



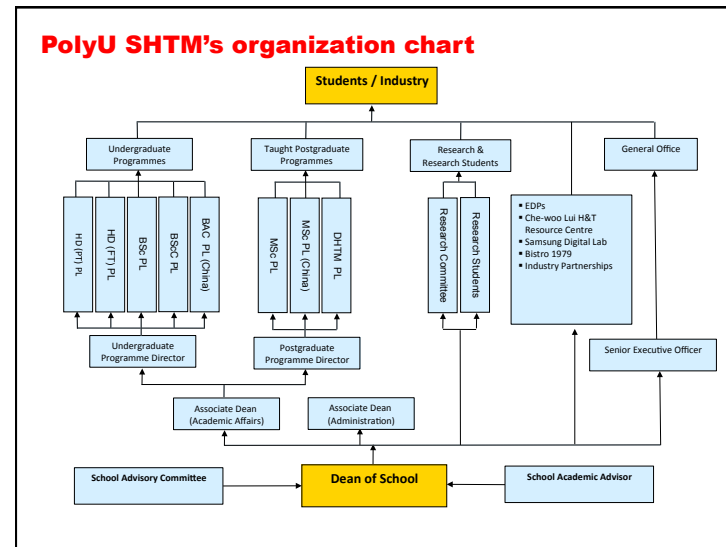
## Industry and University Partnership for Co-Creation of Values

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Dean  
School of Hotel & Tourism Management  
The Hong Kong Polytechnic University

## Outline of Presentation

- Industry application and “work-integrated” teaching and learning in hospitality and tourism education for experiential education
- How can we create greater values to benefit all stakeholders?
- How can we apply our common theories that we teach in practice? – another way to “Bridge Theory and Practice”
- Case study

## 1. Industry and Students as Partners in Education



### Treat Your Students As Customers: Mid-term Evaluation of Teaching

Dear Students:

We need your help!

As part of SHTM's continuing effort to improve learning and teaching, we would like to seek your opinions. This Mid-term Evaluation Form is designed to provide an opportunity for you (students) to provide feedback about this subject. You can be assured that your comments will not affect your grades and you don't need to put down your name.

Thank you for your cooperation.

*Signed*

Name of Teacher \_\_\_\_\_

1.What are the good aspects of this subject?

3.Can you please provide suggestions as to how this subject could be improved, if any?

### Case Example: Student Recruitment Process in SHTM

- JUPAS and non-JUPAS admission system in Hong Kong
- How do we select the best students from the large number of JUPAS and non-JUPAS applicants?

Student Admission Interviews Involving Over 100  
Industry Partners:  
15 minutes interview for each shortlisted candidates by a  
3-some panel



## 2. Tangiblize the intangibles



**More benefits to School: Spokesperson for many School activities**

**Invitation**

Prof Poon Chung-wong, GBS, PhD, DSc, JP, President, requests the pleasure of your company at a reception to celebrate Honorary Professor Jackie Chan's inauguration as World Tourism Organization Asia Pacific Tourism Ambassador on 13 June 2006 (Tuesday).

The reception will be followed by a special lecture by Jackie Chan.

5:00 pm - 5:30 pm Reception  
5:30 pm - 6:30 pm Lecture by Jackie Chan - My love of movies and tourism

**VENUE:** Jockey Club Auditorium, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong.

Please click [here](#) for prior registration to attend the reception and lecture. For enquiries, please contact [hmmaggie@polyu.edu.hk](mailto:hmmaggie@polyu.edu.hk).

Admission by invitation only - First-come-first-served

**3. Co-Branding**

**SAMSUNG Digital Lab for Hospitality Technology**

Samsung Digital Lab for Hospitality Technology

Opening Ceremony

**4. Involve your students in co-creation of values**

- Involve students in important decision making
- Leverage on their creativity
  - Students as the professional meeting planners for a large international conference of 500+ delegates

**Case example:**

Dress guidelines for students:  
“Co-ownership” of important decisions which  
affect students

**Business Occasions**



**Classroom Occasions**



**Another case example:**

Co-creation of an ad campaign to attract best  
students to School of Hotel & Tourism  
Management



60 faculty members from 18 countries/regions sharing the common vision: "Leading in Hospitality & Tourism"



**2005: PolyU SHTM ranked No.4 in the world**

Full integration of teaching and learning in a full service hotel environment:

- Unique upscale "live" hotel with a special purpose
- 262 deluxe rooms/suites
- Prototype guestrooms
- 3 restaurants plus one training restaurant
- Swimming pool with fitness center
- "Angsana Spa" by Banyan Tree
- Ballroom
- Faculty and staff offices
- Classrooms
- Laboratories
- Library
- "Samsung Digital Lab for Hospitality Technology"

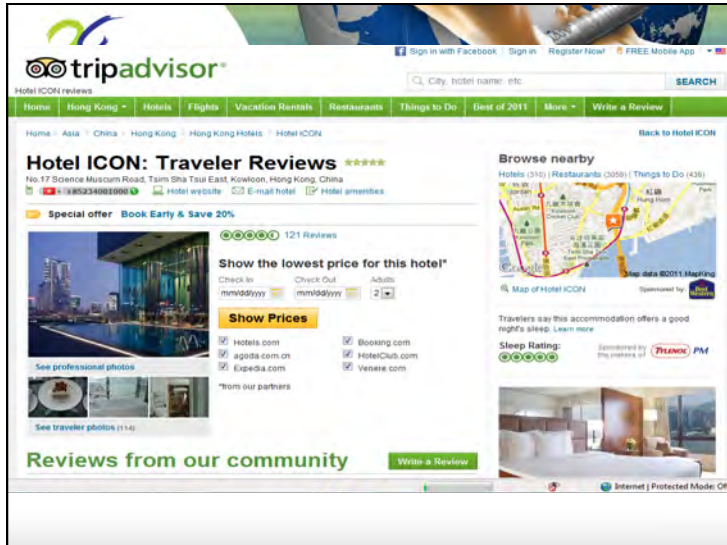
Hotel ICON  
Hong Kong PolyU's Teaching and Research Hotel



A hotel with a purpose...



School of **HTM**  
Hotel & Tourism Management  
酒店及旅遊業管理學院



**PolyU SHTM's Global Ranking Further Improved in 2009 to No. 2**

## The "Starbucks Effect"

- One coffee store chain changed the world of coffee industry
- Lessons we learned can be applied for tourism education in Asia and elsewhere

**THANK YOU!**

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