

6 Global Outreaching

INTERNATIONAL LINKS

Expansion of International Network

During the academic year 2005/06, IFT continued to strive for the expansion of its international network so that academic and cultural exchanges of academic staff and of students can be further promoted. The protocols signed this year are shown below:

Institution	Date of protocol
Les Roches School of Hotel Management, Switzerland	10 October 2006
Glion Institute of Higher Education, Switzerland	
Amadeus Hong Kong Limited, Hong Kong	3 January 2006
Rangsit University, Thailand	10 January 2006
Hanze University Groningen, University of Applied Sciences, The Netherlands	3 April 2006

Participation in International Events

APETIT Activities

IFT is a founding member as well as an executive member of the Network of Asia-Pacific Education and Training Institutes in Tourism (APETIT) which is fully supported by United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). During the academic year 2005/06, IFT attended the following meetings:

1. 12th Executive Committee Meeting and 4th General Council Meeting in Hanoi (Vietnam) in October
IFT proposed the implementation of the UNESCAP APETIT Marco Polo Programme in the 11th Executive Committee Meeting. The proposal was further discussed in 12th Executive Committee Meeting and endorsed in the 4th General Council Meeting. IFT is the Chair of the Task Force. The Programme enables students from Network institutions to participate in a student exchange programme for a duration of not less than a semester. Upon successful completion, apart from the academic report from the receiving institution, students will be awarded a joint certificate by home and receiving institutions, which is endorsed by UNESCAP.

IFT has been appointed as an Executive Committee Member for the period of 2006-2009 and will contribute to the education and training activities of the Network. A conference on Tourism Education and Training in the Asia-Pacific Region was held, during which IFT and UNESCO jointly delivered a presentation on Cultural Heritage Specialist Guide Training and Certification Programme.



2. 13th Executive Committee Meeting in Shanghai (China) in May

The meeting further identified the participating institutions of the UNESCAP APETIT Marco Polo Programme with an aim to promote student exchanges among the Network members.



ATLAS Activities

The Executive Board Meeting and the annual conference on “Tourism, Creativity and Development” of the Association for Tourism and Leisure Education (ATLAS) was held in Barcelona (Spain) in November.

Information about the Association can be found at <http://www.atlas-euro.org>.



PATA Activities

IFT attended the Education and Training Forum and the 55th PATA Annual Conference in Pattaya (Thailand). The meeting effectively aroused participants’ awareness of regional tourism development and promoted IFT’s international connection.

IFT attended the Education Council Meeting and Executive Committee Meeting of Pacific Asia Travel Association (PATA) in Kuala Lumpur (Malaysia). IFT was invited to be a member of the Education Council Meeting. Members discussed future development of the Association and identified ways to strengthen ties among the members, with an aim to promote tourism development and exchange activities in the Asia-Pacific region.

Information about the Association can be found at <http://www.pata.org>.

AULP Activities

The Annual Meeting of “Associação de Universidades de Língua Portuguesa (AULP) 2006” was held in June and was coorganised by University of Macau, Macao Polytechnic Institute and IFT.



2005/2006

China (including Hong Kong and Chinese Taiwan)

- Shanghai Institute of Tourism in China visited IFT in November to understand the facilities and the operation of our training units.
- Assistant professor from The Hong Kong Polytechnic University visited IFT in November and introduced Antarctic tourism to our students. Their students visited Macao in the same month and IFT delivered a presentation on gaming tourism.
- The President of Taiwan Hospitality and Tourism College visited IFT in January to learn from our experience in applying the UNWTO.TedQual Certification.
- Zhejiang University City College in China visited IFT in February. Both parties exchanged ideas on the exchange programmes and identified ways to further promote academic activities.
- IFT visited Yunnan University in China in March and both parties exchanged ideas on furthering academic activities.
- IFT visited Shanghai Institute of Tourism in China in April. IFT had been receiving their exchange students and the visit further strengthened the ties.
- Prof Zhang Guangrui from the Tourism Research Centre of the Chinese Academy of Social Sciences, together with several doctoral students in tourism, visited IFT on 20 to 23 May 2005 and delivered a public seminar on various topics related to tourism development in China, with implications for Macau.

Other places

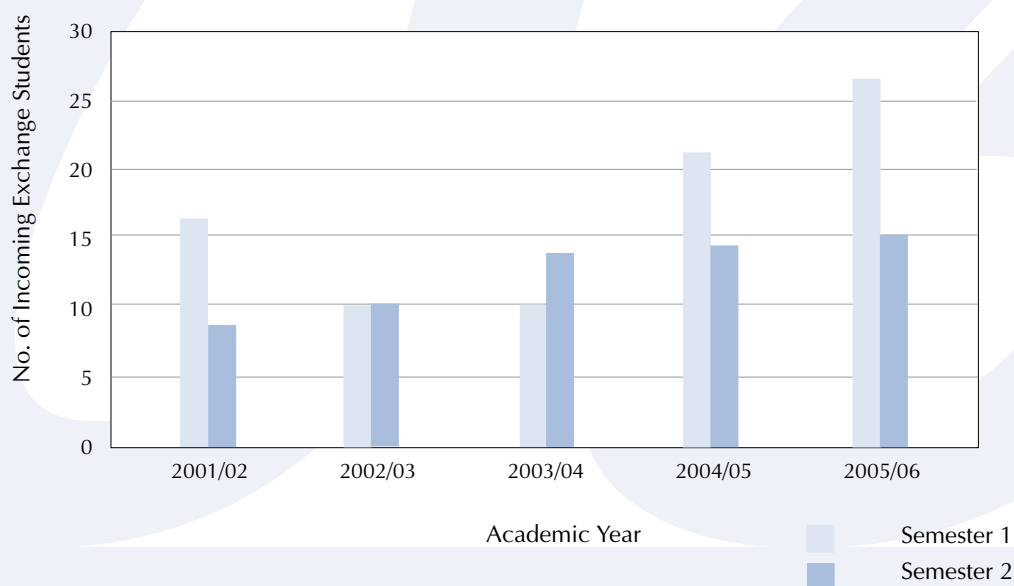
- Mr Roger Zbinden, Director for Asia of Switzerland Tourism, gave a presentation on "Tourism is Strategic for Switzerland" in November 2005. This was part of the "Switzerland greets Macao" programme hosted by the Consulate General of Switzerland in Hong Kong.
- A chef from Mahidol University International College in Thailand came for a short culinary training programme in November and learnt from our experience in managing campus food and beverage outlets.
- Victoria University in Australia visited IFT in February and both parties exchanged ideas on furthering student activities.
- Representatives from Disney World, Orlando, USA, delivered a presentation and interviewed more than 20 IFT students for recruitment of interns and one-year full-time cultural representatives on 21 March 2006 in IFT. Ms Sue Sharpe - International Recruitment Recruiter, Mr Ronaldo Camargo - Operations Manager at EPCOT, and Mr Stephen Fan - General Manager of China Group shared with the audience the possible exposure that would be experienced by an intern in Disney.
- IFT visited Timor-Leste in April and met with "Associação de Turismo de Timor-Leste", "Escola de Hospitalidade e Turismo de Becora", "Centro Nacional de Emprego e Formação Profissional" and Dili Institute of Technology.
- IFT delivered a 6-day Cultural Heritage Guide Training and Certification Programme in Paro, Bhutan, from 6 to 11 May 2006 together with UNESCO Bangkok and partners from the Asian Academy for Heritage Management. This was part of the Regional Heritage Tour Guide training and certification programme and of which IFT is a regional focal point. Two of IFT's faculty members formed part of the instructor team.
- Dr Rich Harrill, Director of the Alfred P. Sloan Foundation Travel & Tourism Industry Center, International Tourism Research Institute of the University of South Carolina, visited IFT on 17 May 2006 for talks on programme collaboration and delivered a talk to students on "Fundamentals of Destination Management."
- Dr Paul Barron, Senior Lecturer in Hospitality Management and Executive Editor of the Journal of Hospitality and Tourism Management of The University of Queensland, Australia, held a talk on furthering studies at the University on 12 June 2006.
- UNESCAP visited IFT in August and requested consultancy service from IFT on designing of training materials for cultural site management.

EXCHANGE PROGRAMMES

Student Exchange

Incoming Students

In order to enhance the global characteristics of its programmes, IFT established the student exchange programme in 1996. So far, participants are mainly students of various partner institutes from Mainland China, Europe, South Korea and the United States of America.



Outgoing Students

Six students spent a year at NHTV Breda University of Applied Sciences in The Netherlands under the Dual Recognition Degree Programme. Besides, eleven students joined a semester of exchange programmes. Four students were awarded DELTA Scholarship offered by NHTV Breda University of Applied Sciences.

Summer International Exchange Programme



IFT organised the 9th Summer International Exchange Programme from July 23 to 28 on "Managing Heritage Attractions for Sustainable Tourism". The programme aimed to develop IFT's relationship with the partner institutes, to share experiences and to expose students to cultural diversity. IFT was honoured to have received UNWTO's (World Tourism Organization) subject matter expert to deliver the programme. Apart from seminars, technical visits were arranged with the assistance from the Cultural Affairs Bureau. A total of 23 participants completed the programme.

These participants came from institutes in Mainland China (including Hong Kong and Macao), England, India, Iran, Japan, Nepal, Singapore and Turkey.

2005/2006

INTERNSHIP PROGRAMME

IFT Students

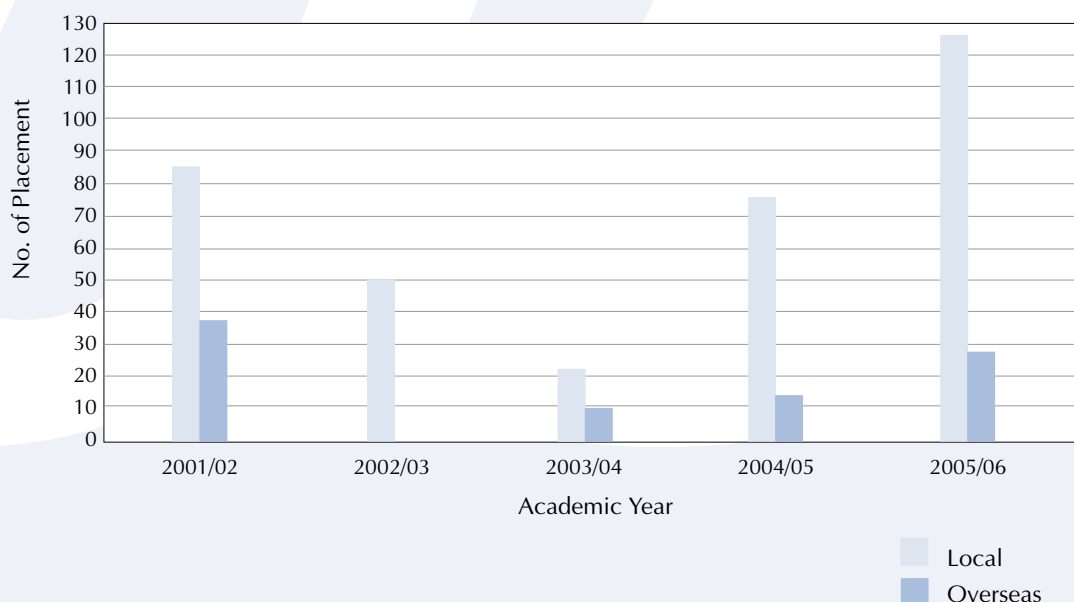
With the launch of the new curriculum in the academic year 2002/03, students in degree programmes are required to do a 6-month internship during their third year of study at the Institute. Through such practical programme, students will not only gain work experience in the industry, but also can consolidate their theoretical foundation. Since the academic year 1995/96, besides receiving placements from the local industry, the internship programme of IFT has also been supported by a number of overseas tourism and hospitality related organisations in Mainland China (including Hong Kong and Chinese Taiwan), Dubai (United Arab Emirates), Germany, Iran, Japan, Malaysia, Mongolia, New Zealand, the Philippines, Portugal, South Africa, South Korea, the United Kingdom, the United States of America and others. Prominent international placements included the UNESCO Regional Office in Bangkok Thailand, the Architecture Conservation Programme of the Department of Architecture at The University of Hong Kong, a national heritage trust property in the United Kingdom, Nissho Gakuen Education Corporation in Japan, the MGM Mirage Resort & Casino in Las Vegas USA, Waikiki Beach Marriott in Hawaii USA, Victoria Cruises Inc. in Shanghai China, Beijing Marriott Hotel West in China, Commune By The Great Wall Kempinski in Beijing China, Raffles Hotel in Singapore and Hyatt Hotels in Dubai. Besides sending out students, IFT also welcomes overseas students to complete their internship at the Institute.

A breakdown of the internship places of IFT over the past 5 years is depicted as follows:

Academic Year	Local Placement	Overseas Placement	Subtotal
2001/02	85	36	121
2002/03 ¹	50	--	50
2003/04 ²	22	9	31
2004/05	75	14	89
2005/06	125	27	152

¹ Due to the SARS outbreak, all overseas internship placements for the academic year 2002/03 had been cancelled by the Institute.

² IFT introduced a new curriculum in the academic year 2002/03 and a 6-month internship is arranged in year 3. Therefore, this figure only reflects those students who completed their internship under the old curriculum.



Incoming interns

During the academic year, IFT received interns at our Educational Hotel and Educational Restaurant from the following institutions:

- Southern Cross School in New Zealand
- Higher Institute of Educational Science in Mangualde in Portugal
- City University of Hong Kong
- Rangsit University in Thailand