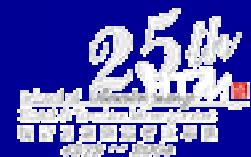


The Multi-faceted Roles of University in the China Tourism Market

Tony Tse
School of Hotel & Tourism Management
The Hong Kong Polytechnic University
18 March 2004



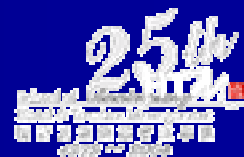
Industries

Government

University



ಕರ್ನಾಟಕ ಸರ್ಕಾರ
ಶಿಕ್ಷಣ ಇಲಾಖೆ
ಬೆಂಗಳೂರು



Multi-faceted Roles

Customer

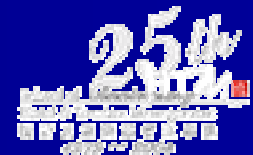
Service Provider

Attraction

Enhancer



UNIVERSITY OF NORTH CAROLINA
AT CHARLOTTE
100 SOUTH TRYON STREET
CHARLOTTE, NC 28226
704.773.3000



As a Customer



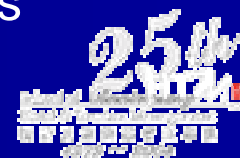
Conferences in Hong Kong



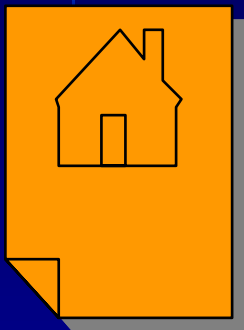
Conferences in Mainland China



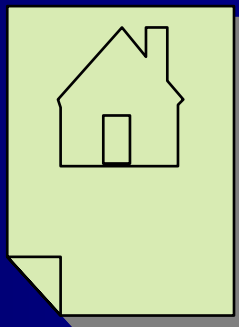
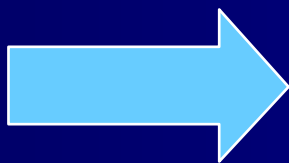
Conferences overseas



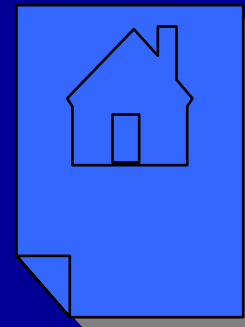
Conference Travel



Mainland
China

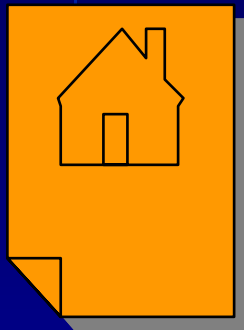


Hong Kong

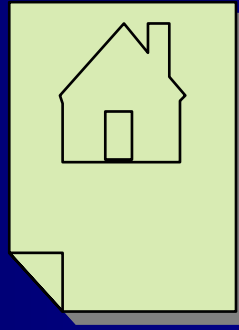


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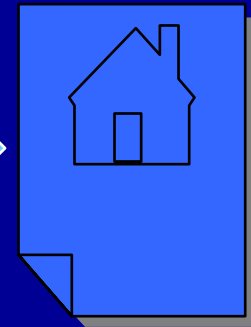
Conference Travel



Mainland
China

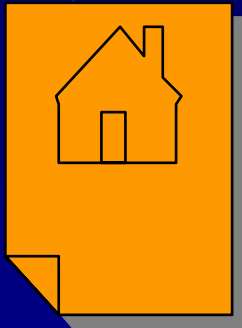


Hong Kong

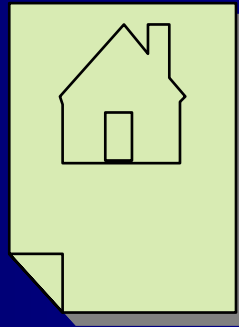


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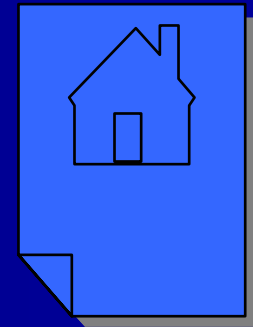
Conference Travel



Mainland
China

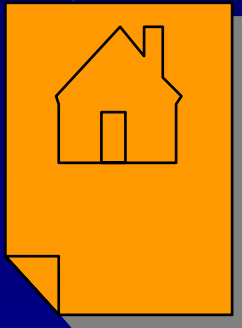


Hong Kong

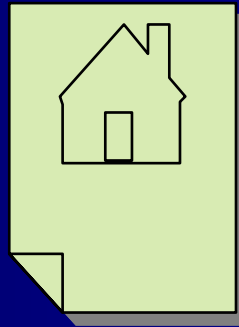
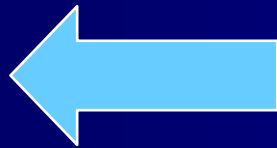


Overseas

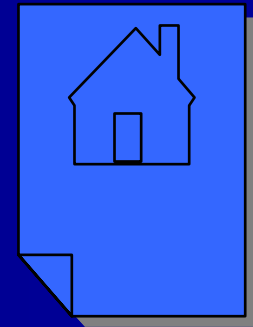
Conference Travel



Mainland
China

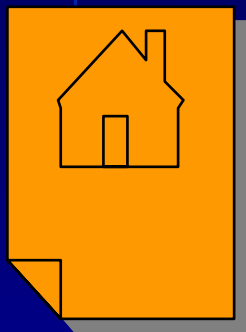


Hong Kong

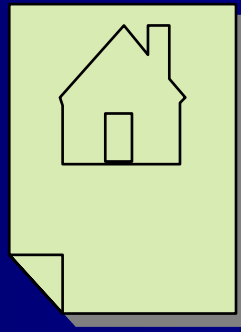


Overseas

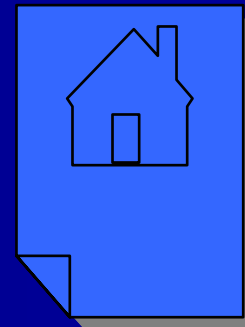
More Conference Travel



Mainland
China



Hong Kong



Overseas

As a Service Provider



Over 400 students from PRC in PolyU



Polytechnic University
PolyU
www.polyu.edu.hk



As a Service Provider



Over 1000 students in Mainland China



As a Service Provider



Executive Training

As an Attraction



PolyU campus



Hotel &
Tourism
Resource
Centre



Training
Restaurant



Polytechnic University
of Hong Kong
www.polyu.edu.hk



As an Attraction



Overseas students enjoy meeting PolyU students

As an Attraction



As an Attraction



www.ncu.edu.tw
National Central University
10001, Chungli, Taiwan

25th
Anniversary
1982-2007
National Central University
10001, Chungli, Taiwan

As an Enhancer

Visitors from Mainland
China

QTS Association

SME Development Fund



As an Enhancer

Conference Travel

Hong Kong Exhibition &
Convention Industry
Association

Travel Industry Council



Multi-faceted Roles

Customer

Service Provider

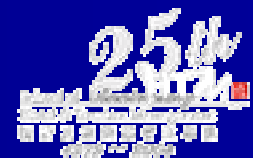
Attraction

Enhancer

Industries University



REPUBLIC OF TURKEY
MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY
MIDDLE SCHOOL



Thank you!

hmttse@polyu.edu.hk

