

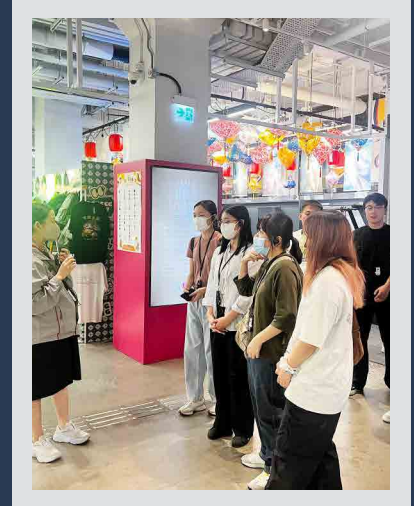
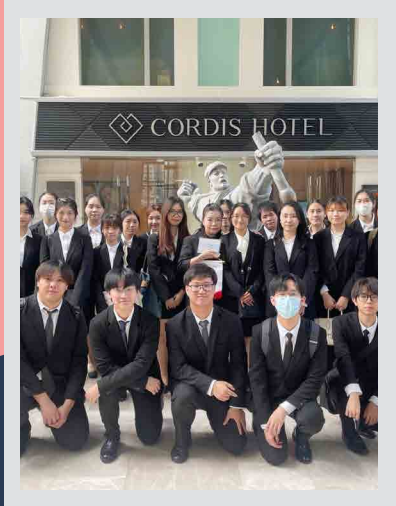


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Monthly Updates



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Exploring Hong Kong Adaptive Reused Heritage Site

Management Talk cum Site Visit to Central Market

On 3 October 2024, students from the BHMS4726 "Cultural and Heritage Tourism" explored the adaptive reuse of Central Market, one of Hong Kong's most iconic heritage sites. They were warmly welcomed by Ms Gina Tam, General Manager of Central Market, and her team, who provided valuable insights during the visit. Through the engaging management talk and site tour, students examined the transformation of Central Market into a vibrant leisure and tourism destination, discovering innovative strategies employed to revitalize this historic landmark while preserving its cultural significance.



Hotel Visits

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To enhance students' understanding of sustainable luxury hospitality, visits to Fullerton Ocean Park Hotel and Cordis, Hong Kong were organized on 3 and 7 October 2024, for students from our hospitality management programmes. During these visits, executives from the rooms division and human resources shared insights into the principles and practices of sustainable luxury, wellness, nature, and innovation as applied to guestrooms, restaurants, and various guest amenities. These experiences provided students with valuable firsthand exposure to the growing trend of sustainability within the hospitality industry.



BHM Professional Talk Series –

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“How Can Two Brands Be Incorporated to Create a Successful Summer Promotion”

On 4 October 2024, over 120 students attended a guest talk titled “How Can Two Brands Be Incorporated to Create a Successful Summer Promotion?” delivered by seasoned marketer Mr Valiant Yip. As the founder of a marketing consultancy, Mr Yip shared his extensive experience in the creation, execution, and evaluation of a recent marketing campaign for key clients in the context of the Paris Olympic Games. He highlighted essential qualities for successful marketers and expressed his passion for the industry at the talk.



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BHM Professional Talk Series – “Green Tourism in Hong Kong: A Path to Sustainable Travel”



On 7 October 2024, Mr Derek Tse, General Manager of Eco Travel Ltd, delivered an engaging talk to our BHM students about sustainable travel. Drawing from his extensive experience in organizing eco-friendly tours, he emphasized that responsible travel can be both economically viable and environmentally beneficial. This engaging talk enriched students' learning experiences and broadened their understanding of sustainable travel practices.

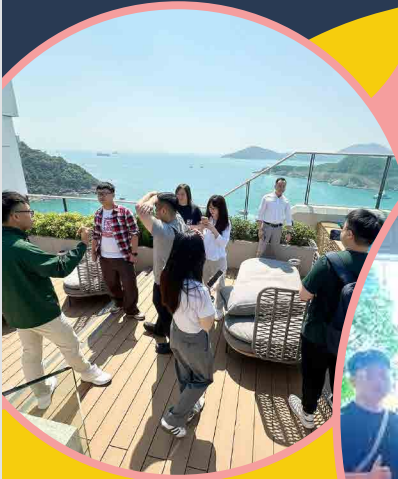


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Visit to *Dukling Harbour Cruise*

On 10 October 2024, our students embarked on an unforgettable journey aboard the iconic Dukling Harbour Cruise. Sailing on this historic junk boat, students explored Hong Kong's rich maritime heritage while enjoying breathtaking views of the vibrant skyline. The experience offered not only stunning sights but also valuable cultural insights into the significance of our harbor and its role in local history. It was a delightful opportunity to bond with classmates and deepen our appreciation for the city's unique heritage.





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Visit to Fullerton Ocean Park Hotel Sustainable Resort Hotel and WELL Building

In collaboration with the Subject Team of BHMS4409 “Hotel Planning and Development” and the Research Centre for Green Business (RCGB), over 40 students from various BHM degree and sub-degree programmes visited Fullerton Ocean Park Hotel on 12 October 2024, to explore sustainable practices in the industry. The visit focused on the hotel's commitment to sustainability, showcasing initiatives such as the elimination of single-use plastics, reduction of water and energy consumption, and adherence to WELL building standards. Students gained practical knowledge into sustainable operations and experienced firsthand service at the hotel's Lighthouse Café, enhancing their understanding of environmental responsibility in hospitality management.





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BHM Professional Talk Series – “Sustainable Fashion, Circulation and Innovation”

On 12 October 2024, a guest talk titled “Sustainable Fashion, Circulation and Innovation” was held for logistics and supply chain management students. Delivered by Mr Alex Law, Founder and CEO of Matchalike Technology Company Ltd and Matchalike Social Enterprise Company Ltd, the talk focused on designing innovative solutions for secondhand clothing circulation through technology. Mr Law discussed how these innovations promote eco-friendly practices and reduce fashion waste, inspiring students to consider their roles in fostering sustainability within the fashion industry.



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Visit to Asia World Expo

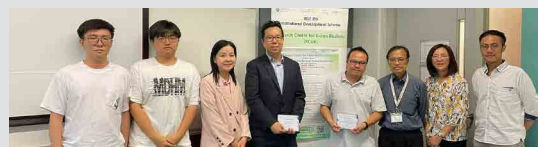
On 18 October 2024, the management team from Public Relations and Marketing, along with Venue Management at AsiaWorld Expo (AWE), delivered an insightful professional talk to our students from the hospitality management programmes. The session covered key topics such as marketing strategies, venue operations, talent development, sustainability, and venue development. Additionally, students attended a trade show at AWE, further enhancing their learning experience through hands-on engagement in real-world event operations and management.



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RCGB Public Lecture - “Exploring Green Business through Sustainability”

On 18 October 2024, we had the honor of welcoming Dr John Yu, Head of Operations at Aramex, who presented “Aramex’s Sustainability Journey” at the RCGB Public Lecture. He discussed how Aramex has implemented various sustainable practices in logistics and supply chain management to enhance efficiency, reduce energy consumption, and minimise environmental impact. Dr Joseph Lau, Head of Student Affairs and Senior Lecturer of BHM, also presented “Driving Sustainability in the Fashion Industry: Evidence from Student Activities” aimed at raising student awareness about recycling and reusing clothing, thereby fostering a culture of sustainability within the higher education community.



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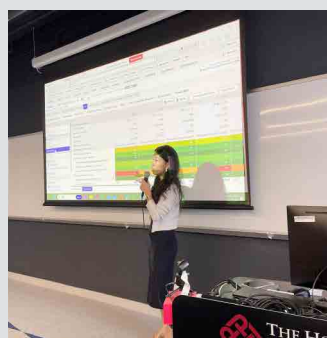
BHM Professional Talk Series – “Green Logistics Development in the Greater Bay Area”

On 19 October 2024, Dr John Yu, Head of Operations at Aramex, delivered a seminar titled "Green Logistics Development in the Greater Bay Area" for our *Associate in Business (Logistics and Supply Chain Management)* students. This session enhanced students' understanding of green logistics operations and strategies within the Greater Bay Area. Dr Yu also shared insights into career pathways in sustainable logistics, equipping students with knowledge and skills for their future career development in the field.



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RCGB Research Workshop - “LSEG (Refinitiv) Training Workshop”



On 22 October 2024, RCGB hosted a training workshop on LSEG Workspace featuring two guest speakers from LSEG (Refinitiv): Ms Stephanie Yang, the Sales Director, PEVC Solutions of London Stock Exchange Group, and Mr Edwin Kwan, LSEG Specialist. This workshop marks the second Refinitiv session organised by RCGB this year. Formerly known as “Eikon,” LSEG Workspace offers a more user-friendly interface and enhanced coverage of global market and ESG data. The workshop allowed colleagues to deepen their understanding of this data platform and equipped them with additional resources to enhance their research output.





DIVISION OF BUSINESS AND
HOSPITALITY MANAGEMENT

工商及款待業管理學部