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Press Release

International Culinary Institute
1F, VTC Pokfulam Complex, 145 Pokfulam Road, Pokfulam, Hong Kong

**ICI launches government-subsidised Higher Diploma
in International Theme Park & Event Management Programme
with full support by Ocean Park
& International Association of Amusement Parks and Attractions (IAAPA)**

(Hong Kong - 9 June, 2017) In order to provide a sustainable workforce to meet the needs of the theme park and event industries, the International Culinary Institute (ICI) of the Vocational Training Council (VTC) launches the Higher Diploma in International Theme Park and Event Management programme in partnership with Ocean Park, and supported by the International Association of Amusement Parks and Attractions (IAAPA).

The 2-year full-time Higher Diploma in International Theme Park and Event Management programme offered by ICI is currently the only government-subsidised programme with a main focus on theme park to train young professionals in Hong Kong. The programme covers a wide range of theme park related modules such as Theme Park Operations Management, Risk Management, Revenue Management, Catering Operations and Supervision. The programme also includes event management and hospitality modules, such as Event Planning and Coordination, Resort Hotel Operations, to enable students to pursue their careers according to their interests.

As main collaborator of this programme, Hong Kong's home-grown theme park Ocean Park has not only offered advices on the curriculum design, but it will also engage its management team as guest speakers to share their experience in theme park operations with students. Furthermore, students will undertake industrial attachments at Ocean Park and outstanding graduates will be given employment opportunities upon graduation.

IAAPA, being the supporting organisation, will give priority to ICI students to participate in the Asian Attractions Expo as Ambassadors and refer them to its member organisations worldwide for job placements.

Ms Winnie Ngan, Principal of ICI, shared the mission of the institute, "Being one of the latest member institutions of the VTC, ICI endeavours to provide professional and vocational education and training to aspiring youngsters to support Hong Kong's position as a premier tourist destination. The launch of the Higher Diploma in International Theme Park and Event Management aims not only at fulfilling industry's needs for a well-trained, capable and versatile workforce, it also signifies our commitment to work with industry partners to maintain sustainable growth in the theme park and event sectors."

Mr Matthias Li, Chief Executive of Ocean Park, said, "Ocean Park is Hong Kong people's park, nurturing the next generation has always been one of our core values. We are delighted to work with

ICI on developing this programme, and share our learning and experiences in theme park and event management from our past 40 years with youngsters. The theme park industry has been experiencing rapid growth in recent years. Ocean Park will be opening two hotels and a year-round, all-weather Water World in the next few years. I believe our new developments can provide a chance for youngsters who are passionate about the theme park industry to unleash their potential and fulfill their aspirations.”

According to a recent research of IAAPA, Asia Pacific is the second largest theme park market in the world, contributing to more than 40% shares of global theme park attendance. It is predicted that the region will remain very active in the theme park market until 2019, with China being a major source market. The local theme park industry has also been experiencing a steady growth, offering great opportunities for career development. For example, starting from 2018, Ocean Park will bring in a number of new developments, including the all-weather Water World in Tai Shue Wan, the Hong Kong Ocean Park Marriott Hotel and The Fullerton Hotel @ Ocean Park. Ms June Ko, Vice President of IAAPA Asia Pacific, shared her views, “As theme park operators in the Asia Pacific region continue to experience expansion and growth, the industry continues to welcome students and graduates in hospitality and tourism to venture into one of the most fun and exciting industries in the world. IAAPA and the IAAPA Foundation inspire life-changing careers in the global attractions industry by cultivating tomorrow’s leaders.”

By launching a new Higher Diploma in International Theme Park and Event Management programme, ICI fulfills its mission in cultivating talents to support the rapid development of the theme park industry.

International Culinary Institute

The International Culinary Institute (ICI) is a member of the VTC group. It aims at developing and training quality talent in culinary art, wine and event management to elevate and sustain Hong Kong’s status as Asia’s premier tourist destination. The ICI does not only offer a wide range of high-quality and professional culinary programmes covering European, Mediterranean, American, Asian and Middle Eastern cuisines, but also provides wine, theme park and event management training to groom aspiring youths, supporting their career development in the culinary, wine and hospitality industry. Website: www.ici.edu.hk

About Ocean Park

Ocean Park is Hong Kong’s unique home grown theme park with a heritage of delivering family fun and fond memories. Since its opening in January 1977 as a non-profit organisation, Ocean Park has developed itself to be a world-class attraction connecting people with nature, and gained consistent recognition for its animal husbandry, research and relationship with the community. More than 140 million people have visited Hong Kong’s premier park since its inception, and Ocean Park has remained committed to offering adults and children experiences that blend entertainment with education and conservation. Part of the proceeds from Ocean Park admission tickets and some retail items will go to Ocean Park Conservation Foundation, Hong Kong to support its wildlife conservation projects. Ocean Park is the 2012 recipient of the highly coveted and prestigious APPLAUSE AWARD, presented by Liseberg Amusement Park. Recognised by the attractions industry worldwide, the award is presented at the International Association of Amusement Parks and Attractions (IAAPA) Attractions Expo every other year in honour of a theme park for its excellence in management, operations, and creativity. Ocean Park is the first theme park in Asia to win this international award since its inception in 1980.

About IAAPA

Founded in 1918, IAAPA is the largest international trade association for permanently located

amusement facilities and attractions and is dedicated to the preservation and prosperity of the attractions industry. IAAPA represents nearly 5,300 facility, supplier, and individual members from 99 countries. Member facilities include amusement and theme parks, water parks, attractions, family entertainment centers, zoos, aquariums, museums, science centers, and resorts. IAAPA is a nonprofit organisation. The association's global headquarters is in Alexandria, Virginia, United States. The association maintains regional offices in Brussels, Mexico City, Hong Kong, and Orlando. www.IAAPA.org @IAAPAHQ #IAAPA

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For media enquiry, please contact :

Cindy Kuan

Public Relations Manager

Tel : (852) 2538 2229

Fax : (852) 2550 0476

Email : cindykuan@vtc.edu.hk

Grace Cheung

Public Relations Officer

Tel : (852) 2538 2792

Fax : (852) 2550 0476

Email : grace.cheung@vtc.edu.hk

Captions:



Image 01:

A Memorandum of Understanding was signed by Ms Winnie Ngan, Principal of ICI, Mr Matthias Li, Chief Executive of Ocean Park, and Ms June Ko, Vice President of IAAPA Asia Pacific, for joining hands to nurture young professionals for the industry.



Image 02:

The representatives from ICI, Ocean Park and IAAPA photographed to memorize the moment.



Image 03:

VTC is the largest vocational and professional education and training provider in Hong Kong. Its member, Hotel and Tourism Institute (HTI) has provided F&B and Event Management Diploma and trained a number of young professionals in hospitality, F&B and event management. This year, another VTC member, ICI will launch the Higher Diploma in International Theme Park and Event Management programme to meet the manpower market needs.



Image 04:

Students of the Higher Diploma in International Theme Park and Event Management will undertake industrial attachments at Ocean Park to gain solid experiences.



Image 05

IAAPA will give priority to students to participate in the Asian Attractions Expo as Ambassadors and refer jobs to appropriate students to their member organisations worldwide.