

**SME Development Fund (SDF)/
Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)
(Organisation Support Programme) (OSP)**

Project ref. no.	:	<u>D15 002 001</u>	
Project title	:	<u>Enhance Management Quality of the Hong Kong Hostel Industry by Best Practice Sharing</u>	
Period covered	:	From <u>14/03/16</u> (dd/mm/yy)	to <u>13/05/17</u> (dd/mm/yy)

1. Project Details

(Please mark with "*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

Project Summary (in about 150 words)

The hostel industry in Hong Kong is a traditional industry. Many of the industry practitioners are SMEs and using traditional family mode of operation. Hong Kong's economy has more than doubled in size over the past two decades and tourism is one of the major pillars of the Hong Kong economy. The hostel industry is attempting to keep pace with the economic change and transform the traditional industry by upgrading the management quality of SMEs. In view of the needs of hostel industry, Hong Kong Association of Hostels (HKAOH) would like to propose the project of "Enhancing the Management Quality of Hong Kong Hostel Industry by Best Practice Sharing" with the aims of offering information and practical guidelines for them to improve operation effectiveness and service quality, provide tips and reference to enhance their business development, and furnish sources and cases to boost their abilities in improving management quality.

Project Objective(s) (in about 80 words)

The main purpose of the project is to provide a set of practical tools to SMEs of the hostel industry in order to improve their competitiveness:

- To offer information and practical guidelines for them to improve operation effectiveness and service quality.
- To furnish sources and cases to boost their abilities in improving management and service quality.

Grantee/Collaborating Organisation/Implementation Agent

Grantee	:	Hong Kong Association of Hostels Limited 港九賓館聯會 The Tourist Guest Houses Federation of Hong Kong Limited The Chinese Manufacturers' Association of Hong Kong The Chinese General Chamber of Commerce The Hong Kong Chinese Importers' And Exporters' Association
Collaborating Organisation(s)	:	Federation of Hong Kong Industries
Implementation Agent(s)	:	Hong Kong Productivity Council

Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. & Fax No.</u>
Project Co-ordinator	Mr. Wincent Hung	Hong Kong Association of Hostels Limited	2892 7653 / 3958 5680
Deputy Project Co-ordinator	Ms. Rebecca Kwok	Hong Kong Productivity Council	2788 6236 / 2788 6196

Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	14/03/2016	13/05/2017	14
Revised (if applicable)			

2. Summary of Project Results

Project Deliverables

(Please list out the project deliverables as stated in the project proposal appended to the project agreement and provide details related to the actual result achieved for each of them.)

	Project deliverable	Quantifiable target number (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable (e.g. The total number of registered participants was over 120. However, some of them did not show up eventually. Will strengthen promotion and try to make up for the shortfall in the following two seminars.)
a)	1 st half-day workshops (6/5/2016)	50 participants	46 participants	Our promotion was not strong enough. We will strengthen promotion and try to make up for the shortfall in the following workshops.
b)	2 nd half-day workshops (20/5/2016)	50 participants	52 participants	
c)	3 rd half-day workshops (3/6/2016)	50 participants	42 participants	Our promotion was not strong enough. We will strengthen promotion and try to make up for the shortfall in the following workshops.
d)	4 th half-day workshops (24/6/2016)	50 participants	31 participants	
e)	5 th half-day workshops (8/7/2016)	50 participants	29 participants	
f)	6 th half-day workshops (22/7/2016)	50 participants	28 participants	
h)	7 th half-day workshops (5/8/2016)	50 participants	29 participants	
i)	8 th half-day workshops (12/8/2016)	50 participants	28 participants	
j)	1 st on-site study visits (13/7/2016)	50 participants	51 participants	
k)	2 nd on-site study visits (17/8/2016)	50 participants	53 participants	
l)	3 rd on-site study visits (14/9/2016)	50 participants	41 participants	Our promotion was not strong enough. We will strengthen promotion and try to make up for the shortfall in the following workshops.
m)	A strategic e-book	-	-	
n)	Project web pages	-	-	
o)	A half-day seminar (21/3/2017)	100 participants	83 participants	Our promotion was not strong enough. We will strengthen promotion in next project.

Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

(Please list out in table format if necessary.)

Details of the deliverables as:

(a) 8 half-day workshops as:

Activity	Date	Duration	Venue	Speaker	Topic discussed	Targeted no. of participants	Actual no. of participants
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Workshop I	6/5/2016	Half- day	HKPC	<ul style="list-style-type: none"> - Mr. Ho Wai Tak and Mr. Leung Wai Fung from The Licensing Authority Home Affairs Department - Mr. Jackson Chan from Hong Kong Pest Management Academic Society 	<ul style="list-style-type: none"> - Updated fire safety and health & sanitation facility standard for hostels - Tips for maintaining fire safety, health and sanitation facilities in good level - Experience sharing on systematic hostel facilities management 	50	46
Workshop II	20/5/2016	Half- day	HKPC	<ul style="list-style-type: none"> - Dr. Wilson Cheung / Dr. Mac Mak from The Hong Kong Polytechnic University 	<ul style="list-style-type: none"> - Introduction of modern management approach specifically designed for the hostel industry including Front Desk Operations and Management, Room and Facilities Management, Staff Management, Guests Enquiry / Complaint Handling, Financial Management, and Best practices Sharing (including overseas cases) - Tips for effective hostel management - Experience sharing on modern management methods 	50	52
Workshop III	3/6/2016	Half- day	HKPC	<ul style="list-style-type: none"> - Ms. Joyce Chiu from Agoda.com/ - Wincent Hung from HKAOH 	<ul style="list-style-type: none"> - Introduction of effective e-marketing approach for hostel business practically focusing on techniques and methods inside SMEs, and on the management of the SMEs' marketing resources and activities. - How to use Social media for marketing and online e-marketing platforms : promote the hostels at low-cost, and to practise the ways to enhance the content and pictures at those e-marketing platforms, as well as to teach the uses of "Channel Manager". - Experience sharing on business promotion through social media 	50	42
Workshop IV	24/6/2016	Half- day	HKPC	<ul style="list-style-type: none"> Mr. Joe Ho from Apcane Limited/ Mr. Pan Cheung from Yes Inn 	<ul style="list-style-type: none"> - Introduction of business expansion strategy for the hostel industry - Tips for managing multi-hostels - Experience sharing on hostel business expansion 	50	31

Workshop I (Repeat)	8/7/2016	Half- day	HKPC	<ul style="list-style-type: none"> - Mr. Lau Ping Hang and Mr. Leung Wai Fung from The Licensing Authority Home Affairs Department - Mr. Jackson Chan from Hong Kong Pest Management Academic Society 	<ul style="list-style-type: none"> - Updated fire safety and health & sanitation facility standard for hostels - Tips for maintaining fire safety, health and sanitation facilities in good level - Experience sharing on systematic hostel facilities management 	50	29
Workshop II (Repeat)	5/8/2016	Half- day	HKPC	<ul style="list-style-type: none"> - Dr. Wilson Cheung / Dr. Eric Chan from The Hong Kong Polytechnic University 	<ul style="list-style-type: none"> - Introduction of modern management approach specifically designed for the hostel industry including Front Desk Operations and Management, Room and Facilities Management, Staff Management, Guests Enquiry / Complaint Handling, Financial Management, and Best practices Sharing (including overseas cases) - Tips for effective hostel management - Experience sharing on modern management methods 	50	28
Workshop III (Repeat)	5/8/2016	Half- day	HKPC	<ul style="list-style-type: none"> - Ms. Joyce Chiu from Agoda.com/ - Wincent Hung from HKAOH 	<ul style="list-style-type: none"> - Introduction of effective e-marketing approach for hostel business practically focusing on techniques and methods inside SMEs, and on the management of the SMEs' marketing resources and activities. - How to use Social media for marketing and online e-marketing platforms : promote the hostels at low-cost, and to practise the ways to enhance the content and pictures at those e-marketing platforms, as well as to teach the uses of "Channel Manager". - Experience sharing on business promotion through social media 	50	29

Workshop IV (Repeat)	12/8/2016	Half- day	HKPC	Mr. Joe Ho from Apcane Limited	- Introduction of business expansion strategy for the hostel industry - Tips for managing multi-hostels - Experience sharing on hostel business expansion	50	28
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(b) And 3 on-site study visit as:

Activity	Date	Duration	Venue	Speaker	Topic discussed	Targeted no. of participants	Actual no. of participants
On-site study visit I	13/7/2016	Half- day	Yes Inn/ Causeway Bay	Mr. Pan Cheung from Yes Inn	- Observe the best practices in facility, fire safety, and health & sanitation management, - Best practice sharing	50	51
On-site study visit II	17/8/2016	Half- day	Homy Inn/ North Point	Mr. Kenneth Kwok from Homy Inn		50	53
On-site study visit III	14/9/2016	Half- day	Check Inn/ Causeway Bay	Mr. Wincent Hung from Check Inn		50	41

(c) A strategic e-book, <http://www.hkaohsdf.org/blank-3>

(d) Project web pages, <http://www.hkaohsdf.org/>

(e) A seminar for e-book launching and experience sharing:

Activity	Date	Duration	Venue	Speaker	Topic discussed	Targeted no. of participants	Actual no. of participants
seminar for e-book launching and experience sharing	21/3/2017	Half- day	HKPC	- Mr. Sam Lin from HKAOH - Mr. Edward Lam from Hong Kong SME Development Federation Ltd - Ms. Jean Loo from Hostel World Group - Mr. Hillman Lam from Ctrip.com (HK) Ltd. - Mr. Benny Kung from T&D Engineering Ltd.	- How does an organization motivate employees? - Effective channel to promote hostels - Enhancing your digital marketing strategy - Tips for maintaining fire safety, health and sanitation facilities in good level	100	83

Milestones (in chronological order)

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

<u>Milestone</u> (as set out in the approved project proposal appended to the project agreement)		<u>Original target completion date</u>	<u>Revised completion date</u> (if applicable)	<u>Status</u> (C/D/N) #
(a)	8 half-day workshops	15/8/2016		C
(b)	3 on-site study visit	30/9/2016		C
(c)	A strategic e-book	31/3/2017		C
(d)	Project web pages	30/6/2016		C
(e)	A half-day seminar	13/5/2017		C

Future Plan for Promoting the Project Deliverables (Nil if not applicable)

Nil
