



3RD HONG KONG TOURISM SYMPOSIUM :

QUALITY AND DIVERSITY

第三屆香港旅遊研討會: 提升質素 共創多元

Duncan Warren Pescod

Acting Commissioner for Tourism

Mr Pescod joined the Hong Kong Government as an Administrative Officer in August 1981. He has had a diverse range of postings including : Home Affairs Branch (twice), Security Branch, Lands Department, Urban Services Department, the City and New Territories Administration as District Officer Kowloon City, and Civil Service Bureau as Deputy Secretary for the Civil Service with responsibility for policy matters relating to Civil Service Pay and Conditions of Service.

In June 2001, Mr Pescod assumed the post of Deputy Commissioner for Tourism. He is responsible for tourism policy and strategy, including overseeing and steering feasibility studies for tourism project, coordination within Government on tourism issues and liaison with tourism organisations.

Mr Pescod is actively involved in the work of the Hong Kong Children's Heart Foundation.

Mr Pescod was appointed Justice of Peace on 1 July 1998.

栢志高

署理旅遊事務專員

栢志高先生在 1981 年加入政府成為政務主任，期間，他被調派到不同的部門；包括民政科、保安科、地政總署、市政總署、九龍城區民政事務專員、以及在公務員事務局作為副秘書長，負責處理公務員薪酬及福利的政策。

2001 年 6 月，栢志高先生履任為旅遊事務副專員，負責旅遊政策及策略，包括監察及推動旅遊項目的可行性研究；協調政府各部門及旅遊業界機構就旅遊事項的聯繫。

栢志高先生積極參與香港兒童心臟基金的工作。栢志高先生於 1998 年 7 月 1 日被委任為太平紳士。

Ambrose Cheung

Consultant, Philip K H Wong, Kennedy Y H Wong & Co.

Mr Cheung gained his Bachelor of Social Sciences degree from the University of Hong Kong and obtained his legal qualifications in the United Kingdom.

Mr Cheung majored in Economics and Psychology at university and began his career as a banker with Standard Chartered Bank. Later he worked for Woo Kwan Lee & Loo as a corporate lawyer specializing in flotations, mergers and acquisitions. Mr Cheung also has extensive experience in hospitality, hotels and property management and development. He has served as Executive Director of listed property companies owning and managing hotels in China, Hong Kong, Asia, Canada, and the United States.

Mr Cheung holds a number of public positions. Mr Cheung was formerly a member of the Legislative Council and Urban Council, and Chairman of the Hong Kong Stadium Board of Governors. He is currently an elected member of the Sham Shui Po District Council, an appointed member of the Tourism Strategy Group and the Advisory Committee of the Securities and Futures Commission. Mr Cheung is also a member of the Advisory Committee of The Chinese University of Hong Kong School of Hotel Management.

張永森

黃乾亨黃英豪律師事務所顧問律師

張先生為香港大學社會科學學士，並於英國取得律師資格。

張先生於大學時期主修經濟及心理學，畢業後初期任職渣打銀行，取得律師資格後任職胡關李羅律師行商務律師，專長於融資及合併收購。張先生擁有豐富經驗，擅長處理酒店、旅遊發展、物業管理及發展之大型項目，其曾出任執行董事之地產上市公司擁有及管理的酒店遍及中國、香港、亞洲、加拿大及美國。

張先生出任多項公職。他是前立法局及市政局議員，曾任香港大球場董事局主席。張先生是現任深水埗民選區議員，並獲政府委任為香港旅遊策略小組委員、證券及期貨委員會之委員。張氏亦為香港中文大學酒店管理學院顧問委員會成員。

Professor Kam-hon Lee

Director, School of Hotel and Tourism Management, The Chinese University of Hong Kong

Professor Kam-hon Lee is Professor of Marketing at The Chinese University of Hong Kong, Shatin, Hong Kong. His research areas include business negotiation, cross-cultural marketing, marketing ethics, social marketing and tourism marketing. He obtained his B.Com. and M.Com. at The Chinese University of Hong Kong, and his Ph.D. in Marketing at Northwestern University in Evanston, Illinois, USA. Professor Lee has published in *Journal of Marketing*, *Journal of Management*, *Journal of Business Ethics*, *European Journal of Marketing*, *International Marketing Review*, *Psychology and Health*, *The World Economy*, *Cornell HRA Quarterly* and other refereed journals. He also serves on the editorial boards of various international and regional journals. Professor Lee has taught in executive programs or rendered consulting services to different institutions including the World Bank, Hang Seng Bank, Giordano, K-Wah, Ryoden, Coca-Cola (China), Procter & Gamble (Guangzhou), Digital Equipment Corporation, Du Pont Asia Pacific Ltd., Dentsu Advertising Agency and Chinese Arts & Crafts (H.K.). Professor Lee has provided administrative leadership at different levels at The Chinese University of Hong Kong. Major positions include MBA Director (1987-1993), Dean of Business Administration (1993-1999), Director, Center for Hospitality and Real Estate Research (1999-present), and Director, School of Hotel and Tourism Management (2001-present). Professor Lee has also rendered community services to various social service organizations, including Breakthrough, the Hong Kong SAR Government Advisory Committee on Social Work Training and Manpower Planning, and the Hong Kong SAR Government Tourism Strategy Group.

李金漢教授

香港中文大學市場學講座教授及酒店及旅遊管理學院院長

李金漢教授現任香港中文大學市場學講座教授。李教授的研究範圍包括商業談判、跨文化市場學、市場道德、社會市場學及旅遊市場學。李教授在香港中文大學取得商學士及商學碩士，在美國西北大學取得市場學博士。李教授的著作見於《市場學學報》、《管理學學報》、《商業道德學報》、《歐洲市場學學報》、《國際市場學評論》、《心理與健康》、《康乃爾酒店及餐務管理季刊》，以及其他學報。李教授出任多份國際性及區域性學報的審稿委員。李教授並為多家機構主持行政人員培訓課程及提供顧問諮詢服務。包括世界銀行、恆生銀行、佐丹奴、嘉華、菱電、可口可樂(中國)、寶潔(廣洲)、迪吉多電腦、杜邦亞太、電通廣告及中藝(香港)等。李教授在香港中文大學曾經出任多項行政職務。主要任命包括工商管理碩士課程主任(1987-1993)，工商管理學院院長(1993-1999)，酒店、旅遊及不動產研究中心主任(1999迄今)，以及酒店及旅遊管理學院院長(2001迄今)。李教授並為多個機構提供志願服務，當中包括突破，香港特區政府社會工作訓練及人力策劃諮詢委員會，以及香港特區政府旅遊業策略小組。

Allan Zeman

Chairman, Ocean Park, Hong Kong

Mr Zeman was the chairman and founder of the Colby International Ltd (“Colby”) which was founded in 1975 and was one of the first supply chain management companies to source fashion clothing and to open offices in Hong Kong, China, Korea, Taiwan and the Philippines.

Mr Zeman is also the founder of the Lan Kwai Fong Group (“LKF Group”). Through the LKF Group, Mr Zeman developed Hong Kong’s most popular entertainment and tourist destinations called Lan Kwai Fong.

He is also the Chairman of Lan Kwai Fong Holdings Limited, which is the major property owner and developer in the Lan Kwai Fong area; and the Chairman of Lan Kwai Fong Concepts Holdings Ltd which owns the majority of food and beverage establishments in the Lan Kwai Fong area.

He is the Chairman of Sweetpea Entertainment Inc., a company involved in the production of movies and television series; Mesco Shipyard Limited, a company involved in the sales of yachts; and DKA Ltd, a public relations company.

Mr Zeman is on the board of Wynn Resorts Limited involved in the gaming industry in Las Vegas. He also serves as a director of the “Star” Ferry Company Ltd in Hong Kong, and the Algo Group, a large publicly traded fashion conglomerate in Canada and the United States.

Mr Zeman serves in a number of community organizations and services. He is a long-standing member of the Board of Governors of the Canadian Chamber of Commerce and the Hong Kong General Chamber of Commerce; and is also on the board of the Hong Kong Arts Festival and the Hong Kong Community Chest.

In addition to his many business interests, Mr Zeman contributes much of his time to public service in Hong Kong. He is a member of the Tourism Strategy Group for the Hong Kong Tourism Commission; the Board of the Cultural and Heritage Commission; the Board of the Urban Renewal Authority; the Food Trade Consultation Forum of the Food and Environment Hygiene Department; and Economic and Employment Council.

Mr Zeman has also been appointed as the Chairman of Ocean Park Hong Kong, one of Hong Kong’s oldest theme parks. He is also a member of Design, Marketing and Licensing Services Advisory Committee of Hong Kong Trade Development Council and Investment Promotion Ambassador of Invest HK.

Mr Zeman was appointed Justice of Peace on 1 July 2001.

Dr Philip Kwok

President, World Wide Fund

Dr Philip Kwok obtained his PhD in Physics at the Harvard University in 1965. He had worked as a Research Fellow at IBM for 1965 - 1970.

Dr Kwok is a Director and Consultant of the Wing On Group since 1987. He was Chairman of the Wing On Group for 1983-1986.

Dr Kwok is actively involved in a number of community service. He was Founding Chairman and is currently the President of World Wide Fund for Nature Hong Kong, the Vice Patron of the Community Chest of Hong Kong, member of Board of Governor and Trustee of the Hong Kong Philharmonic Society. He is also the Director and Honorary President of the Chinese YMCA of Hong Kong.

Dr Kwok was appointed Justice of the Peace in 1979 and awarded Silver Bauhinia Star in 2003.