

Junior Research Mentoring Programme

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| Code: | JRMP2021_34 |
| School / Department: | School of Hotel and Tourism Management |
| Name of Research Leader: | Dr Catherine Cheung, Associate Dean and Associate Professor |
| Names of Team Members: | Dr Ada Lo & Mr Steve Hood |
| Research Topic: | Business Data Analytics in the Hospitality Industry |
| Short Description of the Research Project: | <p>This research project is a collaboration of two Research members of the School of Hotel and Tourism Management (SHTM) and Smith Travel Research (STR). Selected student candidates will work in a team of 3, supervised by three Research team members of this project, two members are faculty members of the SHTM, both are certified hospitality industry analytics trainers and one member is the Senior VP of Research for STR and Founding Director of the SHARE Center. The project will involve analyzing various types of hotel industry data provided by STR and to make strategic inferences based upon that analysis. The project will also utilize data provided by Hotel ICON, the teaching hotel of The Hong Kong Polytechnic University.</p> <p>To conduct this research project, basic training will be provided to students on the following:</p> <ul style="list-style-type: none"> - Hotel Industry Analytical Foundations - Hotel Math Fundamentals - Property Level Benchmarking (STAR Reports) - Hotel Industry Performance Reports |

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| | After completing this project, candidates will have an opportunity to take the Certificate of Hospitality Industry Analytics (CHIA) exam administered by the American Hotel and Lodging Educational Institute (AHLEI). Upon passing the exam, candidates will receive a certificate and can use the CHIA designation on his/her resume/CV. |
| No. of Places Offered: | 3 |
| Special Requirement(s): | <ul style="list-style-type: none">- Hardworking, self-motivated & interested in Mathematics- High scores in Mathematics |

** The information presented above is subject to change.*

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| Code: | JRMP2021_35 |
| School / Department: | School of Hotel and Tourism Management |
| Name of Research Leader: | Dr Eric Chan, Associate Professor |
| Name of Team Member: | Dr Norman Au |
| Research Topic: | Environmental Education in Hong Kong Primary Schools |
| Short Description of the Research Project: | <p>In view of the serious environmental problems such as global warming, ozone depletion and air pollution that people in the globe are currently facing, taking action to protect our environment is becoming more persuasive and important. The main educational goal set for students in primary schools is to help them acquire the basic knowledge and personal development of an individual. Therefore, providing environmental education in primary schools is essential and important to raise the environmental awareness, concerns and knowledge of the students in order to help them become environmentally knowledgeable, skilled and dedicated citizens to protect the planet. The main aim of this research is to examine the current status of environmental education in Hong Kong primary schools by examining the school curricula and investigate student perceptions on the environmental topics and contents that they learn in primary education.</p> |
| No. of Places Offered: | 3 |

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