

国际旅游与酒店业发展论坛


International Tourism and Hospitality Development Forum



主办单位: 广东省佛山市顺德区人民政府
顺德职业技术学院

Organizer & Key Sponsor : The People's Government of Shunde District , City of Foshan,
Guangdong Province
Shunde Polytechnic

协办单位:  **HKCH** • 香港中国夏威夷商会

 夏威夷大学国际旅游管理学院

Co-operating Sponsors: Hong Kong,China,Hawaii Chamber of Commerce
University of Hawaii Travel Industry
Management International

广东省佛山市顺德区人民政府和顺德职业技术学院为加强同国内外旅游及酒店业的联系,探讨国际旅游及酒店业发展中的理论与实践问题,交流经验,促进国际旅游及酒店业的发展与合作,特举办“国际旅游与酒店业发展论坛”。

顺德职业技术学院酒店及旅游管理系,是顺德职业技术学院与香港理工大学合作,聘请知名的酒店与旅游业管理专家梁王巧云博士为总监,按国际标准建设学科专业,为酒店、旅游及餐饮行业提供高标准、国际化和专业化的教育。



主题: 国际旅游与酒店业的发展与合作

参会人员: 酒店、旅游、餐饮企业、渡假村、会所等高层行政与管理人士、政府有关领导及高等院校专家学者。

会议日期: 2005年12月16日

会议地点: 顺德职业技术学院学术交流中心

“International Tourism and Hospitality Development Forum”, held by the People's Government of Shunde and Shunde Polytechnic, aims to promote the exchange and collaboration in hotel and tourism industry in China and abroad. Themes of the forum include bridging the gap between theory and practice, and finding ways to move forward the development of international hotel and tourism.

The School of Hotel Tourism and Catering Management was inaugurated with the cooperative effort of HongKong Polytechnic and Shunde Polytechnic. The dean of the school is Dr. Roberta Wong Leung (CHA, CHE, CHRE, DBA, MBA, BBA, BA, MHCIMA, MSHRM, MSTD), a visionary leader who brings to the school a wealth of experience and expertise in the hotel and tourism industry internationally. The mission of the school is “To provide the highest quality education and training for hotel, tourism, and catering management by adopting the international and professional standards”.

Subject: Collaboration for the Development of International Tourism and Hospitality

Target Audience: This conference should be of great interest to those who are interested in the collaboration for the development of international tourism and hospitality such as leaders of the governments, senior executives of the organizations for the tourism and hospitality, consultants and researchers of academic institutions.

Conference Date: 16 December 2005

Conference Location: Shunde Polytechnic, Foshan City, Guangdong

会议日程 Conference Program:

16/12/2005 (星期五)

- 09:00 典礼及介绍
- 09:30 世界及中国的旅游与酒店业可持续发展趋势 (朱卓任教授)
- 10:50 茶点时间
- 10:50 酒店从业人员职业生涯规划 (Mr. Chris Bachran)
- 11:50 午餐
- 12:40 建立品牌 (Mr. Roxanne Ang) “Branding”
- 13:00 专题小组讨论
- 14:00 我的学习生涯 (鲁平先生)
- 15:00 亚太地区旅游趋势(徐京先生)
- 15:30 亚太区旅游业发展趋势及对中国旅游教育的影响 (Mr. John Koldowsk)
- 16:00 致辞及会议结束
- 16:10 参观
- 18:00 晚宴

16/12/2005 (Friday)

- 09:00 Welcome Message
- 09:30 Dean Emeritus Chuck Gee: “Global Tourism & Hospitality Trend, Sustainable Development and China's Positioning”
- 10:30 Coffee/ Tea Break
- 10:50 Mr. Chris Bachran: “What Vocational Schools in China Do To Better Prepare Applicants For Hotel Careers”
- 11:50 Lunch
- 12:40 Mr. Roxanne Ang: “Branding”
- 13:00 Panel Discussion: Dean Emeritus Chuck Gee; Mr. Chris Bachran, Mr. David Chan, Mr. Johnson Choi
Moderator: Dean Roberta Wong Leung
- 14:00 Mr. Lu Ping: “My Life as a Student”
- 15:00 Mr. Xu Jing “Tourism Trend in Asia”
- 15:30 Mr. John Koldowsk: “Tourism Trend in Pacific Asia and Its impact on China's Tourism Education”
- 16:00 Closing/Token of Appreciation
- 16:10 Visit
- 18:00 Dinner

主题发言人:

朱卓任教授

国际知名的旅游与酒店管理教育家、美国酒店业权威。自1976年以来,朱先生一直担任美国夏威夷大学国际旅游管理学院院长,自1978年,他被聘请为中华人民共和国国家旅游局顾问,任南开大学客座教授及北京中国旅游学院、上海旅游专科学校的专家顾问。在学术领域以外,朱教授还担任众多国际和国内组织、国际饭店集团、餐馆、俱乐部、航空公司和国家旅游组织等的顾问。朱教授3次入选为美国商务部旅游顾问委员会15名成员之一,曾获得亚太旅游理事会个人教育成就奖和个人终生成就奖,1988年入选美国旅游业协会旅游名人堂。



Mr. Christopher Bachran



锦江集团总裁。锦江集团旗下拥有140间酒店,包括35,000间客房。2005年全球酒店月刊酒店排名锦江集团位列29。Bachran先生领导并解决锦江集团国际化途中的所有问题,包括执行和改造集团的政策规章与程序。

鲁平先生

前国务院港澳办秘书长、副主任、主任,香港、澳门特别行政区基本法起草委员会秘书长,香港特别行政区筹备委员会副主任。鲁先生是中英两国关于香港前途问题谈判中方代表团成员,曾参与起草了中英两国政府关于香港问题的联合声明及中国香港特别行政区基本法和澳门特别行政区基本法。



徐京先生

世界旅游组织亚太区主任(驻西班牙马德里)。徐先生为科技合作项目专员,负责人材的聘用,亚太地区旅游刊物之编辑,曾任中国国家旅游局国际关系专员。



Mr. John Koldowski

亚太地区旅游组织策略与计划中心主任,负责地区旅游资料的收集,分析与统计,并分辨和调控地区内旅游因素。Koldowski先生曾经担任澳大利亚北疆地区旅游局的领导与策略性研究委员。

特邀嘉宾:

Mr. David Chan

凯悦酒店(东莞)总经理。陈先生曾在夏威夷、澳大利亚和香港凯悦酒店、香港丽晶酒店工作,曾出任凯悦酒店(西安)及中国大酒店总经理。



Mr. Johnson Choi

旅游管理国际有限公司前任董事,香港中国夏威夷商会会长,美中人民友好协会会长。

Keynote Speakers:

Prof. Chuck Gee

Dean Emeritus, University of Hawaii and Dean and Professor, School of Travel Industry Management, University of Hawaii. Dean Gee has been advisor to the China National Tourism Authority, Nankai University Tourism School and the Shanghai Institute of Tourism, and consultants to U.S. Dept. of Commerce Travel and Tourism Administration, Pacific Asia Travel Association. Dean Gee received the Award of Excellence in Tourism Education, China Tourism Association and Travel Industry hall of Leaders Award, Travel Industry Association of America.

Mr. Christopher Bachran,

President, Jin Jiang International Hotel Management Company Limited. Jin Jiang Hotels is ranked 29th in the 2005 HOTEL's Magazine Worldwide ranking with more than 140 hotels and 35,000 hotel rooms. Mr. Bachran has been mandated to internationalize the company through the establishment, implementation and reengineering of all processes, policies and procedures, as well as a focus on operational quality, service quality, and guest satisfaction systems.

Mr. Lu Ping

The former State Council Hong Kong and Macao Affairs Office secretary general, assistant director, director, Hong Kong and Macao Special Administrative Region fundamental law drafting committee secretary general, Hong Kong Special Administrative Region committee assistant director. Mr. Lu was a member of the Chinese delegation during the negotiation between China and Britain on the future development of Hong Kong. He participated in the draft of joint statement by Chinese and British government on the Hong Kong questions, the China Hong Kong Special Administrative Region fundamental law, and the Macao Special Administrative Region fundamental law.

Mr. Xu Jing,

Mr. Xu began his career in tourism at the China National Tourism Administration where he was in charge of International Relations. He joined the World Tourism Organization as an Officer to the Regional Representation for Asia and the Pacific. His tasks included the preparation and organisation of WTO's Regional Commission Meetings for Asia and the Pacific; assistance in technical cooperation activities; the preparation and presentation of working documents for technical meetings; selection of tourism development project personnel; preparation of project budgets; evaluation of project reports; and supervision of technical studies/WTO publications on subjects of contemporary interest to the tourism community of Asian countries.

Mr. John Koldowski,

Director of Strategic Intelligence Centre for the Pacific Asia Travel Association (PATA), is responsible for the collection, analysis and interpretation of travel and tourism statistics for PATA, as well as the identification and monitoring of those factors which may affect travel to/from and within the PATA region. He was Manager for Strategic Research with the Northern Territory Tourist Commission.

Panel Speaker:

Mr. David Chan,

General Manager of the Hyatt Regency Dongguan. Chan worked at the Hyatt on Maui and Hong Kong, the Regent Hotel in Hong Kong and the Hyatt in Perth, Australia. In the late 1990s Chan was promoted to General Manager at the Hyatt Regency Xian in China. In 2003, he was General Manager of China Hotel by Marriott in Guangzhou.

Johnson Choi

Travel Industry Management (TIM) International Inc - Treasurer, Director and Past President Hong Kong, China Hawaii Chamber of Commerce - President U.S.-China People Friendship Association Director

国际旅游与酒店业发展论坛注册表

Registration Form for International Tourism and Hospitality Development Forum

注册表可于以下网站下载 Please download the Registration Form from
<http://www.sdpt.com.cn/pxsc.php>

编号NO.: _____

1、个人信息(请用正楷书写, 以免资料疏误)

Personal Information (Please write it clearly, to avoid any mistake.)

职称 Prof/ Dr/ Mr/ Mrs/ Ms: _____ 姓名 Name: _____

职务 Position: _____

工作单位 Name of Employer: _____

通讯地址 Office Address: _____

邮政编码 Post Code: _____ 国家 Country: _____

办公电话 Tel(Office): _____ 手机号码 Mobile: _____

电子邮箱 E-mail: _____ 传真 Fax: _____

2、会议注册 (请于 处标示 \checkmark 或 \times)

Conference Registration: Please mark a " \checkmark " or " \times " in

金额注册 Full Registration	晚宴 Dinner	预订酒店 Hotel Accommodation
<input type="checkbox"/> 1,500元人民币 <input type="checkbox"/> USD 200	<input type="checkbox"/> 报名者免费 <input type="checkbox"/> Free for Participant	<input type="checkbox"/> 12月15日入住 15th December <input type="checkbox"/> 12月16日入住 16th December

注: A. 注册费含与会费、茶点、餐费及会议资料, 不含住宿费。

The registration fees cover all workshops, keynote speech sessions, beverage, lunch and dinner on 16th December 2005 and conference materials.

B. 如需住宿请登陆本次论坛指定酒店顺德新世界万怡酒店以及顺德仙泉酒店。

For Hotel reservations, the official conference hotel is the New World Courtyard Shunde. Alternative accommodation is the Century Hotel:

万怡酒店网址 [Http://marriott.com.cn](http://marriott.com.cn) 电话Tel: 86 757-2221 8333 传真Fax: 86 757-2222 0583

仙泉酒店网址 [Http://www.sd-centuryhotel.com/](http://www.sd-centuryhotel.com/) 电话Tel: 86 757-2232 8333 传真Fax: 86 757-2232 8222

3、付款方式 Payment:

A. 中国大陆以外与会者请于**2005年11月30日前**与支票或银行汇票方式提前支付。

Registration fees must be paid by check or bank draft made payment to Shunde Polytechnic, by deadline of 30th November 2005.

B. 中国大陆与会者注册费请于**2005年11月30日前**由银行汇入以下帐户:

收款单位: 顺德职业技术学院

帐号: 44-4670-01-04-001706-7

开户行: 中国农业银行顺德大良支行

4、联系方式 Contact:

陈兰女士 Ms Anita Chan

地址: 广东省佛山市顺德区德胜东路 顺德职业技术学院学术交流中心2305室

Address: Academic Communion Center of Shunde Polytechnic 2305#, Desheng East Road, Shunde district, Foshan city, Guangdong Province

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