the city's taxi services.

"I found that the period that passengers have to wait for a taxi and the discourse of the driver are the aspects that most influence overall satisfaction," she explains.

Charlie says she enjoyed doing her thesis project, but notes it was very challenging at times. She was "very happy" to have her work recognised at the TEd Summit.

Natalie Fong, a student in Hotel Management, says producing her thesis was a “quite painful” process but one that was “very meaningful”, as it allowed her to learn more about Macao’s hotel industry. Her work, on the perception of visitors regarding green practices in Macao hotels, was also awarded a Best Paper Scholarship. One of Natalie’s conclusions was that there is “a positive relation between the satisfaction level towards the green practices of a hotel and the intention to recommend it to others and to return”.

Fellow Best Paper Scholarship recipient Daphne Wang produced a thesis on hallmark tourism events. “While there are no hallmark events currently in Macao, I looked into several events that have potential to achieve such status,” says the Tourism Event Management student. Her study also included recommendations on how this type of event could be developed to have a larger positive impact in the host community.

‘The effectiveness of information communication technologies on the promotion of Macao’s 5-star hotels’ was the topic chosen by Mandy Chan for her graduation thesis. The Hotel Management student also was awarded a Best Paper Scholarship. Her research found the existence of long-term positive impacts for hotels making use of information communication tools for promotional purposes.

Boosting problem-solving skills

IFT Assistant Professor Dr. Clara Lei was a panel moderator at the TEd Summit. She says the level of interest shown by the audience on the research produced by the IFT students was quite high.

“We got a lot of interesting questions from the audience. Presenters got feedback regarding their research and areas they could further study,” Dr. Lei states.

At the start of the TEd Summit, IFT Visiting Professor Dr. John Ap highlighted the importance of academic research for development of the tourism and hospitality sectors.

“When we talk about degree level education, it is really about providing students with skills in problem solving,” Dr. Ap said. He added: “It is important to train the students to undertake high-quality research and to promote this within IFT”.

The TEd Summit is poised to become a regular event at the Institute. It will be hosted twice every year, at the end of each semester, to celebrate the best graduation theses produced in that period.

Academic papers by IFT undergrads selected for international conference

The graduation theses of 3 IFT bachelor degree programme students were selected for the 4th International Student Conference in Tourism Research (ISCONTOUR 2016). The event takes place on 23 and 24 May at IMC University of Applied Sciences Krems, Austria.

Gabriela Geng, Raul Chang Monteiro and Yuna Pan, respectively, produced the selected works.

ISCONTOUR 2016 is an international conference for bachelor and master degree programme students, where they can publicly present the results of their academic research. Each accepted paper undergoes a thorough double-blind review process before being selected.



Students Gabriela Geng, Raul Chang Monteiro and Yuna Pan and their respective thesis supervisors

旅遊學院於1月13日舉辦首屆“旅遊教育2016冬季峰會”，活動目的是讓學院優秀的準畢業生有機會向公眾發表其對旅遊業現況所作的研究成果。由2015/16學年起，學院學士學位四年級課程增設了撰寫研究論文作為畢業要求，希望確保準畢業生除了具實際操作能力外，還具備了解和分析旅遊業動態的能力。本學年第一學期共有132名學生成功地完成畢業研究論文。旅遊學院是本澳唯一一間高等院校要求所有理學學士學位課程準畢業生獨立撰寫研究論文，以此作為畢業要求。

Tourism for all

There is a lot to improve and more research to be done regarding tourism for people with disabilities, say IFT scholars Dr. Connie Loi and Dr. Frances Kong



The tourism industry – and academic researchers in this field – should take a broader view regarding development of tourism for people with disabilities, say IFT Assistant Professors Dr. Connie Loi and Dr. Frances Kong. In comments included in a conceptual academic paper, the IFT scholars also highlighted the potential role that charities can play in promoting participation of disabled people in tourism activities.

“The tourism industry has been paying more attention to the needs and requests of tourists with disabilities, recognising that those people have the same needs and desires for tourism as others,” Dr. Loi and Dr. Kong wrote. But they noted that catering for disabled people “is not only removing physical barriers, it should provide a meaningful experience.”

Their paper, titled “People with Disabilities in the Tourism Industry – Concepts and Issues”, was presented at the Critical Tourism Studies Conference 2015. The event took place in June in Opatija, Croatia.

“The facilitation of tourist travel for people with disabilities is a vital element in sustainable tourism development,” Dr. Loi and Dr. Kong stated. They added that initiatives catering for the special needs of disabled people “can be seen as a tool for the tourism industry to achieve a wider social-cultural sustainability in tourism development, and help diversify tourism product offerings.”

A valuable market

Several international forecasts point to a worldwide increase in the disabled population over the coming years. With the ageing of the ‘baby boomer’ generation, future disability rates are expected to go up. That will mean not only a greater number of old people with special mobility needs, but also more consumers of that type with the means and the appetite for travel.

Some studies have suggested that sizable spending power exists among the broad community of disabled people. Data compiled by the United Kingdom’s government concluded that disabled tourists were likely to become regular clients of a particular tourism facility once they found one that suited their needs. The length of their holiday breaks tended to be longer than the average and mostly they travelled with other people, such as caregivers, family or friends, the U.K. study found.

According to a 2015 study, the number of people with disabilities in Europe is likely to reach 160 million in 2025, of which 70 percent are forecast to have the economic and physical ability to travel. The same research concluded that the “accessible tourism” market in Europe – those destinations, products and services that are accessible to all people, regardless of their physical limitations, disabilities or age – could be worth the equivalent of around MOP800 billion annually 10 years from now.

Dr. Loi and Dr. Kong noted in their paper “the academic interest in the field of accessible tourism has been growing.”

But they added: “However, current literature seems insufficient to address what this group of travellers may need and desire. It is still relatively an under-researched area in tourism research.”

The IFT scholars stated that currently there was relatively little discussion on a research agenda into tourism in the context of customers with disabilities. “Specifically, these studies are unconnected,” they stated, adding that “few previous studies have specifically examined [separately] different groups of people with disabilities”.

Dr. Loi and Dr. Kong stated: “It is clear that barriers

exist for people with disabilities when travelling; each group of people with disabilities might encounter different travel-related barriers. Consequently, each type of people with disabilities should be studied as a distinct tourism market.”

Charities on board

The 2 IFT scholars highlighted the potential role charities in host destinations could play in promoting accessible tourism. Once general barriers to mobility were removed in a tourism destination, local charities could assist in ensuring disabled people fully enjoyed their experience as tourists there.

“Accessible tourism should ensure equality of access to tourism activities by all people, including people with disabilities,” the scholars noted. Although part of that was achievable through public policy and legislation, the IFT scholars added that local charities could help provide support in specific ways.

“While the charity-tourism relationship has been suggested and affirmed by many scholars... focus is often put on the financially-disadvantaged groups,” the paper by Dr. Loi and Dr. Kong stated.

The 2 IFT scholars pointed out that charities could, for instance, play a significant role in providing disabled people with useful background information about the destination when such tourism industry customers are planning their holidays. Such information would in likelihood be considered by disabled consumers as more reliable than information provided by commercial tourist operators. Charities in host destinations could also highlight particular tourism products suitable for particular groups of people with disabilities.

The scholars added: “[Charities] can stimulate society’s concern [for] and attention to people with disabilities, and eventually may influence the promotion of domestic tourism and international tourism.”

旅遊學院助理教授呂劍英博士、龔永珩博士在一份學術論文中，探討殘疾人士與旅遊業發展的關係，指出慈善機構應協調及鼓勵殘疾人士參與旅遊活動。

The authors

IFT Assistant Professor Dr. Connie Loi has a PhD from James Cook University in Australia. She is an IFT alumna, holding a bachelor degree in Tourism Business Management from the Institute. She is currently Coordinator for the Hotel Management and Tourism Event Management bachelor degree programmes.

Dr. Loi’s research interests include: entertainment development in tourism destinations; destination positioning and benchmarking; tourist behaviour; and tourist portfolio analysis.

IFT Assistant Professor Dr. Frances Kong earned a PhD from the Nottingham Trent University, in the United Kingdom, with a thesis focused on cultural heritage tourism. She teaches topics related to tourism and hospitality.

Dr. Kong’s research interests include: cultural heritage tourism; tourism planning; and disabled travellers.

Green rewards

Customers are willing to pay more for goods sold at festivals they perceive to be environmentally friendly, says study

An IFT study has provided evidence that going green can be good for business. The research concluded that people were willing to pay substantially more for “green” food at a festival if they perceived the event as being environmentally friendly.

The research, by Dr. Penny Wan, Dr. Qi Shanshan and Dr. Anthony Wong, was published last year in the Journal of Sustainable Tourism. The paper is called “Green events, value perceptions, and the role of consumer involvement in festival design and performance”.

The work was supported by the internal research grant scheme from IFT. The study aimed to explore the “green” involvement of participants in a festival setting.

“Our findings show that attendees are generally willing to pay an average of 28 percent (or USD\$9) more on green food in festivals if they perceive the event offers them green value,” the researchers noted.

Several factors contributed to the perception of green value in relation to festivals. They included the use of environmentally friendly materials and strategies for the décor, the promotion of sustainable waste management and the use of organic ingredients in food.

The research included responses from a sample of more than 400 interviewees, with the interviews conducted during the Macao Food Festival. The event has been held annually since 2000, and currently each edition lasts for 3 weeks. It attracts huge crowds of locals and visitors.

The majority of respondents agreed that if a festival featured green initiatives, the value of that event would increase in their perception. The researchers concluded that when attendees became more involved in an environmentally friendly event, they were better able to recognise the green value of it, and therefore, were willing to spend more money on it. Accordingly, event managers should emphasise the green elements of their activities to capitalise on that trend, the team added.

The researchers noted that “although managers generally assume that adopting green practices is costly”, the study findings showed that it could help improve profitability. “Stakeholders in the industry should be aware of this, and make greater efforts to promote green practices in their events,” the scholars stated.



The authors

Dr. Penny Wan is a Visiting Assistant Professor at IFT. She has a doctoral degree from the University of Hong Kong. Her research interests include casino gaming management, tourism planning and development, and hospitality services.

IFT Invited Assistant Professor Dr. Qi Shanshan completed her doctoral degree at the Hong Kong Polytechnic University. She is interested in computer technology applications in tourism, tourism/hospitality website evaluations and green tourism development.

Former IFT Assistant Professor Dr. Anthony Wong holds a doctoral degree from the University of Hawaii. He has a wide range of teaching and research interests especially in tourism and service marketing, casino gaming and research methods.

學院的一項研究為綠色企業帶來的好處提供更多證據，指出如果消費者認為一項活動有助環保，他們會願意花費更多金錢在活動上購買“綠色食物”。該研究獲旅遊學院研究資助。



In search of authenticity

Ambience and staff as well as food are important factors influencing customer perception of how authentic is a Chinese restaurant, says study involving IFT scholar

People around the world increasingly are searching for a sense of authenticity when visiting new places. This trend is leading hospitality industry operators to incorporate elements that make their businesses stand out to clients as being genuine. A new study by IFT Assistant Professor Dr. Eve Ren Lianping – in partnership with 2 scholars from the Hong Kong Polytechnic University – concludes that ambience and staff as well as food are important factors that influence customer perception of authenticity regarding Cantonese restaurants.

“The concept of authenticity is [very] important in highlighting food or cuisines as ambassadors of culture and tourism,” the researchers stated in an academic paper. They however noted that this is a subjective concept, socially constructed, in which individual perceptions play a big part.

The results of the research were presented in the 2015 annual conference of the Travel and Tourism Research Association – Asia Pacific Chapter, in a paper titled “Exploring Customers’ Perception of Culinary Authenticity”. The conference took place in December in Tokyo, Japan.

For the study, the trio of researchers used as their subject the Shang Palace branch at the Kowloon Shangri-La Hotel, in Hong Kong. The choice, they stated, was based on two factors: Shang Palace being widely recognised as a traditional Cantonese cuisine restaurant; and the venue being popular both among locals and tourists.

The researchers adopted a qualitative approach for the study. Data collection methods included: interviews with customers; review of online comments on Shang Palace; and participant observations serving as supplementary data source.

Genuine flavours

The findings of the study were “generally consistent with the existing literature,” as results pointed to food, ambience and staff being important elements to promote among the restaurant guests a feeling of authenticity, the researchers wrote.

“The implication for restaurant managers and chefs [of] Cantonese cuisine is that they should focus on the aforementioned categories to enhance the authenticity [of their outlets],” they added.

The trio stated: “First of all, the typical Cantonese menu’s composition should be conserved and carried on to enhance the diners’ perception of authenticity, especially... [among] local residents... Moreover, the restaurant chef is recommended to learn about healthy diet [concepts] in Cantonese philosophy, in order to maintain the spirit of Cantonese cuisine – ‘health preservation’.”

Other factors highlighted by the study, ones that seem to help in promoting a perception of authenticity, included the décor, which should carry Chinese features. “Even the language that is used in the restaurant influences the customers’ perception,” the researchers added.

一項研究指出，食品、環境氣氛及員工是影響消費者對中餐廳官感的重要因素；旅遊學院助理教授任蓮萍博士有份參與該研究。

The authors

IFT Assistant Professor Dr. Eve Ren Lianping was one of the authors of the paper “Exploring Customers’ Perception of Culinary Authenticity”. She holds a doctoral degree in Hotel and Tourism Management from the Hong Kong Polytechnic University, and she is now teaching management and related subjects at IFT.

Dr. Ren has more than 10 years of experience lecturing at tertiary level educational institutions. Her research interests include strategic management in hospitality, hotel development and consumer behaviour.

The other authors of the paper were Dr. Pearl Lin and Dr. Qiu Hanqin, both scholars at the Hong Kong Polytechnic University.



A multi-faceted career

IFT alumnus Mr. Eric Mou has worked in the integrated resort sector and has also founded a travel agency. His latest venture offers consultancy services to SMEs

Studying at IFT is hard but pays off in the long run, says Institute alumnus Mr. Eric Mou. "It's tough, but you become market-ready," he says.

Mr. Mou's own experience is proof of that statement: since graduating from IFT a decade ago, he has successfully worked in 4 different sectors; helped launch 2 of the city's large-scale integrated resorts; and opened 2 companies.

As a Tourism Business Management student at IFT, Mr. Mou joined the dual degree programme co-organised by the Institute and the NHTV Breda University of Applied Sciences, in the Netherlands. The scheme allows Year 4 IFT students to study for a year in the Netherlands and also get a bachelor degree from the Dutch tertiary institution.

Studying abroad helped him to sharpen his communications skills. Mr. Mou says that is an essential tool for people working in tourism and hospitality. "This is an industry focused on serving others," he states.

Upon graduation, Mr. Mou began his professional career working for a newly opened conventions and meetings firm. In 2007, he joined the launch team of the Venetian Macao integrated resort. As there were no positions available in the exhibitions department, he applied for the resort's in-house travel agency. He later moved to the public relations and special events department.

Going big... and small

During his time at Sands China Ltd – the owner and operator of the Venetian Macao – Mr. Mou worked on the phased launch of the Sands Cotai Central integrated resort. That included the inauguration of the world's largest hotel under the Sheraton brand.

"I was in charge of the invitation process," he recalls. "[I was] not just serving hundreds of people... [We were] going to invite 8,000 guests," Mr. Mou says.

He eventually decided to leave Sands China to pursue other projects. In 2013, Mr. Mou launched a travel agency in partnership with a friend. The firm, called Macau Explorer Cultural Travel Ltd, targeted inbound travellers from Greater China and offered special packages and itineraries.

As an entrepreneur, he experienced first hand the challenges faced by small enterprises in Macao, including competition from larger groups from Hong Kong and elsewhere, and high rental costs for business premises. In response, "we dedicated more budget to human resources... and social media," Mr. Mou says, adding the latter strategy proved to be a real success.

Last December, he left Macau Explorer and launched a consultancy firm with a partner. K&E Business Strategy Consultation Services Ltd. aims to help people with no prior management experience to implement their business ideas or to improve existing operations.

"We can help them learn new techniques or use new technologies to become more profitable, to attract more customers or to compensate for a lack of human resources," Mr. Mou states. The most important element in order for small businesses to become successful is "good planning", he adds.

He says IFT's fresh graduates should follow a similar approach for their careers: focusing on working hard in their first job – no matter what it is – to learn new things and better themselves, with the aim of reaping the benefits later on.

"The tourism sector is based on experience," Mr. Mou says. A good foundation "will make you ready for high management positions."

學院校友毛智聰先生從事綜合度假村領域多年，亦創立了一家旅行社，最近他更為中小企提供諮詢服務。毛智聰表示，不論工作性質，學院應屆畢業生應全情投入第一份工作，學習新事物，裝備好自己，為日後發展打好基礎。

Taste of Portugal

Joining a student exchange programme in Portugal whet the appetite of IFT undergraduate Remus Xu for experiences overseas

IFT undergraduate Remus Xu smiles when asked about his experience in Portugal on a student exchange programme there.

"I enjoyed it a lot," he says. "The landscapes, the beaches, the islands, everything is very beautiful there," adds the Year 4 student in Tourism Business Management.

Remus says the programme "was a very good opportunity" for him to gain exposure to a new culture. That included a different learning style and new ways of thinking.

He participated in an exchange student programme at the Estoril Higher Institute for Tourism and Hotel Studies, in Portugal – the institution is also known by its Portuguese acronym ESHTe. Remus was there during the second semester of academic year 2014/15.

Remus says he chose to go to Portugal because of his interest in the Portuguese language. "It was quite helpful, helping me to build up some language skills," he reports.

He selected ESHTe following the advice of an exchange student from Portugal he met at IFT: the person was from ESHTe. Remus says it was good advice and a great choice, as everyone at the Portuguese institution made him feel welcome.

"The school overall is quite nice. It is kind of small, a bit like IFT. The teachers and students there were very friendly and helpful."

Remus adds: "I had one classmate that was very nice. He always explained the things in English to me – with his help, I could pass all the exams."

Although courses at ESHTe were taught in Portuguese, Remus was allowed to sit his examinations using English and complete his projects in that language.

Reach out to locals

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

An advantage of going to Portugal for a student exchange programme is that the cost of living there is lower than in some other European countries, says Remus. That allowed him to save some money to travel around in Europe. He went to Belgium, Denmark, Germany, Norway, Spain and the Netherlands.



Remus strongly advises fellow IFT students to take advantage of the student exchange programmes available at the Institute. He further advises them to make an effort to interact with locals and non-Asian exchange students while studying abroad.

Unlike many IFT undergraduates joining student exchange programmes, Remus did not stay at a student hostel: he firstly shared an apartment with Portuguese people, and then also with other international students.

He says: "There are a lot of Chinese students doing overseas studies, but many only make friends with Chinese and Asian people. I think this is not good – you are in a different country, you have to interact with the local community."

Remus came from Hangzhou, in the PRC, to study at IFT. He did his curricular internship at Grand Hyatt Macau Hotel, in Cotai. IFT students are required to undergo a 6-month internship in the 3rd year of their studies – a scheme unique in Macao tertiary education.

Joining a student exchange programme whet Remus' appetite for experiences overseas. Prior to his graduation, he is looking for a job abroad.

"I want to get some international experience. I would like to go abroad, to see more of the world and explore different opportunities for my future career and academic development," he says.

學院學士課程學生徐路凡參加了葡萄牙的交換生計劃，加強了他對海外留學的經驗。他於2014/15學年第二學期前往葡萄牙埃斯托利爾酒店旅游高等學院作交換生。

Broadening horizons

Meet some of the IFT undergraduates that participated in student exchange programmes in the first semester of academic year 2015/16



Vicky Wong (1st from right) / 黃綺靜 (右一)
Culinary Arts Management / 廚藝管理
National Kaohsiung University of Hospitality and Tourism,
Chinese Taiwan / 中國臺灣高雄餐旅大學



Johnny Lee (left) / 李肇峰(左)
Tourism Business Management / 旅遊企業管理
Vanessa Zheng (centre) / 鄭琳(中)
Hotel Management / 酒店管理
Angus Cheok (right) / 卓俊賢(右)
Tourism Business Management / 旅遊企業管理
Hanze University of Applied Sciences – Groningen,
the Netherlands / 荷蘭格羅寧根漢斯大學



Sherleen Chan / 陳碧蓮
Hotel Management / 酒店管理
Haaga-Helia University of Applied Sciences, Finland /
芬蘭Haaga-Helia科技應用大學



Cyrus Wu / 胡盛照
Tourism Business Management / 旅遊企業管理
IMC University of Applied Sciences Krems, Austria /
奧地利IMC科技應用大學



Phyllis Guo / 郭玥蓉
Hotel Management / 酒店管理
Linnaeus University, Sweden / 瑞典林奈大學

以上是參與2015/16第一學期交換生計劃的部分學生。

Promoting student excellence

Galaxy Entertainment Group's IFT scholarship programme aims to encourage students to achieve their career goals

As one of Asia's leading developers and operators of integrated entertainment and resort facilities, Galaxy Entertainment Group wants to inspire local youth to work hard to achieve their dreams. That is one of the goals of the scholarship programme it established for IFT bachelor degree programme students.

"Having a scholarship will be an encouragement for the students to achieve their career goals," says Ms. Catherine Iu, Assistant Vice President of Public Relations and Corporate and Community Relations at Galaxy Entertainment Group.

She adds: "We hope the students can study hard and do their very best, so that they might have a successful career in the future, and contribute to society."

Galaxy Entertainment Group began offering scholarships to IFT students in academic year 2013/14. Every academic year, up to 5 Institute undergraduates can each receive a MOP10,000 scholarship from the group. The company has so far sponsored a total of 10 students.

The scholarship programme targets students with excellent academic performance or those joining overseas exchange programmes. The scholarship programme also aims to help those in financial need. The IFT Scholarship Panel usually suggests potential recipients to Galaxy Entertainment Group.

Ms. Iu says sponsoring IFT students makes particular sense for Galaxy Entertainment Group since the Institute is training new blood for fields in which the company operates. She stresses "the importance of IFT developing Macao-based talent".

"IFT offers degree and professional programmes in a wide range of tourism-related fields, such as hospitality, tourism business, events, retail marketing, leisure and entertainment, and cultural studies, which suit our business," Ms. Iu says. "Therefore, we would like the students to get to know us, through our scholarship programme."

High praise

Galaxy Entertainment Group also provides various curricular internship opportunities to IFT students. All IFT undergraduates are required to undergo a 6-month internship in the 3rd year of their studies – a scheme unique in Macao.



Ms. Catherine Iu, Assistant Vice President of Public Relations and Corporate and Community Relations at Galaxy Entertainment Group

"Every year, IFT has a number of students doing internships at our company," says Ms. Iu. "The students are distributed in different departments: if they perform well in their department, the department head will likely invite them back after they graduate."

The Galaxy Entertainment Group executive gives high praise to IFT graduates as a whole. She states the Institute equips its students with sound professional knowledge and technical competency, preparing them well for future leadership positions in the industry.

Ms. Iu highlights the hands-on experience students gain at IFT, via the Institute's training units, its hosting of events and its practical projects, as well as via the curricular internship programme.

"The students from IFT are very good," she says. "What they studied at the Institute, the programmes that IFT offers, already are related with the industry: so they do have the knowledge and also even have the working experience when they enter the labour market."

銀河娛樂集團表示，為旅遊學院學士課程學生提供獎學金，其中一個目標是鼓勵本地年輕人努力實現自己的夢想。



A guide toward the future

Education expert Dr. Laurie Baker Malungu oversees graduation thesis work at IFT. She says the thesis initiative offers IFT students rewards in many forms

IFT Lecturer Dr. Laurie Baker Malungu's name has become well recognised by IFT Year 4 undergraduates. She oversees the graduation thesis process.

Asked if she feels feared by students as Regent for Thesis, Dr. Baker Malungu laughs. "I think maybe students are worried when they receive emails from me because it is my job to make sure that everybody is on track."

Starting from academic year 2015/16, all Year 4 IFT students enrolled in a daytime bachelor of science degree programme are required to complete an individual thesis project in order to graduate. The first batch of theses was completed in the first semester. (To learn more about the thesis requirement, please read the article 'Student research celebrated', in this issue of the IFT Newsletter.)

Dr. Baker Malungu notes the thesis requirement is meant to challenge students. "And we tell them that; from the very beginning," she explains.

It is important to expose IFT students to the methods by which research is conducted, the IFT scholar adds. "Regardless of whether they have a stellar final thesis or have just climbed this 'mountain' to the best of their abilities, we want all of our students to understand the research process."

Dr. Baker Malungu says that the Institute is widely recognised for its ability to develop operational skills in students. By introducing a thesis requirement, IFT aims to build up the problem-solving skills of its undergraduates.

"If we want to develop managers, those problem-solving skills, that scientific investigation ability and the skills that surround it, are absolutely essential. And it is managers that we want to develop."

Dr. Baker Malungu says IFT took a calculated risk by introducing a graduation thesis requirement. "It requires a lot of extra work. It is not an easy task; either for the students, for the faculty, or for the institution."

She adds: "It has been a learning experience for everybody. But no one lacks reward from participating in this process – students gain in confidence and faculty are secure in the knowledge they are guiding the next generation of researchers."

'Interesting journey'

United States-born Dr. Baker Malungu is an expert in education: she holds a master degree in curriculum development and a EdD in educational administration.

Dr. Baker Malungu has been living in Macao since 1989: she first came to the city to work in a non-tertiary education project. "It has been an interesting journey," she says.

"My children were all born in this region and they grew up here. For me, Macao is home."

Dr. Baker Malungu states there are "a lot of opportunities" in the city to advance education. "We don't want to develop students in order to meet the status quo: we want to develop students who are going to bring us to the next level," she says.

During her time in Macao, Dr. Baker Malungu has helped to design and coordinate a number of professional development training courses for primary and secondary school teachers of English; she has also assisted in the development of language curriculum materials as a consultant for Macao's Education and Youth Affairs Bureau.

Although educators play a major role in student development, they should not feel too important, Dr. Baker Malungu argues.

She says: "I am not sure that teachers can take too much credit for the achievements of their students. We are here to guide, to shepherd them along the way, this is our responsibility; but ultimately it is the student who learns and deserves any recognition that comes as a result."

學院講師Laurie Baker Malungu博士表示，學院理學學士學位課程增設撰寫研究論文作為畢業要求，這對所有持份者，包括她自己，皆是一個“學習過程”。作為教育學者，她稱澳門高等教育機構應致力“為我們的未來創造資源”。

Source of tourism knowledge

IFT Multimedia Library selected as first UNWTO Depository Library in Macao, Hong Kong and Chinese Taiwan

IFT has become home to the first library in Macao, Hong Kong and Chinese Taiwan to be selected to join the World Tourism Organization's (UNWTO) Depository Library programme. The IFT Multimedia Library is also the first academic library in Greater China to be included in the scheme.

The selection was announced in January. There are currently only 2 other libraries in the Greater China region in the programme; namely the National Library of China, in Beijing, and the Shanghai Library.

The Depository Library programme was launched in 2003 by UNWTO, and aims to expand public access to reports and other publications produced by the organisation. There are approximately 60 libraries located in 30 countries taking part in the scheme.

The IFT Multimedia Library is now entitled to receive – as an UNWTO Depository Library – English-language hard copies of all the organisation's official publications issued from January 2016 onwards. These will be made accessible to the students and scholars at IFT.

“As UNWTO is a world-leading international organisation in the field of tourism, it is a reliable source of information in the tourism sector,” says the Head of the IFT Multimedia Library, Ms. Carmen Lei.

She adds: “As we are an institute that offers degree programmes in the field of tourism, the addition of these resources helps to provide valuable information when they [people linked to IFT] are conducting research in this area.”

Ms. Lei is an IFT alumna; she also has a master degree in Information and Library Studies. She has been heading the library since 2008.

Continuous improvement

Entry into the UNWTO Depository Library programme is the latest effort by the IFT Multimedia Library to improve its services. The IFT unit is also part of the Macau Academic Library Alliance, established in 2014. The Alliance enables students from the 9 participating higher education institutions to borrow publications from any of the libraries in the corresponding institutions.

In addition, the IFT Multimedia Library aims to be a source of knowledge for tourism industry practitioners. Companies are eligible to apply for what is known as an Industry Library Membership, allowing staff from such firms to borrow books and other resources from the library.

Scholars and researchers from outside IFT can also apply for permission to use the resources of the library.

The next step for the IFT Multimedia Library, says Ms. Lei, is gradually to move its main operations to the Institute's new facilities at the former University of Macau campus in Taipa. The new IFT library venue there is double the size of the existing facility at the Main campus.

The IFT Taipa Reading Room, currently located in the Taipa Campus, will be relocated to the new venue over the summer.



Ms. Carmen Lei, Head of the IFT Multimedia Library

The IFT Library is also stepping up efforts to make available more resources online. The goal is to make access more convenient for users, including the possibility of round-the-clock access to materials. Putting resources online will also enable library operations to become more environmentally friendly, by reducing reliance on printed materials. In academic year 2014/15, the library was already offering its users online access to more than 126,000 publications, 5 times more than those available in hard copy format.

2016年1月，旅遊學院圖書館成功申請成為澳門首間聯合國世界旅遊組織(UNWTO)出版物的寄存圖書館。聯合國世界旅遊組織的寄存圖書館計劃於2003年推出，主要目的是把該組織出版的研究報告提供妥善的保存方法，以供讀者閱覽。截至目前為止，全球約60所圖書館已成為該組織的寄存圖書館，分佈於30個國家及地區。旅遊學院圖書館是港澳台地區首間寄存圖書館。



Chef James Fox and Master of Wine Mr. Martin Moran

A Gaelic feast

IFT's Educational Restaurant held in March an Irish Food and Whiskey Week, promoting the country's gastronomic culture to the local market

"As a cuisine, I would agree that Ireland cuisine is not the first that springs to mind to most people," says Irish Chef James Fox. "But it is simply prepared food, using the best Irish ingredients."

It was to boost awareness of Gaelic flavours in Macao that IFT invited Chef Fox to take the helm of the Educational Restaurant kitchen for a week in March. He was the guest chef for an Irish Food and Whiskey Week, held in collaboration with the Consulate General of Ireland in Hong Kong and Macao, part of the city's first-ever Irish Festival.

"The most important aspect of Irish cuisine is the quality of the natural ingredients that we have," says Chef Fox, highlighting Irish beef and fish, Dublin Bay prawns and the country's range of dairy products. "So we don't want to mask the flavours and textures; we just want to help the ingredients to shine."

During Irish Week at IFT, guests were presented with a repertoire of essential Irish fare, including traditional Irish stew and generous offerings of colcannon, a popular dish made of mashed potatoes and cabbage. Also available were classic side dishes such as soda bread, which can be a savoury or dessert depending on the ingredients, and desserts such as porter cake, among many others.

Chef Fox, a lecturer in culinary studies at the Dublin Institute of Technology, praises the environment at IFT. "It is a fantastic institute," he says. "An example of it is that an Irish chef can walk into the kitchen and just integrate smoothly – that just shows the essence of IFT."

'Whiskey of the future'

Also visiting IFT for Irish Week was Master of Wine Mr. Martin Moran. He conducted an Irish whiskey seminar at the Institute, attended by more than 40 participants from Macao's hospitality sector.

"I got very good feedback – people were very impressed by how smooth Irish whiskey is," the Irishman reports. "It is different: it is not Scotch, it is not Japanese whiskey. It has its own unique character, which makes it very attractive."

Mr. Moran also points out to the heritage of Irish whiskey. The spirit was reportedly one of the earliest distilled drinks in Europe and has a longer recorded history than Scotch.

"It is a historic whiskey but also – we think – the whiskey of the future," the expert states.

Mr. Moran says whiskey lovers should put Ireland on their map straight away – with a particular eye on developments in the next decade.

"The Irish whiskey industry is growing at a crazy rate, with new entrants at all the time. Obviously, being whiskey, you have to age it, so we won't really see their produce yet. But over the next 10 years, there will be an enormous number of new brands in the marketplace."

He adds: "These are very exciting times for the industry. Very much 'watch this space'."

學院於3月21至24日舉辦愛爾蘭美食與威士忌酒週，作為愛爾蘭駐港澳領事於澳門宣傳愛爾蘭節日和文化的活動之一。活動與愛爾蘭駐港澳領事合辦，特別邀請愛爾蘭名廚James Fox先生於學院教學餐廳為客人呈獻多款愛爾蘭佳餚，以及葡萄酒大師Martin Moran先生親臨主講題為環球產酒國：愛爾蘭威士忌的講座。





IFT aims for ISO environmental certification

Institute seeks international recognition for its commitment to sustainable development

IFT plans to apply for certification under the International Organization for Standardization (ISO) 14001:2004 Environmental Management System. It is the latest in a series of initiatives by the Institute designed to make its campuses environmentally sustainable, and to ensure they remain healthy places to study and to work.

In preparation for the application, IFT assessed its current environmental management system in relation to the ISO 14001:2004 requirements. Staff involved in the application process have additionally been given specialised training regarding this type of ISO certification.

IFT's management hopes the attainment of such ISO certification would be seen by the public as a clear sign of the Institute's commitment to sustainable development, namely its wish to mitigate the environmental impact of IFT's operations via appropriate policies and procedures.

Initiatives already in place at IFT to promote a green campus include the use of renewable energy via solar panels in order to power lighting in the Institute's car park. The Institute has also installed pedal-operated shut off systems for some bathroom sinks, in order to reduce wastage of water. IFT additionally has purchasing policies that encourage its suppliers to offer eco-friendly products.

The institution has earned various international accreditations over the years. In 2013, it achieved ISO/IEC 20000 certification. This is an international standard specifically aimed at information technology (IT) service management.

Environment in mind

Each academic year, IFT takes part in a number of community events aimed at promoting awareness of environmental protection, including the local version of the global Earth Hour campaign, during which non-essential lights are extinguished for 60 minutes. To promote further awareness of energy saving measures,

the Institute organises a "No Elevator Day" at IFT to encourage students and staff to take the stairs on the Main campus instead of using lift.

The Institute sets clear objectives as the basis for continual performance improvement regarding its environmental practices. IFT has targets for efficient use of energy, water and other resources. By following such guidelines, the IFT Educational Hotel 'Pousada de Mong-Há' reduced by 17.2 percent the amount of waste it produced in academic year 2014/15 compared to a year earlier.

Pousada de Mong-Há is a recipient under the Green Hotel Awards scheme from Macao's Environmental Protection Bureau. The body has given the boutique hotel a Gold Award for the efforts it has made to reduce its ecological footprint.

IFT actively promotes the so-called '5 Rs of sustainability': reduction of resources consumed; reuse of resources whenever possible; repair of damaged resources and regular maintenance to extend their life; recycling of resources and use of recycled materials; and rethinking of operational procedures to make them more environmentally friendly.

IFT's green policies enabled the collection of 4.4 tonnes of used glass in academic year 2014/15. The Institute is one of the few places in Macao where people can deposit used battery cells for recycling.

IFT also recycles food waste to turn it into organic fertilizer. The fertilizer is used in the Institute's grounds and also made available to the public free of charge.

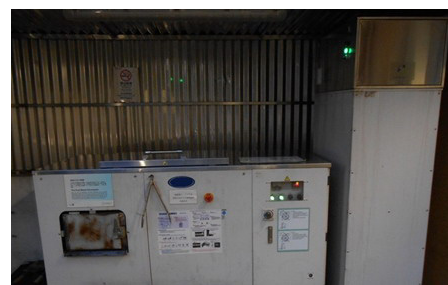
學院一直致力保護環境，為了進一步完善其環境管理及可持續發展，現正準備考獲取ISO14001:2004環境管理認證，並已為各部門的員工提供了認證文件編寫等培訓。



Herbs garden outside Pousada de Mong-Há



Solar panels at IFT's Mong-Há campus



Food waste decomposer

Powered by imagination

Tinkercad is an entry-level online tool for 3D design and modelling

Learning-related and workplace projects are making increasing use of 3D design and modelling. This approach is especially useful for exploring and communicating new concepts and ideas. Such technique has a wide range of applications, from simple logo drawing to architectural and industrial design.

Tinkercad is a free, web-based, user-friendly 3D modelling software that is a great tool for beginners in the design field. Students that have grown up navigating the 3D worlds of video games take to this environment quite easily and quickly move into designing their own 3D creations with Tinkercad.

Users may add basic shapes – cubes, cylinders, spheres, cones, hearts, dice and the like – onto a work plane, and the shapes can then be digitally resized or rotated. All sizes are expressed either in millimetres or inches.

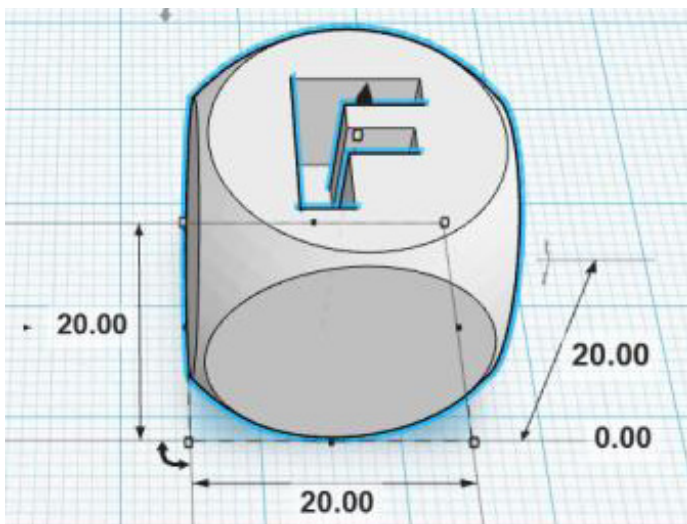
The work plane is the surface on which 3D elements are created and where 2D lines are sketched.

Despite its simplicity and ease of use, Tinkercad can be employed to create highly sophisticated 3D objects in a short period of time. “Tinkercad can help students overcome the fear of 3D modelling, and students quickly become fond of it,” says IFT Lecturer Mr. Simon Lei, an expert in computer studies.

“Most of my students did not have any prior experience in 3D [before using Tinkercad],” he adds.

From screen to reality

The software allows, for instance, a shape to be “subtracted” from another, leaving a hole or a missing portion in its place. In the example shown in this page, the letter “F” was placed onto a dice first. It was then turned into a “hole” and grouped together with the dice, leaving it with the letter “F” carved in.



IFT Lecturer Mr. Joe Lam, also an expert in computer studies, says 3D modelling is benefiting from 3D printing becoming more accessible to all. The latter allows producing 3D solid objects directly from a digital file, using different types of processes.

Mr. Lam notes that 3D modelling is just the first step in the 3D design process; and not all 3D objects rendered on a computer screen can be printed into real objects. “Nevertheless, this new capability is motivating students to apply their knowledge beyond conceptual level,” he says.

Tinkercad allows projects to be saved online, either for private use or for public access. The software uses the widely accepted .stl file format, and files can be downloaded for 3D printing.

The task of 3D design and modelling might seem daunting, due to its complexity. Tinkercad, however, is a great way to start, according to many educators. The use of the Google Chrome browser is recommended for optimal performance of Tinkercad. To know more, visit: <http://www.tinkercad.com/>.

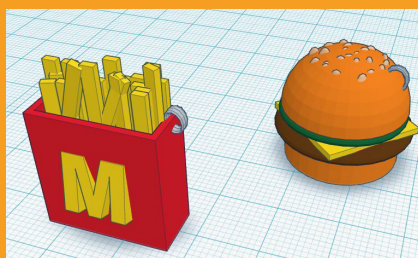
學院學生絕大多數沒有三維圖像設計的經驗，Tinkercad網上應用程式簡單易用，可即時幫助學生克服學習三維圖像設計的困難，從而使三維實物設計變得不再陌生，甚至成為樂趣。程式提供多種基本的立體幾何圖形，如正方體、圓柱體、球體、錐體、心形和骰子等形狀。此外，透過簡單操作，學生可在一個圖形上雕刻出另一圖形。最後，.STL檔案格式是為下一步的立體打印而做準備。

IFT ‘Tinkerers’

Here are some holiday-inspired, selected works by IFT students using Tinkercad



Baymax for Valentine's Day, by Charlie Kwong



International Food Festival, by Mimi Chao

IFT Tourism College – Honour List

A total of 46 IFT bachelor degree programme students was included in the IFT Tourism College Honour List for the first semester of academic year 2015/16. The goal of the list is to recognise academic achievement and motivate undergraduates to work hard in order to excel at their studies.

Culinary Arts Management

Lam Hio U

Heritage Management

Cheang Hei Tong

Li Heqing

Li Xiaotong

Ma Mat Ling

Hotel Management

Chan In U

Chan Tsz Ying

Chan Yee Ling

Chao Teng

Flávia Maria do Rosário

Fong Man Wai

long lo Cheng

Sindy Kwok Huying

Lai Chi In

Sun Rui

Sun Shitong

Wu Fan

Yeung Chi Wai

Tourism Business Management

Katharina Grosen Andersen

Fong Wai Chon

Ke Weinan

Li Wenliang

Pan Yiting

Xu Fangsi

Xu Lufan

Tourism Event Management

Chang Sut

Chou Iek Si

Feng Shiyuan

Gao Xiaotong

Ho U Hin

Huang Yingqi

Jiang Dongming

Kwan Yim Man

Maureen Lau Siew Wei

Lei lok U

Li Rui

Ng Teng Si

Un Wai Sam

Wong Kam Ieng

Wong Long In

Wu Cheng Lon

Wu Szu Yi

Zhou Ru

Tourism Retail and Marketing Management

Che Chon Kit

Liu Sin Teng

Wong Ching Man

以上46名學生獲提名至旅遊高等學校榮譽榜。

Upcoming events

Date	Event	Organiser	Venue	Contact
Until 10 June	Daytime bachelor degree programmes' application period (international applicants)	IFT	IFT Main Campus, Colina de Mong-Há; or online	Tel: (853) 8598 1472 / 8598 3036 Website: http://www.ift.edu.mo/EN/InternationalApplicant/Home/Index/761
2 - 13 May	Evening diploma and bachelor degree programmes' application period (Macao and international applicants)	IFT	IFT Main Campus, Colina de Mong-Há; or online	Tel: (853) 8598 1472 / 8598 3036 Website: http://www.ift.edu.mo/EN/DiplomaDegree/Home/Index/749
26 - 27 May	Executive Development Programme Topic: Leadership and Motivation	IFT and Cornell University's School of Hotel Administration, United States	IFT Main Campus, Colina de Mong-Há	Tel: (853) 8598 1250 Email: edp@ift.edu.mo
1 - 4 June	22 nd Asia Pacific Tourism Association Annual Conference	Asia Pacific Tourism Association (APTA), co-organised by IFT and other higher education institutions	Legendale Hotel Beijing, Beijing, PRC	Tel: (853) 8598 1252 Website: http://apta2016.wix.com/index
17 - 22 July	IFT Summer Camp – Knowing Macao's Tourism and Hospitality Industry	IFT	IFT Main Campus, Colina de Mong-Há	Tel: (853) 8598 1472 / 8598 3036 Website: http://www.ift.edu.mo/EN/Camp/Home/Index/1120

Meet the new team members

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

January

Hugo Alexandre Marques Teixeira – Lecturer at the Tourism College

February

Windy Chan long long – Administrative Assistant for the Purchasing Team

以上是2016年1月至 2月加入學院的新同事。

Photo Wall



Representatives of the Hong Kong Association of Travel Agents attended on 6 January an industry workshop at IFT



Year 4 Heritage Management bachelor degree students held an event on 5 March to promote the unique cultural features of the Inner Harbour district



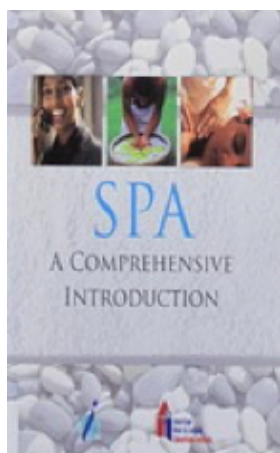
IFT representatives met in March a group of Institute alumni based in Beijing: the aim was to further existing links



IFT President Dr. Fanny Vong and a group of Institute representatives paid a visit in March to Ministry of Education of the People's Republic of China, in Beijing

Reading recommendations

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



- Title** : Spa: A Comprehensive Introduction
Author : Elizabeth M. Johnson and Bridgette M. Redman
Publisher : American Hotel and Lodging Educational Institute
Introduction : This introductory textbook provides readers with an overview of the spa industry, one of the fastest-growing segments of hospitality. It explores the history and philosophy of spas, examines today's spa industry and introduces readers to spa careers. The text also takes readers through a typical day from a spa director's perspective, examines what makes an outstanding spa experience, and discusses industry trends and future directions.



- Title** : UNESCO, Cultural Heritage, and Outstanding Universal Value
Author : Sophia Labadi
Publisher : Rowman & Littlefield Publishers, Inc
Introduction : This book delves into the international legal framework developed by UNESCO to identify and protect world heritage and how it is implemented at national level. It draws on close analysis of relevant major policy documents from UNESCO and the author Sophie Labadi's extensive professional experience at the organisation. The book also offers in-depth analyses of case studies from Asia, Europe and Latin America, and a nuanced discussion of how interpretations – at national level – of a global policy framework have the power to shape the framework itself.



- Title** : Customer Loyalty Programmes and Clubs
Author : Stephan A. Butscher
Publisher : Gower Publishing Company Ltd
Introduction : In every industry – and any company – customer loyalty marketing is an important pillar of corporate strategy. This book explains how the key to effective protection against competition lies in identifying and offering customers the right combination of financial and non-financial benefits. Stephen A. Butscher takes readers through all the necessary stages to research, plan and launch a programme that builds and develops the relationship between a corporate entity and its customers.

以上三本書籍可於旅遊學院多媒體圖書館查閱。





旅遊學院

INSTITUTO DE FORMAÇÃO TURÍSTICA

Institute for Tourism Studies



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