



Annual Report 2015/16

Mapping the future



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute for Tourism Studies



Annual Report 2015/16

Mapping the future



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IFT is deliberately specialised and is uniquely positioned to work side by side with industry, the Government and the people of Macao – and the wider world – to answer the questions facing the tourism and hospitality business today



MESSAGE FROM THE PRESIDENT

EXCITING TIMES



The Institute for Tourism Studies (IFT) is operating in a time of fundamental change and of opportunity. In recent years, we have strengthened our position as one of the top institutions of higher education in the Asia-Pacific region that specialises in tourism and hospitality. We have made great strides in upgrading the quality of the education we provide, in raising our global competitiveness and in promoting international cooperation.

Our research capabilities have been greatly increased and we have enlarged our footprint with a new campus on Taipa, granted by the Macao SAR Government in 2015. The additional space has given us the support that is essential as we work toward creating a truly outstanding experience for students and academic staff.

We have seen growing numbers of IFT students doing some of their undergraduate studies abroad via exchange programmes or undertaking their curricular internships with IFT industry partners outside Macao. These experiences offer students the opportunity to acquire cross-cultural abilities, and to think critically about the world and their role in it. Conversely, we continue to attract students from beyond Macao's borders, including exchange students, some coming from as far afield as North America and Europe.

IFT is building its international stature as a trusted partner for training and research. We have partnerships with several organisations, including the World Tourism Organization (UNWTO), UNESCO and the Pacific Asia Travel Association (PATA). New projects are now underway, helping to strengthen the Institute's position as a training and education hub for Asia.

IFT remains a top provider of vocational and occupational training in Macao through the Tourism and Hotel School. Each year, we teach hundreds of courses to about 20,000 students, and many of these courses lead to certificates or diplomas recognised by the tourism and hospitality industries globally. We are strengthening our offering in this area, with new courses in fields such as creative studies, in a bid to support the Macao SAR Government's effort to promote adequate economic diversification.

On behalf of the Institute's management, I wish to express our admiration and gratitude to every member of the IFT community, whose exceptional passion, energy and determination have been so important to our development. I similarly express our admiration and gratitude to the Macao SAR Government, the support and patronage of which will continue to be critically important to IFT as we progress.

As an institution focused on nurturing talent, we must be far-sighted. The Institute has come a long way in recent years. Looking ahead, it is our duty to ensure our development keeps gaining momentum, contributing to promoting Macao as a World Centre of Tourism and Leisure, as envisaged by the Macao SAR Government and the Central Government.

Dr Fanny Vong
President



Overview

IFT at a Glance

GROOMING TOMORROW'S TOURISM LEADERS

The Institute for Tourism Studies (IFT) is the pioneer of tourism and hospitality education in Macao. In its more than 21 years in existence, IFT has grown to be an institution regarded in Macao and abroad as innovative and influential.



The Institute is one of the most prolific institutions of higher education in the field of tourism and hospitality in the Asia-Pacific region. It produces graduates that are among the most sought-after in Macao and beyond.

The excellence of education provided by the publicly funded IFT is recognised around the globe. We were the first institution in the world accredited by the World Tourism Organization's UNWTO. TedQual Certification System, which certifies tourism education.

IFT brings together more than 1,500 undergraduates and almost 120 teaching staff from around the world in one thriving education hub. We continue to invest in our facilities and infrastructure so our students and staff can excel in an environment that is inspiring and switched-on to the latest trends in tourism and hospitality.

From the beginning, we pioneered – and have continued to pioneer – new, creative teaching strategies, with a

special focus on project-based learning. Our approach includes strong links with partner companies around the globe, so that our students, through internships and work placements, can exploit connections with the tourism and hospitality industries that give them an edge in their future careers.

We are a top provider of occupational training programmes in tourism and hospitality through the Institute's Tourism and Hotel School. We design our courses in close collaboration with industry, and many of our programmes are accredited by top entities abroad, leading to certificates and diplomas recognised globally by the tourism and hospitality industries.

IFT concentrates on doing first-rate research, and is the foremost source of knowledge about tourism and hospitality in Macao. We do research that is relevant to academia and the Macao SAR Government, and that is useful for the development of tourism at home and abroad.

MISSION

The mission of IFT is to become an international tertiary institution of choice for tourism and service industry studies.

Not only for the benefits of Macao, but also for the Asia Pacific region, it will equip students with professional knowledge and technical competence in preparation for their future leadership responsibilities in the industry.

A SNAPSHOT OF IFT



Nº. 1 IN UNWTO.TEDQUAL CERTIFICATION IFT has the greatest number of bachelor degree programmes certified by the World Tourism Organization (UNWTO) of any institution in the world



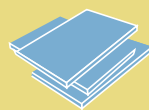
93% PROPORTION OF ALUMNI SAYING IFT READIED THEM FOR WORKPLACE
The overwhelming majority of IFT graduates report they are satisfied with the education they received



101 PARTNERSHIPS ABROAD The network of universities and tourism organisations that the Institute has links with reaches into 30 countries and regions



500 INTERNSHIP PROVIDERS Strong links with tourism and hospitality enterprises around the world ensure the internship opportunities offered to students are of high quality



1st TO REQUIRE A THESIS Only institution in Macao requiring all daytime Bachelor of Science Degree Programme students to produce an individual thesis in order to graduate



360 SCHOLARSHIPS ANNUALLY Firm support by the industry and community means the Institute has 23 partners in awarding scholarships



20,000 OCCUPATIONAL TRAINING PARTICIPANTS/YEAR IFT offers hundreds of occupational training courses, from the foundation level to the advanced level



20 INTERNATIONAL QUALIFICATION PARTNERS The Institute has a broad range of courses leading to certificates or diplomas recognised internationally, and about 1,500 students take such courses each year



2 MICHELIN GUIDE RECOMMENDATIONS The Pousada de Mong-Há educational hotel and the IFT Educational Restaurant both appear in the Michelin Guide Hong Kong and Macau

DISTINCTIVE APPROACH

IFT pursues a distinctive strategy in tourism and hospitality education, offering degree programmes and vocational courses. We believe students benefit greatly from this approach, as they can tap a more diverse array of educational resources to obtain a well-rounded education.



TOURISM COLLEGE

- Offers bachelor degree programmes
- Programmes extend for 4 years
- Daytime and evening programmes are available
- Daytime programmes are taught in English, evening programmes in Chinese
- Programmes include 6-month internships

TOURISM AND HOTEL SCHOOL

- Offers vocational courses
- Durations of courses and levels of specialisation vary
- Daytime and evening courses available
- Courses taught in Chinese, English and other languages
- Also devises courses especially for outside entities



“

We thank IFT for its contribution to tourism education and excellence and the promotion of sustainable tourism.

Taleb Rifai
Secretary-General, World Tourism Organization (UNWTO)

MORE SPACE, BETTER PROSPECTS

IFT is expanding appreciably as its new campus swings into action. The new campus on Taipa gives us the potential to build our international standing, to become more closely involved in academic research around the world and to become an Asian hub for education and training in tourism.

The new IFT campus was formerly part of the campus of the University of Macau on Taipa. It comprises several buildings that the Macao SAR Government granted to the Institute after the University moved to Hengqin Island.

IFT began using its new campus in the academic year of 2015/16, putting the student accommodation to use first. Classes on the new campus began in August 2016. Renovation of the facilities will continue for some time, adapting and improving them for the Institute's purposes.

The building once used by the University of Macau as its main library has pride of place on the new IFT campus. The building, renamed the Forward Building, is now where the Institute's academic work on Taipa takes place. The names of the Inspiration

Building on the Mong-Há campus, the Forward Building on the Taipa campus and the Team Building on the Mong-Há campus reflect the value the Institute attaches to inspiration, forward-looking spirit and teamwork – and the initials go together to spell IFT.

IFT intends to establish its second educational hotel on the Taipa campus, to emulate the success of its first, Pousada de Mong-Há. Plans for parts of the new campus are still on the drawing board. The Institute wishes to involve various stakeholders in making the blueprint for this important element of its future.

Once the Taipa campus had begun operating, IFT left in June 2016 the facilities in the César Fortune Building on Taipa, which it had rented for some years.



OUR ORIGINS

IFT's roots can be traced to the 1970s, when the Macao Government, then under Portuguese administration, decided to establish a tourism school in the city.

A vocational training facility was inaugurated in 1982 at Mong-Há Hill. It contained the Pousada de Mong-Há training hotel, which occupied an unfinished building that had been intended as a military mess.

In 1986, Macao's University of East Asia – the predecessor of the University of Macau – launched the city's first Hotel Management diploma programmes through its Polytechnic College. The Macao Government transformed the College into a separate institution – the Macao Polytechnic Institute – in 1991, the latter retaining the Hotel Management programmes previously offered by the College.

In 1993, the Macao administration decided to establish a publicly funded institution of higher education to teach only subjects relevant to tourism. IFT was officially inaugurated on 15 September 1995, absorbing the existing vocational training facility at Mong-Há Hill, and the Hotel Management diploma programmes that were offered by the Macao Polytechnic Institute.

45,000

square metres

The area of the Taipa campus is more than twice that of the Mong-Há campus

3

buildings

The Taipa campus has an academic building, a student dormitory and a building that will become an educational hotel

21

floors

The East Asia Hall student dormitory on the Taipa campus is the Institute's tallest building



THE IFT VISION

We at IFT believe in the importance of giving high-quality education and training in the field of tourism and hospitality, to prepare people to excel in the global marketplace. We aim to do so by reaching 10 goals, and by emphasising a modern curriculum, hands-on learning and stakeholder engagement in a nurturing, student-focused environment.



OUR GOALS

TEACHING EXCELLENCE We strive to attract and nurture outstanding academics from around the world through excellence and innovation in teaching and learning, research and knowledge exchange.

STUDENT SATISFACTION We are committed to giving students at all levels stimulating and outstanding experiences that can cultivate future leaders of the tourism and hospitality industries.

INDUSTRY ENGAGEMENT We work closely and proactively with business to meet the need for highly skilled people able to foster development of the tourism and hospitality industries.

INTERNATIONAL EXPOSURE We welcome people from around the world and partnerships with institutions abroad, so promoting cross-cultural understanding and diversity of knowledge.

SPECIALIST FACILITIES We value rich, hands-on learning experiences, giving students access to a training hotel, an educational restaurant, demonstration classrooms, laboratories and other education facilities.

RESEARCH AND IMPACT We aspire to be a place for the acquisition and exchange of knowledge by academia, the tourism and hospitality industries, and society at large.

GLOBAL EDUCATION HUB We work with entities abroad to offer special courses to people from Asian and Portuguese-speaking countries, promoting the development of global tourism.

COMMUNITY INVOLVEMENT We are closely connected to our community, aiming to make positive contributions to developing it economically, socially and culturally in a sustainable manner.

STRATEGIC POSITIONING We actively support the development of Macao as a World Centre of Tourism and Leisure, as envisaged by the Central Government and the Macao SAR Government.

SUSTAINABILITY LEADERSHIP We strive to take the lead in making our operations, our teaching and learning, our research and our engagement sustainable in every respect.

FORCES DRIVING OUR FUTURE

Tourism and hospitality are among the fastest-developing industries in Macao and the Asia-Pacific region. IFT is well placed to take advantage of such growth and support it in the years ahead.



KEY DRIVERS

TOURISM GROWTH

The growth of the travel and tourism industry has outpaced the growth of the global economy since 2011. In 2015, travel and tourism generated 9.8 percent of global gross domestic product and supported 284 million jobs, or 1 out of every 11 jobs in the world.

Tourism is a key driver of the development of Macao. In the past 15 years the number of visitors to the city has increased considerably and the tourism market has grown tremendously. Many large resorts have opened in Macao and UNESCO added the historical centre of the city to its World Heritage List.

We forecast that tourism and hospitality around the world will continue to grow appreciably in the long term. In Macao, we expect the growth of tourism and hospitality to be propelled by various factors. The opening of new resorts will increase critical mass, further pushing up the number of visitors.

We believe growth in travel and tourism around the world and the development of tourism in Macao will increase the demand for highly skilled workers. This will benefit our institution, which offers the biggest range in Macao of bachelor degree programmes and vocational courses in the field of tourism and hospitality.

POLICY SUPPORT

The Macao SAR Government's first Five-Year Development Plan, plotting the course of the socio-economic development of Macao from 2016 to 2020, calls for the city to become a World Centre of Tourism and Leisure, in order to help diversify the economy. This aim was first proposed by the Central People's Government in 2011 and reaffirmed in its 13th Five-Year Plan for 2016 to 2020.

The Five-Year Development Plan of the Macao SAR (2016-2020) envisages the city introducing new products and services for tourists, drawing tourists from a greater

variety of sources and developing new forms of tourism. The Macao SAR Government is also drawing up a master plan for the development of the tourism industry in Macao, which will be finished in 2017. The master plan will contain details of how to achieve what the 5-year plan envisages.

As the leading institution of higher education in tourism and hospitality in Macao, IFT believes turning Macao into a draw for tourists and leisure-seekers from around the world will help the development of the Institute. We believe this will lead to greater recognition of the quality of our education and make the research we do and knowledge accumulated by our academics even more useful to society.

CHANGES IN EDUCATION

The landscape of higher education and vocational training is shifting, the shifts being impelled by many factors, ranging from new technology to demographic changes. Learning online and other aspects of the electronic age are challenging conventional education. The idea of lifelong learning is becoming mainstream, and workers have a constant need to learn new skills to adapt as the market evolves.

The abundance of content available through the Internet to anybody, anywhere, anytime, is putting educators under pressure. It is changing the paradigm of the relationship between students and teachers, so transforming teaching methods.

IFT believes that times of great change, though daunting, are also times of tremendous opportunity. We are working to become an agent of change in education in the field of tourism and hospitality, introducing new ways of teaching, promoting the use of technology in learning, and stimulating students to invest time and effort in learning outside the classroom. We aim to establish lifelong relationships with our students rather than only as long as they attend the Institute, with a view to making the education we give even more valuable.



AWARD-WINNING QUALITY

The quality of education at IFT and our contributions to the community have, over the past 2 decades, been recognised by many awards given by governmental bodies, the tourism and hospitality industries and by the public at large. Our work has gained several certifications and accolades, highlighting our continuing commitment to excellence.

MEDAL OF MERIT FOR TOURISM | 2008

Macao SAR Government

EIGHT UNWTO.TEDQUAL-CERTIFIED BACHELOR DEGREE PROGRAMMES

UNWTO.Themis Foundation

GOLD AWARD IN EDUCATION AND TRAINING | 1997 AND 2002

Pacific Asia Travel Association (PATA)

BEST EDUCATIONAL ORGANISATION – SERVICE AND BRAND: MACAU ELITE SERVICE AWARD | 2014 AND 2015

Exmoo News and TDM

ISO 20000 IT SERVICE MANAGEMENT SYSTEM CERTIFICATION

International Organization for Standardization

ISO 14001:2004 ENVIRONMENTAL MANAGEMENT SYSTEM CERTIFICATION

International Organization for Standardization

MACAO GREEN HOTEL GOLD AWARD (FOR THE IFT EDUCATIONAL HOTEL – POUSADA DE MONG-HÁ) | VALID UNTIL 2016

Macao Environmental Protection Bureau

RECOMMENDED HOTEL AND RESTAURANT

(FOR THE IFT EDUCATIONAL HOTEL – POUSADA DE MONG-HÁ AND THE IFT EDUCATIONAL RESTAURANT) | 2009 TO 2016

Michelin Guide

TRAVELLERS' CHOICE AWARD (FOR THE IFT EDUCATIONAL HOTEL – POUSADA DE MONG-HÁ) | 2011 TO 2016

TripAdvisor

CERTIFICATE OF EXCELLENCE

(FOR THE IFT EDUCATIONAL HOTEL – POUSADA DE MONG-HÁ AND THE IFT EDUCATIONAL RESTAURANT) | 2012 TO 2016

TripAdvisor

GRAND MERIT AWARD: BUSINESS AWARDS OF MACAU | 2016

De Ficção Multimedia Projects and Charity Association of Macau Business Readers

OUR MANAGEMENT TEAM

The governance structure of IFT is designed for efficient decision-making. Our experienced management team is responsible for ensuring an effective operating framework that allows the Institute to successfully complete its mission.

FANNY VONG
President



Dr. Vong has been in charge at IFT since 2001. She holds a PhD degree in Business Organisation and Management from the ISCTE – University Institute of Lisbon, in Portugal. Dr. Vong is the author of more than 50 research papers and publications on tourism development and other topics.

FLORENCE IAN
Vice President



Ms. Ian supervises the administrative work and training units of IFT. She holds a Master's Degree in Educational Management from the University of Bristol, in the United Kingdom. Ms. Ian's experience includes working for a leading hotel in Macao.

DIAMANTINA COIMBRA
*Director of the Tourism
and Hotel School*



Ms. Coimbra was appointed head of the Tourism and Hotel School in 2001. She was director of the Pousada de Mong-Há from 1992 to 2000. Ms. Coimbra is pursuing a doctorate in Educational Policies from Portugal's University of Lisbon.

CHAN MEI HA*Head of the Administrative
and Financial Support Division*

Ms. Chan has been in charge of administration and finance at IFT since 1998. She holds a Master's Degree in Law. Ms. Chan has experience of working in the public and private sectors, including stints in the fields of transport and entertainment.

ANTÓNIO CHU*Head of the Technical
and Academic Support Division*

Mr. Chu is a veteran member of the IFT team, having joined the Institute when it was founded in 1995. He has held several positions at the Institute and has been in charge of technical and academic support since 2000.

HELENA LO*Director of the Pousada
de Mong-Há*

Dr. Lo is an IFT alumna. She joined the staff of the Pousada de Mong-Há training hotel in 2003 and rose to head the establishment in 2012. She received the PATA Face of the Future Award in 2015, an award for enterprising young people working in tourism in Asia Pacific. Dr. Lo has a PhD in Business Administration.

DAVID WONG*Executive Assistant Manager
of Food and Beverage*

Mr. Wong supervises the IFT Educational Restaurant on the Mong-Há Campus and the IFT Café on the Nam Van Lake waterfront. He teaches courses on food and wine. Mr. Wong holds a Master's Degree in Hospitality Management from the University of Birmingham, in the United Kingdom.

PROUD COMMUNITY MEMBER

IFT has a special commitment to Macao, including ensuring that all students in bachelor degree programmes or professional training courses have effective engagement with the local community.

SUPPORTING POLICYMAKING

A long-term aim of IFT is to engage the Macao community in a responsible, relevant and sustainable way. One route is via participation in various Macao SAR Government consultative bodies, namely those related to tourism and hospitality, and to education and human resource development. IFT has a seat on the following bodies:

- Tourism Development Committee
- Committee of Cultural Industries
- Talents Development Committee
- Public Services Evaluation Committee
- Committee for the Development of Conventions and Exhibitions
- Taskforce for the Strategic Development of Guangdong and Macao

MEANINGFUL LEARNING

Students at IFT gain hands-on experience organising events to raise money for local charities. Those activities encourage them to be active and responsible community members. Community-based organisations that benefited from funds raised through activities organised by IFT undergraduates in academic year 2015/16 included:

- Anima - Society for the Protection of Animals (Macao)
- Caritas
- Cradle of Hope Association
- Evangelize China Fellowship, Inc. Fellowship Orphanage
- Lar de Nossa Senhora da Penha
- Macau Alzheimer's Disease Association
- Orbis
- World Vision

SERVING THE GREATER GOOD

IFT frequently links with community-based organisations to allow its students, staff and academics to engage in public service campaigns on issues such as education, alleviation of hunger, and environmental sustainability. This allows participants from the Institute to serve the greater good, develop new service initiatives and discover the potential they possess for changing the world.

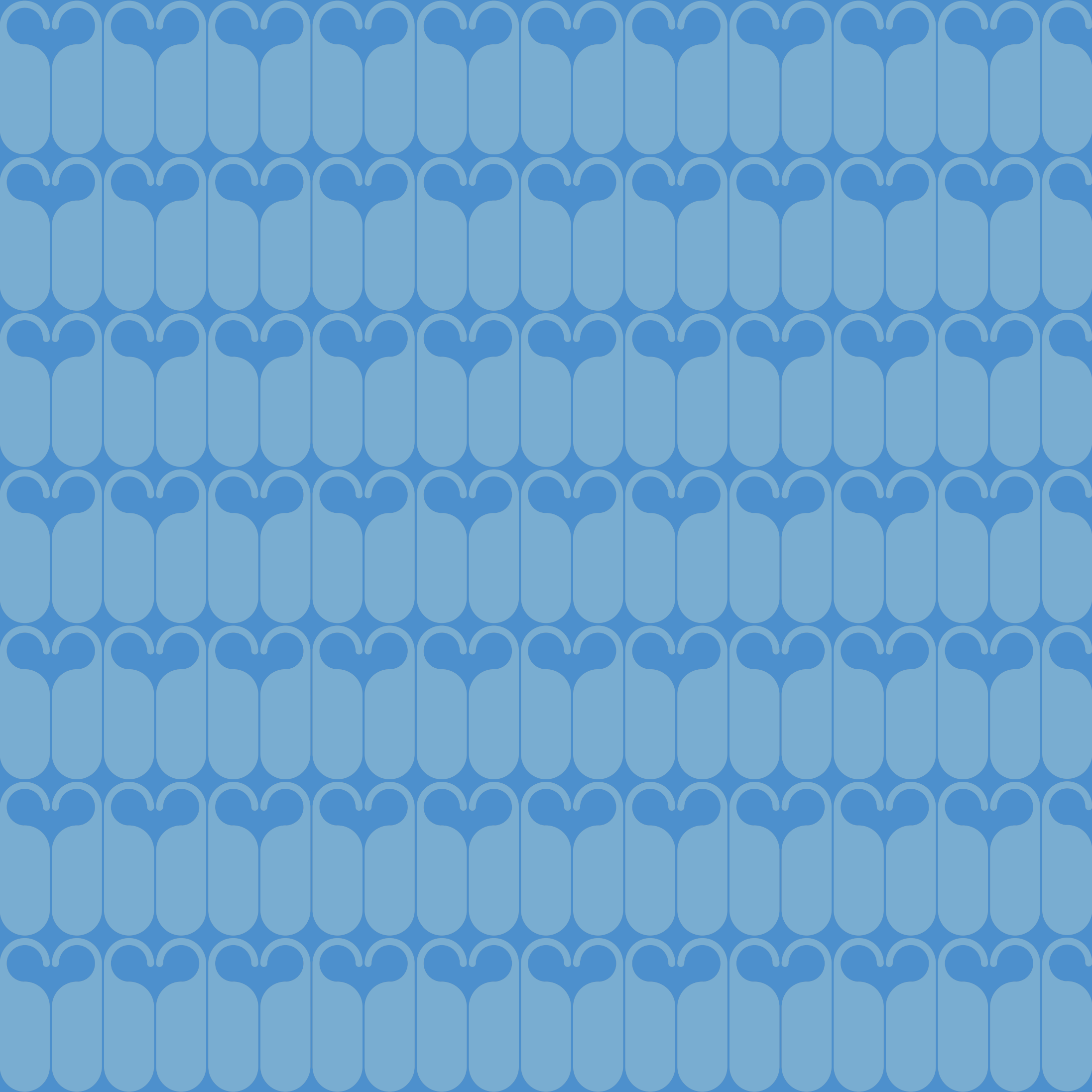
The Institute is a long-term supporter of the Oasis Action charity campaign organised by the Chinese Educators' Association of Macau. The scheme provides funds to allow children from underprivileged communities in Mainland China to attend school.

The Institute also participates in campaigns organised by Orbis, an international charity dedicated to tackling treatable conditions that – in developing countries without the necessary medical resources – can lead to blindness. The IFT community regularly supports fundraising activities by Oxfam and World Vision, 2 organisations focused on the alleviation of global poverty and on promotion of development.



MOP39,900

Funds raised in the first half of 2016 for the Institute's scholarship programme through the IFT Affinity Credit Card Programme. The programme has contributed a net balance of more than MOP480,000 to the IFT scholarship scheme up to end-June 2016. Every time a purchase or payment of services is made with an IFT Master Card, 0.3 percent of the spending is transferred to the IFT scholarship fund.





Tourism College
Towards Student Success

EXCELLENCE IN EDUCATION

The IFT Tourism College offers the biggest selection in Macao of bachelor degree programmes relevant to tourism and hospitality. The College employs academics from around the world and has a global network of partners in those industries. Faculty members strive to give the best theoretical and practical education in an international hospitality environment.





OUR BACHELOR DEGREE PROGRAMMES

Students at the Tourism College have access to specialised training facilities. These include state-of-the-art classrooms; a heritage documentation laboratory; mock-ups of a hotel front desk and housekeeping room; several kitchens – Chinese and Western – for various purposes, including cooking demonstrations; an educational restaurant; and a training hotel.

The unique educational experience that the Tourism College provides encompasses off-campus activities to broaden the horizons of undergraduates. Activities such as field trips and site tours expose students to the reality of tourism and hospitality environments.

The Tourism College has long been recognised in Macao for its innovative approach to teaching, transforming the classroom into a place for learning about the real world through the integration of theory and practice. Starting in their 1st year, students taking bachelor degree programmes have opportunities to gain hands-on experience by doing a wide range of projects, including organising events, engaging in charitable activities, developing food guides and giving Macao enterprises business advice.

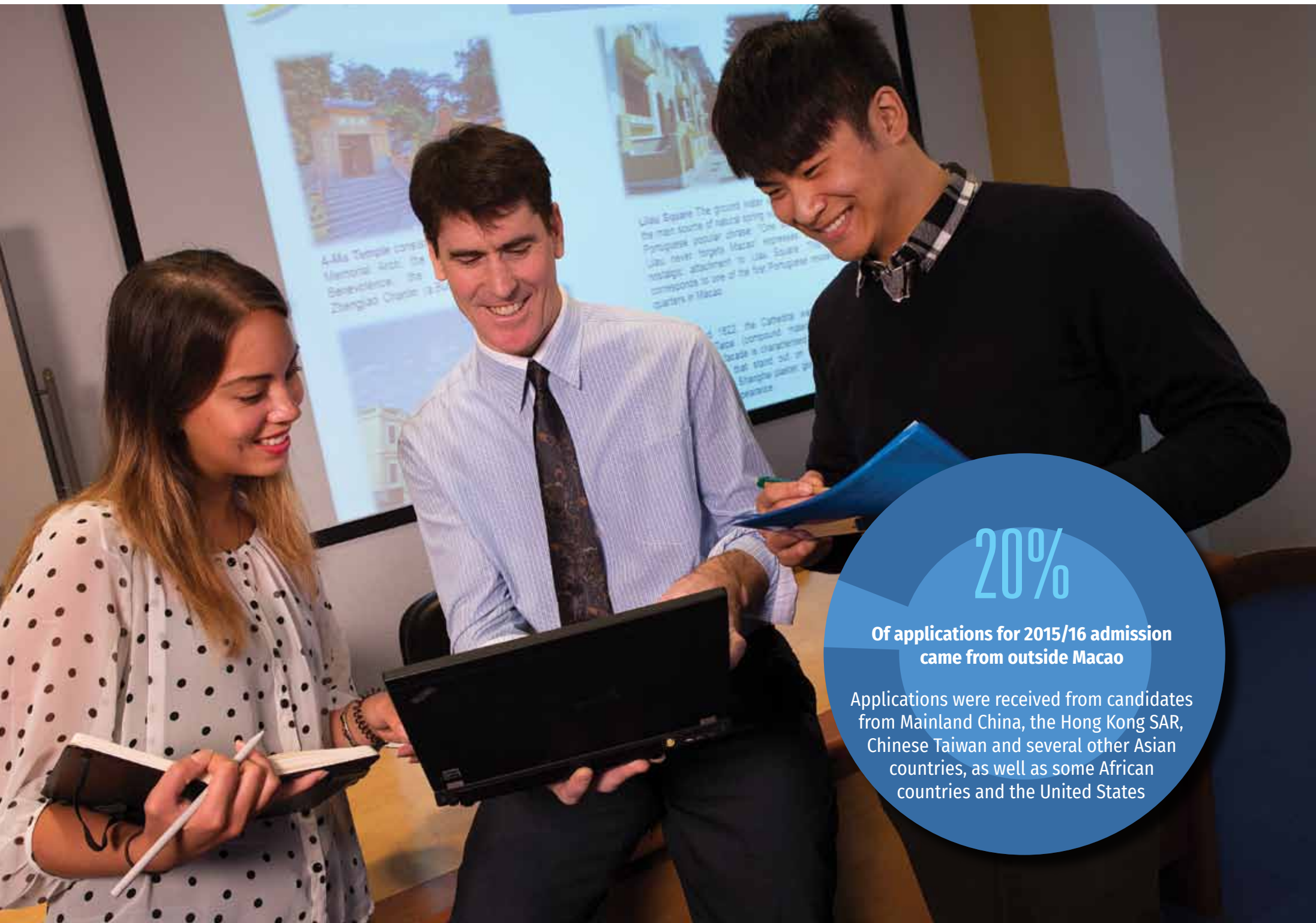
 DAYTIME PROGRAMMES	 EVENING PROGRAMMES
Culinary Arts Management	
Heritage Management	Hotel Management
Hotel Management	Tourism Event Management
Tourism Business Management	Tourism Retail and Marketing Management
Tourism Event Management	<i>(started in 2016/17)</i>
Tourism Retail and Marketing Management	

LEARNING PUT TO THE TEST

IFT students studying for bachelor degrees are required to complete a 6-month internship in the 3rd year of their studies, and all students enrolled in a daytime programme that leads to the degree of Bachelor of Science must produce an individual thesis as a graduation requirement: the double requirement is unique in tertiary education in Macao. Students can opt for internship placements in Macao or one of many other places around the world, including France, the Maldives, New Zealand, Portugal, Thailand or the United States.

A MAGNET FOR TOP STUDENTS

IFT is proud to be the first choice among young Macao people seeking a degree relevant to tourism and hospitality, and to be among the preferences of students from elsewhere in search of high-quality education and an international learning experience.

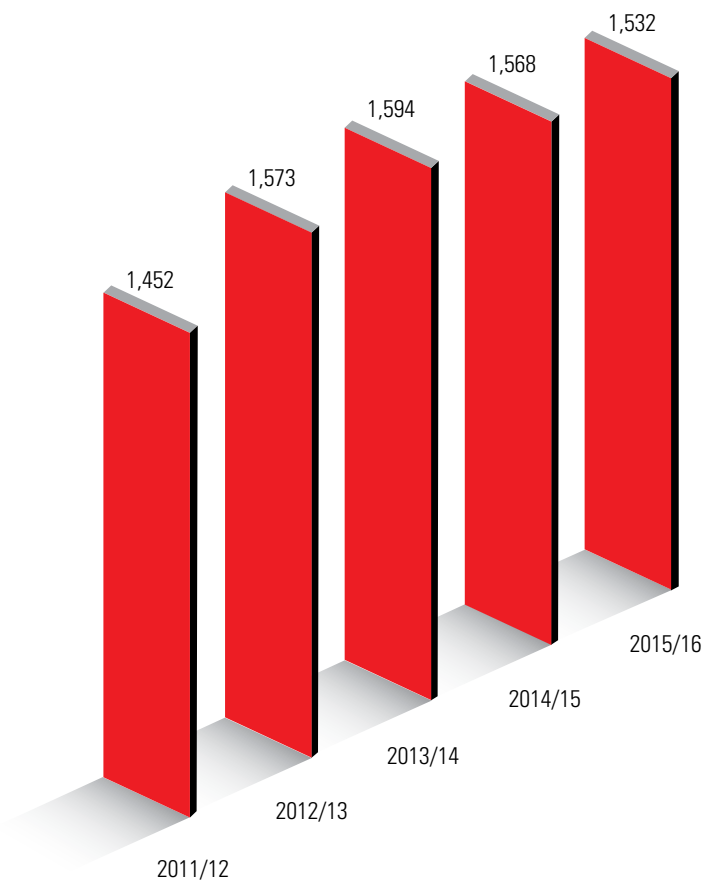


20%

**Of applications for 2015/16 admission
came from outside Macao**

Applications were received from candidates from Mainland China, the Hong Kong SAR, Chinese Taiwan and several other Asian countries, as well as some African countries and the United States

STUDENTS ENROLLED IN BACHELOR DEGREE PROGRAMMES



19

Number of nationalities of students enrolled in 2015/16



Cultural crossroads

Student Vera Winter, from Finland, decided to obtain her bachelor degree at IFT after visiting Beijing and Macao. "I fell in love with Asian culture," Vera says.

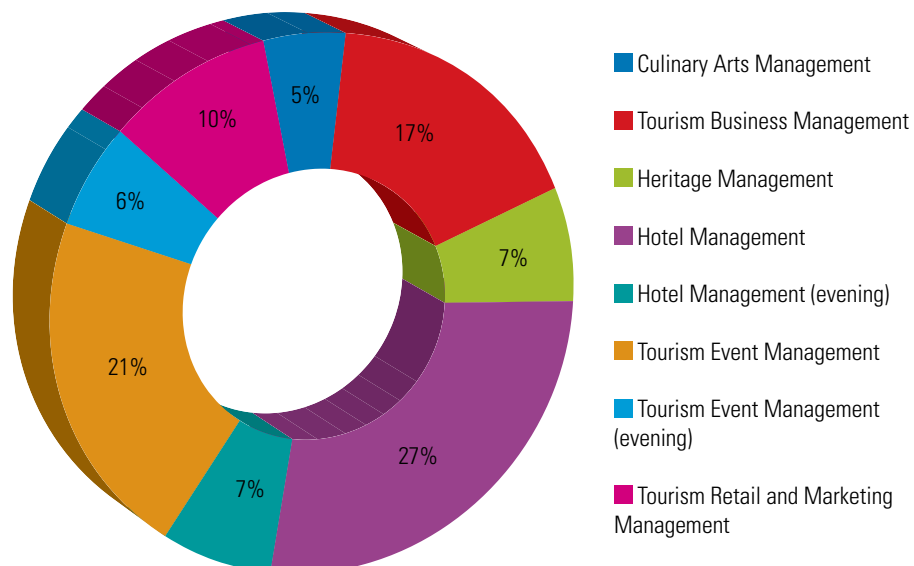
Vera says Macao has a unique environment, combining Western and Eastern influences. "This helps me better to understand cultural differences and expand my view of the world, which is especially important for people working in tourism," she says. She hopes her studies and her career can benefit from the boom in the tourism and hospitality industries in Macao. "I think Macao and IFT both offer me great opportunities."

Vera Winter
Tourism Retail and Marketing Management student

Watch video (scan QR code)



2015/16 GRADUATES



355

New bachelor degree graduates in 2015/16

GREAT EXPECTATIONS

Employers have a high regard for a degree awarded by the Tourism College and they are keen to recruit our graduates. Our bachelor degree programmes do more than just prepare students for employment: a considerable proportion of Tourism College graduates go on to further their studies at top universities around the world.



94%

Rate of employer satisfaction with the performance of IFT graduates, according to an IFT employer survey conducted in 2016

1,700

**Jobs available at the
2016 IFT job fair**

What was the class of 2015 doing 6 months after graduation?

92%

Were employed or furthering their studies

2 out of 3

Were working in tourism or hospitality

28%

Of those employed were earning more than MOP16,000 a month

88%

Recommended IFT for studies leading to a bachelor degree

Source: IFT employment survey conducted in December 2015

INSIDE STORIES

Career shop window

In 2015, department store operator DFS selected Marcela Fok and Kiwi Leong to join its programme for training store operations managers. They were the first fresh graduates of IFT to be directly admitted to the 18-month programme. DFS invites trainees that complete the programme to become product sales managers.

Senior Manager Max Cheng, who is in charge of learning and development for DFS, says the company greatly values its partnership with IFT. "We find it very fruitful and satisfactory in terms of the quality talent we receive from the Institute," Mr Cheng says.

Marcela Fok and Kiwi Leong

2015 graduates in Tourism Retail and Marketing Management



OUR ACADEMIC COORDINATORS

The coordinators of the Tourism College bachelor degree programmes work in concert to give students the very best education. Our coordinators come from around the globe and all are committed to academic excellence and to providing outstanding support for our students.



Mark Gibson
Culinary Arts Management
United Kingdom

Before he began his academic career, Invited Assistant Professor Dr. Mark Gibson worked in the food and beverage industry for more than 20 years – as a chef, as a manager and as a consultant. Dr. Gibson holds a doctorate awarded by Manchester Metropolitan University in England. He has written extensively about culinary arts management, including a book on global food security.



Sharif Shams Imon
Heritage Management, Tourism Business Management
Bangladesh

Invited Assistant Professor Dr. Sharif Shams Imon holds a PhD in Urban Conservation from the University of Hong Kong. He also holds an MBA and degrees in Urban Planning and Architecture. A member of 6 professional bodies, Dr. Imon has been a consultant to UNESCO, UNESCAP and several governments and has conducted professional training programmes internationally. One of his training manuals on cultural heritage management has been translated into 7 languages.



Cindia Lam
Evening Degree Programmes
Macao SAR

Assistant Professor Dr. Cindia Lam holds a doctorate in Business Administration awarded jointly by the Catholic University of Portugal and the University of Saint Joseph in Macao. Dr. Lam specialises in teaching courses on service quality and courses related to accounting. She has worked as a consultant on many projects undertaken by the Macao SAR Government.



Connie Loi
Hotel Management, Tourism Event Management
Macao SAR

Assistant Professor Dr. Connie Loi's career has brought her back to where it began. Dr. Loi was a student at the Institute and graduated in 2001 with a bachelor's degree in Tourism Business Management and a High Diploma in Hotel Management. She subsequently earned a PhD in Tourism from James Cook University in Australia. Her research interests include areas such as hotel guest satisfaction, destination marketing, tourist behaviour and tourism product management. Her research works frequently appear in international academic journals and conference proceedings in the fields of tourism and hospitality.



Eve Ren
Tourism Retail and Marketing Management
Mainland China

Assistant Professor Dr. Eve Ren holds a doctorate in Hotel and Tourism Management from the Hong Kong Polytechnic University. Dr. Ren has taught at institutions of higher education in Mainland China and the Hong Kong SAR, and at IFT she also oversees subjects with relevance to business management. She has contributed to textbooks and academic journals on hospitality and tourism, and early in her career worked full-time in tourism and hospitality.

OUR REGENTS AND COURSE COORDINATORS

The seasoned team of regents and course coordinators at IFT is in charge of the design and development of course curriculums and practicums. They have responsibility for coordinating teaching arrangements and monitoring quality, so supporting students in their learning and skill development.



Hugo Bandeira

Coordinator of Food and Beverage Courses

Lecturer Mr. Bandeira is the Coordinator of Food and Beverage Courses at the Tourism College. He graduated from IFT and is a tutor approved by the United Kingdom's Wine and Spirit Education Trust. Mr. Bandeira regularly serves as a judge in international wine competitions and was the Founding President of the Macanese Gastronomy Association.



Laurie Anne Baker-Malungu

Regent for Theses and Projects

Dr. Baker-Malungu is a specialist in the field of education. For the past 30 years she has worked at institutions of higher education around Asia. Dr. Baker-Malungu is a lecturer at IFT and she supervises research theses by undergraduates. Her research interests include language learning motivation, language acquisition, occupational development and occupational efficacy.



Miguel Gassmann de Oliveira

Regent for Restaurant and Bar Courses

Mr. Gassmann de Oliveira is a lecturer at the Tourism College who teaches courses on aspects of running restaurants and bars, including cost control and food production. He is an IFT graduate. Before returning to teach at the Institute, Mr. Gassmann de Oliveira worked in the hotel sector in Macao for more than a decade, focusing on food and drink offerings.



Oscar Ho

Regent for Off-campus Practicum and Internship

Mr. Ho has extensive experience of business development in Greater China. He is a lecturer at the Tourism College and coordinates the curricular internship programme. Mr. Ho is also in charge of schemes giving students experience of supervised work in the tourism and retail sectors.



Doris Ip

Regent for Languages

Assistant Professor Ms. Ip has been at IFT since its establishment and is responsible for teaching English. Ms. Ip's research interests include curriculum design and language learning motivation. She is the co-creator of an English-language audio course for Macao taxi drivers.



Benny Vu

Regent for Restaurant and Bar Courses

Mr. Vu has been the Manager of the IFT Educational Restaurant since 1998 and he helps supervise practicums for undergraduates. Before coming to IFT, Mr. Vu held several managerial positions in the hospitality industry in Macao. He is a trainer and assessor in the Macao Occupational Skills Recognition System.



Wong Man Su

Regent for Kitchen Courses

Chef Wong has been at IFT since its establishment. He first trained to create Japanese food and then added to his skills at Portas do Sol in the Hotel Lisboa during the 1980s and early 1990s, when the restaurant was particularly popular for its Cantonese food.



Since academic year 2015/16, all IFT students enrolled in daytime programmes leading to a Bachelor of Science Degree have been required to complete an individual thesis before they can graduate. The purpose of the thesis requirement is to give undergraduates the chance to think independently and to develop their critical and analytical skills.

After devising their research proposals in Year 3, students have a full semester in Year 4 to complete their individual thesis under the guidance of a supervisory team. Some students do it in the first semester, others in the second. Each thesis produced represents original research done by the undergraduates.

Each student has the support of a content supervisor and a language supervisor. The content supervisor guides the undergraduate through the relevant conceptualisation and design of the project. The language supervisor gives advice about the writing of the thesis, to ensure that it is accurate and clear. All theses are written in English and each must be between 7,000 and 10,000 words in length.

12 research papers

Based on 2015/16 IFT undergraduate theses were presented at international conferences and other events, with 3 papers winning awards

285 students

Completed their undergraduate theses in academic year 2015/16

TOP OF THE CLASS

The IFT Tourism Education Student Summit, called the TEd Summit, is held at the end of each semester. The event hails outstanding research completed by students for their undergraduate theses.

Some of the best theses produced during the semester are presented in public. Panels made up of figures from the tourism industry, moderated by IFT academics, provide valuable commentary and feedback for each of the presentations. Scholarships are awarded to outstanding thesis products from each programme.

The proceedings of every TEd Summit are subsequently published on the IFT website.

PROJECT-BASED LEARNING

The curriculum at the Tourism College emphasises project-based learning. Students are invited to experience real situations and confront real challenges by undertaking hands-on projects, so developing pan-curricular skills while collaborating in small groups.



TOURS DE FORCE

Every academic year students taking the Tourism Business Management bachelor degree programme offer free guided tours of Macao. The purpose of the project is to improve their planning and communication skills, and to enhance their knowledge of the city.

In academic year 2015/16 the students conducted the tours in both semesters.

They came up with different itineraries, which took their tour parties to Senado Square, the A-Ma Temple and the Mandarin's House, among other places.

ENTERPRISING IDEAS

IFT offers several courses designed to build up the entrepreneurial skills of students. These courses entail undertaking projects developed in cooperation with selected partners in the tourism industry.

In academic year 2015/16 students taking the Retail and Marketing Business Project course acted as marketing consultants to 2 restaurants in Macao, doing market research and analysis, and coming up with marketing and promotional campaigns.

Students taking the Visual Merchandising and Store Design course were challenged to come up with ideas for retailing in an area of Macao being redeveloped as a hub for the arts and other creative endeavours.

OPERATIC PERFORMANCE

Year 3 students taking the Heritage Management and Tourism Business Management bachelor degree programmes banded together in the first semester of academic year 2015/16 to stage a festival celebrating Cantonese Opera.

The festival was an opportunity for the Heritage Management programme students to put to use what they had learned from their Heritage Interpretation course. The group also had to find the right balance between education and entertainment in turning Cantonese Opera, part of Macao's living heritage, into an attraction that festival-goers could easily understand and enjoy.

INNER HARBOUR SPLASH

As part of their Cultural Mapping course, a group of Year 4 students taking the Heritage Management bachelor degree programme arranged an event held in the second semester of academic year 2015/16 that celebrated the cultural wealth of the Inner Harbour area.

Dozens of people living in the area joined in. The event included an introduction to the Inner Harbour cultural mapping project undertaken by the students and an exhibition showing the history of the area. Also on the programme were an experience-sharing session involving residents and the screening of a documentary about the Inner Harbour area, which the students produced.

SLOWLY DOES IT

Each year IFT holds the Macau Slow Food Awards and Gala Dinner. The awards are presented to businesses that adhere to the Slow Food movement tenets that food should be good, clean and fair.

It is an annual endeavour of Year 2 students taking the Tourism Event Management bachelor degree programme. The project is part of their Supervised Work Experience course. More than 90 guests attended the 2015 event, held in November.

IFT students and the Macau Slow Food Association also publish the annual Macau Slow Food Restaurant Guide.

OUR STORIES

Meet some of our students and alumni: scan the QR codes and watch the videos to get fresh insights into student life at IFT, and into how our graduates are excelling in all areas of tourism and hospitality.



Alicia Sousa

Tourism Event Management student

Alicia Sousa is a Year 2 student from Cape Verde, a Portuguese-speaking country off the coast of Africa. She says studying at IFT is the “right choice” for those aiming to pursue a career in tourism and hospitality. She adds that living in Macao is easy and convenient, and highlights the city’s role as a platform between China and the Portuguese-speaking countries.

Watch video (scan QR code)



Karen Lin

Hotel Management student

Year 4 student Karen Lin performed her curricular internship at the Mandarin Oriental, Macau hotel. “This was a very fruitful and valuable experience to me,” she says. Karen states the internship allowed her to put into practice what she learned at IFT, and also better to understand the hospitality industry and to develop a professional network.

Watch video (scan QR code)



Abdul Basit Qureshi

Culinary Arts Management student

Pakistan’s Abdul Basit Qureshi is one of the students from beyond the Greater China region pursuing a bachelor degree at IFT. Abdul praises the support he has received from the Institute, noting it ensures he – as a Muslim – has access to Halal food ingredients, that have been prepared according to Islamic rules, that he can cook and eat. “It is of extraordinary help to me,” he says.

Watch video (scan QR code)





Cyrus Im

2008 graduate in Tourism Business Management

Mr. Cyrus Im is account manager at the global sales office in the Hong Kong SAR of the Starwood hotel group. He was involved in the launch of the world's largest Sheraton property – Sheraton Grand Macao Hotel, Cotai Central. His professional experience includes working in the Maldives for a hotel rebranding project, and at Sheraton Hong Kong Hotel and Towers.

Watch video (scan QR code)



Joe Yang

2009 graduate in Hotel Management

Mr. Joe Yang is building a career as an internationally-recognised sommelier. In September 2016, he placed joint second in the final of the 2016 Wines of South Africa International Sommelier Cup competition, after having won the Asian semi-final of the contest. He oversees the provision of wine at the Studio City resort in Macao.

Watch video (scan QR code)



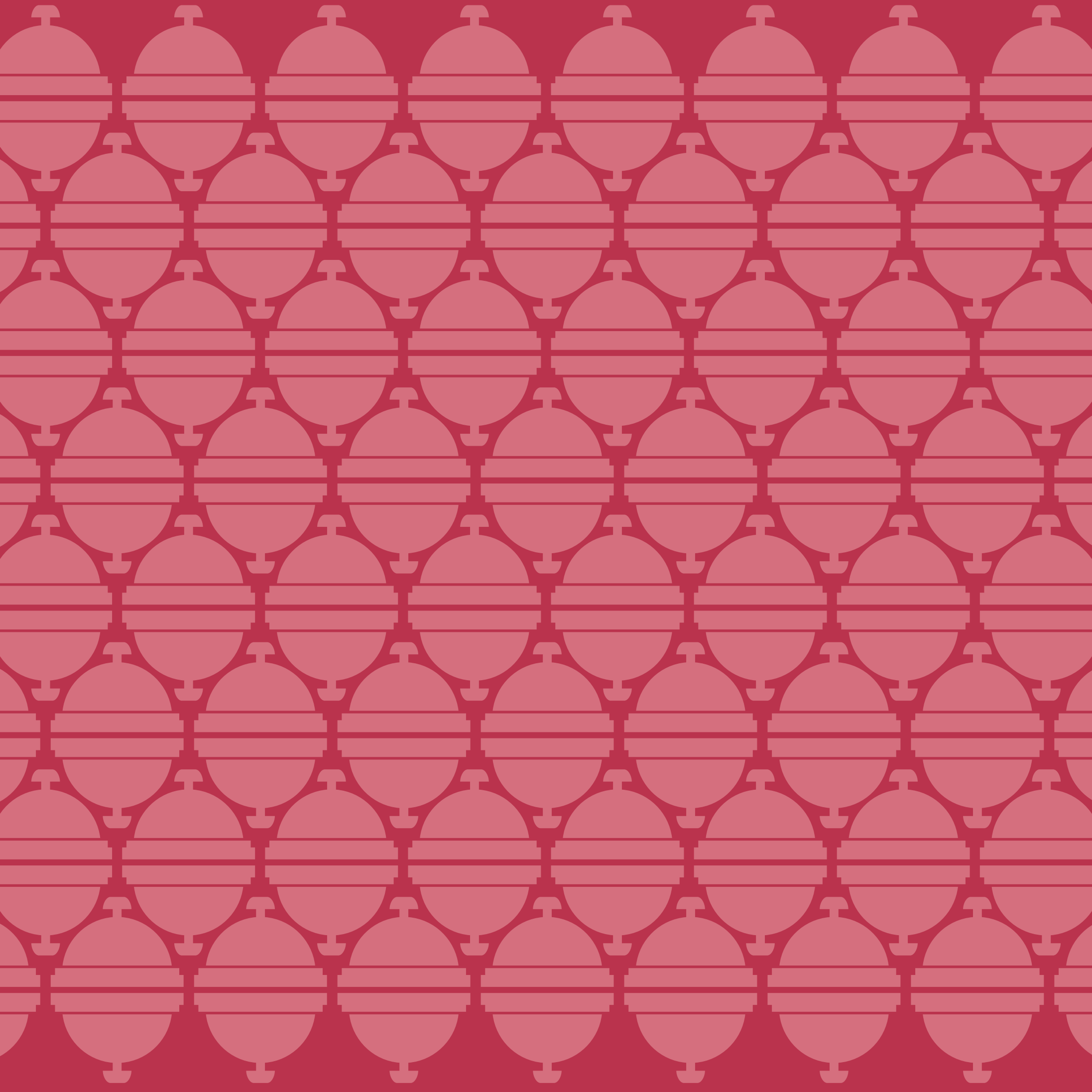
Vicky Chen

2012 graduate in Heritage Management

Ms. Vicky Chen is doing a 3-year doctoral programme at the Hong Kong Polytechnic University School of Hotel and Tourism Management. Her research focuses on how tourists experience the intangible cultural heritage of Macao. She became interested in conservation while undertaking her curricular internship in Year 3 of her studies at IFT.

Watch video (scan QR code)







Tourism and Hotel School
Delivering Skills for the Industry

QUALIFIED FOR SUCCESS

The IFT Tourism and Hotel School trains people and develops their talents so they are ready to work in tourism, in hospitality and elsewhere in the service sector. For over 20 years we have been offering courses leading to internationally recognised qualifications, which reflect the requirements of the market.



Each year nearly 20,000 people take vocational training programmes and undergo occupational assessments at the IFT Tourism and Hotel School. Courses at the foundation, intermediate and advanced levels are available.

Some of the programmes are offered in partnership with institutions abroad, and lead to certificates or diplomas recognised by the tourism and hospitality industries around the world. Our many partners include the American Hotel and Lodging Educational Institute, the London Chamber of Commerce and Industry, Le Cordon Bleu and the Wine and Spirit Education Trust. In academic year 2015/16 IFT became an authorised testing centre for Microsoft Office Specialist (MOS) certification programmes.

The IFT Tourism and Hotel School puts on 2 high school courses in collaboration with the Macao Education and Youth Affairs Bureau: the Tourism Techniques Course and

the Graphic Design Course. The 3-year courses comprise academic and occupational learning, and are supplemented by opportunities to do internships. The IFT Tourism and Hotel School also offers high school pupils language courses and courses that teach them about the hospitality, food and beverage, and events businesses.

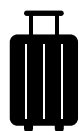
The IFT Community Education and Development Programme gives all residents of Macao access, free of charge, to a wide range of basic training courses on aspects of service industries. The courses are offered in cooperation with community associations and partners in the relevant industries.

Each academic year the IFT Tourism and Hotel School holds various special seminars and workshops on the food and beverage business and on cultural tourism. The School puts on many of the events jointly with partners abroad, so broadening the horizons of those attending.

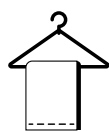
We offer vocational courses in:



Hospitality and catering



Heritage and tourism



Health, spa and beauty



Creative studies and IT



Language and culture



Retail, events and business



Personal development

Vocational trainees – academic year 2015/16

Diploma programmes	146
Community Education and Development Programme	1,755
Customised courses	5,872
Courses leading to internationally recognised qualifications	1,500
Other short courses	6,832
Pre-service vocational training programmes	1,519
Technical and occupational programmes for high schools	91
Total	17,715

Occupational assessment candidates – academic year 2015/16

Macao Occupational Skills Recognition System (MORS)	1,560
Language examinations for tour guides	118
Total	1,678

LIFELONG LEARNING EMPHASIS

Promoting lifelong learning is at the core of the mission of the IFT Tourism and Hotel School. To further holistic education, we offer various training programmes to residents of Macao.

In 2008 the IFT Tourism and Hotel School joined the Continuing Education Subsidy Scheme instituted by the Macao Education and Youth Affairs Bureau to promote lifelong learning. The scheme was replaced by the Continuing Education Development Plan in 2011. By August 2016 IFT had applied to have about 1,100 courses subsidised by these initiatives, and about 12,000 people had benefited from subsidised courses.

OUR COURSE COORDINATORS

The highly qualified coordinators of IFT Tourism and Hotel School courses are committed to helping all the people we teach succeed in their development and careers. Our team establishes and executes a wide variety of systematic teaching plans that are meant to give people greater opportunities to pursue rewarding careers in their chosen fields.

MICHAEL CHAN

Heritage and tourism courses



Mr. Chan came to IFT in 1997, having worked in the tourism industry for 10 years, where he started as a tour guide. He is now an IFT instructor in that field. He is also in charge of the Specialist Guide for World Heritage Sites Programme and organises special talks on culture and heritage. Mr. Chan holds a master's degree in Tourism Management from Huaqiao University in Mainland China.

VINITA CHAN

Health, spa and beauty courses



Ms. Chan has been at IFT since 2002 as a specialist lecturer in food hygiene and nutrition. She is an internationally certified food safety instructor and examination proctor. Ms. Chan's experience includes employment in the areas of hospitality and education. She holds a bachelor's degree in Nutrition and Food Sciences from the University of Alberta, in Canada, and a master's degree in Applied Linguistics from the University of New England, in Australia. She also has received a Postgraduate Certificate in Education from the University of Macau.

TINA FU

Creative studies and IT courses



Ms. Fu is an instructor who teaches courses on graphic design and the creative arts. She joined IFT in 2009 after beginning her teaching career in 2002. She has worked as a graphic designer for several marketing and advertising firms. Ms. Fu holds a bachelor's degree in Graphic Communication awarded by the Macao Polytechnic Institute; she is currently pursuing a master's degree in History and Heritage Studies.

KURMA MAC*Hospitality and MORS courses*

Mr. Mac has more than 15 years' experience of working in hospitality and tourism. He is an instructor at IFT, which he joined in 2002. As coordinator of the Macao Occupational Skills Recognition System (MORS) courses, Mr. Mac has most recently been involved in efforts to bring MORS to Mainland China.

EDWYN TAM*Food and beverage courses*

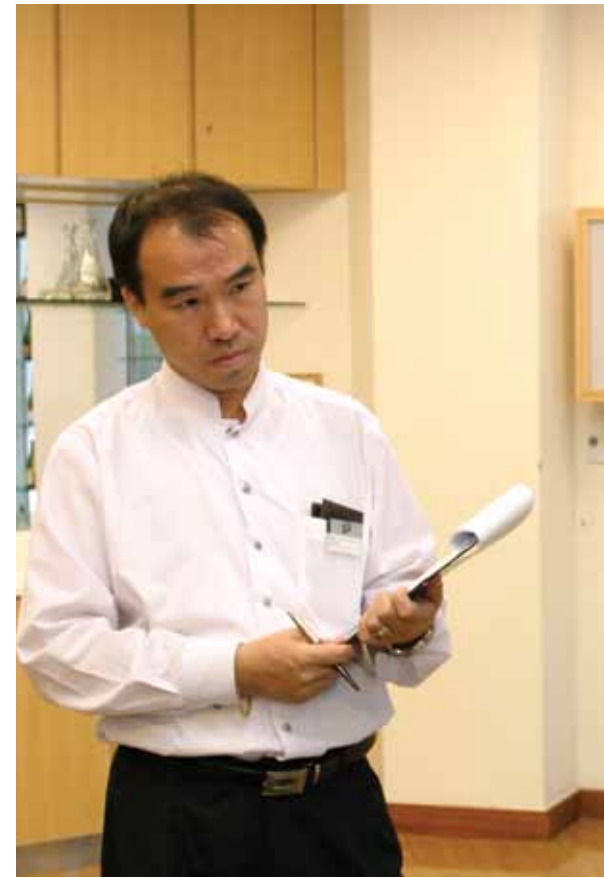
Mr. Tam joined IFT in 2005. He is an instructor with more than 25 years of experience of working in the food and beverage business. He also organises special internationally recognised courses, and special food and beverage events and competitions.

QUEENIE TANG*Retailing, events and business courses*

Ms. Tang specialises in advertising, public relations and retailing management. She earned her master's degree in Mass Communication from Nanyang Technological University in Singapore. Before turning to teaching in 2002, Ms. Tang held positions in the media and in retailing. She is now an instructor at IFT, which she joined in 2009.

SARAH WU*Language courses*

Ms. Wu is a seasoned teacher of English. She has taught courses to many kinds of people, such as adults in continuing education, high school pupils, police officers and staff in hospitality, tourism and other industries. Ms. Wu is a lecturer who joined IFT in 2005. She gained her master's degree in Applied Linguistics from the University of Essex, in the United Kingdom.



A TEST OF SKILL

The Macao Occupational Skills Recognition System (MORS) is an important long-term endeavour by the IFT Tourism and Hotel School. The system is the result of a joint effort by the Macao tourism industry and IFT to establish a scheme for training people to undertake certain jobs and for certifying workers as being sufficiently qualified.

The main goal of MORS is to improve the performance of workers in the hotel and tourism industries by certifying that they have the skills to do front-line jobs. Workers can have their skills assessed and earn the appropriate MORS certificates, which are recognised by the entire tourism industry in Macao.

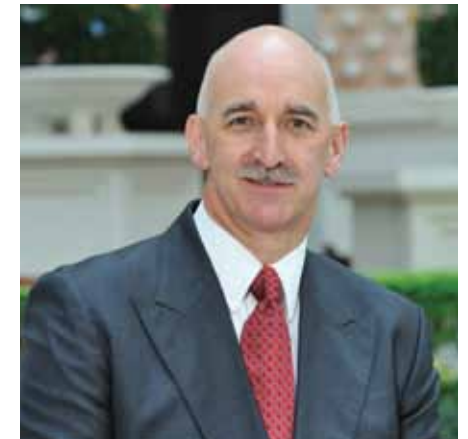
The system was introduced in 2001, with the support of the European Union. The Pacific Asia Travel Association (PATA) has given the scheme the PATA Gold Award in Education and Training.

Each year, at least 2 rounds of intensive preparatory courses and skills assessments are available. Longer preparatory courses meant for the general public were made available in 2010 to keep pace with the rapid development of the tourism and hospitality industries in Macao.

Since 2002, IFT has held an annual competition, called the Gold Pin competition, to find outstanding performers in jobs covered by MORS. In the 2015/16 academic year, 20 competitors won awards.

9,647

Number of people certified by MORS since its introduction in 2001



At the end of the day, our customers are taken care of by the people who are on the front line: the waiters, the waitresses, the housekeeping staff, the security and front-office team. All of these workers are the people that make a difference for us in Macao. The MORS programme celebrates their efforts.

Grant Bowie
 Chief Executive Officer of integrated resort operator MGM China Holdings

MORS-certifiable occupations

Assistant cook (Western kitchen)	Front desk agent
Bartender	Retail sales officer
Chinese cook – Cantonese cuisine (elementary)	Room attendant
Chinese cook – Cantonese cuisine (intermediate)	Security officer for tourism or gaming
Chinese cook – Cantonese dim sum (elementary)	Travel consultant
Chinese cook – Cantonese dim sum (intermediate)	Waiter/waitress (Chinese restaurant service)
Concierge and bell attendant	Waiter/waitress (Western restaurant service)
- Customer relations officer	Western pastry and bakery chef
Floral designer	

A GIFT FOR CREATIVITY

The IFT Tourism and Hotel School has been broadening the range of courses it offers in creative fields as part of the Institute's mission to help diversify the economy of Macao. The object is to build up the skills of Macao people and so contribute to the development of the cultural and creative industries in the city, as envisaged by the Macao SAR Government.





2 Art exhibitions held in 2015/16

The IFT Tourism and Hotel School runs programmes of various durations and degrees of specialisation for the study of creative subjects. The subjects covered range from fine art painting to computer animation to crafting leather accessories.

The Institute has started a special series of art courses, taught by prominent painters in Macao, with a view to giving Macao people the opportunity to develop their talent for painting while interacting with renowned artists. Course teachers in the Macao Contemporary Artists Series include artists famous in Macao such as Denis Murrell, Cai Guojie and Lai Sio Kit.

The role of IFT in teaching and training people to work in cultural industries has been strengthened in recent years; and the Institute has been given a seat on the Committee of Cultural Industries, which advises the Macao SAR Government.

The IFT Tourism and Hotel School also contributes to culture and the arts in Macao by regularly putting on art exhibitions on its Mong-Há Campus, with free admission. These exhibitions often show the work of Macao artists that teach at the School, and the work of the IFT students they teach.

To ensure the quality of the training it gives in creative fields, IFT is continually improving its facilities. The Institute has altered some areas of its new campus on Taipa specially to accommodate creative arts courses.

The IFT Tourism and Hotel School staged an exhibition that included work by Macao photographer Kong lu Lam and by students that took courses he taught at IFT. The School also displayed leather accessories and leather carvings hand-made by teachers and students taking courses at IFT.

In academic year 2015/16 we offered courses in:

Corporate identity design

Advertising design

Multimedia production

Photography

Floral design

Souvenir design and production

Chinese and Western painting

Contemporary ceramics

Design and production of leather-carving crafts

Do-it-yourself recycling design and production



EDUCATIONAL PARTNERSHIPS

To better serve its purpose of providing high-quality vocational training, the IFT Tourism and Hotel School regularly cooperates with public and private bodies in designing tailor-made educational programmes. The School also plays an important part in increasing the cooperation between Macao and neighbouring Guangdong in the field of tourism education.

MORS goes to Guangdong

IFT and the Zhuhai N°1 Vocational School in the Province of Guangdong have been collaborating since 2009 on instituting the Macao Occupational Skills Recognition System (MORS) at the school.

Over 1,900 students there have benefitted from MORS training.

The Zhuhai No.1 Vocational School has used MORS to certify skills in 8 types of job. The goal of an agreement revised in 2015 is to make training and certification in all 17 occupations covered by MORS available at the Zhuhai school.

IFT and the Ling Dong Vocational and Technical School, in the Nansha district of Guangzhou, are collaborating on instituting MORS there, too. In the 2015/16 academic year IFT helped the Ling Dong Vocational and Technical School make its first assessments in the skill of bartending.

IFT instructors and students took part in the first cross-Strait vocational skills festival, held during the 2015/16 academic year. The Guangzhou Vocational School of Tourism and Business organised the festival.



Portuguese for hospitality and tourism

The IFT Tourism and Hotel School started in academic year 2015/16 a series of 3 Portuguese-language courses for workers in hospitality and tourism. The aim of the programmes is to support the development of Macao as a World Centre of Tourism and Leisure, and as a commercial and trade cooperation service platform between China and the Portuguese-speaking countries.

The courses are offered jointly by the IFT Tourism and Hotel School and the Instituto Português do Oriente (IPOR), a not-for-profit institution that promotes Portuguese culture and language in Macao.

Students that complete all 3 courses will earn an IPOR certificate of their basic ability to communicate in Portuguese.



The art of management

In cooperation with the Macao Cultural Affairs Bureau, the IFT Tourism and Hotel School has offered a programme in arts administration since 2011. In academic year 2015/16, the Institute and the Bureau started a similar programme in performing arts management.



The new programme is meant to help develop Macao's cultural and creative industries by improving the skills of managers in the performing arts. The first intake of students taking the Certificate Programme in Performing Arts Event Management were taught by lecturers from the Macao SAR, the Hong Kong SAR and Singapore.

The 189-hour course consists of theoretical and practical study. The classes cover a range of subjects, including performing arts theory, marketing, production management, and lighting and sound design.

Police courtesy courses

The IFT Tourism and Hotel School is training front-line police officers in soft skills as part of an arrangement with the Academy for Public Security Forces. Macao police are instructed in etiquette and communication skills, including speaking foreign languages and conveying information about Macao's heritage.



The training is designed to help officers interact with visitors and so contribute to making Macao a World Centre of Tourism and Leisure. The arrangement will ultimately help improve the service rendered by officers on the beat.

The partnership between IFT and the Academy of Public Security Forces will last for 5 years and its target is to train about 1,000 officers. Every year, 8 courses are taught, each for 25 officers. The first course began in 2015.

Tailored for success

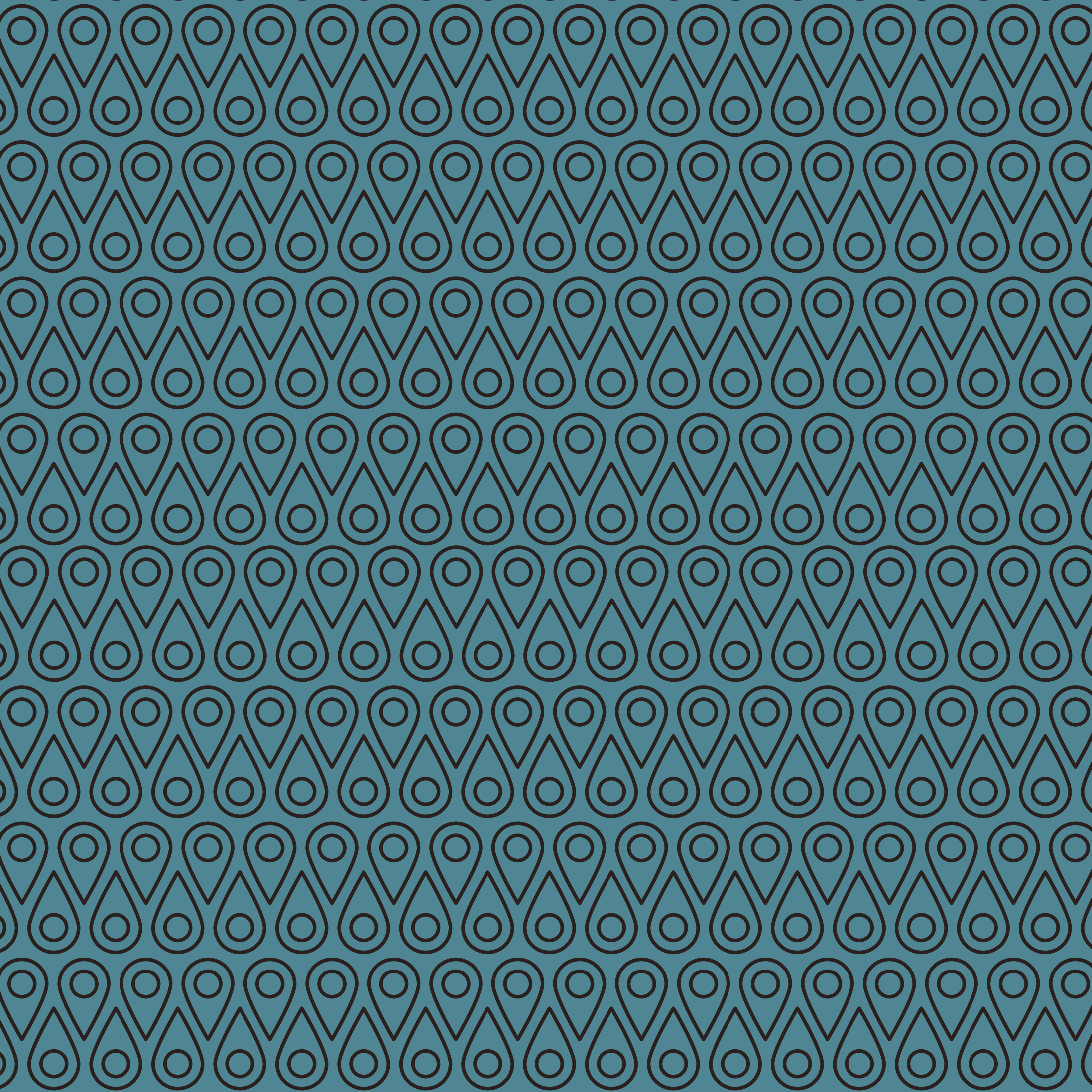
Several tourism and hospitality enterprises engage IFT to train their staff in-house. One such enterprise is integrated resort developer Melco Crown Entertainment, which joined forces with the IFT Tourism and Hotel School to give its employees the opportunity to take a diploma programme in hospitality management.



The programme was specially designed for the employees of Melco Crown Entertainment. It is taught by IFT instructors, using the facilities of the Melco Crown Entertainment Learning Academy.

The programme began in June 2016, with 32 employees enrolled. Those taking the programme attend evening classes twice a week. They receive their diplomas after completing 207 hours of classes spread over one year.

The programme also gives employees the chance to earn certificates awarded by the American Hotel and Lodging Educational Institute.





Research
Expanding Sector Knowledge

RESEARCH THAT MATTERS

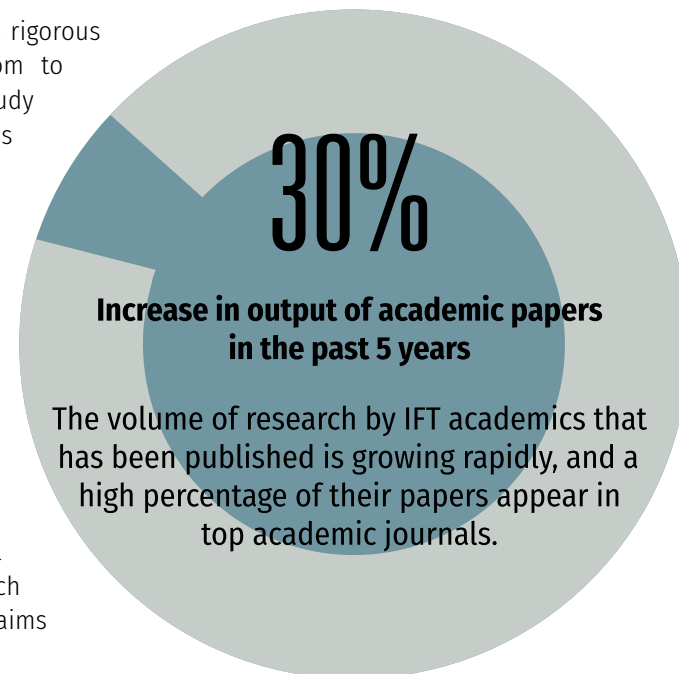
IFT continues to reinforce its position as one of the top centres in Asia for research into tourism and hospitality. The Institute is committed to world-leading research with industry-changing impact.

The Institute endeavours to undertake high-quality research that advances knowledge in the tourism and hospitality industries, and influences their practices. This research produces results that are of interest to academics and students, and that are relevant to the community.

IFT has long recognised the importance research has for tourism and hospitality. The Institute brings together the best minds around the world to do innovative work on the matters of most concern to these industries. This is evident from the growing body of research by academic staff of the Institute that has been published in top academic journals.

We are committed to keeping our research original, rigorous and significant. Our academics have the freedom to decide what topics to study, and whether to study them theoretically or empirically. The Institute strives to provide an environment that sustains research, continuously enhancing its library resources, acquiring more specialised equipment and upgrading its information systems.

The scope of today's research questions and the resources needed to answer them demand that researchers collaborate across boundaries. IFT is a firm believer in international engagement at every level of research relevant to tourism and hospitality – engagement ranging from collaboration between individual academics to multidimensional agreements among institutions. Each research partnership we establish aspires to excellence, and aims to have the maximum impact around the world.



Among the subjects of our research published in 2015/16 were:

Accessible tourism

Budget hospitality

Casino impact perception

Cultural and creative industries

Destination branding and marketing

Entrepreneurship

Green events

Hotel guest loyalty

Retail and cross-border shopping

THE FUTURE TAKES SHAPE

Our policy research and industry development arm, the IFT Tourism Research Centre (ITRC), passes on the knowledge acquired about tourism and hospitality in Macao and around the globe. The Centre is a prominent endeavour to bridge the gap between academia and the outside world.



The ITRC is a public policy think-tank, serving as consultant to various departments of the Macao SAR Government and working with an extensive network of research partners abroad.

The Centre is committed to doing high-quality research, theoretical and practical, employing best practices. It undertakes policy studies, which are either commissioned or undertaken of its own accord, and does monitoring and evaluation studies. It also gives support to academic research. The Centre regularly holds seminars, workshops and conferences to share the findings of its latest research with people in industry and government.

The ITRC compiles several indicators, including the Macao Tourist Satisfaction Index, which is drawn up and published quarterly. The Centre also releases quarterly the findings of the Macao Visitor Profile Survey, which gives managers in tourism industry valuable insights into the market.

One of the ITRC's most recent endeavours is the Macao Human Resource Monitoring Survey. The survey is a long-term project to gauge the attitudes, opinions and job satisfaction of workers in the tourism, hospitality and gaming industries.

IN 2015/16 IFT SERVED AS CONSULTANT TO THE:

Macao Environmental Protection Bureau

Macao Government Tourism Office

Macao Hotel Association

Our research shows that,
among workers in Macao:

3.69 points

was the average job satisfaction rating in 2015

Average job satisfaction, as rated by employees on a scale of 1 to 5, was higher among those not working shifts

3.25 years

is the average time spent in a job

The probability of an employee leaving increases steeply after 39 months in a job

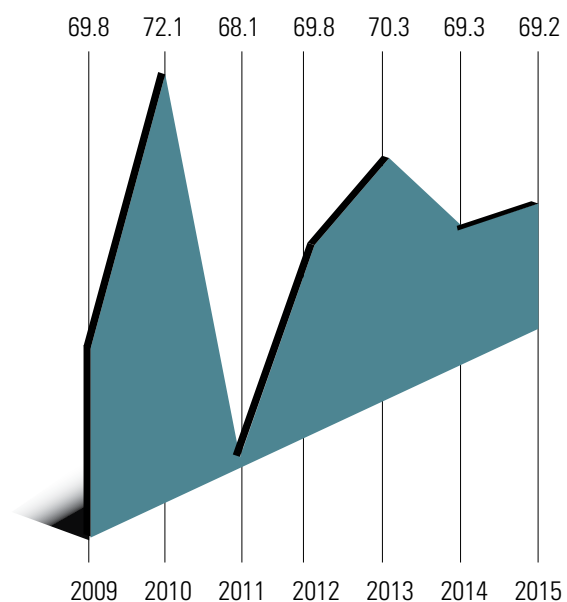
2.72 points

was the average job stress rating in 2015

Average job stress, as rated by employees on a scale of 1 to 5, has been falling since 2013, when it was 2.78 points

(Source: Macao Human Resource Monitoring Survey)

MACAO TOURIST SATISFACTION INDEX



INSIDE STORIES

Untapped information

“There are still a lot of research areas to be covered in tourism,” says Professor Dr. Leonardo Dioko. He says this gives IFT academics the chance to do research that can have a positive impact.

Dr. Dioko, known to many as Don, has been involved in a number of public policy research projects that the Macao SAR Government has commissioned IFT to undertake since 2007. These projects cover a variety of aspects of tourism, including the limits to the numbers of tourists that Macao can cope with, and the sustainability of tourism.

He holds a PhD degree in Business Organisation and Management from the ISCTE – University Institute of Lisbon, in Portugal. Dr. Dioko teaches courses on tourism, and hospitality marketing and management. His research interests include destination branding and tourism marketing, and travel behaviour and psychology; he is also interested in the impacts of rapid tourism growth and in tourism sustainability.

Dr. Dioko believes there are many opportunities for IFT to contribute to research on tourism and hospitality. “We are beginning to see some areas of research excellence,” he says.

Leonardo ‘Don’ Dioko
Director of the IFT Tourism Research Centre





SPIRIT OF SHARING

IFT is an important venue for international conferences attended by specialists in tourism and hospitality. Such events make IFT more conspicuous in the academic world, are a showcase for the latest achievements of our faculty and research staff, and promote exchanges of ideas among experts from all over the globe.

Making waves

IFT held the 3rd International Conference on Events (ICE2015) in September 2015. The theme of the conference was “Making Waves in Macao”. About 70 delegates from 14 countries and regions took part in the 3-day event. They examined a variety of modern aspects of research into festivals and other events.

ICE2015 was one of a series of events held to mark the 20th anniversary of IFT. The conference had never before been held outside the United Kingdom.

The conference was mainly academic, but a panel of executives in the tourism industry contributed, including the head of a Macao integrated resort operator, MGM China Holdings Ltd Chief Executive Grant Bowie.

ICE2015 was co-organised by IFT and Bournemouth University in England.

Perfect vision

Top academics, leaders of industry and other authorities on tourism gathered in October 2015 on IFT’s new campus on Taipa for the “Tourism 20:20” International Symposium. The event reviewed the development of tourism over the past 20 years and looked at the challenges the industry faces over the next 20 years.

Some 120 people from more than 10 countries and regions attended the Symposium. They included the guest of honour, World Tourism Organization Secretary-General Dr. Taleb Rifai; Pacific Asia Travel Association Chief Executive Mr. Mario Hardy; and Asia Pacific Tourism Association Chairman Dr. Yeong-Hyeon Hwang.

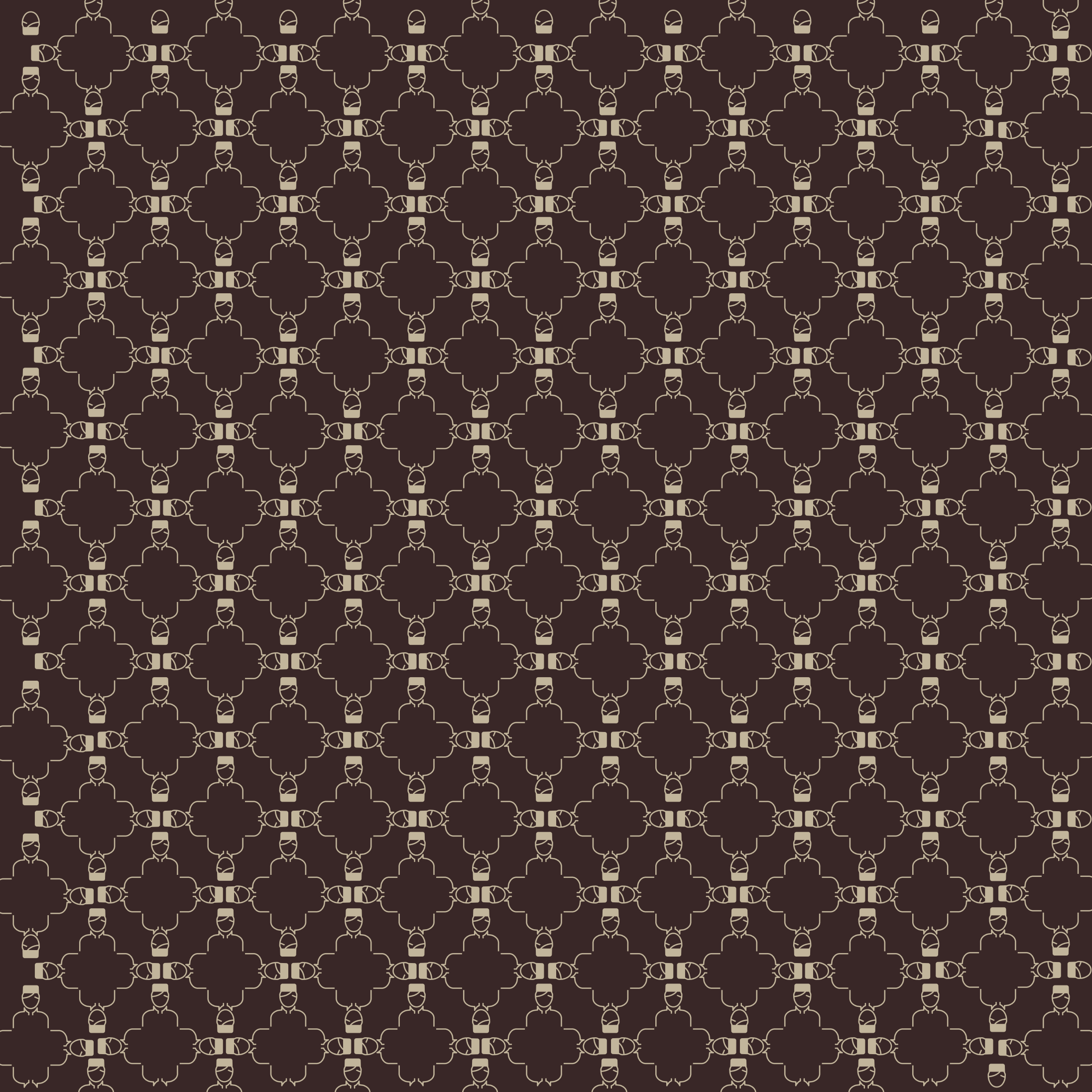
The Symposium was another of the events held to mark the 20th anniversary of IFT. It was organised by the IFT Tourism Research Centre.

11

Countries or regions

Research papers by IFT academics were featured in 2015/16 at numerous international conferences held in different parts of the world







Global Links

A Growing International Presence

INTERNATIONAL ENGAGEMENT

We at IFT aim to make the Institute's international outlook count as a positive differentiator in the educational services sector. We strive to ensure that all our activities – from curriculum development to research – are infused with an international spirit.



Each day, many people from around the world meet at IFT to share ideas and spread knowledge. The Institute offers undergraduates a learning environment with a genuinely international outlook, aimed at enhancing their employability and increasing the quality and relevance of our research.

IFT's emphasis on building awareness of the Institute's work internationally complements its dedication to nurturing the next generation of leaders for Macao's tourism industry, along with other professionals qualified to work in the sector. We recognise in particular that if local students want to be competitive internationally in their chosen field of work, then engaging with overseas students and scholars prior to graduation is important. It is part of an 'internationalisation at home' strategy.

The knowledge and experience of our multicultural academic team help broaden the horizons of our students. Additionally, the Institute has access to a

vast international network linking it to 101 universities and tourism organisations in 30 countries and regions. Each year, the Institute also welcomes a number of full-time overseas undergraduates and exchange students, further contributing to the creation of a campus with an international atmosphere.

Better to prepare our undergraduates for the challenges of a globalised tourism industry, IFT has taken a number of important steps. Our curricula are benchmarked against international standards and best practices, to provide students with all the tools required to succeed in their careers and pursue further studies either at home or overseas.

In addition, we encourage students to take part in overseas internship and exchange programmes – and provide them with scholarships for that purpose. We also encourage their participation in academic conferences, field trips and cultural immersion programmes overseas.

18

countries and regions

Our faculty includes academics from all around the world, who work together with our seasoned team of highly qualified staff from Macao

5

Number of IFT bachelor degree programmes recognised by Portugal's Polytechnic Institute of Leiria, making them acknowledged in European Union. Such recognition makes it easier for IFT graduates to enrol in postgraduate study or to obtain employment in Europe.

GLOBAL PERSPECTIVE

IFT collaborates with some of the world's leading tourism schools to provide – via its Executive Development Programme – short courses for industry executives. The courses cover the latest trends in hospitality management.

IFT offered 2 courses under the scheme in academic year 2015/16. The Institute hosted in May a course on leadership and motivation led by Dr. J. Bruce Tracey, Professor in the School of Hotel Administration at Cornell University, in the United States. In August, Mr. André Mack, Director at Lausanne Hospitality Consulting, Ecole hôtelière de Lausanne, in Switzerland, conducted a programme on strategic resilience.

The Executive Development Programme scheme also helps to promote development of the tourism sector in Asia. Some of the courses held recently have welcomed representatives of tourism-related government bodies from Asian countries. The countries concerned were nominated by the World Tourism Organization (UNWTO) to send such study delegates. The initiative follows an agreement signed between IFT and UNWTO in 2012, as well as a memorandum of understanding signed between the Macao SAR Government and UNWTO in 2015, in which the parties involved agreed to collaborate to enhance cooperation and promote regional exchanges of knowledge.



GLOBAL CONNECTIONS

IFT undergraduates are encouraged to experience different cultures and develop as global citizens, capable of living, studying and working with a diverse group of people. Chances to experience life and work beyond Macao's borders include semester-long student exchange schemes, international internships and short-term themed activities.





9

Number of new overseas organisations that began offering internship opportunities to IFT students in academic year 2015/16. These included high-profile hotels in Europe, the United States and New Zealand. Currently, 500 organisations worldwide respectively offer internship placements to IFT students.

Summer learning

Many IFT undergraduates join short-term programmes outside Macao during the summer break from academic study, getting a chance to broaden their horizons and to learn more about tourism-related topics. A number of these courses are co-organised by IFT in partnership with some of the Institute's international partners. International exchange programmes attended by students in the summer of 2016 included:

Tianjin Cultural Exchange Programme for Macao University Students 2016 | Tianjin, Mainland China

Xinjiang Ethnic Cultures | Xinjiang Uyghur Autonomous Region, Mainland China

Destination Shaping and Experience Design | Breda, the Netherlands

Eco-awareness and Tourism Sustainability | Chicago, Illinois, United States

Portugal Tourism: Heritage and Creativity | Peniche, Portugal

Wine and Gastronomy Summer School 2016 | Douro region, Portugal

18th Bahrom International Programme | Seoul, Republic of Korea

2016 CAU Summer International Programme | Seoul, Republic of Korea

2016 Korean Summer Session – “The Second Heart of Korea – Busan” | Busan, Republic of Korea



Taste the world

Culinary Arts Management undergraduate Vicky Vong experienced the real flavour of Chinese Taiwan as she spent a semester of academic year 2015/16 at the Kaohsiung University of Hospitality and Tourism as an exchange student.

Vicky was the first student from the Culinary Arts Management Bachelor's Degree Programme to venture beyond Macao on a student exchange scheme. The Culinary Arts Management course was launched by IFT in academic year 2011/12.

The IFT student says the semester in Chinese Taiwan was a “positive” experience. She advises fellow students in IFT to do the same: go out on exchange programmes and taste more of the world.

Vicky Vong
Culinary Arts Management student

BUILDING ON STRENGTH

The recent establishment of IFT's Global Centre for Tourism Education and Training is the latest step for positioning the Institute as an international training and education hub. This and other measures aim to ensure IFT is – and remains – relevant globally in those fields.

A long-term goal of IFT is to be recognised as a platform for tourism education and training in the Asia Pacific region. Accordingly, the Institute has established a Global Centre for Tourism Education and Training.

The initiative was announced in October 2015, in a memorandum of understanding signed then between the Macao SAR Government and the World Tourism Organization (UNWTO). The agreement covered topics including the enhancement of human capital

for the tourism industry and the promotion of sustainable tourism in the Asia Pacific region.

The centre provides training and education programmes in cooperation with UNWTO, and also carries out joint tourism research projects. Its aim is to ensure Macao plays a leading role in education and training in Asia, helping to improve the capabilities of tourism officials from countries with developing economies.



Heritage specialist guide capacity building

The Institute is involved in the Cultural Heritage Specialist Guide Training and Certification Programme, a UNESCO initiative unique to the Asia Pacific region and that was launched in 2005.

As the regional focal point for the scheme, IFT has provided consultancy and helped to implement and customise the specialist guide training programme for a number of World Heritage sites in Asian countries and regions, namely Bhutan, Bangladesh, India, Nepal, Sri Lanka, Lao PDR, Vietnam, Thailand, Cambodia, Malaysia, the Philippines, Indonesia, Mainland China and the Macao SAR.

In addition, IFT links with other bodies for provision of tailor-made courses relating to heritage interpretation. In June 2016, the Institute organised a 7-day professional training programme for a group of 20 heritage guides from Angkor, in Cambodia. Additionally, 4 officials from the APSARA National Authority – the Cambodian management authority responsible for the protection of the Cambodian temple complex – attended the Macao-based course. It was offered in collaboration with the World Tourism Organization (UNWTO).

The programme was the first cooperation project between IFT and the Cambodian authorities under the framework of a memorandum of understanding signed in May 2016 between the Macao SAR Government and the Ministry of Tourism of the Kingdom of Cambodia. The agreement envisions the promotion of sustainable tourism development via the training of professionals in that field, and via partnerships in tourism industry education.



Bridging efforts regarding Portuguese-speaking countries

IFT's positioning as an international hub for tourism education includes strengthening cooperation with Portuguese-speaking countries. This aligns with the Macao SAR Government's efforts to promote the city as a commercial and trade cooperation service platform between China and the Portuguese-speaking countries.

In academic year 2015/16, IFT provided – for the first time – 2 short-term workshops for representatives of tourism-related bodies from Portuguese-speaking countries. The participants were in Macao at the invitation of the Macao Government Tourism Office.

One of the workshops, held in June, was on tourism planning and development. The other one took place in July, and focused on crisis management in hospitality.



INSIDE STORIES

Leading role

IFT Visiting Professor Dr. John Ap says the Institute is already playing an important role in tourism education in the Asia Pacific region. “Many Macao people may not realise it, but IFT has a good brand name and good reputation, being well regarded by other Asian academic institutions,” he says.

The scholar has had an extensive international career, including in the Hong Kong SAR and in Qatar. Before becoming an academic, he was a town planner in Australia, specialising in recreation and tourism planning. Dr. Ap has also served as a consultant to several organisations, including UNESCO.

Dr. Ap now heads IFT's Global Centre for Tourism Education and Training. The centre is expected to produce further positive outcomes for Macao, he says. “It will enhance our reputation as an international tourist and leisure destination, as is the aim of government policy.”

John Ap
Director of the Global Centre for Tourism Education and Training



FORGING LINKS ACROSS THE GLOBE

We collaborate on a wide range of things with a great number of tourism-related organisations around the world. These relationships are designed to enhance the Institute's global achievements and improve its research and training capabilities.



IFT partners in international qualification courses

American Hotel and Lodging Educational Institute

Asia Society of Visual Merchandisers

Burgundy Wine School

Confederation of International Beauty, Therapy and Cosmetology

City and Guilds

Ferrandi Paris School of Culinary Arts

International Air Transport Association (IATA)

International Bartenders Association

International Personal Trainers and Fitness Academy

ITEC

London Chamber of Commerce and Industry

Le Cordon Bleu

Microsoft Office Specialist

Sake Sommelier Association

Servsafe

Specialty Coffee Association of Europe

Sherry Academy (Consejos Reguladores del Marco de Jerez)

Test of English for International Communication (TOEIC) – Educational Testing Service

Wine and Spirit Education Trust

Wines of Portugal

Membership of international bodies

BODY	ASPECTS OF IFT'S MEMBERSHIP
Asian Academy for Heritage Management	<ul style="list-style-type: none"> • Founding member • Holder of the chair of the Executive Committee • Knowledge management hub • Focal point of the UNESCO Cultural Heritage Specialist Guide Programme
Asia-Pacific Education and Training Institutes in Tourism	<ul style="list-style-type: none"> • Founding member • General Council member • Executive Committee member • Training-the-trainer centre
Asia Pacific Tourism Association	<ul style="list-style-type: none"> • Board member • Institutional member • Regional representative
Association for Tourism and Leisure Education	<ul style="list-style-type: none"> • Member
Association of Universities of Portuguese Language	<ul style="list-style-type: none"> • Member
Pacific Asia Travel Association	<ul style="list-style-type: none"> • Associate member • Education/Training Committee member • Industry Council member and Council representative on the PATA Board
PATA Macau Chapter	<ul style="list-style-type: none"> • Holder of chair
World Tourism Organization (UNWTO)	<ul style="list-style-type: none"> • Affiliate member • Knowledge network member

3

new academic partnerships

IFT signed agreements with several new academic partners in academic year 2015/16, including: the Faculty of Architecture of the University of Hong Kong, Zambia's Hotel and Tourism Training Institute and Chung-Ang University in the Republic of Korea.



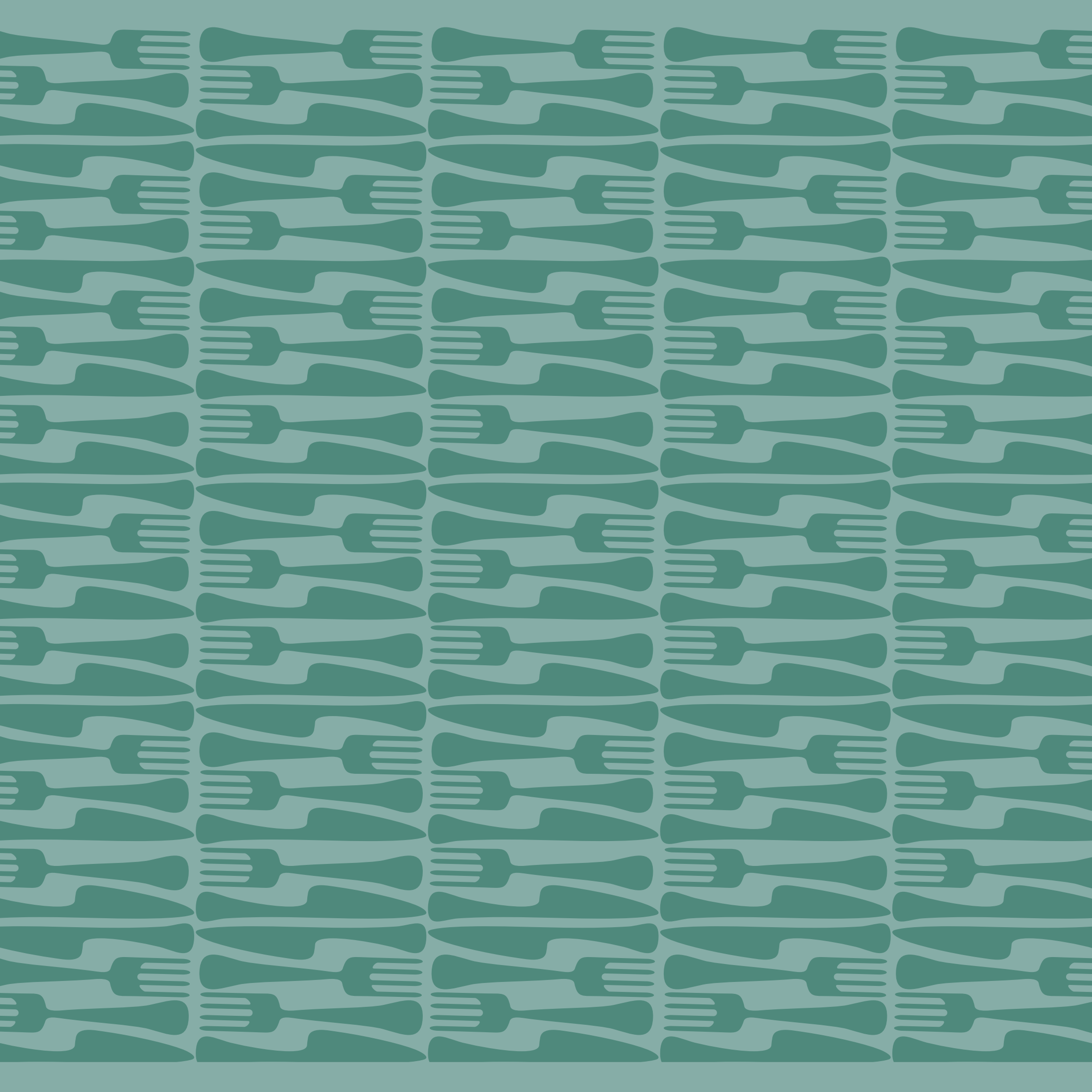
A window to the world

The World Tourism Organization (UNWTO) has been offering 6-month curricular internships to IFT undergraduates for several years. In academic year 2015/16, IFT alumna Ms. Mandy Ho was given the opportunity to perform at the UNWTO headquarters in Madrid, a 12-month professional internship, which began in June 2016.

“The internship was mentioned in one of the IFT email newsletters,” says Ms. Ho.

She adds: “The connection between IFT and alumni is really helpful. In the Macao hospitality industry, I really see a lot of people who graduated from IFT. In a small place like Macao, networking is quite important.”

Mandy Ho
2012 graduate in Tourism Event Management





Campus Development
Investing in our Future

EXCEPTIONAL PLACE TO LEARN

We at IFT have an ongoing commitment to the continuous improvement of our facilities in order to support the academic and personal development of students and scholars.



IFT continuously invests in the upgrade of its facilities in order to offer a unique teaching and learning environment in terms of physical space and technology. The Institute's use of contemporary academic resources, social venues and accommodation has all been designed to enhance the experience of students, staff and scholars.

Students at IFT have access to specialised training facilities, including state-of-the-art

classrooms, laboratories and demonstration kitchens, and an educational restaurant and hotel. The Institute also offers 2 libraries, electronic information services and computing facilities.

In addition, IFT is developing a new campus in Taipa. It came into use in academic year 2015/16. Its facilities will provide an inspirational, technology-rich and flexible study environment, enabling members of the IFT community to create and share new ideas.

COFFEE, ART AND TRAINING

Since June 2016, the Institute has been running a café on the waterfront of Nam Van Lake. It is part of an effort by the Macao SAR Government to revitalise the Nam Van Lake area and turn it into a new leisure and tourism hub.

The revitalised waterfront includes recreational facilities, shops selling cultural and creative products, a book market and a weekend craft market. The area additionally offers regular outdoor performances. At the lake, pedal boats are also available for visitors to enjoy.

The new IFT Café not only serves IFT's signature food, but it also provides training to IFT students.

The outlet additionally operates as a venue to promote culture, and regularly hosts exhibitions featuring local artwork.

The IFT Café will run on a temporary basis until the venue is leased to a private operator through a public tender process.



CERTIFIED OPERATIONS

The Institute has earned various international accreditations over the years. They are a clear sign that IFT is committed to developing sustainably by following appropriate policies and processes.

Since 2013, IFT operations have been accredited under the ISO/IEC 20000 certification. This is an international standard specifically aimed at information technology service management.

In 2016, the operations of IFT were certified under the ISO 14001:2004 Environmental Management System. The certification is valid until September 2018.



GREEN THINKING

The Institute sets clear objectives as the basis for continual improvement in performance regarding its environmental practices. IFT has targets for efficient use of energy, water and other resources.

The Institute actively promotes the '5 Rs of sustainability': reduction of resources consumed; reuse of resources whenever possible; repair of damaged resources and regular maintenance to extend their life; recycling of resources and use of recycled materials; and rethinking of operational procedures to make them more environmentally friendly.

Each academic year, IFT takes part in a number of community events aimed at promoting awareness of environmental protection, including the local version of the global Earth Hour campaign, during which non-essential lights are extinguished for 60 minutes. To promote further awareness of energy saving measures, the Institute organises a "No Elevator Day" at IFT to encourage students and staff to take the stairs instead of using the lifts.





LEARNING BY DOING

At IFT, students gain hands-on experience in 2 operational facilities that are open to the general public: one a boutique hotel and the other a restaurant. The facilities – on the IFT Mong-Há Campus – are designed to provide a rich training environment and a chance for students to interact with real guests and diners.

Educational Restaurant

The Institute's Educational Restaurant provides a practical learning environment for students.

Coached and supervised by the restaurant's team of instructors, students can acquire valuable practical experience of food and beverage operations.



The IFT Educational Restaurant serves a unique selection of Macanese and Portuguese dishes with a modern touch. It supports organic agriculture and the Slow Food movement, growing its herbs in a special garden at the Mong-Há Campus.

The venue also hosts special events promoting culinary products and cuisine from around the world.

In academic year 2015/16, the Educational Restaurant hosted promotional events for food and wine from New Zealand and food and whiskey from Ireland.

Pousada de Mong-Há

“Pousada” is the Portuguese word for an inn where travellers can rest before continuing their journeys. At the Educational Hotel – Pousada de Mong-Há, guests relax amid the boutique hotel's graceful décor, which is punctuated by traditional “azulejos”, the hand-painted ceramic tiles of Portugal.



By serving travellers from around the world that choose to stay at the Pousada, IFT students are able to sharpen their language and communication skills.

They gain professional confidence and acquire real-life work experience under the supervision of seasoned instructors.

The 20-room hotel is ranked among Macao's best accommodation. Several international guides recommend it, including the famous Michelin Guide and the travel website TripAdvisor.



INSIDE STORIES

Meet the chef

The IFT Educational Restaurant is headed by the talented Chef Hans Lee Rasmussen. The Macao-born chef received his training at the Copenhagen Hospitality College, Demark, graduating in 2003.

Before joining IFT, he honed his knife skills in some of the best restaurants in Copenhagen. But his work experience also includes a stint as chef de cuisine in a remote mining camp in Greenland, Denmark. While there, he had his groceries shipped in by helicopter once a week.

Hans Lee Rasmussen
Chef of cuisine of the IFT Educational Restaurant



“

IFT is a fantastic institute. An Irish chef can walk into the Educational Restaurant kitchen and just integrate smoothly – that just shows the essence of IFT.

Chef James Fox
Guest chef for the Irish Food and Whiskey Week, held at the IFT Educational Restaurant in March 2016

KNOWLEDGE HUB

The IFT Library offers a tranquil study environment for students, staff and visitors, providing access to a wealth of information resources on tourism and hospitality.



The IFT Library boasts thousands of printed and digitally stored resources. It features rooms for groups and quiet study areas, computers, printers and copiers.

The facility is the only library in the Macao SAR, the Hong Kong SAR and Chinese Taiwan to be part of the World



165,000
Number of items in the IFT Library collection, including printed and digital publications, as of July-end 2016

Tourism Organization's (UNWTO) Depository Library programme. It joined the scheme in academic year 2015/16. The IFT Library was the first academic library in Greater China to be included in the programme. The Depository Library programme aims to expand public access to reports and other publications produced by UNWTO.

Entry into UNWTO's library scheme was part of the ongoing effort by the IFT Library to improve its services.

The IFT unit is a member of the Macau Academic Library Alliance, established in 2014. The Alliance enables students from the 9 participating higher education institutions to borrow publications from any of the libraries in the corresponding institutions.

In addition, the IFT Library aims to be a source of knowledge for tourism industry practitioners. Companies are eligible to apply for what is known as an Industry Library Membership, allowing staff from such firms to borrow books and other resources from the library.

Scholars and researchers from outside IFT can also apply for permission to use the resources of the library.

The IFT Library is additionally stepping up efforts to make available more resources online.

The goal is to make access more convenient for users, including the possibility of round-the-clock access to materials. Putting resources online also enables library

operations to become more environmentally friendly, by reducing reliance on printed materials.

With the opening of the new IFT Taipa Campus, library resources have been further strengthened. The campus features a library double the size of the existing facilities at the Mong-Há Campus, with expanded offerings for the IFT community.



Valuable resource

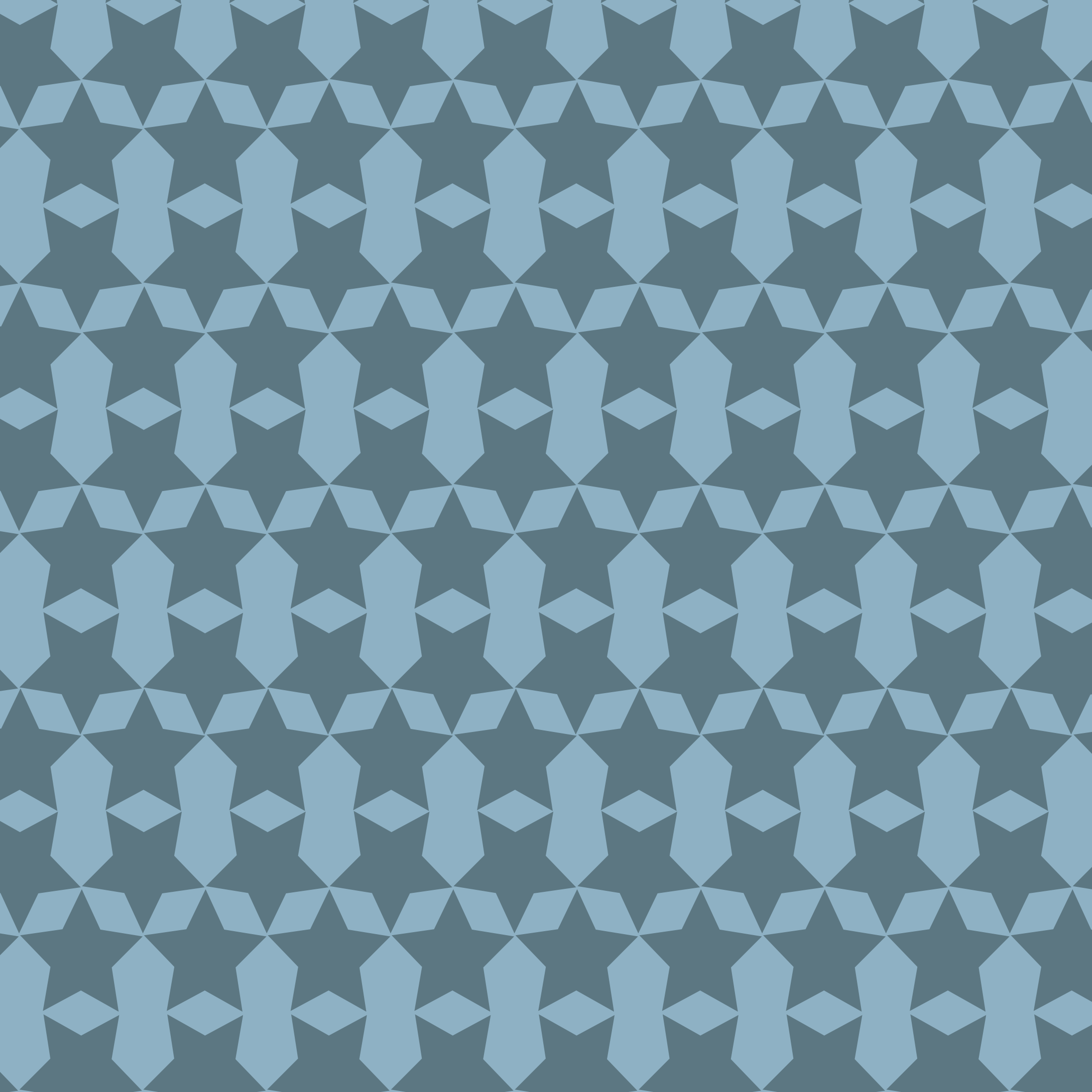
The Head of the IFT Library, Ms. Carmen Lei, says inclusion in the World Tourism Organization's (UNWTO) Depository Library programme is a significant achievement for IFT.

"As we are an institute that offers degree programmes in the field of tourism, the addition of these resources helps to provide valuable information when people linked to IFT are conducting research in this area," she says.

Ms. Lei is an IFT alumna. She also has a master's degree in Information and Library Studies. She has been heading the library since 2008.

"As UNWTO is a world-leading international organisation in the field of tourism, it is a reliable source of information in the tourism sector," adds the library head.

Carmen Lei
 Head of the IFT Library





Resource Management

Promoting Efficiency



COMMITMENT TO QUALITY

In academic year 2015/16, IFT continued to pursue efficiencies in resource management and adopted strategies to ensure the effective deployment of its resources, while keeping in mind the Institute's goal of achieving academic excellence.

INCOME AND EXPENDITURE

IFT remained in a sound financial position in the 2015 financial year, reflecting its prudent management strategies.

Actual expenditure for financial year 2015

Item	Amount (MOP)	Share of total
Personnel expenses	187,282,996.50	65.8%
Operating expenses	85,433,012.55	30.0%
Campus development and equipment	9,111,875.98	3.2%
Others	2,635,779.80	1.0%
Total	284,463,664.83	100%

Actual income for financial year 2015

Item	Amount (MOP)	Share of total
Tourism Fund	38,000,000.00	12.6%
Government subvention	178,109,569.00	59.4%
Tuition fees	46,862,034.52	15.6%
Services and other activities	17,926,022.75	6.0%
Balance brought forward from FY 2014	13,177,525.14	4.4%
Others	5,921,895.95	2.0%
Total	299,997,047.36	100%

STAFF STATISTICS

In academic year 2015/16, IFT continued to succeed in attracting and retaining high-quality staff. The number of full-time academic staff increased by 2.6% from the previous academic year, as the Institute hired several new scholars. The number of staff of all kinds, academic or otherwise, rose slightly by 0.6%.

Full-time academic staff

Position No.	2015/16	2014/15
Professors	2	1
Assistant professors	28	27
Lecturers	51	47
Instructors	36	39
Total	117	114

Full-time staff

Position No.	2015/16	2014/15
Academic staff	117	114
Hospitality occupational training staff	34	34
Administrative and other staff	181	182
Total	332	330



Year in Review
Highlights of the 2015/16 Academic Year

HIGHLIGHTS OF THE 2015/16 ACADEMIC YEAR



● August

20 August

Orientation session held for students starting bachelor degree programmes



● October

12 October

Announcement of the establishment by the Macao SAR Government – through IFT – of a Global Centre for Tourism Education and Training, following a memorandum of understanding signed with the World Tourism Organization (UNWTO)



● November

6-7 November

A delegation of 13 IFT students, accompanied by Assistant Professor Dr. Ali Bavik, participated in the PATA International Youth Forum 2015, hosted by Taylor's University in Malaysia

2015



● September

15 September

Gala dinner hosted to mark the 20th anniversary of IFT

15 September

Cooperation agreement signed between IFT and the Faculty of Architecture of the University of Hong Kong



12 October

Macao's Chief Executive Dr. Chui Sai On officially inaugurated the new IFT Taipa Campus. The UNWTO Secretary-General, Dr. Taleb Rifai, and the Secretary for Social Affairs and Culture of the Macao SAR, Dr. Alexis Tam Chon Weng, also attended the ceremony



28 November

Two academics from North Korea's Pyongyang Tourism College completed 3 months of special training at IFT – under the terms of a memorandum of understanding signed in 2012 between IFT and UNWTO – to learn about the Institute's teaching techniques, curriculum and administration

17 September

IFT 2015 Graduation Ceremony



13-23 October

The IFT Educational Restaurant held a promotional event on food and wine from New Zealand

2016



December

2 December

Award presentation ceremony held for the Macao Occupational Skills Recognition System (MORS) 2015 Gold Pin Competition



January

13 January

IFT hosted the first edition of the Institute's Tourism Education Student Summit, branded as TEd Summit, dedicated to recognising outstanding research produced by Year 4 students as part of their graduation theses

20-21 January

IFT hosted Career Day 2016, an annual job fair to provide Year 4 bachelor degree students with more information on employment trends in tourism and hospitality

23 January

IFT held Open Day 2016, an annual event to offer high school graduates and their family members a chance to find out more about courses and student life at the Institute



February

1 February

IFT became the first academic library in the Macao SAR, the Hong Kong SAR and Chinese Taiwan to join the World Tourism Organization's (UNWTO) Depository Library programme.

March

21-24 March

The IFT Educational Restaurant hosted an Irish Food Promotion and Whiskey Week, held in collaboration with the Consulate General of Ireland in Hong Kong and Macao, part of the city's first-ever Irish Festival



April

6 April

IFT voted "Best Educational Organisation – Service and Brand" in the Macau Elite Service Award 2015



May

16-23 May

A delegation from IFT – including IFT President Dr. Fanny Vong, Pousada de Mong-Há Director Dr. Helena Lo, and a group of Institute undergraduates – attended the PATA Annual Summit 2016, held in Guam, in the United States

**29-31 May**

IFT President Dr. Fanny Vong accompanied a delegation to Phnom Penh, Cambodia, led by Mr. Edmund Ho Hau Wah, Vice-Chairman of the Chinese People's Political Consultative Conference (CPPCC). During the visit, the Secretary for Social Affairs and Culture of the Macao SAR Government and the Secretary of State of the Ministry of Tourism of Cambodia signed a memorandum of understanding on the promotion of sustainable tourism via the training of professionals



June

1-4 June

IFT Vice President Ms. Florence Ian attended the 28th UNWTO Commission for East Asia and the Pacific and the UNWTO Commission for South Asia, in Nara, Japan

**3 June**


The IFT Café opened on the waterfront of Nam Van Lake

**15 June**

IFT hosted the second edition of the Institute's TEd Summit

27 June-3 July

IFT Vice President Ms. Florence Ian and Lecturer Mr. Miguel Gassmann de Oliveira attended the 26th Annual Meeting of the Association of Portuguese Language, held in East Timor



Appendices

APPENDIX I

Published works by IFT scholars in academic year 2015/16

Published Books or Book Chapters

Author	Title	Publisher
Io, M. U. (2015)	The Psychology of Homeland Tourism: Travel Motives, Tourist Experiences, and Feelings	In Rafael Bowers (ed.), Psychological Well-Being: Cultural Influences, Measurement Strategies and Health Implications Nova Science Publishers
趙偉兵 (2016)	澳門旅遊休閒產業：現狀、問題與趨勢. 澳門藍皮書. 澳門經濟社會發展報告 (2015-2016)	郝雨凡、吳志良主編. 北京: 社會科學文獻出版社
Samayeen, N., & Imon, S. S. (2016)	The Cultural Landscape of Pohela Boishakh Festival and the Making of a National Identity in Bangladesh	In A. Sinha & K. D. Silva (Eds.), Cultural Landscapes of South Asia: Studies in Heritage Conservation and Management Routledge
Li, X. (2016)	Chinese Outbound Tourism to Macao: Recent Progress	In Xiang (Robert) Li (ed.), Chinese Outbound Tourism 2.0. Apple Academic Press
Li, X. (2016)	Exploration	In Jafari, J. & Xiao, H. (eds.), Encyclopedia of Tourism Springer
Neiryneck, B. (2016)	Wine Tourism, New World Wines – China (key areas in China, trends and type of travelers)	In The SAGE International Encyclopedia of Travel and Tourism SAGE
Vong, F. (2016)	Adaptation	In J. Jafari & H. Xiao (eds.), Encyclopedia of Tourism Springer
Wong C. U. I. (2016)	Tourist Information Centre	In Jafari, J. & Xiao, H. (eds.), Encyclopaedia of Tourism Springer

Research Published in Academic Journals

Author	Title	Journal
Lei, S. & Law, R. (2015)	Content Analysis of TripAdvisor Reviews on Restaurants: A Case Study of Macau	Journal of Tourism, 16(1), 17-28
Lei, W. S. C., Lam, C. C. C., & Lourenço, F. (2015)	A Case Study on Hosting an Event as an Experiential Learning Experience for Event Education	Journal of Teaching in Travel & Tourism, 15(4), 345-361
Wong, I. K. A., Wan, Y. K. P. & Qi, S. (2015)	Green Festival Involvement and its Role of Perceived Green Value and Change in Spending	Journal of Sustainable Tourism. 23(2), 294-315
溫艷瓊, 樊飛豪 (2016)	提升澳門文化遺產保護與管理的水平	澳門研究2015年第4期 (12月), 25-28
Choi, S. & Cai, L. A. (2016)	Tourist Causal Attribution: Does Loyalty Matter?	Journal of Travel & Tourism Marketing, 33(9), 1337-1347
Choi, S. & Cai, L. A. (2016)	An Experiment on the Role of Tourist Attribution: Evidence from Negative Nature-based Incidents	Current Issues in Tourism, 20(5), 455-458
Choi, S. & Cai, L. A. (2016)	Dimensionality and Associations of Country and Destination Images and Visitor Intention	Place Branding and Public Diplomacy, 12(4), 268-284
Choi, S. & Yoo, Y. (2016)	Leisure Attitude and Satisfaction with Leisure and Life: Proposing Leisure Prioritization and Justification	World Leisure Journal, 59(2), 140-155
Couto, U.S. & Whitfield, J. (2016)	Guest Editorial	International Journal of Event and Festival Management, 7(2)
Dioko, L. A. N. (2016)	Services Management and the Growing Number of Asian Travellers – What Needs Re-thinking?	Worldwide Hospitality and Tourism Themes, 8(1), 4-11
Dioko, L. A. N. (2016)	What Needs Re-thinking in Services Management in the Dawning Age of Asian Travellers?	Worldwide Hospitality and Tourism Themes, 8(1), 97-104
Dioko, L. A. N. (2016)	Progress and Trends in Destination Branding and Marketing – A Brief and Broad Review	International Journal of Culture, Tourism and Hospitality Research, 10(1), 5-13
Teare, R., & Dioko, L. A. N. (2016)	Reflections on the Theme Issue Outcomes	Worldwide Hospitality and Tourism Themes, 8(1), 105-110
Io, M. U. (2016)	Exploring the Impact of Hedonic Activities on Casino-Hotel Visitors' Positive Emotions and Satisfaction	Journal of Hospitality and Tourism Management, 26, 27-35
To, W. M., Lai, T. M. & Ku, K. I. (2016)	The Growth of The Tourism Industry and Its Effect on Resource Consumption in Macao SAR, China	Progress in Industrial Ecology, an International Journal, 10(1), 90-113
Kio, S. I., & Lau, V. M. C. (2016)	Utilization of Online Educational Resources in Teaching: A Moderated Mediation Perspective	Education and Information Technologies, DOI: 10.1007/s10639-016-9495-8
Lei, W.S. & Loi, K.I. (2016)	Explore or Establish? Event Graduates' Early Career Paths	Event Management: An International Journal, 20(1), 53-68
Wong, I. K. A., McKercher, B., & Li, X. (2016)	East Meets West: Tourist Interest in Hybrid Culture at Postcolonial Destinations	Journal of Travel Research, 55(5), 628-642
Loi, K. I. & Kong, W.H. (2016)	Tourism for All: Challenges and Issues Faced by People With Vision Impairment	Tourism Planning & Development, 14(2), 181-197

APPENDICES

Cheng, R., Lourenço, F. & Resnick, S. (2016)	Educating Graduates for Marketing in SMEs: An Update for the Traditional Marketing Curriculum	Journal of Small Business and Enterprise Development, 23(2), 495-513
Resnick, S. M., Cheng, R., Simpson, M. & Lourenço, F. (2016)	Marketing in SMEs: A “4Ps” Self-branding Model	International Journal of Entrepreneurial Behavior & Research, 22(1), 155-174
Sapleton, N. & Lourenço, F. (2016)	Email Subject Lines and Response Rates to Invitations to Participate in a Web Survey and a Face-To-Face Interview	International Journal of Social Research, 19(5), 611-622.
Sapleton, N. & Lourenço, F. (2016)	Work Satisfaction of the Self-employed: The Roles of Work Autonomy, Working Hours, Gender and Sector of Self-employment	International Journal of Entrepreneurship and Innovation, 17(2), 89-99
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Papers Presented at Conferences or Published in Conference Proceedings

Author	Paper	Conference	Place and Date
周聖來	淺談和制漢詞的文化意涵	亞太地區國際漢語教學學會第七屆年會	Kobe, Japan, 2015
Chan, K. L., & Couto, U. S.	Safeguarding Traditional Cultural Festivals in Turbulent Environments: The Case of Macao	3 rd International Conference on Events (ICE2015)	Macao SAR, China, 2015
Choi, S. & Cai, L. A.	Tourism Image: A Holistic Experiential View	The Experience EuroCHRIE Conference	Manchester, United Kingdom, 2015
Couto, U. S.	Do You Hear the People Sing? The Case of Catholic Processions in Macau	The Experience EuroCHRIE (European Council on Hotel, Restaurant and Institutional Education) Conference	Manchester, United Kingdom, 2015
Couto, U. S.	Macau and Macau Grand Prix – A Diamond Jubilee: Probably the Town’s Most Enduring Couple in a Love-Hate Relationship	13 th Asia-Pacific Council on Hotel, Restaurant and Institutional Education (ApacCHRIE) Conference in conjunction with 15 th Asia Pacific Forum for Graduate Students Research in Tourism (APF) Conference	Auckland, New Zealand, 2015
Ho, U. T.	Using Pictures and Themes to Teach Collocations	JALT (Japan Association for Language Teaching) 2015: 41 st Annual International Conference on Language Teaching and Learning & Educational Materials Exhibition	Shizuoka, Japan, 2015
Imon, S. S., Choi, S. H., & Couto, U. S.	Making More Sense of Cultural Spaces within a Changing Urban Landscape: The Case of Drunken Dragon Festival in Macao	3 rd International Conference on Events (ICE2015)	Macao SAR, China, 2015
Lei, W. S.	Incumbent Firms’ Strategic Responses to Foreign Direct Investment: The Case of the Hotel Industry in Macao	41 st European International Business Academy	Rio de Janeiro, Brazil, 2015
Lourenço, F.	Reflection of Teaching Entrepreneurship to Tourism and Hospitality Students	The Experience EuroCHRIE Conference	Manchester, United Kingdom, 2015
Ren, L. E., Lin, P. M. C., & Qiu, H.	Exploring Customers’ Perception Of Culinary Authenticity	2015 TTRA (Travel and Tourism Research Association) Asia Pacific Chapter Conference: So What? Understanding Travel and Tourism Research In The Asia Pacific Context	Tokyo, Japan, 2015
Yankholmes, A.	A Bibliometric Analysis of Service Management Literature on Macau	The 8 th International Conference on Services Management: Creating Value, Innovation in Delivering Services	Washington DC, United States, 2015
Choi, S. H.	Travelling Locally as a Foreign Sojourner: A Case of Macao	14 th APacCHRIE Conference	Bangkok, Thailand, 2016
Choi, S. H.	Hosting Visitors as an Expatriate in a Travel Destination: A Missing Link	2016 Annual International Council on Hotel, Restaurant and Institutional Education (ICHRIE) Summer Conference	Dallas, Texas, United States, 2016

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Wang, C., & Couto, U. S.	Macao's Hallmark Events: What Are the Possibilities?	22 nd Asia Pacific Tourism Association (APTA) Annual Conference	Beijing, China, 2016
Imon, S. S.	Teaching Heritage Interpretation Events to Non-event Students	2016 Global Events Congress VII	Indianapolis, Indiana, United States, 2016
Lam, C. C. C., Im, U. L. B., & Leong, I. K. S.	Does Smoking Really Counts? The Smoking Ordinance and Smoking Behavior of Tourists on the Gaming Business	2 nd Global Tourism & Hospitality Conference	Hong Kong SAR, China, 2016
Lam, I. K. V. & Ryan, C.	Perceptions and Satisfaction: The Case of Chinese Visitors to Macau	14 th APacCHRIE Conference	Bangkok, Thailand, 2016
Qi, S. S.	Hotel Website Quality Versus Star Level: The Case of Macau Hotel Websites	ENTER 2016	Bilbao, Spain, 2016
Xu, Y. H. & Zhang, Y.	Explaining the Consumer Behaviors of Culinary Event Attendees: From Event Motivation to Event Behavioral Intentions	Council for Australasian Tourism and Hospitality Education (CAUTHE) 2016 Conference	Sydney, Australia, 2016

APPENDIX II

Scholarships and Fellowships

Scholarships and Fellowships	Number of recipients
The Institute Scholarship	
- Institute Scholar	12
- Subsidy for Laptop Purchase	11
- IFT Study Grant	1
Cultural Affairs Bureau Scholarship	
- Best Student of Bachelor of Science in Heritage Management	1
- Excellent Freshman Students of Bachelor of Science in Heritage Management	2
Macao Foundation Scholarship	
- Best Student of Bachelor of Science in Tourism Business Management	1
- Best Student of Bachelor of Science in Hotel Management	1
- Mainland Students with Excellent Academic Performance	4
- Students with International Internship	6
- Students with Excellent Academic Performance	12
- Students with Exchange Programme	12
Macao Trade and Investment Promotion Institute Scholarship	
- Best Student of Bachelor of Science in Tourism Event Management	1

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Macao Government Tourism Office Scholarship	
- Best Student of the Graduating Class	1
- Students with Excellent Academic Performance of the Graduating Class of Culinary Arts Management	3
Banco Nacional Ultramarino Scholarship	
- Student with the Best Scholastic Achievement	8
- Student with International Internship	1
Bank of China Scholarship	
- Excellent Freshmen	2
- Excellent Sophomore	2
- Excellent Junior	2
- Exchange Programme	6
- Incoming Exchange Student	3
- Best Interns	8
- Overseas Internship	13
- Themed Activities	51
- Outstanding Paper	9
- Conference Grants	15
- Extracurricular Activities	3
Bank of China 100th Anniversary Commemorative Banknote Award	47
Bank of China Beijing 2008 Olympic Games Commemorative Banknote Award	12

Cheung Lup Kwan Scholarship	8
Decanter Scholarship	2
Galaxy Entertainment Group Scholarship	5
Grant Hyatt Macau Fellowship	1
Henry Fok Foundation Scholarship	10
Inspirational Youth Association Scholarship	
- Inspirational Youth Scholarship	1
- Inspirational Youth Fellowship	1
- Inspirational Youth Excellence Award	2
Isabel and Patrick Huen Scholarship	
- Overseas Internship	6
- Exchange Programme	5
- Summer Programmes and Courses	6
- Master's Programme	3
L'Arc Macau Talent Recognition Programme	3
Macau Gaming Equipment Manufacturers Association Scholarship	2
Macau Polytex Group Scholarship	10
Macau Traveling and Cultural Exchange Promotion Association Scholarship	4

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Melco Crown Entertainment Scholarship	8
MGM MACAU Elite Scholarship	
- Best Students of Bachelor of Science in Tourism Retail and Marketing Management	2
- Students with International Internship	3
Nam Kwong Education Scholarship	10
Sands China Ltd. Scholarship	
- Sands China Ltd. Scholarship	8
- Sands China Ltd. Fellowship	5
Sheraton Macao Hotel Scholarship	2
Wynn Scholarship	6

Remark: The above scholarship figures refer only to new recipients of such awards in academic year 2015/16.











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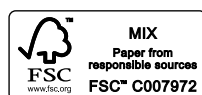
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