

Professor Haiyan Song

Associate Dean (Research) and Chair Professor
Mr and Mrs Chan Chak Fu Professor in International Tourism
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Areas of Research Expertise

- Tourism Demand Modelling and Forecasting
- Tourism Impact Assessment
- Tourism Satellite Account
- Chinese Economy under Transition
- Wine Economics

Areas of Teaching Expertise

- Tourism Economics
- Tourism Forecasting
- Quantitative Methods
- Competition Issues in Tourism
- Wine Branding and Communication

Personal Introduction

Professor Haiyan Song has a strong background in Economics. His research focuses on tourism and hotel demand analysis, service recovery, tourist satisfaction, and wine economics. Over the years, Professor Song has played significant roles in a number of international consultancy and collaborative projects, covering tourist satisfaction and service quality indices, Asia Pacific visitor forecasts, web-based tourism demand forecasting system, and development of the Guangdong tourist satellite account, which have considerable impact on tourist destination management. Two of his co-authored books on tourism forecasting have been well received by researchers and practitioners. Professor Song has written extensively on tourism forecasting methodologies and many of his work has appeared in such academic journals as *Journal of Development Economics*, *Annals of Tourism Research*, *Tourism Management*, *Journal of Travel Research*, and *International Journal of Hospitality Management*.

A frequent guest speaker on international conference circuit, Professor Song has shared his professional insights on issues ranging from tourism impact assessment, tourist satisfaction and service quality indices, tourism and hotel demand forecasting, to consumer behavioural studies. Among his professional affiliations, he is **President** of both the **International Association for Tourism Economics (IATE)** and **International Association for China Tourism Studies (IACTS)** and is a Fellow of the International Academy for the Study of Tourism (IAST). He is Editor-in-Chief of *Journal of China Tourism Research*, Resource Editor of *Annals of Tourism Research*, and Deputy Executive Editor of *Tourism Tribune*.

Professor Song taught at Dongbei University of Finance and Economics in China, Glasgow Caledonian University, University of Abertay Dundee, and University of Surrey in the UK before joining the School of Hotel and Tourism Management at The Hong Kong Polytechnic University as Chair Professor of Tourism in August 2004. The honours he received include the **John Wiley & Sons Lifetime Research Achievement Award** by the International Council on Hotel, Restaurant and Institutional Education in 2010 and **Michael D. Olsen Research Achievement Award** by University of Delaware in 2014.

Qualifications

[Academic Qualifications]

- PhD (1992) Glasgow Caledonian University
- BA (Econ) (1982) Dongbei University of Finance and Economics

[Professional Qualifications]

- Fellow of the International Academy for the Study of Tourism
- Honorary Fellow of the Council of Australian Universities Tourism & Hospitality Education (CAUTHE)

[Editorial Responsibilities]

- Editor-in-Chief: *Journal of China Tourism Research*
- Co-Editor: *Journal of Chinese Economic and Business Studies* (2012 – 2014)
- Associate Editor: *Journal of Hospitality and Tourism Research* (2008 – 2013)
- Resource Editor: *Annals of Tourism Research* (Since 2009)
- Associate Chief Editor: *Tourism Tribune* (Since 2015)
- Member of Editorial Board: *Journal of Travel Research*, *Tourism Management*, *Tourism Analysis*, *Journal of Travel and Tourism Marketing*, *Tourism Economics*, *Tourism and Hospitality Research*, *Journal of Teaching in Travel and Tourism*, *Contemporary Journal of Hospitality Management*, *Journal of Policy Research in Tourism, Leisure and Events*, and *Journal of Chinese Economic and Business Studies*
- Editor-in-Chief: *Advanced Textbook Series on Tourism*, China Higher Education Press (2004)

[Professional Membership]

- International Association for China Tourism Studies (President)
- International Association for Tourism Economics (Vice President)
- International Institute of Forecasters (Board Director)
- International Academy for the Study of Tourism
- International Association of Scientific Experts in Tourism
- International Council on Hotel, Restaurant, and Institutional Education
- Asia Pacific Council on Hotel, Restaurant and Institutional Education
- Asia Pacific Tourism Association
- Council for Australasian Tourism and Hospitality Education
- Certified Hospitality Educator (CHE)
- Travel and Tourism Research Association

Publications

[Journal Articles]

- Song, H., P. Romilly and X. Liu (1999). An Empirical Study of Outbound Tourism Demand in the UK. *Applied Economics*, 32, 611-624.
- Wei, Y., X. Liu, Song, H. and P. Romilly (2001). Endogenous Innovation Growth Theory and Regional Income Convergence in China, *Journal of International Development*, 13(2). 153-168.

- Song, H. (2001). Analysing the Determinants of China's Aggregate Investment in the Reform Period. *China Economic Review*, 12(2), 227-242.
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- Song, H. and S. F. Witt (2003). General-to-Specific Modelling to International Tourism Demand Forecasting. *Journal of Travel Research*, 42(1), 65-74.
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- Song, H., S. F. Witt and G. Li (2003). Modelling and Forecasting Demand for Thai Tourism. *Tourism Economics*, 9(4), 363-387.
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- Witt, S. F., Song, H. and P. Louvieris (2003). Statistical Testing in Forecasting Model Selection. *Journal of Travel Research*, 42(2), 151-158.
- Witt, S. F., Song, H. and S. Wanhill (2004). Forecasting Tourism Generated Employment: The Case of Denmark. *Tourism Economics*, 10(2), 167-176. (This paper won the *Tourism Economics Award for Journal Article Excellence 2004*)
- Li, G., Song, H. and S. F. Witt (2004). Modelling Tourism Demand: A Dynamic Linear AIDS Approach. *Journal of Travel Research*, 42, 141-150.
- Papathodorou, A and Song, H. (2005). International Tourism Forecasts: Time Series Analysis of World and Regional Data. *Tourism Economics*, 11(1), 11-23.
- Li, G., Song, H. and S. F. Witt (2005). Recent Developments in Econometric Modeling and Forecasting. *Journal of Travel Research*, 44(1), 82-99.
- Song, H. and S. F. Witt (2006). Forecasting Tourist Flows to Macau. *Tourism Management*, 27(2), 214-224.
- Li, G., Wong, K. F., Song, H., and Witt, S. F. (2006). Time Varying Parameter ECM Model for Tourism Forecasting. *Journal of Travel Research*, 45(3), 175-185.
- Wong, K. F., Song, H. and K. Chon (2006). Bayesian Tourism Demand Forecasting. *Tourism Management*, 27(5), 773-780.
- Wong, K. F., Song, H. and S. F. Witt (2007). Tourism Demand Forecasting: To Combine or Not to Combine. *Tourism Management*, 28, 1068-1078.
- Li, G and Song, H. (2007). New Forecasting Models. *Journal of Travel and Tourism Marketing*, 21(4), 3-13.
- McKercher, B., R. Law, K. Weber, Song, H. and C. Hsu (2007). Why Referees Reject Manuscripts. *Journal of Hospitality and Tourism Research*, 31(4), 455-470.
- Song, H. and G. Li (2008). Tourism Demand Modelling and Forecasting- A Review of Recent Research. *Tourism Management*, 29(2), 203-220.
- Pan, S., K. Chon and Song, H. (2008). Visualizing Tourism Trends: A Combination of ATLAS.ti and BiPlot. *Journal of Travel Research*, 46, 339-348.
- Song, H., S. F. Witt and X. Y. Zhang (2008). A Web-based Tourism Demand Forecasting System. *Tourism Economics*, 14(3), 445-468.
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- Shen, S., G. Li and Song, H. (2008). An Assessment of Combining Tourism Demand Forecasts over Different Time Horizons. *Journal of Travel Research*, 47(1), 197-207
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- Yang, S, G. Q. Huang. Song, H. and L. Liang (2009). Game -Theoretic Approach to Competition Dynamics in Tourism Supply Chains. *Journal of Travel Research*, 47(4), 425-439.
- Shen, S., G. Li and Song, H. (2009). Effect of Seasonality Treatment on the Forecasting Performance of Tourism Demand models. *Tourism Economics*, 15(4), 693-708.
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- Van der Veen, R. and Song, H. (2014). Impact of the Perceived Image of Celebrity Endorsers on Tourists' Intentions to Visit. *Journal of Travel Research*, 53(2), 211-224.
- Seetaram, N, Song, H. and Page, S. (2014). Air Passenger Duty and Outbound Tourism Demand from the United Kingdom. *Journal of Travel Research*, 53(4), 476-487.
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- Yang, H., C. Cheung and H. Song (2016). Enhancing the Learning and Employability of Hospitality Graduates in China. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 19(1), 85-95.
- Li, H., S. Li, H. Song, C. Lundberg, and S. Shen (2016). The Economic Impact of On-Screen Tourism: The Case of The Lord of the Rings and the Hobbit. *Tourism Management*, 60, 177-187
- Cao, Z., Li, S., H. Song and Shen, S. (2016). The Distributional Effect of Events on Rural and Urban Households in China. *Journal of Travel Research*, 56(7), 881-892
- Li, C., S. McCabe, and H. Song (2017). Tourist Choice Processing: Evaluating Decision Rules and Methods of Their Measurement. *Journal of Travel Research*, 56(6), 699-711.
- Zhou, L., Chan, E. and H. Song (2017). Social Capital and Entrepreneurial Mobility in Early-stage Tourism Development: A Case from Rural China. *Tourism Management*, 63, 338-350.
- Li, H., Song, H., and Li, L. (2017). A Dynamic Panel Data Analysis of Climate and Tourism Demand: Additional Evidence. *Journal of Travel Research*, 56(2), 158-171.
- Wu, C., Song, H., and Shen, S. (2017). New Developments in Tourism and Hotel Demand Modeling and Forecasting. *International Journal of Contemporary Hospitality Management*, 29(1), 507-529.
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- Cao, Z., Li, G., and H. Song (2017). Modeling the Interdependence of Tourism Demand: The Global Vector Autoregressive Approach. *Annals of Tourism Research*, 67, 1-13.
- Zhang, X. and H. Song (2017). An Integrative Framework for Collaborative Forecasting in Tourism Supply Chains. *International Journal of Tourism Research*, 20(2), 158-171.
- Lin, Y., X. Fu, X. Gu and H. Song (2017). Institutional Ownership and Return Volatility in the Casino Industry. *International Journal of Tourism Research*, 20(2), 204-214.
- Saayman, M, G. Li, M. Uysal and H. Song (2017). Tourist Satisfaction and Subjective Well-Being: An Index Approach. *International Journal of Tourism Research*, 20(3), 388-399.
- Liu, H. and H. Song (2018). New Evidence of Dynamic Links between Tourism and Economic Growth Based on Mixed-Frequency Granger Causality Tests. *Journal of Travel Research*, 57(7), 889-907.

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- Song, H., G. Li and Z. Cao (2018). Tourism and Economic Globalization: An Emerging Research Agenda. *Journal of Travel Research*, 57(8), 999-1011.
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- Song, H., L. Altinay, N. Sun and X. L. Wang (2018). The Influence of Social Interactions on Senior Customers Experience and Loneliness. *International Journal of Contemporary Hospitality Management*, 30 (8), 2773-2790.
- Lee, W., W. Gartner, H. Song, B. Marlowe, J. Choi and B. Jamiyansuren (2018) Effect of Extrinsic Cues on Willingness to Pay of Wine: Evidence from Hong Kong Blind Tasting Experiment. *British Food Journal*, 120 (11), 2582-2598.
- Liu, A., H. Song and A. Blake (2018). Modeling Productivity Shocks and Economic Growth Using the Bayesian Dynamic Stochastic General Equilibrium Approach. *International Journal of Contemporary Hospitality Management*, 30(1), 3229-3249.
- Wu, C., J. Liu and H. Song, A. Liu, H. Fu (2018). Developing a Web-based Regional Tourism Satellite Account (TSA) Information System. *Tourism Economics*. 25(1), 67-84.
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- Altinay, L., H. Song, M. Madanoglu and X. L. Wang (2018). The influence of customer-to-customer interactions on elderly consumers' satisfaction and social well-being. *International Journal of Hospitality Management*, 78, 223-233. (Output of 1-ZVGY)
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- Wen, L., Liu, C., and Song, H. (2019). Forecasting Tourism Demand Using Search Query Data: A Hybrid Modelling Approach. *Tourism Economics*. 25(3), 309-329.
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[Books and Book Chapters]

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Research Grants

- Modelling and Forecasting UK Housing Prices, Research Grant of the University of Abertay Dundee (1993 – 1996)
- Foreign Direct Investment and Trade in China, ESRC (UK) Chinese Economy Seminar Series Grant (1995)
- Competitiveness of European Service Industry, EU-China High Education Programme Grant (1999 – 2001)
- Service Sector Reforms in China, ESRC (UK) Chinese Economy Seminar Series Grant (2002)
- TVP AIDS Modelling, University of Surrey School of Management Pump-Prime Research Fund (2004)
- Tourism Demand Modeling and Forecasting: The General-to-Specific Approach, Centrally Earmarked Research Grant (CERG) of the Research Grant Council (RGC) (Hong Kong) (Co-I) (2003 – 2005)
- Establishing a Tourism Demand Forecasting System for Hong Kong, The Hong Kong Polytechnic University Niche Area Research Grant (PI) (2004 – 2008)
- Econometric Analysis of Tourist Expenditure in Hong Kong, CERG of the RGC (Hong Kong) (PI) (2006 – 2008)
- Tourism Forecasting Combination, Interfaculty Competitive Ear-marked Research Grant, The Hong Kong Polytechnic University (Co-I) (2006 – 2008)
- Modelling and Forecasting Seasonal Tourism Demand in Hong Kong using Structural Time Series Models with Time Varying Demand Elasticities, CERG of the RGC (Hong Kong) (PI) (2006 – 2008)
- Developing Tourism Satisfaction Index for Hong Kong, The Hong Kong Polytechnic University Niche Area Research Grant (Representative Co-I) (2007 – 2010)
- Further Development and Maintenance of the Web-based Hong Kong Tourism Demand Forecasting System, SHTM Research Grant (PI) (2008 – 2010)
- Models of Medical Tourism Development: A Cross Cultural Study, The Hong Kong Polytechnic University Post-Doctoral Research Grant (PI) (2008 – 2010)
- Evaluating Hong Kong's Competitiveness as an International Tourism Destination from the Economic Policy Perspective, Public Policy Research Grant Scheme, UGC (PI) (2008 – 2010)
- Impact of Visa Restriction on Tourism Demand. ICERG, The Hong Kong Polytechnic University (PI) (2009 – 2011)
- Collaborative Tourism Supply Chain Forecasting: The Case of Hong Kong, The Hong Kong Polytechnic University Central Research Funding (PI) (2009 – 2011)
- The Hong Kong Tourist Satisfaction Index and Service Quality Index, School Board Chairman Reserve (Co-PI) (2012 – 2016)
- Modelling International Demand for Tourism Using the Global Vector Autoregressive Approach, RGC General Research Fund (PI) (2012 – 2016)
- General-to-Specific Modelling with Bootstrap Aggregation in Tourism Demand Forecasting, RGC General Research Fund (PI) (2014 – 2015)
- Tourism Demand Modelling and Forecasting – Theory and Practice, Hong Kong Scholars Program, Central Research Grant (PI) (2015 – 2017)
- Assessing Intercountry Linkages of International Tourism Demand: A Bayesian GVAR Approach, RGC General Research Fund (PI) (2016 – 2017)
- Tackling the Loneliness of the Elderly: How Can Engagement with the Hospitality Services Facilitate their Social Connectedness? SHTM One-off Special Fund, The Hong Kong Polytechnic University (PI) (2016 – 2017)

- The Economic Contribution of the Green Deck Project, The Hong Kong Polytechnic University (PI) (2016 – 2017)
- Tourist Satisfaction and Service Quality Assessment, School Board Chairman Reserve (Co-PI) (2016 – 2019)
- Effect of Accommodation Sharing Services on Tourists' Flows and Destination Satisfaction in China, RGC General Research Fund (PI) (2018 – 2020)
- Forecasting Tourism Demand Using Big Data, Hong Kong Scholar Scheme (PI) (2018 – 2020)
- Modelling and Forecasting Tourism Demand in Hong Kong SAR Using the Mixed Frequency Approach – Theoretical Exposition and Empirical Evidence, National Natural Science Foundation of China (PI) (2017 – 2021)
- General-to-Specific Modelling with Bayesian Bootstrap Aggregation in Tourism Demand Forecasting, SHTM Research Grant of Hospitality and Tourism Research Centre (PI) (2019 – date)
- Labor Productivity and Destination Competitiveness. RGC General Research Fund (PI) (2020 – 2021)
- Are Search Queries Useful in Tourism Demand Forecasting? – A Time Varying Parameter Mixed-Data Sampling Approach. RGC General Research Fund (PI) (2021 – date)
- The Development of an Automated and Self-Adaptive Tourism Demand Forecasting Platform for the Greater Bay Area. PolyU Project of Strategic Importance (PI) (2021 – date)

Consultancies

[Consultancies and Professional Practice]

- Panel Member of Economists Advising the Reform Programmes on the Stated Owner Enterprises (SOEs) in China (the Chinese Embassy in London) (1997)
- Forecasting International Tourism Flows to Macau, Macau Institute of Tourism (2003)
- Service Quality of Hong Kong Tourism Industry, Hong Kong Tourism Commission, Hong Kong SAR (2004)
- Brand Building, Garden Hotel, Guangzhou, P. R. China (2005)
- Impact of Major Sport Event on the Hong Kong Economy, Home Affairs Bureau, Hong Kong SAR (2006)
- Developing a Hotel Management Programme for Guilin Institute of Tourism, World Tourism Organization (2007-2011)
- Master Plan of Changbai Mountain Tourism Area, P. R. China (2011)
- Guangdong Province Tourism Satellite Account, P. R. China (2012)
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- The Hong Kong Disneyland Tourism Forecasting Project, Hong Kong SAR (2014)
- Macau Public Research Centre Tourism Forecasting Project, Macau SAR (2015)
- Strategic Plan for Tourism Product Development, Fuda Group, Guilin, P. R. China (2016)
- Further Development of the Tourism Demand Forecasting for Asia Pacific Region, Pacific Asia Travel Association (2016-2020)
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