

BHM Updates

November 2025



DIVISION OF BUSINESS AND
HOSPITALITY MANAGEMENT
工商及款待業管理學部

02/11
2025

03

Guest Lecture on Six Keys to Success for Theme Parks and Attractions



We were privileged to host Professor John Ap, former Professor at the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, and Macao Institute of Tourism Studies, for a compelling guest lecture on the “Six Keys to Success” for theme parks and attractions. Drawing on his extensive academic research and industry consultancy experience, Professor Ap examined the strategic, operational, and experiential pillars critical to successful attractions, including visitor experience design, operational excellence, market positioning, revenue management, safety and sustainability, and innovation. Attendees gained insights through case studies, practical frameworks, and actionable recommendations addressing contemporary challenges in the attractions sector.



05/11

2025



Kick-Off Ceremony of the BHM NextGen Leadership Scheme

We are delighted to announce the official launch of the BHM NextGen Leadership Scheme on 5 November 2025. This year, the scheme welcomed 103 ambitious students and 23 distinguished mentors from four disciplines: accounting and finance, business, marketing management, and hospitality and tourism management. Designed to foster a nurturing relationship between mentors and mentees within the BHM community, this initiative features a roster of experienced industry practitioners, many being distinguished alumni of CPCE. Our mentors are dedicated to enhancing students' personal and professional development, empowering them with essential insights and skills for success in various disciplines of business.



05/11
2025

Programme Talk for BBA (Hons) in Foodservice Management and Entrepreneurship (FME)



A programme talk was held on 5 November 2025 during the regular monthly meeting of the Hong Kong SMART Catering Association and the Hong Kong Association of Bakery and Coffee Practitioners. The Programme Team for the FME provided an informative introduction to the programme for association leaders and members from the foodservice, catering, and bakery sectors. The session generated enthusiastic responses and valuable industry exposure for attendees. Mr Arist Wong, Founding Chairman of Hong Kong Smart Catering Association, and Mr Clive Chan, Chairman of Hong Kong Association of Bakery and Coffee Practitioners, expressed strong support for the programme, affirming its relevance to professionals in the field.



06/11

2025



Programme Talk for FME: Shaping the Future of Food - Sustainable Practices and Career Opportunities in the F&B Industry

We were honoured to welcome Mr Johnny Lee, Restaurant Manager of The Hong Kong Jockey Club, who shared important perspectives on career pathways in the F&B industry and sustainable practices on 6 November 2025. Participants, including face to face BHM students and prospective students attending online, gained practical knowledge about social responsibility, environmental impact, and the transformative role of AI and technology in foodservice operations. Following Mr Lee's presentation, Dr Kate Law, Programme Leader for the FME, introduced the programme and highlighted its alignment with industry trends. The session sparked lively discussions during the Q&A, inspiring students to explore future paths in sustainable foodservice and received positive feedback from all participants.





9-14/11
2025

7th Central European Case Competition (CECC) 2025

A team of four BHM students participated in the 7th Central European Case Competition (CECC) 2025, held in Vienna from 9 to 14 November 2025. This invaluable experience bridged classroom learning with real-world problem-solving. Over the week, students collaborated with peers from top business schools worldwide to tackle Central European business strategy challenges under time constraints. The dual-case format - a 6-hour short case and a 24-hour long case - enhanced their analytical agility, teamwork, and communication skills. Guided by a lecturer and receiving feedback from industry experts, students refined their data synthesis and presentation abilities, returning with heightened problem-solving skills and resilience.



11/11
2025

Business, Accounting and Finance Studies (BAFS) Talk Series: Flying Safely - How Enhanced Safety Measures Reduce Loss and Costs for Sustainable Air Travel

The BAFS Talk Series for Semester One 2025/26 took place on 11 November 2025 for secondary 4-6 students. The theme of the talk was “Flying Safely: How Enhanced Safety Measures Reduce Losses and Costs for Sustainable Air Travel”. The talk explored how improving airline safety measures can help mitigate financial and operational losses, emphasising that investing in safety not only protects personnel but also secures long-term sustainability for airlines. Attendees were impressed by the talk for its engaging content and practical insights.



11/11
2025



BHM Professional Talk Series: The Importance of Compensation and Benefit Strategy

On 11 November 2025, Mr Kelvin Hui, APAC Compensation Professional, Associate from JR Morgan shared his expertise with students on the role of compensation and benefits strategies in performance management. He discussed how organisations leverage these strategies to motivate employees and ensure alignment with market standards. Mr Hui also highlighted the job responsibilities and skills required for compensation specialists and provided insights into career prospects within the HR industry.

13/11
2025



BHM Professional Talk Series: Insights on Risk Management in Travel Insurance

The BHM Professional Talk Series featured Mr David Mak, Head of Travel Agency at Zurich Insurance Hong Kong, who shared his expertise with BHM students on the role of risk management and its integration with travel insurance on 13 November 2025. He emphasised how these practices are essential for protecting travellers, supporting travel agencies, and ensuring the stability of the entire tourism industry. Mr Mak also discussed the importance of adhering to regulatory policies to maintain consumer trust and ensure industry compliance, equipping attendees with a comprehensive understanding of contemporary challenges and best practices in travel insurance.

14/11
2025

Award Presentation: CIPS Best Student Awards 2025

BHM student Mr Chan Chun Hei, from the *BBA (Hons) in Operations and Supply Chain Management*, was awarded the Good Performer award from the Best Student Awards Scheme 2025 (Degree Level), organised by the Chartered Institute of Procurement and Supply (CIPS) Hong Kong Branch. The award was presented by Mr Oscar Lee, Chairperson of CIPS Hong Kong, in recognition of Mr Chan's outstanding performance. Congratulations to Mr Chan Chun Hei on this achievement!



14 & 17/11



Visit to Hong Kong's Monetary Heritage

On 14 and 17 November 2025, BHM students visited the Hong Kong Monetary Authority (HKMA) for a guided tour of the city's monetary history since 1842. The visit explored the evolution of note-issuing banks, purchasing power, and key milestones of Hong Kong currency. Students engaged with informative exhibits and interactive games, enhancing their understanding of monetary stability while fostering peer connections among students.



15/11
2025



Visit to Hong Kong Maritime Museum

On 15 November 2025, BHM students visited the Hong Kong Maritime Museum to attend the exhibition "VOYAGE INTO SHU: Exploring Sanxingdui and Jinsha – An Immersive Archaeology VR Experience". This innovative exhibition features the "Exploring Sanxingdui VR Experience", alongside a variety of interactive installations that bring history to life. Students were able to immerse themselves in the archaeological process, embarking on a cultural journey spanning thousands of years. This unique blend of virtual and physical experiences deepened students' appreciation for the Sanxingdui artifacts and enhanced their understanding of the ancient Shu Bronze Age civilisation.



17-18/11

2025

BHM Students at ALMAC 2025

Students from the *BBA (Hons) in Operations and Supply Chain Management* attended The Asian Logistics, Maritime and Aviation Conference (ALMAC) 2025, held at the Hong Kong Convention and Exhibition Centre from 17 to 18 November 2025. The conference featured keynote presentations from the Hong Kong Trade Development Council and prominent industry leaders, providing valuable insights into regional logistics and supply chain strategies. Attendees also enjoyed important networking opportunities with professionals and peers.



19/11
2025



Visit to Hong Kong Air Cargo Terminals Limited (Hactl)

On 19 November 2025, BHM students studying Air Transport Logistics visited Super Terminal One at Hong Kong Air Cargo Terminals Limited (Hactl), located at Hong Kong International Airport. The visit provided students with an understanding of the latest trends in air cargo transportation, courier services, supply chain management, and operational practices in airfreight and e-commerce logistics.



20/11

2025

Modern Terminals



Smart and Green Port: Tour of Modern Terminals

BHM students participated in a visit to Modern Terminals Limited, gaining first-hand knowledge of the operations of this major container terminal operator in Hong Kong. The visit showcased cutting-edge automation initiatives and the latest smart logistics technologies while highlighting Modern Terminals' commitment to sustainability. Students witnessed the future of maritime logistics in action.



20/11
2025



Business-Academia Collaboration: Inside Hongkong International Terminals Smart Port Tour

A study tour on 20 November 2025 allowed BHM students to explore Hongkong International Terminal (HIT), a model of modern port operations in Hong Kong. Students gained insights into how HIT leverages advanced technology and smart systems to enhance productivity and efficiency, bridging classroom theory with practical application.



24/11
2025



THE HONG KONG POLYTECHNIC UNIVERSITY COLLEGE OF PROFESSIONAL AND CONTINUING EDUCATION
實時香港旅遊需求預測系統的研發
Developing A Real-time Tourism Demand Forecasting System for Hong Kong

Name of PI RGC Project Reference No.
Dr ZHANG Xinyan UGC/FDS24/B02/22

Duration
01/01/2023 - 31/12/2024 (24 months)

Grand Total Funds Awarded (inclusive of on-costs)
HK\$593,730.00

Major Achievements

- 1 A database containing mixed-frequency data of tourist arrivals from Chinese mainland to Hong Kong, Hong Kong business confidence index (BCI), Hong Kong consumer confidence index (CCI), and online search volume was created by data collected from Hong Kong Immigration Board, Immigration Department, Hong Kong Census and Statistics Department, China National Bureau of Statistics and Baidu, respectively.
- 2 Five rounds of Chinese mainland GBA traveler study had been conducted. In each round of study, repeated cross-sectional data about traveler's travel motivation, travel purpose, travel plans had been collected with a sample size of about 450 people. Five reports were generated based on the data analysis.
- 3 Mixed-frequency nowcasting models for the number of mainland Chinese visitor arrivals (MCVA) to Hong Kong in the current quarter were established. The number of visitors in each quarter. Then the model-based MCVA nowcasts were adjusted by a panel of forecasting experts through the Delphi method. Four reports from the Delphi processes were generated.
- 4 The Real-time Tourism Demand Forecasting System (RTDFS) website (<http://www.hktdfcloud.com>) was established for publishing forecasting results and Delphi processes.
- 5 The results provided strong evidence for the outstanding ex-ante nowcasting performance of the mixed-frequency econometric model (with a Mean Absolute Percentage Error, or MAPE of 8.48%) and the ultimate value added by expert judgment to the nowcast accuracy (with a reduced MAPE of 8.1%).
- 6 Three journal publications emerging from the project had been published/accepted by peer-reviewed international journals like Journal of Hospitality and Tourism Institute, Consumer Behaviour and Marketing, Hong Kong and International Journal of Machine Learning and Cybernetics. Two more journal articles are under review. Six presentations at international conferences were conducted.

This work was partially funded and/or supported by a grant from the Research Grant Council of the Hong Kong Special Administrative Region, China (Project No. 9041022/22).

RGC Workshop and Poster Session on Competitive Research Funding Schemes

On 24 November 2025, the Research Grants Council (RGC) held a Workshop and Poster Session at Hong Kong Metropolitan University, attracting over 200 academics. At the session, BHM Senior Lecturer Dr Alina Zhang showcased her Faculty Development Scheme Project, “Developing a Real-time Tourism Demand Forecasting System for Hong Kong”. Dr Zhang exchanged valuable research insights with attendees, including colleagues from the BHM.

25/11

2025



RCGB Research Workshop: S&P Global ESG Scores and Methodology

The Research Centre for Green Business (RCGB) hosted a workshop on 25 November 2025, featuring sustainability experts from S&P's Global, Mr Jacob Hung and Ms Sabrina Lam. The workshop provided an overview of S&P's extensive ESG dataset, focusing on their widely referenced databases, including S&P Global ESG Scores. Around 20 academic staff attended, gaining hands-on experience in data utilisation for research projects.

THE HONG KONG POLYTECHNIC UNIVERSITY COLLEGE OF PROFESSIONAL AND APPLIED LEARNING **rcgb** Research Centre for Green Business

Research Centre for Green Business (RCGB)

Research Workshop on S&P Global ESG Scores and Methodology

Date: 25 November 2025 (Tuesday)
Time: 3:30 p.m. - 4:30 p.m.
Venue: WK-N1103
Mode: Hybrid via MS Teams
Language: English

Mr. Jacob Hung
 Sustainability Specialist
 S&P Global

Jacob is ESG Client Engagement Specialist of S&P Global Sustainable. He obtained Certified Environmental, Social and Governance Analyst (CESGA®), Certificate in ESG Investing (CFA Institute), BSc in Mathematics and Statistics. He has 12 years of professional experience such as advisory on ESG metrics for reporting, engagement and integration for financial institutions. Academic studies in the past few years have revolved around sustainability topics such as carbon emission, ESG ratings, TCFD/ISSB reporting, climate risks, nature & biodiversity risks and TNFD reporting. S&P Global has also been developing ESG capabilities since then and introducing a wide range of ESG datasets, which is also widely cited across the globe ([SRKN link](#)). In this 1-hour session, Mr. Jacob Hung would give an overview on the full suite of ESG datasets they offer and deep-dive into the development and methodology behind their most-cited database: S&P Global ESG Scores and Trucost Environmental dataset and share the application of our data into academic research projects.

Moderator:
 Dr Wenli Huang

SCAN

This workshop is fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No.: GED1019/22/23). For enquiries, please contact Mr. Tom Leung at 3746 0021 or rcgb@sped.polyu.edu.hk.

26/11
2025

RCGB Research Seminar: ESG Readiness Conceptualisation and Scale Development



On 26 November 2025, RCGB hosted a seminar featuring Professor Piyush Sharma, John Curtin Distinguished Professor from Curtin University. Professor Sharma discussed the critical research gap in conceptualising ESG readiness as a multidimensional construct, aiming to develop a diagnostic and prescriptive tool for individuals and organisations. Participants expressed appreciation for the research's potential to create a more comprehensive benchmarking and certification system.



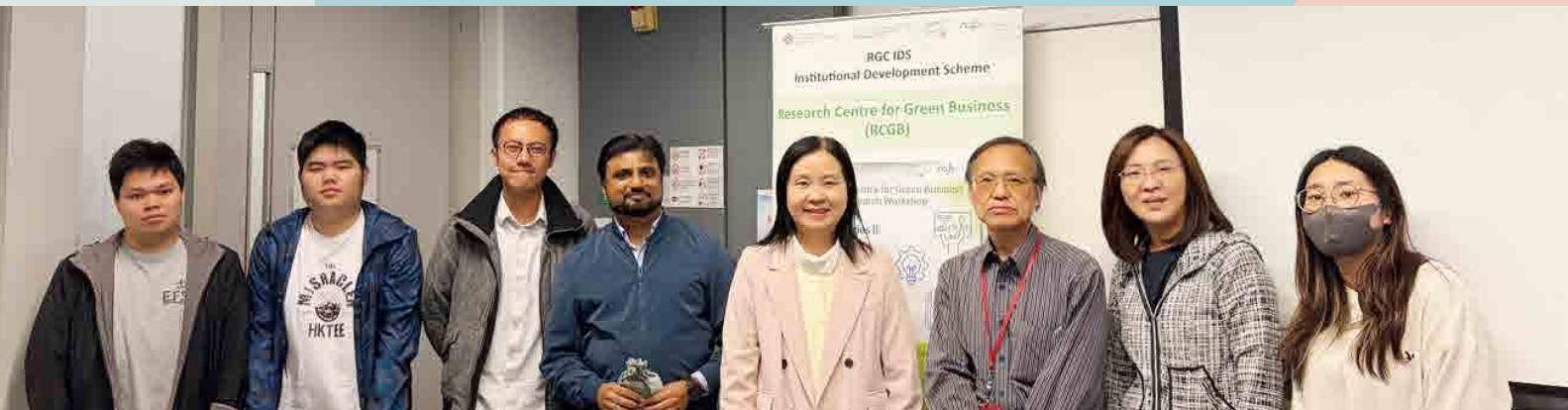
26/11

2025



RCGB Research Workshop: AI Tools Sharing Series II

On 26 November 2025, RCGB presented the second instalment of the AI Tools Sharing Series, focusing on enhancing research quality through advanced tools. BHM academics Dr Edmund Wut and Dr Zulfiqar Ali shared their experiences in utilising AI for research improvements. The workshop provided a valuable platform for academic staff to exchange insights and good practices.



29/11

2025



BHM Master's Programme Professional Talk Series: Advancing Career Success

In November 2025, five sessions of the BHM Master's Programme Professional Talk Series were organised for master's and degree students. The talks covered diverse contemporary topics, including the issuance of green bonds in Hong Kong, the future of travel influencers, AI in supply chain management, and strategies for embedding sustainability in corporate frameworks. These thought-provoking discussions deepened students' understanding of industry trends and challenges, offering insights from leading professionals.





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