He never stops learning

Hospitality and Tourism student overcame obstacles to gain a degree and credits his schoolmates and lecturers for helping him improve

Mr Yan Heng Long faced several challenges when he first arrived in Singapore in 2011 to pursue his higher education at East Asia Institute of Management (EASB). Hailing from Heilongjiang, a cold province in the north of China, Mr Yan found it difficult to adapt to Singapore's tropical weather at first. Possessing a weak command of the English language, he also struggled to communicate with his classmates and lecturers initially. Mr Yan also missed his family and friends back home.

But the 23-year-old who came here to study hospitality and tourism management persevered. He enrolled in an English language programme at EASB before embarking on the institution's Diploma in Hospitality and Tourism Management programme. After completing the diploma programme, which takes six months and one year for full-time and part-time students respectively, he completed an advanced diploma in the same subject. After the advanced diploma programme, Mr Yan read the Bachelor of Arts (Hons) International Hospitality and Tourism Management at the institution.

The one-year degree programme, accredited by Queen Margaret University (UK), equips students with the necessary skills to seek management trainee, junior management or supervisory positions in the hospitality and tourism or related industries. Mr Yan, who graduated in November, said, "EASB is a very famous institution, known for providing quality applied education to its students. "That is why I enrolled here, to prepare myself for a good career in the hospitality and tourism industry."

The diploma and degree programmes equipped Mr Yan with an array of knowledge in important areas of the industry through modules such as Marketing in Hospitality and Tourism, and International Destination Management.

Students also have the opportunity to undertake an internship at the end of the advance diploma programme. Mr Yan, who interned at Grand Park Orchard, said he acquired a great deal of knowledge during his stint at the hotel.

RELEVANT
"It is very good that EASB provides its students with internship opportunities because we gain very valuable experience that is relevant to our future careers," he said. "During my internship, I learnt how the hotel's F&B sector is organised and run. I also learnt how to make many different types of drinks, such as cocktails and juices."

Mr Yan said that one of the benefits of working in the hospitality and tourism industry is the opportunity to meet people from around the world.

The wealth of experience he gained from conversing with people of different nationalities and cultures gives him valuable insights that will help him in his career. He added: "There are many students from several different countries in EASB who share with me their experiences from their home countries."

"This also provided me with opportunities to gain knowledge and experiences from other parts of the world, which will help my career and increase my understanding of the world."

Mr Yan praised his institution for providing highly capable and dedicated lecturers. His favourite teacher is Mr Reinaldo Wong, Director of Academic Affairs and Quality Assurance, who is the instructor for all his degree-level modules.

Mr Yan, an avid basketball player, said: "Student life at EASB is very vibrant. There are many other student activities to join. We have a basketball team that plays recreationally and competitively."

"The institution has many good facilities, such as a Hospitality and Tourism Training Centre that was modeled after a real-life hotel setting. We also have a multi-purpose hall, a basketball court, a gym, a well-stocked library, a student resource centre and many more to help us have a conducive and well-supported learning environment. That is why I would encourage people to join EASB."

"The degree programme provides students with a sound theoretical and practical knowledge of aspects of hospitality and tourism management. It covers a wide range of specialisation that will help establish skills and hone students into effective contributors within the hospitality and tourism industry."

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Bachelor of Arts in International Hospitality and Tourism Management, awarded by Queen Margaret University, Edinburgh, UK

SKILL SETS
By the end of the programme, graduates would have developed the skills and knowledge to enhance their employability in the global tourism and hospitality service industries. Graduates will be taught the essential underpinning knowledge of the global tourism and hospitality industry and its markets, as well as the key business principles in tourism and hospitality at a managerial level.

CAREER PROSPECTS
Previous graduates have gone into careers in:
- Customer service management
- Food and beverage management
- Front office
- Tour and travel management
- Tourism office
- Airline station management, and others

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Mr Reinaldo Wong, Director of Academic Affairs and Quality Assurance, East Asia Institute of Management

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