

5 Towards Excellence

TOURISM COLLEGE OF MACAO

Programmes

From 2002/03 onwards, the Institute For Tourism Studies offers two four-year bachelor degree programmes: Bachelor of Tourism Business Management and Bachelor of Hotel Management. These are two-phase programmes, with students achieving a Higher Diploma ('Bacharelato') after the first three years of study in one of the two disciplines mentioned above.

To be conferred the appropriate Higher Diploma ('Bacharelato'), a student should satisfy all of the following conditions:

- a) Successfully completed the related programme of study for a period of not less than three academic years;
- b) Successfully completed the practicum and the internship according to the Study Plan;
- c) Obtained the total credit units specified in the Study

Plan of the Higher Diploma ('Bacharelato') programme;

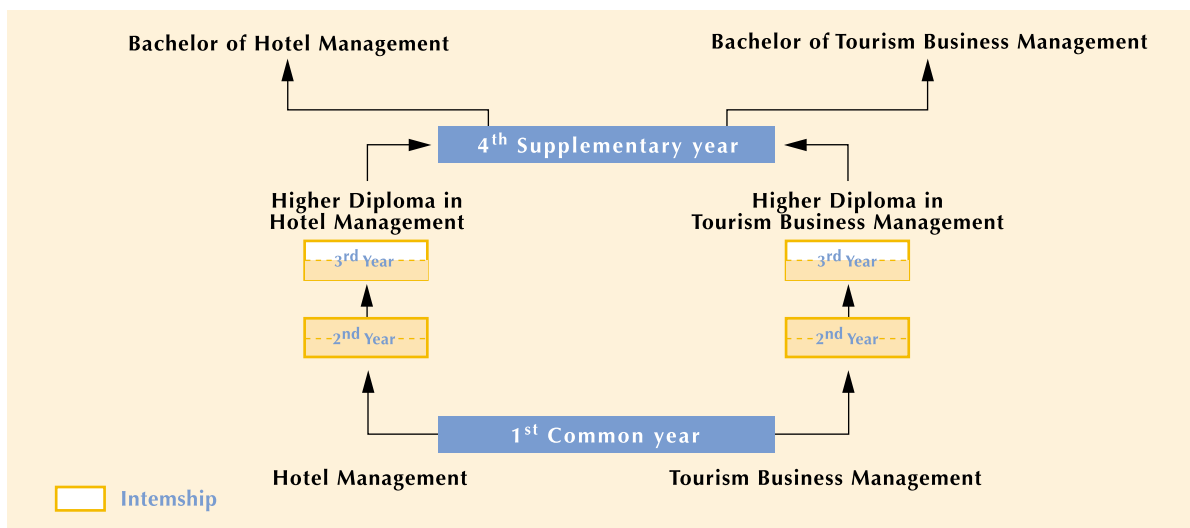
- d) Passed all prescribed examinations;
- e) Paid all prescribed fees; and
- f) Abided by the Institute's regulations.

After graduating from the Higher Diploma ('Bacharelato') Programme, students, no matter of Tourism Business Management or of Hotel Management, may apply for admission to the 4th supplementary year leading to Bachelor of Tourism Business Management or Bachelor of Hotel Management. However, they must have fulfilled the requirements listed above in items (c) to (f).

Students who have obtained their Higher Diplomas from overseas institutions can also apply to attend the 4th supplementary year, subject to the approval of IFT's Academic Review Committee.

Study Plan

Students who were admitted in the Academic Year 2002/03 and thereafter will follow this curriculum.



Higher Diploma in Hotel Management

Semester 1

1st Common Year

Course Code	Course Name	Hours/ Week	Credit
ENGL111	English - Intermediate I	3	3
MAND111 / JAPN111 / PORT111	Mandarin I or Japanese I or Portuguese I*	3	3
INFO111	Computer Applications I	3	3
MATH111	Business Mathematics	3	3
MGMT111	Introduction to Tourism and Hospitality	3	3
MGMT112	Principles of Management	3	3
ACCT111	Accounting I	3	3
PTCM111	Practicum I**	---	---
Total		21	21

Semester 2

Course Code	Course Name	Hours/ Week	Credit
ENGL112	English - Intermediate II	3	3
MAND112 / JAPN112 / PORT112	Mandarin II or Japanese II or Portuguese II*	3	3
INFO112	Computer Applications II	3	3
ECON111	Economics	3	3
TSMT111	Tourism Destinations	3	3
MGMT113	Organizational Behaviour	3	3
ACCT112	Accounting II	3	3
PTCM112	Practicum II**	---	---
Total		21	21

2nd Year

Course Code	Course Name	Hours / Week	Credit
ENGL211	English Communications I	3	3
MAND211 / JAPN211 / PORT211	Mandarin III or Japanese III or Portuguese III*	3	3
HMG211	Introduction to Food and Beverage	3	3
HMG213	Club Management	3	3
HMG214	Lodging Management	3	3
MGMT212	Financial Management	3	3
MKTG211	Tourism and Hospitality Marketing	3	3
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Total		21	21

Course Code	Course Name	Hours / Week	Credit
ENGL212	English Communications II	3	3
MAND212 / JAPN212 / PORT212	Mandarin IV or Japanese IV or Portuguese IV*	3	3
HMG212	Food and Beverage Management	3	3
HMG215	Wine Studies	2	2
SOCI211	Socio-cultural Issues in Tourism	3	3
MATH211	Statistics	3	3
INFO211	Management Information System for Tourism and Hospitality	3	3
Total		20	20

3rd Year

Course Code	Course Name	Hours / Week	Credit
MAND311 / JAPN311 / PORT311	Mandarin V or Japanese V or Portuguese V*	3	3
HMG311	Hotel Operations	3	3
HMG312	Facilities and Properties Management	3	3
HMG313	Food and Beverage Cost Control	3	3
MGMT311	Event Management	3	3
MGMT312	Human Resources Management	3	3
LLAW311	Tourism and Hospitality Legislation	3	3
Total		21	21

Course Code	Course Name	Duration	Credit
INSH311	Internship**	6 months	---
Total			

Minimum credits for graduation: 104

* Students should select only one foreign language to study throughout the three years.

** Students are required to obtain a passing grade.

Bachelor of Hotel Management

4th Supplementary Year

Course Code	Course Name	Hours / Week	Credit
MKTG411	Consumer Behaviour	3	3
MGMT411	Research Methods	3	3
MGMT412	Service Quality Management	3	3
MATH411	Quantitative Methods for the Service Sector	3	3
MGMT413	Special Topics in Human Resources Management	3	3
Total		15	15

Course Code	Course Name	Hours / Week	Credit
MKTG412	Marketing Management	3	3
ECON411	Tourism Economics	3	3
MGMT414	Tourism Product Management	3	3
MGMT415	Strategic Management	3	3
MGMT416	Seminar in Tourism and Hospitality	3	3
Total		15	15

Minimum credits for graduation: 30

Notes:

1. Courses may be swapped between semesters in each academic year.
2. Course content may be subject to modification each year.
3. Average lecture hours per week are calculated on a semester basis.

Higher Diploma in Tourism Business Management

Semester 1

1st Common Year

Course Code	Course Name	Hours / Week	Credit
ENGL111	English - Intermediate I	3	3
MAND111 / JAPN111 / PORT111	Mandarin I or Japanese I or Portuguese I*	3	3
INFO111	Computer Applications I	3	3
MATH111	Business Mathematics	3	3
MGMT111	Introduction to Tourism and Hospitality	3	3
MGMT112	Principles of Management	3	3
ACCT111	Accounting I	3	3
PTCM111	Practicum I**	---	---
Total		21	21

Semester 2

Course Code	Course Name	Hours / Week	Credit
ENGL112	English - Intermediate II	3	3
MAND112 / JAPN112 / PORT112	Mandarin II or Japanese II or Portuguese II*	3	3
INFO112	Computer Applications II	3	3
ECON111	Economics	3	3
TSMT111	Tourism Destinations	3	3
MGMT113	Organizational Behaviour	3	3
ACCT112	Accounting II	3	3
PTCM112	Practicum II**	---	---
Total		21	21

2nd Year

Course Code	Course Name	Hours / Week	Credit
ENGL211	English Communications I	3	3
MAND211 / JAPN211 / PORT211	Mandarin III or Japanese III or Portuguese III*	3	3
TSMT211	Travel Agency Operations	3	3
TSMT212	Passenger Transport Management	3	3
MGMT211	Recreation and Leisure Management	3	3
MGMT212	Financial Management	3	3
MKTG211	Tourism and Hospitality Marketing	3	3
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Total		21	21

Course Code	Course Name	Hours / Week	Credit
ENGL212	English Communications II	3	3
MAND212 / JAPN212 / PORT212	Mandarin IV or Japanese IV or Portuguese IV*	3	3
TSMT213	Travel Services Management	3	3
HMG215	Wine Studies	2	2
SOCI211	Socio-cultural Issues in Tourism	3	3
MATH211	Statistics	3	3
INFO211	Management Information System for Tourism and Hospitality	3	3
Total		20	20

3rd Year

Course Code	Course Name	Hours / Week	Credit
MAND311 / JAPN311 / PORT311	Mandarin V or Japanese V or Portuguese V*	3	3
TSMT311	Tourism Planning and Development	3	3
TSMT312	Special Interest Tourism	3	3
TSMT313	Development and Management of Attractions	3	3
MGMT311	Event Management	3	3
MGMT312	Human Resources Management	3	3
LLAW311	Tourism and Hospitality Legislation	3	3
Total		21	21

Course Code	Course Name	Duration	Credit
INSH311	Internship**	6 months	---
Total			

Minimum credits for graduation: 104

* Students should select only one foreign language to study throughout the three years.

** Students are required to obtain a passing grade.

Bachelor of Tourism Business Management

4th Supplementary Year

Course Code	Course Name	Hours / Week	Credit
MKTG411	Consumer Behaviour	3	3
MGMT411	Research Methods	3	3
MGMT412	Service Quality Management	3	3
MATH411	Quantitative Methods for the Service Sector	3	3
MGMT413	Special Topics in Human Resources Management	3	3
Total		15	15

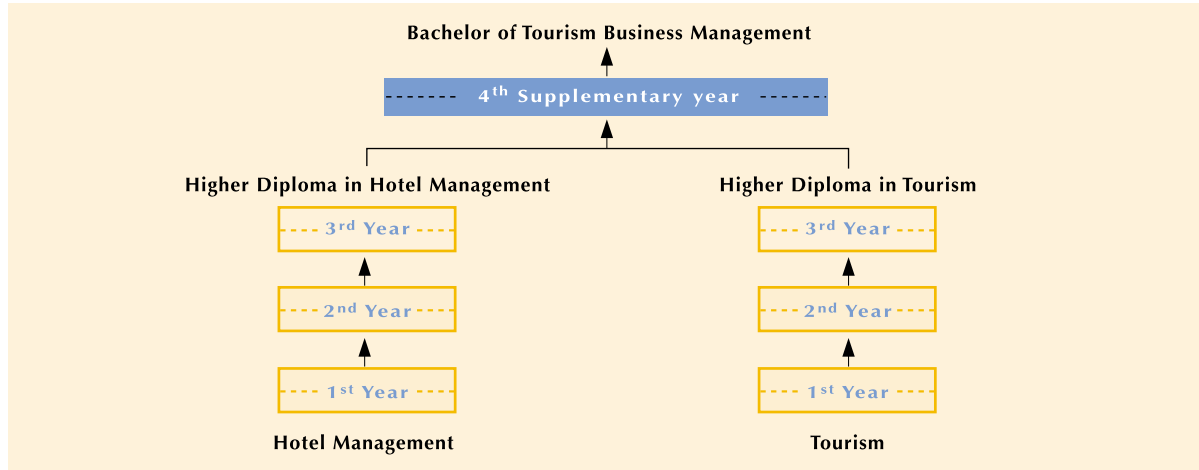
Course Code	Course Name	Hours / Week	Credit
MKTG412	Marketing Management	3	3
ECON411	Tourism Economics	3	3
MGMT414	Tourism Product Management	3	3
MGMT415	Strategic Management	3	3
MGMT416	Seminar in Tourism and Hospitality	3	3
Total		15	15

Minimum credits for graduation: 30

Notes:

1. Courses may be swapped between semesters in each academic year.
2. Course content may be subject to modification each year.
3. Average lecture hours per week are calculated on a semester basis.

Students who were admitted prior to the academic year 2002/03 will follow this curriculum.



Higher Diploma in Hotel Management

Semester 1			
1st Year			
Course Code	Course Name	Hours / Week	Credit
ENGL101 / ENGL102	English - Elementary I / Intermediate I*	5	2
PORT101	Portuguese I	4	2
HMG101	Theory and Practice of Restaurant and Bar**	2	2
HMG102	Theory and Practice of Kitchen and Pastry**	2	2
INFO101	Introduction to Computers I	2	2
MATH101	Mathematics I	2	2
MGMT101	Introduction to Business	2	2
HMG103	Introduction to Food and Beverage	3	3
HMG104	Nutrition	2	2
SOCI101	Intercultural Relations	3	3
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Total		35	22

Semester 2			
1st Year			
Course Code	Course Name	Hours / Week	Credit
ENGL103 / ENGL104	English - Elementary II / Intermediate II*	5	2
PORT102	Portuguese II	4	2
HMG105	Theory and Practice of Front Desk**	12	2
HMG106	Theory and Practice of Housekeeping**	12	2
INFO102	Introduction to Computers II	2	2
MATH102	Mathematics II	2	2
MGMT102	Principles of Management	2	2
HMG107	Food and Beverage Control	3	3
HMG108	Oenology	2	2
HMG109	Professional and Food Hygiene	2	2
SOCI102	Social Psychology	2	2
INSH101	Internship in Food and Beverage	2 months	3
Total		36	26

2nd Year			
Course Code	Course Name	Hours / Week	Credit
ENGL201	English - Communication Skills I	5	2
PORT201	Portuguese III	4	2
ACCT201	Accounting I	5	3
ECON201	Economics I	3	3
HMG201	Rooms Management I	3	2
HMG202	Food and Beverage Management I	4	2
HMG203	Purchasing and Inventory Management I	2	2
HMG204	Hospitality Industry I	2	2
INFO201	Computer Applications I	2	2
MATH201	Statistics I	2	2
MKTG001	Marketing	2	2
TSMT201	Tourism and Environment	2	2
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Total		36	26

2nd Year			
Course Code	Course Name	Hours / Week	Credit
ENGL202	English - Communication Skills II	5	2
PORT202	Portuguese IV	4	2
ACCT202	Accounting II	5	3
ECON202	Economics II	3	3
HMG205	Rooms Management II	3	2
HMG206	Food and Beverage Management II	4	2
HMG207	Purchasing and Inventory Management II	2	2
HMG208	Hospitality Industry II	2	2
INFO202	Computer Applications II	2	2
MATH202	Statistics II	2	2
MKTG201	Hotel Marketing	2	2
HMG209	Planning and Facilities Management***	2	2
INSH201	Internship in Front Office	2 months	3
Total		36	29

3rd Year			
Course Code	Course Name	Hours / Week	Credit
ENGL301	Advanced English I	5	2
PORT301	Portuguese V	4	2
ACCT301	Cost Accounting I	5	3
HMG301	Hotel Operations I	2	2
INFO301	Information System Management I	2	2
MGMT301	Human Resources Management I	3	3
LLAW301	Tourism and Hotel Legislation	2	2
MGMT302	Financial Management	3	3
MGMT305	Strategic Management	2	2
TSMT305	Tourism Geography	2	2
TSMT306	Travel Trade Management	2	2
Total		32	25

3rd Year			
Course Code	Course Name	Hours / Week	Credit
ENGL302	Advanced English II	5	2
PORT302	Portuguese VI	4	2
ACCT302	Cost Accounting II	5	3
HMG302	Hotel Operations II	2	2
INFO302	Information System Management II	2	2
MGMT303	Human Resources Management II	3	3
HMG303	Project	3	2
MGMT306	Recreation Management	2	2
SOCI301	Deontology	2	2
SOCI302	Public Relations	3	3
TSMT307	Tourism Destination Management	2	2
Total		33	25

Minimum credits for graduation: 153
 * Students will be placed in either course.
 ** 7-week course.
 *** First 7-week - Construction and Interior Design
 Second 7-week - Planning and Equipment Management

Bachelor of Tourism Business Management

4th Supplementary Year

Course Code	Course Name	Hours / Week	Credit
FINC401	Financial Management Policy	3	3
MATH401	Quantitative Methods for Decision-Making	3	3
MGMT401	Advanced Human Resources Management for Tourism Services	3	3
MGMT405	Organizational Behaviour and Interpersonal Relations	3	3
MKTG401	Marketing Research	3	3
MKTG402	Consumer Behaviour	3	3
Total		18	18

Course Code	Course Name	Hours / Week	Credit
ECON401	Tourism Economics	3	3
FINC402	Project Evaluation Analysis	3	3
MGMT402	Tourism Product Management	3	3
MGMT403	Quality Management	3	3
MGMT404	Seminar in Tourism	3	3
MKTG403	Marketing Management for Tourism Services	3	3
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Total		18	18

Minimum credits for graduation: 36

Notes:

1. Courses may be swapped between semesters in each academic year.
2. Course content may be subject to modification each year.
3. Average lecture hours per week are calculated on a semester basis.

Higher Diploma in Tourism

Semester 1

1st Year

Course Code	Course Name	Hours / Week	Credit
ENGL101 / ENGL102	English - Elementary I / Intermediate I*	5	2
PORT101	Portuguese I	4	2
JAPN101 / MAND101	Japanese I / Mandarin I**	4	2
INFO101	Introduction to Computers I	2	2
MATH101	Mathematics I	2	2
MGMT101	Introduction to Business	2	2
TSMT102	Travel Agency Techniques I	3	2
TSMT103	Introduction to Tourism Industry I	3	3
TSMT104	Tourism Geography I	3	2
SOCI101	Intercultural Relations	3	3
SOCI103	Sociology in Tourism	2	2
Total		33	24

Semester 2

Course Code	Course Name	Hours / Week	Credit
ENGL103 / ENGL104	English - Elementary II / Intermediate II *	5	2
PORT102	Portuguese II	4	2
JAPN102 / MAND102	Japanese II / Mandarin II**	4	2
INFO102	Introduction to Computers II	2	2
MATH102	Mathematics II	2	2
MGMT102	Principles of Management	2	2
TSMT105	Travel Agency Techniques II	3	2
TSMT106	Introduction to Tourism Industry II	3	3
TSMT107	Tourism Geography II	3	2
HIST101	History of Macau	2	2
INSH100	Internship in Travel Agency I	2 months	3
Total		30	24

2nd Year

Course Code	Course Name	Hours / Week	Credit
ENGL201	English - Communication Skills I	5	2
PORT201	Portuguese III	4	2
JAPN201 / MAND201	Japanese III / Mandarin III**	4	2
ACCT201	Accounting I	5	3
ECON201	Economics I	3	3
INFO201	Computer Applications I	2	2
MATH201	Statistics I	2	2
HIST201	History of Art	2	2
LLAW201	Tourism Legislation	2	2
TSMT201	Tourism and Environment	2	2
TSMT203	Travel Services Management	2	2
Total		33	24

Course Code	Course Name	Hours / Week	Credit
ENGL202	English - Communication Skills II	5	2
PORT202	Portuguese IV	4	2
JAPN202 / MAND202	Japanese IV / Mandarin IV**	4	2
ACCT202	Accounting II	5	3
ECON202	Economics II	3	3
INFO202	Computer Applications II	2	2
MATH202	Statistics II	2	2
HMG200	Principles of Hotel Industry	3	2
MGMT306	Recreation Management	2	2
TSMT204	Principles of Transportation	2	2
INSH200	Internship in Travel Agency II	2 months	3
Total		32	25

3rd Year

Course Code	Course Name	Hours / Week	Credit
ENGL301	Advanced English I	5	2
PORT301	Portuguese V	4	2
JAPN301 / MAND301	Japanese V / Mandarin V**	4	2
ACCT301	Cost Accounting I	5	3
INFO301	Information System Management I	2	2
MGMT301	Human Resources Management I	3	3
MGMT302	Financial Management	3	3
MKTG001	Marketing	2	2
TSMT301	Air Travel Management	3	3
TSMT302	Tourist Destinations Planning and Development	3	2
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Total		34	24

Course Code	Course Name	Hours / Week	Credit
ENGL302	Advanced English II	5	2
PORT302	Portuguese VI	4	2
JAPN302 / MAND302	Japanese VI / Mandarin VI**	4	2
ACCT302	Cost Accounting II	5	3
INFO302	Information System Management II	2	2
MGMT303	Human Resources Management II	3	3
MKTG301	Tourism Marketing	2	2
SOCI301	Deontology	2	2
SOCI302	Public Relations	3	3
TSMT303	Airport Management***	2	2
TSMT304	Project	3	2
Total		35	25

Minimum credits for graduation: 146

Students will be placed in either course.

** Students should select only one foreign language to study throughout the three years.

*** Responsible by Administration of Airport Ltd (ADA).

Bachelor of Tourism Business Management

4th Supplementary Year

Course Code	Course Name	Hours / Week	Credit
FINC401	Financial Management Policy	3	3
MATH401	Quantitative Methods for Decision-Making	3	3
MGMT401	Advanced Human Resources Management for Tourism Services	3	3
MGMT405	Organizational Behaviour and Interpersonal Relations	3	3
MKTG401	Marketing Research	3	3
MKTG402	Consumer Behaviour	3	3
Total		18	18

Course Code	Course Name	Hours / Week	Credit
ECON401	Tourism Economics	3	3
FINC402	Project Evaluation Analysis	3	3
MGMT402	Tourism Product Management	3	3
MGMT403	Quality Management	3	3
MGMT404	Seminar in Tourism	3	3
MKTG403	Marketing Management for Tourism Services	3	3
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Total		18	18

Minimum credits for graduation: 36

Notes:

1. Courses may be swapped between semesters in each academic year.
2. Course content may be subject to modification each year.
3. Average lecture hours per week are calculated on a semester basis.

Curriculum Enhancement

At the beginning of 2002, a comprehensive review of the original curricula, for both undergraduate programmes in tourism and in hotel management, was undertaken by IFT. A series of enhancements had been carried out then. The new curricula have included some new courses for tourism and hotel management studies, e.g. Event Management or MICE, Recreation and Leisure Management, Development and Management of Attractions, etc. Having been approved by the Macao SAR government, the new study plans came into effect in the Academic Year 2002/03.

Problem-based Learning

The pedagogic approach is one of the important factors for determining the quality of education. Many scholars lamented the lack of creativity in students and in teaching staff, and attributed this to teacher-centred and one-way education style and management culture. In this information age, society needs people who have international exposure and who dare to innovate. Regrettably, the conventional pedagogic approach develops the students' rationality at the expense of their creativity and adventurous spirit. The final outcome is a batch of highly "standardized" graduates who may make good managers or administrators, but may not succeed as outstanding leaders of their community. Encountering this problem, it is necessary for the Institute to restructure both the content of courses and the teaching method. To make classes more interesting and to enable students to have more autonomy in learning, the Institute is now implementing the "Problem-based Learning" (PBL) approach, in which creativity, inter-disciplinary learning,

teamwork spirit and lecturer-as-coach mentorship are central principles. First, a team of students is provided, by the lecturer, with a problematic case encountered often by enterprises. Under the guidance of the lecturer, students explore related theories and information from various disciplines. In a team, they analyze and solve the problem in a holistic manner. While resolving a practical problem, they can understand the interconnectedness of different subjects and develop the teamwork spirit. By fine-tuning the pedagogic methodology continuously, the Institute believes that the first class of graduates equipped with new thinking will be produced before long.

Higher Diploma in Cultural Tourism organized jointly with I.E.E.M.

Together with the Institute for European Studies of Macao (I.E.E.M.), IFT has launched the 2nd intake of the Higher Diploma in Cultural Tourism Programme in September 2002. This unique programme fits in with the needs of the region. IFT is responsible for the tourism module of the programme, being engaged in tailoring the related courses, such as:

- Cultural resource management
- Cultural and heritage tourism
- Marketing of cultural tourism
- Sustainable tourism planning and development
- Leisure management

First Asia Pacific Forum for Graduate Students Research in Tourism

In May 2002, with the School of Hotel & Tourism Management of The Hong Kong Polytechnic University, IFT held the “First Asia Pacific Forum for Graduate Students Research in Tourism” in Macao. This Forum had attracted numerous graduate students’ research from different areas and manifested the abundance of expertise and experience of various institutions of higher education in the world in tourism and hospitality research. Being an institutional co-organizer of the Forum, IFT was also able to benefit by strengthening its external contacts and by widening its professional and academic international network.

Agreement between IFT and the School of Hotel & Tourism Management of The Hong Kong

Polytechnic University on Direct Admission of IFT Bachelor Graduates to Related Master Degree Programme at The Hong Kong Polytechnic University

This agreement recognizes the compatibility and the synchronous development in regard to the quality of the academic programmes of the two partner institutions. It will make available, to tourism and hotel professionals of Macao, another pathway for academic and career upgrading.

Academic Research

The teaching staff of IFT had taken part in and completed some projects, for details, please refer to page 60.

PROFESSIONAL AND CONTINUING EDUCATION SCHOOL (PACES)

In the year 2002, the Professional and Continuing Education School continued its effort in developing training programmes in response to the needs for

social and economic growth. More than 7,000 students had enrolled in different training programmes.

	Number of students 2002
Customer Service Development	134
Hospitality and Catering	527
Language and Communications	742
Management	62
Professional Knowledge and Skills Training Programme (for the unemployed people)	1,174
Travel	4,619
Others	46
Total	7,304

Courses and Training Programmes

Professional Knowledge and Skills Training Programme (for the unemployed people)

IFT is one of the three institutions responsible for the conduction of the “Professional Knowledge and Skills Training Programme”. Having taken into consideration

the labour needs of the market and the input given by representatives of the tourism and hospitality industry, PACES has introduced 10 courses under this project: “Chinese Cuisine”, “Dim Sum”, “Front Desk Services”, “Hotel Operations”, “Housekeeping”, “MICE Management”, “Pastry/Bakery”, “Restaurant Services”, “Tour Guiding”, and “Western Cuisine”.

Among these courses, "Tour Guiding", "Housekeeping", "Restaurant Services" and "Front Desk Services" have successfully been completed. The remaining courses will be completed by the end of March and

of September 2003.

The number of places offered for each course is as follows:

	Number of vacancies — phase I (commenced in 04/2002)	Number of vacancies — phase II (commenced in 10/2002)
Chinese Cuisine	-	272
Dim Sum	-	272
Front Desk Services	60	-
Hotel Operations	72	-
Housekeeping	16	58
MICE Management	72	-
Pastry/Bakery	-	136
Restaurant Services	20	58
Tour Guiding	60	-
Western Cuisine	-	136
Total	300	932

Tour Guiding Courses

The number of visitors in Macao, especially of those from Mainland China, increases every year. As a result, there is now a greater demand, in the market, for tour guides to conduct tours in Cantonese and Mandarin. Having known this situation, PACES produced 200 Chinese speaking tour guides this year.

Training Programmes for the Immigration Department

In order to make a good first impression on the travellers, PACES had conducted, for the staff of the Immigration Department, several training courses which included "Customer Service" and "English Communications Skills". More than 450 frontline and managerial immigration staff had attended these programmes.

Tourism Awareness Campaign

Tourism is the most important industry in Macao. Therefore, we need to increase the knowledge of our younger generation about the history and culture of the city as well as about its tourism and hospitality industry. It is also essential for them to understand tourism's social, cultural and economic impacts on Macao.

PACES launched, in local secondary schools in the school year 1998/99, the "Tourism Awareness Campaign" (TAC). In order to make this campaign more interesting, a secondary school competition has been developed. Here, students have the opportunity to use their creativity, presenting their ideas for promoting Macao as the most attractive tourism destination. In the school year of 2001/02, the topic of this competition was

postcard design. Altogether, 130 sets of beautiful postcards designed by more than 300 students had been received, while over 3,000 students had attended the TAC workshop.

The award presentation ceremony for the postcard design competition was hosted on 16 September 2002, with prizes being granted for winning entries in Gold, Silver, Bronze and seven Supplementary Awards. The Gold Award went to Cheng Kit Leng, a Form Five student of Hou Kong Secondary School.

Tourism Programme for Secondary Schools

PACES has offered an intensive programme for Form IV, V and VI students who would like to understand more about the operations of the tourism and hospitality industry. This programme comprises 6 modules which are: "How Much Do You Know About Tourism", "The Hospitality Industry", "Customer Service Skills", "Cultural Heritage of Macao", "Career Talk" and "Site Visit". This year, approximately 300 students attended this programme.

Tourism Techniques Course

In cooperation with the Education and Youth Services Department, PACES has organized a three-year Tourism Techniques Course. After successful completion of the programme, students are awarded a Form VI certificate. The professional subjects are conducted by IFT lecturers and they include: "Introduction to Hotel Industry", "Practice of Reception, Housekeeping, Restaurant and Kitchen", "Introduction to Tourism", "Communication

Skills and Public Relations”, “Inbound Tourism” and “Outbound Tourism”. In the school year of 2001/02, 40 students enrolled in this programme.

Training Programmes for Professionals of Mainland China

In order to support the economic development of the Western provinces of Mainland China, PACES started to conduct, in 2001, training programmes for professionals of Xaanxi. The objective of this long-term programme is to assist the province in the development of the tourism and hospitality industry through better planning, better management and improved service. Training is directed to two different categories of professionals: 1) heads/managers of the government tourism bureau, directors of tourism enterprises and teachers, and 2) middle managers of tourism enterprises and teachers.

The training programmes designed for category 1 focus on tourism planning/development and advanced managerial skills. Programmes for category 2 centre on basic managerial and technical skills. Training had been conducted in IFT and in Xian, with 80 participants.

Besides, PACES had also conducted a programme called “Trends in Hospitality Management” for participants from the province of Hebei. 26 general managers from private enterprises and representatives from the Chinese government had attended this course.

Cultural Heritage Awareness Campaign

In order to improve the knowledge of the younger generation about local history and cultural heritage, the Cultural Institute had organized a series of activities including training programme for secondary school students, appointment of Young Ambassador of Macao Cultural Heritage, guided tours, inter-school essay competition and photography competition. To support this initiative, PACES had conducted a succession of training courses for Young Ambassador of Macao Cultural Heritage. Finally, 58 students had successfully completed these courses.

Training Programmes Organized for Private and Public Organizations

PACES had conducted, for private and public organizations, a series of tailor-made courses in relation to language and customer service development. Some examples of these courses were:

- “Professional Selling Skills” programme for Global International Tourist Company Limited
- Programme on Customer Service Development for Legal Affairs Bureau
- Leadership Skills Programme for New World China Land Limited
- Professional English and Mandarin Programmes for Association of Professionals and Operators of Taxi in Macau
- Programmes on Professional English and on Customer Service Development for Macau Hotel Association and for Macau Hoteliers & Innkeepers Association

MACAO-EUROPE CENTRE FOR ADVANCED TOURISM STUDIES (ME-CATS)

Introduction

The “Macao-Europe Centre for Advanced Tourism Studies” (ME-CATS) at IFT was established jointly by the European Union and by IFT in May 1999. The Centre incorporates modern tourism and hospitality management theories from Europe into the tourism development of the Asia Pacific region, promoting exchange of experiences, knowledge and views between European institutes of higher learning and the Asia Pacific region. ME-CATS has the following main functions:

1. Research

2. Education and training

3. Information and documentation

The Institute organized a “Visionary Workshop” in September 1999. Industry professionals in the Asia Pacific region were invited to the workshop to identify the future development of the tourism and hospitality industry within the region, thus formulating suitable projects on education, research and training. The following ten courses were recommended by these industry professionals in the “Visionary Workshop”:

1. IT Travel

2. MICE Development and Management
3. Teach-the-Teacher
4. Sustainable Tourism Planning and Development
5. New Trends in F&B
6. Experience Management
7. Heritage Tourism
8. Leisure Management
9. Essential Management Skills for Executive Chefs and Sous Chefs
10. Proficiency in Wine

The first five courses will be developed as e-learning programmes. More information can be found at www.ift.edu.mo/mecat/index.htm.

Facilitators' Training

During the period between 2000 and 2002, 13 IFT lecturers went for training in The Netherlands and in Portugal. As for the number of participants in ME-CATS training programmes, it can be seen in the following chart. These participants came from Australia, Hong Kong, Iran, Macao, Mainland China, South Africa, The Philippines, Thailand, and so on.

Year	No. of Participants
2000	70
2001	109
2002	157
Total	336

Macao Occupational skills Recognition System (MORS)

MORS was launched in 2001 with the support of the European Union which appointed experts to collaborate in the setting up of the system. Its main objective is to upgrade the quality of human resources in the Macao tourism and hospitality industry through the introduction of basic work performance standards and the establishment of an assessment scheme for a number of occupations, thus enhancing Macao's competitive power.

MORS is a way to assess trainees' occupational skills and proficiency. Through training programmes, trainees can be made to reach the required level for certification. Up to the present, MORS has been introduced into the

following occupations: Assistant Cook, Customer Relations Officer, Front Desk Agent, Room Attendant, Travel Consultant, and Waiter/Waitress.

A job for an occupation is broken down into different parts, or tasks and subtasks. All tasks are specified by related performance criteria and knowledge. Each MORS trainee must have a trainer fill out his/her MORS Skills Passbook. In fact, his/her progress is being monitored by the trainer, until s/he is ready for assessment. MORS assessors are, usually, those who have the closest contact with the trainees. Examples are line-managers, trainers or mentors. MORS assessors will carry out the assessment together with their counterparts in IFT.

Entry-level staff who can pass the assessment will be awarded a bronze pin, trainers and assessors a silver pin and the outstanding entry-level staff a gold pin.

A Gold Pin Competition was conducted, on 3 May 2002, to select the best room attendants and waiters/waitresses, with 2 winners for each occupation. The Gold Pins for the occupation of Waiter/Waitress went to Zhou Qingyi and Li Jiaping from Hotel Lisboa. In the area of Room Attendant, the Gold-Pin winners were Tam Sut Ha and Feng Tinghui, both of whom also came from Hotel Lisboa.

Apart from the above, 11 travel agencies and 18 hotels have already been approved as training centres.

Up to now, the number of staff, from various levels, who have passed the assessments and been certified is shown below:

	Entry-level staff (bronze pin)	Trainers (silver pin)	Assessors (silver pin)	Outstanding entry-level staff (gold pin)
Assistant Cook	10	9	-	-
Customer Relations Officer	23	21	-	1
Front Desk Agent	41	17	6	-
Room Attendant	169	45	45	2
Travel Consultant	24	18	1	-
Waiter/Waitress	110	34	32	2