

1 General Information of the Institute

The Institute For Tourism Studies (IFT), established in 1995, is a public institution of higher education that falls under the governance of the Secretary for Social Affairs and Culture of the Macao SAR Government, offering tourism and hospitality management degree programmes, as well as professional training. The mission of IFT is to become a higher education institution of choice for tourism and hospitality studies with European characteristics. Not only for the benefits of Macao, but also for the Asia Pacific region, IFT equips students with professional knowledge and technical competence in preparation for their future leadership responsibilities in the industry. In order to fulfil the above mission, the Institute has the following three characteristics:

1. Unique Identity – The Institute operates independently, specialising in providing higher education and vocational training in tourism and hospitality management.
2. Integration – It blends the best of academic development and professional training.
3. Internationalisation – It seeks mutually beneficial cooperation with similar institutions abroad, actively promoting academic and student exchange activities.

In 1997, the Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT), a body fully supported by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) selected IFT as the “training the trainer centre” offering training and advisory services for APETIT members in the Asia Pacific region. In the same year, IFT received from the Pacific Asia Travel Association (PATA) the Gold Award in “Education and Training”, which acknowledged the content and quality of IFT’s programmes. In 2002, IFT was presented, again, with the same award for having set up the “Macao Occupational skills Recognition System” (MORS) for the local tourism and hospitality industry in collaboration with the European Union (EU).

In 1999, in cooperation with EU, the Macao-Europe Centre for Advanced Tourism Studies (ME-CATS) was established in the Institute, incorporating new European concepts of tourism and hospitality management into the tourism development of the Asia Pacific region. This centre aims at becoming a base for tourism education and training in the Asia Pacific region. It promotes exchange of knowledge and experience between institutes of higher education in Europe and in the region.

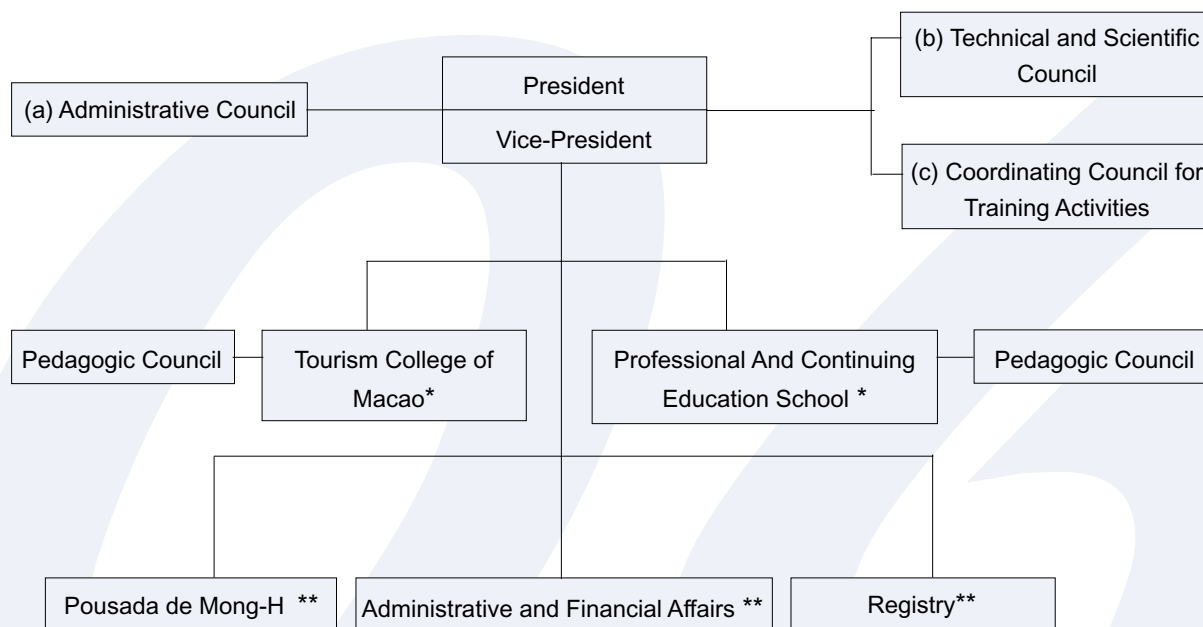
In 2000, IFT became the first World Tourism Organization UNWTO.TedQual certified institution in tourism education by UNWTO.Themis Foundation. This confirmed the international standard and quality achieved by IFT in education and training. In 2004, IFT successfully obtained renewal of the “UNWTO.TedQual Certification” till 2008.

In 2003, IFT was invited by the UNESCO and the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) to be a founding member of the Asian Academy for Heritage Management (AAHM). This consortium networks institutes of higher learning throughout the Asia Pacific region that are engaged in the research and teaching of heritage conservation and cultural institution management. Sustainable tourism calls for a new breed of responsible, well-informed and well-read tourists. In response to this need, the UNESCO-ICCROM AAHM launched the Cultural Heritage Specialist Guide Training and Certification Programme in 2005. This rigorous, practical and internationally-recognised training and certification programme is being implemented through active partnership of members of the AAHM, training institutions from the UNESCAP APETIT and National Tourism Organizations (NTOs), with IFT serving as the focal point and UNESCO providing technical advisory.

In 2004, The Association for Tourism and Leisure Education (ATLAS) appointed the Institute as an Executive Member. It helps to develop the transnational educational initiatives in tourism and leisure of Macao, encourage exchanges between lecturers and students in academic researches, and enhance quality of the programmes provided by the Institute.

IFT will continue to strive ahead in its quest of learning and educational innovation, fostering professionals and making contributions to the tourism development of Macao and of the Asia Pacific region.

ORGANISATIONAL CHART



* Equivalent to Department Level

** Equivalent to Division Level

In addition to the academic units and departments shown in the above organisational chart, there are 6 internal support teams to facilitate the operation of the Institute, namely: Central Services, Public Relations, Information Technology, Engineering, Multimedia Library and Food & Beverage.

a) Administrative Council

The Administrative Council of IFT is composed of the President and the Vice-President of the Institute, the Director of the Professional And Continuing Education School, the Vice-Director of the Tourism College of Macao, the Director of Pousada de Mong-Há, the Head of Administrative and Financial Affairs and a representative from the Macao Finance Services Bureau. Its general meeting is held once every week for approving various financial transactions incurred by IFT.

(b) Technical and Scientific Council

The Technical and Scientific Council is a governing body which supervises the technical and scientific areas.

The authorities of the Technical and Scientific Council are as follows:

- i) To propose guiding principles for activities developed by IFT in relation to education and vocational training in the areas of tourism and hospitality, according to the educational and vocational training policies in Macao.
- ii) To compose proposal for the study plan of every course/programme to be taught in each educational or training unit of IFT.
- iii) To provide opinions on the employment of academic staff for the Tourism College of Macao.
- iv) To allocate annual teaching workload.
- v) To approve rules and regulations for class attendance, assessment, promotion, precedence, etc.
- vi) To give opinions on the equivalence and the recognition of degrees, diplomas, courses and study plans.
- vii) To provide comments on the acquisition of facilities in the fields of science, pedagogy, bibliography, etc.
- viii) To express comments on other matters submitted by the Chair to the Council.

2005/2006

(c) Coordinating Council for Training Activities

The objective of the Coordinating Council for Training Activities is to ensure contacts between the government bodies and the economic entities in the tourism sector, establishing a channel of cooperation.

The authorities of the Coordinating Council for Training Activities are as follows:

- i) To give opinions on the guiding principles for activities developed by IFT in relation to tourism education and training.
- ii) To make comments on the coordination and the curriculum offered by each affiliated school and the needs of the tourism industry in Macao.
- iii) To provide opinions on the plans of new courses proposed by each affiliated school.
- iv) To give comments on the annual activity plans and reports.

PERFORMANCE PLEDGE

In line with the strategy and policies of Macao SAR Government and to enhance the service quality and efficiency of the Institute For Tourism Studies (IFT), the Institute launched the “Performance Pledge” scheme in June 2003. There are now altogether 61 service pledges. The four departments that have launched their performance pledges are: Registry, Multimedia Library, Pousada de Mong-Há and Educational Restaurant.

According to our statistics, 90% of the pre-set standard level was achieved in 2003. In 2004 and 2005, the achievement rate of the pre-set standard level reached an average of 99% while a large majority of services demonstrated 100% achievement rate. IFT will continue to provide the best services to the public.

