

# 3 Towards Education Excellence

## TOURISM COLLEGE OF MACAO

### Bachelor Degree Programmes

The Institute For Tourism Studies offers the following four-year Bachelor Degree Programmes:

- Bachelor of Science in Tourism Business Management
- Bachelor of Science in Heritage Management
- Bachelor of Science in Hotel Management
- Bachelor of Science in Tourism Event Management

These are two-phase programmes, with students achieving a Higher Diploma (“Bacharelato”) after the first three years of study in one of the disciplines mentioned above. After graduating from the Higher Diploma Programme, students may apply for admission to the 4<sup>th</sup> Supplementary Year leading to a relevant bachelor degree.

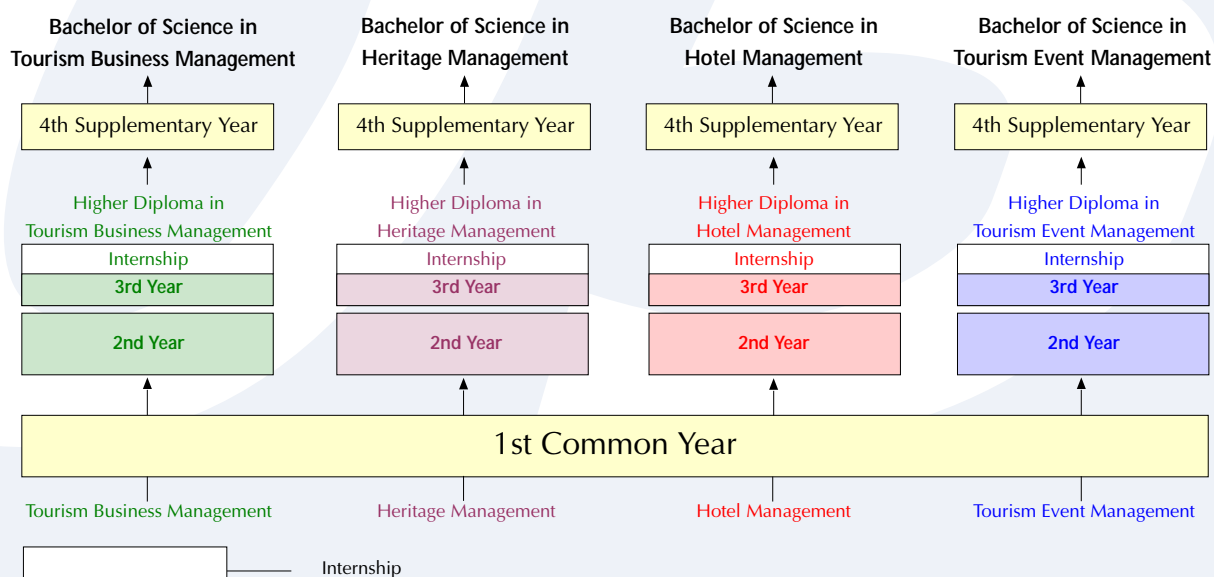
Students who have obtained their Higher Diplomas from overseas institutions can also apply to attend the 4<sup>th</sup> Supplementary Year, subject to the review by IFT’s Admission Panel.

### Curriculum Enhancement and Brand-new Bachelor Degree Programmes

At the beginning of 2002, IFT undertook a comprehensive review of the original curriculum for both undergraduate programmes in tourism and in hotel management. A series of enhancements had been carried out then. The new curriculum has included some new courses for tourism and hotel management studies, such as Event Management (or MICE), Recreation and Leisure Management, and Development and Management of Attractions. Having been approved by the Macao SAR Government, the new study plans came into effect in the academic year 2002/03. The conclusion of the academic year 2005/06 paved the way for the first batch of graduates under the new curriculum.

To cope with the future tourism development of Macao, IFT, having secured approval from the Macao SAR Government, launched two brand-new bachelor degree programmes in the academic year 2005/06. These two programmes are (i) Bachelor of Science in Heritage Management and (ii) Bachelor of Science in Tourism Event Management.

### Study Path



## Programme of Study

### Higher Diploma in Tourism Business Management

Semester 1				Semester 2			
1st Common Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
ENGL111	English - Intermediate I	3	3	ENGL112	English - Intermediate II	3	3
MAND111/ JAPN111/ PORT111	Mandarin I or Japanese I or Portuguese I*	3	3	MAND112/ JAPN112/ PORT112	Mandarin II or Japanese II or Portuguese II*	3	3
ACCT111	Accounting I	3	3	ACCT112	Accounting II	3	3
INFO111	Computer Applications I	3	3	INFO112	Computer Applications II	3	3
MATH111	Business Mathematics	3	3	ECON111	Economics	3	3
MGMT111	Introduction to Tourism and Hospitality	3	3	MGMT113	Organisational Behaviour	3	3
MGMT112	Principles of Management	3	3	TSMT111	Tourism Destinations	3	3
PTCM111	Practicum I**	---	---	PTCM113	Practicum II**	---	---
Total		21	21	Total		21	21
2nd Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
ENGL211	English Communications I	3	3	ENGL212	English Communications II	3	3
MAND211/ JAPN211 /PORT211	Mandarin III or Japanese III or Portuguese III*	3	3	MAND212/ JAPN212/ PORT212	Mandarin IV or Japanese IV or Portuguese IV*	3	3
MGMT211	Recreation and Leisure Management	3	3	HMG215	Wine Studies	2	2
MGMT212	Financial Management	3	3	INFO211	Management Information System for Tourism and Hospitality	3	3
MKTG211	Tourism and Hospitality Marketing	3	3	MATH211	Statistics	3	3
TSMT211	Travel Agency Operations	3	3	SOCI211	Socio-cultural Issues in Tourism	3	3
TSMT212	Passenger Transport Management	3	3	TSMT213	Travel Services Management	3	3
Total		21	21	Total		20	20
3rd Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Duration	Credits
MAND311/ JAPN311/ PORT311	Mandarin V or Japanese V or Portuguese V*	3	3	INSH311	Internship**	6 months	---
LLAW311	Tourism and Hospitality Legislation	3	3				
MGMT311	Event Management	3	3				
MGMT312	Human Resources Management	3	3				
TSMT311	Tourism Planning and Development	3	3				
TSMT312	Special Interest Tourism	3	3				
TSMT313	Development and Management of Attractions	3	3				
Total		21	21	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 Science in Tourism Business Management

4th Supplementary Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
MATH411	Quantitative Methods for the Service Sector	3	3	ECON411	Tourism Economics	3	3
MGMT411	Research Methods	3	3	MGMT414	Tourism Product Management	3	3
MGMT412	Service Quality Management	3	3	MGMT415	Strategic Management	3	3
MGMT413	Special Topics in Human Resources Management	3	3	MGMT416	Seminar on Tourism and Hospitality	3	3
MKTG411	Consumer Behaviour	3	3	MKTG412	Marketing Management	3	3
Total		15	15	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.

## Higher Diploma in Heritage Management

Semester 1				Semester 2			
1st Common Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
ENGL111	English - Intermediate I	3	3	ENGL112	English - Intermediate II	3	3
MAND111/ JAPN111/ PORT111	Mandarin I or Japanese I or Portuguese I*	3	3	MAND112/ JAPN112/ PORT112	Mandarin II or Japanese II or Portuguese II*	3	3
ACCT111	Accounting I	3	3	ACCT112	Accounting II	3	3
INFO111	Computer Applications I	3	3	INFO112	Computer Applications II	3	3
MATH111	Business Mathematics	3	3	ECON111	Economics	3	3
MGMT111	Introduction to Tourism and Hospitality	3	3	MGMT113	Organisational Behaviour	3	3
MGMT112	Principles of Management	3	3	TSMT111	Tourism Destinations	3	3
PTCM117	Practicum I**	---	---	PTCM118	Practicum II**	---	---
Total			21	Total			21
2nd Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
ENGL211	English Communications I	3	3	ENGL212	English Communications II	3	3
MAND211/ JAPN211/ PORT211	Mandarin III or Japanese III or Portuguese III*	3	3	MAND212/ JAPN212/ PORT212	Mandarin IV or Japanese IV or Portuguese IV*	3	3
HERT211	Introduction to Heritage Management	3	3	HERT212	Heritage Interpretation	3	3
HERT213	Principles of Conservation	3	3	HERT214	Visitor Management	2	2
MGMT211	Recreation and Leisure Management	3	3	INFO211	Management Information System for Tourism and Hospitality	3	3
MGMT212	Financial Management	3	3	MATH211	Statistics	3	3
MKTG212	Marketing for Cultural, Arts and Heritage Resources	3	3	SOCI211	Socio-cultural Issues in Tourism	3	3
Total			21	Total			20
3rd Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Duration	Credits
MAND311/ JAPN311/ PORT311	Mandarin V or Japanese V or Portuguese V*	3	3	INSH311	Internship**	6 months	---
HERT311	Cultural Tourism	3	3				
HERT312	Best Practices in Heritage Management	3	3				
LLAW311	Tourism and Hospitality Legislation	3	3				
MGMT313	Human Resources Management for Cultural Heritage Organisations	3	3				
TSMT311	Tourism Planning and Development	3	3				
TSMT312	Special Interest Tourism	3	3				
Total			21	Total			21

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 Science in Heritage Management

4th Supplementary Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
HERT411	Museum Management	3	3	ECON412	Economics of Heritage Conservation	3	3
HERT412	Intangible Heritage	3	3	HERT413	Contemporary Issues in Heritage Studies	3	3
MATH411	Quantitative Methods for the Service Sector	3	3	MGMT414	Tourism Product Management	3	3
MGMT411	Research Methods	3	3	MGMT415	Strategic Management	3	3
MGMT412	Service Quality Management	3	3	MGMT419	Seminar on Heritage Management	3	3
Total			15	Total			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.

## Higher Diploma in Hotel Management

Semester 1				Semester 2			
1st Common Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
ENGL111	English - Intermediate I	3	3	ENGL112	English - Intermediate II	3	3
MAND111/ JAPN111/ PORT111	Mandarin I or Japanese I or Portuguese I*	3	3	MAND112/ JAPN112/ PORT112	Mandarin II or Japanese II or Portuguese II*	3	3
ACCT111	Accounting I	3	3	ACCT112	Accounting II	3	3
INFO111	Computer Applications I	3	3	INFO112	Computer Applications II	3	3
MATH111	Business Mathematics	3	3	ECON111	Economics	3	3
MGMT111	Introduction to Tourism and Hospitality	3	3	MGMT113	Organisational Behaviour	3	3
MGMT112	Principles of Management	3	3	TSMT111	Tourism Destinations	3	3
PTCM112	Practicum I**	---	---	PTCM114	Practicum II**	---	---
Total			21	Total			21
2nd Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
ENGL211	English Communications I	3	3	ENGL212	English Communications II	3	3
MAND211/ JAPN211/ PORT211	Mandarin III or Japanese III or Portuguese III*	3	3	MAND212/ JAPN212/ PORT212	Mandarin IV or Japanese IV or Portuguese IV*	3	3
HMGT211	Introduction to Food and Beverage	3	3	HMGT212	Food and Beverage Management	3	3
HMGT213	Club Management	3	3	HMGT215	Wine Studies	2	2
HMGT214	Lodging Management	3	3	INFO211	Management Information System for Tourism and Hospitality	3	3
MGMT212	Financial Management	3	3	MATH211	Statistics	3	3
MKTG211	Tourism and Hospitality Marketing	3	3	SOCI211	Socio-cultural Issues in Tourism	3	3
Total			21	Total			20
3rd Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Duration	Credits
MAND311 /JAPN311 /PORT311	Mandarin V or Japanese V or Portuguese V*	3	3	INSH311	Internship**	6 months	---
HMGT311	Hotel Operations	3	3				
HMGT312	Facilities and Properties Management	3	3				
HMGT313	Food and Beverage Cost Control	3	3				
LLAW311	Tourism and Hospitality Legislation	3	3				
MGMT311	Event Management	3	3				
MGMT312	Human Resources Management	3	3				
Total			21	Total			21

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 Science in Hotel Management

4th Supplementary Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
MATH411	Quantitative Methods for the Service Sector	3	3	ECON411	Tourism Economics	3	3
MKTG411	Consumer Behaviour	3	3	MKTG412	Marketing Management	3	3
MGMT411	Research Methods	3	3	MGMT414	Tourism Product Management	3	3
MGMT412	Service Quality Management	3	3	MGMT415	Strategic Management	3	3
MGMT413	Special Topics in Human Resources Management	3	3	MGMT416	Seminar on Tourism and Hospitality	3	3
Total			15	Total			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.

## Higher Diploma in Tourism Event Management

Semester 1				Semester 2			
1st Common Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
ENGL111	English - Intermediate I	3	3	ENGL112	English - Intermediate II	3	3
MAND111/ JAPN111/ PORT111	Mandarin I or Japanese I or Portuguese I*	3	3	MAND112/ JAPN112/ PORT112	Mandarin II or Japanese II or Portuguese II*	3	3
ACCT111	Accounting I	3	3	ACCT112	Accounting II	3	3
INFO111	Computer Applications I	3	3	INFO112	Computer Applications II	3	3
MATH111	Business Mathematics	3	3	ECON111	Economics	3	3
MGMT111	Introduction to Tourism and Hospitality	3	3	MGMT113	Organisational Behaviour	3	3
MGMT112	Principles of Management	3	3	TSMT111	Tourism Destinations	3	3
PTCM115	Practicum I**	---	---	PTCM116	Practicum II**	---	---
Total			21	Total			21
2nd Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
ENGL211	English Communications I	3	3	ENGL212	English Communications II	3	3
MAND211/ JAPN211/ PORT211	Mandarin III or Japanese III or Portuguese III*	3	3	MAND212/ JAPN212/ PORT212	Mandarin IV or Japanese IV or Portuguese IV*	3	3
HMGT211	Introduction to Food and Beverage	3	3	HMGT216	Catering Management for Events	3	3
HMGT213	Club Management	3	3	HMGT215	Wine Studies	2	2
MGMT212	Financial Management	3	3	INFO211	Management Information System for Tourism and Hospitality	3	3
MICE211	Introduction to MICE and Event Industry	3	3	MATH211	Statistics	3	3
MICE212	Event Planning and Coordination	3	3	SOCI212	Socio-cultural Issues in Event Management	3	3
Total			21	Total			20
3rd Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Duration	Credits
MAND311/ JAPN311/ PORT311	Mandarin V or Japanese V or Portuguese V*	3	3	INSH311	Internship**	6 months	---
HMGT311	Hotel Operations	3	3				
HMGT312	Facilities and Properties Management	3	3				
LLAW311	Tourism and Hospitality Legislation	3	3				
MGMT312	Human Resources Management	3	3				
MICE311	Event Management: Hosting an event	3	3				
MKTG311	Event Marketing	3	3				
Total			21	Total			21

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 Science in Tourism Event Management

4th Supplementary Year							
Course Code	Course Name	Hours / Week	Credits	Course Code	Course Name	Hours / Week	Credits
MATH411	Quantitative Methods for the Service Sector	3	3	MGMT417	Public Relations	3	3
MGMT411	Research Methods	3	3	MGMT418	Seminar on Event Management	3	3
MGMT412	Service Quality Management	3	3	MICE411	Event Risk Management	3	3
MGMT413	Special Topics in Human Resources Management	3	3	MICE412	Sports Event Management	3	3
MKTG411	Consumer Behaviour	3	3	MICE413	Festivals and Events	3	3
Total			15	Total			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.

## Closer Industry and Community Relations

IFT has been maintaining a close relationship with the industry and the community through:

1. TIES (Tourism Industry Experience Scheme) Programme
2. Internship
3. Participation of industry representatives in IFT's Coordinating Council for Training Activities
4. Inviting industry senior members as part-time instructors and guest speakers

TIES was introduced in the academic year 2002/03 and through such programme, students are exposed to real-life environment so that they can be trained to become future industry professionals. Industry members show their full support to this scheme by providing functional placements to IFT students.

TIES and Practicum are core tools of the Institute to produce future professionals for the industry. In addition, year 3 students will also undertake a six-month internship in related industries where they can integrate theory and practice. IFT has long believed that the best way to acquire knowledge is to learn by practice. Such objective has been achieved with the continuous support from the industry members.

Valuable comments have been received from the industry representatives through Coordinating Council for Training Activities for the improvement of the degree curriculum and vocational programmes.

In addition to inviting senior industry members to be part-time lecturers for some specialised courses such as Passenger Transport Management, Recreation and Leisure Management, Tourism and Hospitality Legislation, Facilities and Properties Management as well as Practicum, several seminars or talks were conducted by government and industry professionals at the Institute during the year:

- The Commission Against Corruption held a talk on "Anti-corruption for the Legislation Assembly Election" in September 2005.
- Mr Frank McFadden, Chief Operating Officer of The Venetian Macao-Resort-Hotel, delivered a talk to the freshmen of tourism majors as part of their Tourism Industry Experience Scheme (TIES) Practicum briefing on 19 October 2005.
- The Legal Affairs Bureau delivered a talk on "Laws of Macao" in November 2005.
- Dr Li Ping Wan, Director of Areia Preta Health Centre, gave a brief introduction on the precautions and preventive measures for avian flu in November 2005.
- Mr Wolfram Diener, Vice President for Convention and Exhibition of The Venetian Macao-Resort-Hotel, gave a guest lecture on the MICE industry in December 2005.
- IFT assisted in providing facilities to Amadeus Hong Kong Limited for its Amadeus system training in Macao in January 2006.
- Macao Sports Development Board conducted a talk about organising sports events in Macao in February 2006.
- During February and March 2006, guest speakers were invited from the industry to deliver lectures for final year students on recent developments and future trends in management. They include Ms Fannie Lau, Room Division Manager, Holiday Inn, Macao and Mr Robert Kirby, President of Kirby Consulting.
- A career talk was held by AIA Company Limited in March 2006.
- Mr Shawn Baxter, Consular Officer, and Ms Jane Lee, Visa Assistant, of US Consulate General, Hong Kong & Macao, conducted a presentation on "Student/Tourist Visas in US" in March 2006.
- Ms Ooi Lai Peng, Human Resources Director of MGM Grand Macau, delivered a talk on "MGM and the future of Macao" to the senior tourism and hospitality management students in our Auditorium on 30 March 2006.
- Ms Bernadette Dennis, Vice President of Asia Pacific of Marriott Hotels, was invited to talk on "The Challenges of Marketing a Multi-Property International Chain in the Asia Pacific Region" to hotel major freshmen on 28 April 2006.
- Mr Grant Bowie, CEO of Wynn Macau was invited and addressed to the Strategic Management students on the topic of "the leadership and organizational culture" on 9 May 2006.
- Mr Grant Baird, Food and Beverage Manager of Wynn Macau delivered a talk on The Art of Food and Beverage to the second year Hotel students on 19 May 2006.
- Ms Wendy Yu, Executive Director of Human Resources of Wynn Macau and Ms Fatima Cou, Employment Manager delivered a talk to the final year students on Career Opportunities with the Wynn Macau on 25 May 2006.

## PROFESSIONAL AND CONTINUING EDUCATION SCHOOL (PACES)

In the academic year of 2005/06 the Professional And Continuing Education School (PACES) continued its effort in developing training programmes in response to the needs of social and economic growth of Macao, in particular for the industry practitioners and those who aim to join the field. This year, PACES offered 4 diploma programmes and 153 short courses, accepted 546 professionals' applications for assessment under the Macao Occupational skills Recognition System, conducted 33 Tourism Awareness Campaign workshops in the local schools and organised more than 76 hospitality related courses at the Tourism and Casino Career Centre.

PACES has provided diversified training and assessments to a total of 11,066 participants, in addition, with the funding from the Social Security Fund (FSS), PACES provided three tuition-free quotas for the unemployed in a number of courses offered in 2005/06. Those who were in need could thus be granted a chance to take the courses in order to be more competitive in the market. In the same year, PACES also joined as an ally in the lifelong learning programme organized by the Educational and Youth Services Department.

### Certificate and Diploma Programmes in Event, Tourism and Hospitality

The two Certificate and two Diploma programmes were first introduced in the academic year 2003/04 (Certificate in Event and Tourism Operations, Certificate in Hospitality Industry Operations, Diploma in Event and Tourism Management and Diploma in Hospitality Management) providing working professionals and interested parties a good opportunity to equip themselves. These programmes are becoming very popular among industry practitioners.

Upon graduation from the Certificate programmes, students could apply for the relevant Diploma programmes.

### Diploma Programmes in Western Culinary, Pastry and Bakery

The Diploma in Western Culinary Skills and Diploma in Pastry/Bakery programmes were launched at the beginning of 2005 to prepare students for a career in the food and beverage industry. Upon completion of the Diploma programme, students will be qualified for the position of senior cook with the capability of advancing to more senior positions. Hence, many industry professionals applied for these programmes.

The curriculum of these diploma programmes includes Essential Food Hygiene, Nutrition, Occupational Health and Safety, Theory and Practice of Culinary Skills, Theory and Practice of Pastry/Bakery and Internship. Renowned chefs, nutritionists and representatives from the Labor Affairs Bureau were invited to conduct courses in their areas of expertise.

### Macao Occupational skills Recognition System (MORS)

MORS (Macao Occupational skills Recognition System) is a joint effort of the tourism industry of Macao and IFT with the main objective to upgrade human resources in the Macao tourism industry through the introduction of a certification scheme for a number of professions. It was launched in 2001 with the support of the European Union. At this moment, skills standards are introduced for the following occupations: Room Attendant, Waiter/Waitress (Western Restaurant Service), Front Desk Agent, Travel Consultant, Assistant Cook (Western Kitchen), Customer Relations Officer, Concierge and Bell Attendant, Bartender, Waiter/Waitress (Chinese Restaurant Service), Chinese Cook (Cantonese Cuisine – Elementary), Chinese Cook (Cantonese Cuisine – Intermediate), Chinese Cook (Cantonese Dim Sum – Elementary) and Chinese Cook (Cantonese Dim Sum – Intermediate).

Besides assessing professionals at the entry level, MORS' other functions include awarding approved trainers for technical skills, approved assessors for technical skills and training centres. Detailed information can be found at <http://www.ift.edu.mo/mors/eng/index.htm>.

Since the establishment of the System, IFT has taken the responsibility for training and assessing industry workers. The following table shows the most up-to-date number of entry-level professionals, trainers, assessors and training centres registered under MORS in the different areas.

Occupation	Entry-level Professionals	Approved Trainer	Approved Assessor	Training Centre
Room Attendant	591	77	60	18
Waiter/Waitress (Western Restaurant Service)	309	50	44	12
Front Desk Agent	205	41	25	11
Travel Consultant	25	19	1	11
Assistant Cook (Western Kitchen)	53	10	3	7
Customer Relations officer	82	31	15	12
Concierge and Bell Attendant	38	8	4	5
Bartender	59	3	1	2
Waiter/Waitress (Chinese Restaurant Service)	35	24	0	0
Chinese Cook (Cantonese Cuisine – Elementary)	21	0	0	0
Chinese Cook (Cantonese Cuisine – Intermediate)	19	0	0	0
Chinese Cook (Cantonese Dim Sum – Elementary)	15	0	0	0
Chinese Cook (Cantonese Dim Sum – Intermediate)	2	0	0	0
<b>Total</b>	<b>1,454</b>	<b>263</b>	<b>149</b>	<b>78</b>

In 2005/06, PACES also conducted supervisory skills courses in various areas. To become a MORS Certified Supervisor, the following requirements have to be fulfilled: holder of the certificate of competence, completion of the supervisory skills course and possession of a minimum of two years of working experience in the area of competence, at the supervisory level of above. Until now, 8 students have become MORS certified supervisors. This year, PACES has also launched courses for managers. To become a MORS Certified Manager, the following requirements have to be fulfilled: two years of managerial experience in an enterprise of considerable scale and completion of the Food and Beverage Management Programme offered by IFT.

Skills standards for more professions to be introduced in the near future include “Tourism and Hospitality Security Officer”; intensive courses and assessments will be provided.

### Collaboration with Education and Youth Services Department (three-year Tourism Techniques Course)

The Tourism Techniques Course offered together with the Education and Youth Services Department continues in its 8<sup>th</sup> year and remains very well received by youngsters. This is a tourism and hospitality programme offered in Macao giving the opportunity to secondary school students to learn within three years, professional skills in the areas of rooms, food and beverage and inbound/outbound tourism and at the same time, complete a higher secondary education curriculum. In 2005/06, the number of students in the programme reached 60.

### Macao Tourism and Casino Career Centre (CCC)

To cope with the development of the tourism and gaming industry of the territory, the Macao SAR government decided, in the beginning of 2003, to establish the Macao Tourism and Casino Career Centre, which is a vocational training centre managed jointly by Macao Polytechnic Institute and Institute For Tourism Studies.

In support of the government’s social and economic development strategies, the Macao Tourism and Casino Career Centre provides pre-service training to those who wish to seek employment in the tourism and gaming industry or offers current employees on-the-job training so as to enhance their service quality. PACES is mainly in charge of the design and delivery of Food and Beverage, Housekeeping, Front Desk, Cuisine and Customer Services Courses.



In this year, PACES conducted courses such as Customer Services, Hotel Operations and Hospitality English and Mandarin, a total of 2,528 participants attended the courses. Most of the students were able to reach the standard set together by IFT and the industry, obtaining not only a certificate issued by CCC but also a certificate of the Macao Occupational skills Recognition System.

Besides regular courses, PACES also conducted a series of customised courses in the areas of hospitality and customer relations for different companies and associations, namely Mocha Slot, Sands, Wynn Macau, Hyatt Regency, Macau Hotel Association, Escola Luso-Chinesa Técnico-Profissional, Emperor Entertainment Hotel Management Ltd, Grandeur Hotel, Casa Real Hotel, the CTS Hotel Management and Orbits Slot, etc.

Besides courses mentioned above, CCC also offers courses in the areas of dealer skills, engineering and information technology. In 2005/06, a total of 8,283 participants attended the courses offered by the Centre.

## **Inbound Tourism Courses**

### **Tour Guide and Heritage Tour Guide**

On top of the regular Chinese and English Tour Guide Courses, in 2005, PACES started to offer courses in Thai, Korean and Japanese. This move was made in response to the increasing number of tourist arrivals from these countries.

In September 2005 and April 2006, several refresher seminars were organised. Topics included updated General Information of Macao and Tourist Attractions, Macao Cultural Heritage, etc.

The Heritage Tour Guide Course is designed for industry professionals who would like to pursue academic and professional qualifications to enter the tourism industry specializing in the field of cultural heritage in Macao. Topics discussed include: History of Macao, Analysis of Macao's Cultural Heritage, Legal Protection for Macao's Cultural Heritage: Its History and Current Situation, Macao being listed under UNESCO World Heritage: Its origin; Division and Assessment Criteria, Application Process for being UNESCO World Heritage, Formation and Development of the Historic Center of Macao, Values of the Historic Center of Macao and Stories behind the Historical Sites and their Architectural Design etc., 85 licensed tour guides attended this course.

### **An Introduction to the Macao Cultural Heritage**

This course was organised several times in 2005/06, in order to provide more opportunities for tourism professionals and for the public in general to learn more about cultural heritage of the Historic Centre and other main historic sites of Macao. The topics included: History of Macao, Overview of World Heritage, Success in Application for being World Heritage, Formation and Development of the Historic Center of Macao, Values of the Historic Center of Macao and Architectural Design of Buildings inside the Historic Center of Macao. União Geral das Associações dos Moradores de Macau (Macao Neighborhood Association) gave full support to the programme and companies such as CTS Hotel Management International Limited and Hotel Lisboa requested PACES to organise special sessions for their staff as well. More than 400 participants attended the programme.

## **Outbound Tourism Courses**

The IATA /UFTAA International Travel Agent Foundation Course was held from September 2005 to February 2006. PACES also launched courses such as "Supervisory Skills for Travel Agency" and "Introduction to Travel Agency Operations" aiming to train more professionals to join the industry and to upgrade the present quality standard.

## Catering

Food and Beverage is a very important tourism product in Macao. To cope with its development, PACES has conducted courses targeting at professionals working at different levels of the industry. In this area, aside from the professional diploma programmes, PACES also offered short-term courses targeting both at professionals and people without working experience.

In order to promote the exchange of ideas and experience between Macao and other Chinese regions, PACES organized two Chinese cuisine workshops in Sichuan and Shandong Food respectively in June and July 2006. The cuisine workshops were organised in collaboration between IFT and the China Cuisine Association. The two Chinese Master chefs, Shi Zheng Liang and Gao Bing Yi who conducted the workshops are highly respected in Mainland China and abroad; they are also experts in professional skills assessments. Each cuisine workshop was conducted in a period of four days, and two sessions were offered every day, one in the afternoon for chefs and the other in the evening for the general public. A total of 428 participants joined these two cuisine workshops. Local chefs highly appraised this activity as it gave them a very good opportunity to exchange ideas with renowned Chinese chefs. Besides, PACES also invited chefs to conduct Cape Verde and Swiss food cooking demonstrations.

Evening cooking courses such as Dim Sum and Chinese Cuisine were conducted to train people with little or no experience but had the intention to join the industry. After completion of the courses and passing all the assessments, the participants received the relevant certificates namely: Chinese Cook (Cantonese Cuisine – Elementary), Chinese Cook (Cantonese Cuisine – Intermediate), Chinese Cook (Cantonese Dim Sum – Elementary) and Chinese Cook (Cantonese Dim Sum – Intermediate), etc.

Regular Bartending courses were offered in September 2005 and April 2006. Many of the participants were able to reach the standard set together by IFT and the industry, obtaining not only a certificate issued by PACES but also a certificate of the Macao Occupational skills Recognition System. In 2005/06, PACES launched the Junior Flairtending course, and received very good feedback from the industry and the public in general.

Through the collaboration with WSET, IFT continues to aspire to become a leading Wine Appreciation training centre in the region. In March 2006, PACES conducted the Wine and Spirit Education Trust (WSET) level I Foundation Certificate in Wine. Furthermore, a French Cognac seminar and wine tasting activity were held. They all received good response from the industry professionals.

In order to cope with the great demand for casual workers for the service industry, PACES conducted a number of Chinese and Western Banquet Service courses in 2005/06. 106 participants completed the course and some of them are already hired by the industry.

Like the previous years, PACES conducted a series of Essential Food Hygiene courses aiming to strengthen participants' hygiene knowledge.

Besides, PACES also conducted a Banquet Event Management course in August 2006 with great success.

## Hospitality

Intensive courses in the areas of table service, housekeeping, bartending, cooking, concierge/bell services, customer relations and front desk were conducted for more than 100 experienced entry-level professionals. Majority of the participants, after attending these intensive courses, were able to reach the professional standard set by Macao Occupational skills Recognition System.

Aside from the entry-level courses, PACES also launched supervisory skills courses in the areas of Food and Beverage, Housekeeping and Front Desk. A supervisory skills for hospitality industry course was customised for Hotel Lisboa. A certificate course in Food and Beverage Management was also launched, extending our training to the managerial level.

## Languages and Communication

In addition to the regular evening language and communication skills training courses offered to the general public, PACES also conducted several specific language courses for the Security Forces of Macao including Serviço de Migração (the Immigration Department), and Polícia de Segurança Pública (the Police Department). Contents included words of courtesy, complaint-handling procedures, information of tourist attractions and interpersonal skills. During this year, more than 150 officials attended these programmes. In addition, customised programmes in English, Mandarin and Cantonese were also conducted for Emperor Entertainment Hotel Management Ltd, Hyatt Regency, Hotel Lisboa, Macau Fisherman's Wharf, Air Macau, Venetian Macau Limited and Associação das Taxistas de Macau (The Taxi Association of Macao).

In 2005/06, PACES also launched the "Certificate in Hospitality English" with a duration of 182 hours. To make the programme more flexible, applicants were allowed to choose from a list of class schedules in order to match with their own needs.

## Others

To cope with the rapid development of the industry, diversified courses, such as Spa Management, Retail Sales and Event Management Courses were conducted with satisfactory results.

## Tourism Programme for Secondary Schools

The Tourism Programme for Secondary Schools was first launched in the academic year 1999/2000 with an aim to initiate a tourism programme in secondary schools. The programme was re-structured in the academic year 2001/02. At present, it comprises 6 modules. Students can have the opportunity to meet with industry professionals to understand more about the industry and the career opportunities that the industry can offer. They can also participate in study tours in which they learn about cultural heritage, visit hospitality companies and enhance interpersonal skills. This year, about 150 students participated in this programme.

## Tourism Awareness Campaign

The Tourism Awareness Campaign has been launched by PACES in secondary schools since the academic year 1998/99. This campaign is divided into 2 parts: 1) a workshop where students can have the opportunity to learn more about local tourism products, and 2) a competition in which students can bring their creativity into full play. This year the theme was "Stories behind the Historic Centre of Macao-Comic Story Design". PACES received more than 230 entries from secondary school students. Besides conducting this campaign in secondary schools, PACES held similar activity in primary schools with the competition theme "Macao as a world cultural heritage - Bookmark Design". About 3,500 students attended the workshop and over 360 entries were received.