



APacCHRIE May 2010 eBulletin

PolyU Launches Tourist Satisfaction Index to Gauge the Satisfaction Level of Tourists

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) has launched the PolyU Tourist Satisfaction Index (PolyU TSI) today (17 December) to gauge the satisfaction level of inbound tourists by countries and regions.

Spearheaded by Professor Haiyan Song, Chair Professor of Tourism and Associate Director of SHTM, this pioneering project aims to fill in the gaps by creating a comprehensive system, which will provide authorities concerned and industry personnel with much needed information for decision making and planning purposes. The research project is supported by the Niche Area Research of PolyU.

The Index was compiled based on interview of 3,000 respondents from a wide range of countries and regions. According to Professor Song, "We have put the focus of the empirical study on Hong Kong, where tourism has been seen as one of the major economic pillars. The project has currently produced satisfaction indices for the seven important regional source markets of the six tourism-related sectors in Hong Kong."

Several cities within the Pearl River Delta Region, including Macau and Shenzhen, also showed interest in using the Index to assess their strengths as a tourism destination. Of particular interest to Hong Kong will be the ability to benchmark the local indices against those of other destinations. The scope of this project is expected to expand in the future. "The launch of PolyU TSI is another contribution that our School has made to the tourism industry," Professor Kaye Chon, SHTM Director, noted. "With an improved ability to measure the satisfaction of its customers, the Hong Kong tourism industry will continue to bolster local economic development. SHTM is proud to support its industry in this new way, and looks forward to the added well-being the PolyU TSI will bring to the community."

The first PolyU TSI study showed that tourists from the North America with the highest satisfaction level with a score of 78.43 out of 100. In terms of satisfaction level, the Americans are followed by Australians, New Zealanders and tourists from the Pacific region with a satisfaction index score of 76.22. The third most satisfied source market is Europe, Africa and Middle East, the visitors from these regions attributed to a tourist satisfaction score of 75.04. The remaining source markets are all found in Asia. Mainland tourists appeared to be the most satisfied among Asian customers, with a PolyU TSI of 74.32. Closely following the mainland tourists are those from South and Southeast Asia, with an index figure of 71.28. This is followed by the two source markets of Taiwan and Macau and of Japan and Korea, both showing the satisfaction index scores of 66.33 and 66.27, respectively.

Further analysis has shown that among the six tourism-related sectors, the transportation sector received the highest tourist satisfaction index score of 77.79, followed by the immigration sector 74.27 and attractions 74.26. The hotels are ranked fourth with an index score of 71.67, whilst the retail shops and restaurants are ranked fifth and sixth with an index score of 69.44 and 68.85, respectively.

Given the sectoral tourist satisfaction indexes presented above, the overall PolyU TSI stood at 72.65, indicating that inbound tourists are generally satisfied with the services of Hong Kong's tourism sectors during the year of 2009.

The PolyU TSI is compiled based on a sophisticated model and a vigorous research framework which captures the multiple dimensions of tourist satisfaction. The framework is able to produce tourist satisfaction indices for individual tourism sectors and then the overall destination satisfaction index. Individual indices can be estimated for various source markets of individual tourism-related sectors on a regular basis in order to monitor the dynamics of the destination's competitiveness over time. The PolyU TSI will be updated annually.

PolyU's School of Hotel and Tourism Management is one of the world-leading providers of hospitality and tourism education. It is ranked No. 2 in the world among hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality & Tourism Research* in November 2009.

With 60 academic staff drawing from 18 countries, the School offers programmes at levels ranging from PhD to Higher Diploma. It was awarded the 2003 International Society of Travel and Tourism Educators Institutional Achievement Award in recognition of its significant contribution to tourism education, and is one of the global training centres in the Education and Training Network in Asia recognized by the United Nations World Tourism Organization.

PolyU Takes On Community Development in Kaiping through Tourism and Hospitality

As part of its 30th anniversary celebrations, the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU) established a community programme with industry partners entitled "Community Development through Tourism and Hospitality". Having assessed various communities in terms of their needs for tourism and hospitality development, the School opted for Kaiping, a small community in the Pearl River Delta. Kaiping is unique in that the area is famous for its "diaolous", which are unusual 3 to 5 storey houses built in the early part of the twentieth century. Since 2007, the Kaiping diaolou clusters have been included on the World Cultural Heritage List of the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

As partners in the SHTM programme, the Kaiping Tourism Bureau and the Guangdong Kaiping Diaolou Development Company pledged their support to the School in furthering the development of the community's tourism and hospitality industry. A Memorandum of Understanding was signed in Kaiping on 15 March by Professor Kaye CHON, Chair Professor and Director of SHTM, Mr XU Yong Feng, Director of Kaiping Tourism Bureau, and Mr KUANG Ji Kang, General Manager of Guangdong Kaiping Diaolou Tourism Development Company. At a ceremony that followed, a plaque commemorating the occasion was unveiled.

Addressing the ceremony, Professor Kaye CHON said, "The School believes that everyone involved in the tourism and hospitality industry can contribute to the well-being of the destinations in which they operate to ensure success and sustainability. With this in mind, we would like to contribute to this meaningful cause by offering tailor-made courses to the villagers in Kaiping to help them in their pursuits."

In the two weeks that followed, SHTM faculty members were in Kaiping to provide training to local villagers who wanted to establish businesses in tourism and hospitality. The topics of the training sessions included:

- World Tourism Trends and UNESCO World Heritage Sites
- Community-based Tourism
- Food Hygiene and Safety
- Menu Design
- Service Quality Management
- Cultural Tourism: Concepts and Markets
- Cultural Tourism: Product Development
- Bed and Breakfast
- Attraction Management
- Food and Culture

“We are very appreciative of the initiative undertaken by PolyU’s School of Hotel and Tourism Management and the selfless efforts of its staff,” Mr KUANG Ji Kang remarked. “It is a known fact that SHTM’s faculty members come from all around the globe. Courses tailor made and conducted by such a respected team of international professionals will not only broaden the horizons of villagers but will also help to raise the overall industry standard in Kaiping,” he said.

As Professor CHON rightly put it, “It is only the beginning of a meaningful collaboration.”

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Change of 2010 APacCHRIE Conference Venue

Given the on-going and uncertain political situation in the centre of Bangkok, the organizing committee of 8th APacCHRIE 2010 Conference has decided to re-locate the venue of the conference from Bangkok to Pattaya. This is the first time APacCHRIE have had to change our conference venue - and this is despite the fact that over the years we have faced many adversities which have included both SARS and H1N1.

New Location - Pattaya

Pattaya is one of the largest beach resort in Thailand. It is located about two hours drive from Suvarnabhumi International Airport, and well away from the central business district of Bangkok where the current protests have been focused.

New Venue - The Learning Resort @ Thammasat University

The new venue is the Learning Resort Pattaya, College of Innovation, Thammasat University (our co-host). The facilities of the Learning Resort Pattaya are of an international standard and large enough to accommodate our concurrent and breakout sessions. The venue of the conference is itself about 15 minutes drive from the centre of Pattaya.

Your Accommodation

The Learning Resort has an in-house hotel with 10 suites rooms and 65 superior rooms - see the website: www.itu.tu.ac.th <<http://www.itu.tu.ac.th/>>. The conference organisers are in the process of contacting Thai Hotels Association, Pattaya Chapter to source competitive room rates for the many 4-5 star hotels on the beach front. It is anticipated that the room rate should be the same or lower than those in Bangkok.

Your Arrival

Suvarnabhumi International Airport is located well outside Bangkok, and the government has indicated that it has put in place many measures to ensure there are no further disruptions given the many international airlines use it as a hub. You will be met you and picked from the arrival hall (Baggage Claim) and taken directly out to Pattaya free-off charge.

Your Safety

Your safety while in Thailand is a priority for the conference organising team. While Thailand has a long history as a welcoming country, the current political situation and related street protests are unfortunately of an unpredictable nature. Furthermore, you should be aware that a number of countries have recently raised the status of their "travel advisories" in regards to travel to Thailand. Given that the conference is not for several weeks, the organisers anticipate that these will change. Delegates planning on attending this year's conference should:

- monitor the status of the travel advisories being issued by their home government before commencing travel to Thailand, and adhere to their advise
- ensure that they have travel insurance, and where possible book refundable tickets

More Information

The conference organisation team will inform you shortly about the details of accommodation in Pattaya and changes to the conference program. Please monitor the website for details.

The conference organisers would appreciate your cooperation in the preparation of the conference in the aspects of paper submission and registration as follows:

1. Please submit your full paper for conference proceedings before **Friday 30th April 2010**.
2. We've extended the dead line for Early Bird registration to **Friday 7th May 2010** and **the dead line for all registration on Friday 15th May 2010**.

If you have any enquiry please let Manat or Dr. Pornpisanu (Paper) or Dr. Naree (Registration) know.

THE-ICE International Panel of Experts Forum - Cancelled

APacCHRIE President

Given the current political situation in Bangkok, THE-ICE has decided to postpone its Forum that was to be hosted by Narasuen University in Bangkok on June 2/3. For more details see <http://www.the-ice.org>

Youth Conference - Cancelled

APacCHRIE President

Given the current political situation in Bangkok, the organising committee has decided to cancel this year's Youth Conference. This stream of the APacCHRIE conference will be hosted by Hong Kong Polytechnic University again in 2011.

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