

Hotels and Traveller

PolyU to Launch a first-of-its-kind Master of Science in International Wine Management in Asia to Advance a Global Wine Industry



The School of Hotel and Tourism Management (SHTM) during The Hong Kong Polytechnic University (PolyU) has been operative in tighten partnership with a general booze attention to rise a particular programme, **The Master of Science (MSc) in International Wine Management**, to husband a subsequent era of tellurian attention leaders.

Introducing this development, Professor Kaye Chon, Dean and Chair Professor of a SHTM and Walter Kwok Foundation Professor in International Hospitality Management, remarkable that as a pivotal actor in a colourful general booze scene, Hong Kong offers a singular plcae for anyone determined to be a partial of this energetic expansion area. He said, “Combined with a outrageous expansion of a booze marketplace in Mainland China, a need for booze professionals with advanced, specialised training and education, as good as a tellurian viewpoint continues to grow. **The Master of Science (MSc) in International Wine Management** has been designed to accommodate this demand.”

Offered in Hong Kong – Asia’s universe city – by a SHTM, a programme is a first-of-its-kind in a region. “There is an augmenting direct for booze trade crew in Asia, though there is no other Master’s programme to raise their veteran cunning and vital thinking,” Professor Haiyan Song, Associate Dean of a SHTM and Programme Leader, explained. He remarkable that new commentary in Hong Kong shows that a booze attention requires some-more worldly skills to accommodate a needs of a general booze market, with 57.2% of full-time staff holding adult positions during managerial and supervisory levels. However, usually 5.2% of internal attention practitioners possess wine-related veteran qualifications.

This one-of-a-kind programme comes in time to assistance booze professionals to serve their educational pathway for course in a tellurian booze industry. It grooms attention leaders, educators and researchers by deepening their bargain of a latest trends in a booze business, demystifying a complexities, and lenient them to lead a destiny expansion of a industry. Students of this programme will also have a event to learn some-more about Mainland Chinese booze consumers and benefit insights into some of a fastest flourishing and potentially remunerative booze markets in a world.

The programme was grown in conference with remarkable booze attention figure Professor Jeannie Cho Lee, Professor of Practice (Wine) of a SHTM and a initial Asian Master of Wine (MW), and permitted by eminent attention leaders. It facilities residential investigate trips providing students with a event to revisit obvious booze regions, such as Burgundy or Bordeaux, to know a best use in booze production, trade and government with a perspective to augmenting their general bearing and building tellurian networks. “Based in a heart of a sepulchral Asia-Pacific region, a SHTM is best placed to yield general preparation to accommodate a specific final of a truly tellurian industry,” Professor Jeannie Cho Lee remarked.

To be launched in a 2015/16 educational year, this new MSc programme will be accessible in both full-time and part-time modes.

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