



旅遊學院
INSTITUTO DE FORMAÇÃO TURÍSTICA
Institute For Tourism Studies

新聞稿 Nota de Imprensa News Release

IFT co-organises Public Seminar with Cornell-Nanyang Institute of Hospitality Management

Institute For Tourism Studies hosts two public seminars at Venetian Macao on 26 February, in collaboration with Cornell-Nanyang Institute of Hospitality Management. Dr. Leonardo A.N. Dioko from the Institute For Tourism Studies speaks for the topic of “Insights Regarding the Macao Consumers”. Another seminar - “Bringing Out the Best in People - Managing Human Capital” is spoken by Dr. Robert Kirby, President of Kirby Leadership.

Dr. Dioko is Professor and Director of Research at the Institute For Tourism Studies, Macao. At IFT, he principally teaches research methods, tourism marketing, strategic marketing management and other marketing related courses. His research interest covers destination branding and marketing, heritage tourism, the behaviour and psychology of travelers, and the marketing of cultural tourism. He shares his insights regarding the Macao consumers, drawing from the researches he has been involved during the last six years at the Institute, and outlines the implications for strategic hospitality and tourism marketing management.

Dr. Kirby is President of Kirby Leadership, which has a track record of providing world class corporate leadership training for multi national organisations in Asia. He has over 20 years of experience in managing and leading multi-national companies in Europe and Asia. He is now a fellow member of the Hong Kong Quality Management Association (FHKQMA) and he will share with the audience proven strategies for recruiting, retaining and developing human capital.

Dr. Sheryl Kimes from Cornell University, School of Hotel Administration will commentate the two seminars. She is Distinguished Professor of Asian Hospitality Management of Singapore Tourism Board.

獲以下認證:
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Through these public seminars, the speakers will share their unique views and their valuable experience on the outlook of the tourism industry, its development and future growth.

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