

Press Release  
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5 September 2017

### **PolyU School of Hotel and Tourism Management Scholar Conferred Endowed Professorship**

Endowed by the Victoria Park Hotels Limited, Professor Haiyan Song, Associate Dean of the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University, was conferred the title **Mr and Mrs Chan Chak Fu Professor in International Tourism** at the Third Inauguration of Endowed Professorships held at the University on 5 September 2017.

Presided over by Council Chairman of the University, Mr Chan Tze-ching, the ceremony paid tribute to distinguished scholars for their outstanding academic achievements and significant contributions to the community, as well as to allow the community to demonstrate support for and give recognition to PolyU for its research excellence.

The ceremony saw the presentation of seven Endowed Professorships and one Endowed Fellowship, as well as three successive appointments.

Addressing the Ceremony, Professor Timothy W. Tong, PolyU President, said, “Practical, innovative and impactful are the quintessential qualities of PolyU’s Research and Development, and to take our research to new heights, we need community support. Through the Scheme, the University and the community have become partners in advancing research in areas of common interests, opening opportunities for more scholars to unleash their expertise and potential.”

Tourism is a global force for economic and regional development. With the generous support of the Victoria Park Hotels Limited, the Endowed Professorship will enable Professor Song to engage in more research projects in the growing field of tourism economics, thus making further contribution to tourism policy, planning and business practices while facilitating the sustainable development of the industry on an international level.

“Professor Song has demonstrated leadership in his specialised field of study and we are very proud of his achievement,” said Professor Kaye Chon, Dean and Chair Professor of the SHTM and Walter Kwok Foundation Professor in International Hospitality Management. “The Endowed Professorship further cements Professor Song’s status as the established authority in this very important area of research.”

Established in 2012, the Endowed Professorship Scheme provides philanthropists with the unique opportunity to partner with PolyU to advance research and academic activities in a discipline of their choice for the betterment of society. To encourage more scholars to unleash their potential, the University in 2016 introduced the category of Endowed Fellowship, in addition to Endowed Professorship. PolyU will continue to nominate internationally acclaimed scholars for the prestigious title to advance research and academic activities for the benefit of

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the wider community. To date, the University has established a total of 21 Endowed Professorships, one Endowed Fellowship and two Named Professorships.



*(From left) Mr Lawrence Chan, Director of Victoria Park Hotels Ltd, and Prof Haiyan Song*



*(From left) Mr Chan Tze-ching, PolyU Council Chairman, Prof Haiyan Song, Mr Lawrence Chan and Prof Timothy W. Tong, PolyU President*

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### **About PolyU's School of Hotel and Tourism Management**

For close to 40 years, PolyU's School of Hotel and Tourism Management has refined a distinctive vision of hospitality and tourism education and become a world-leading hotel and tourism school. Rated No. 1 in the world in the "Hospitality and Tourism Management" category according to ShanghaiRanking's Global Ranking of Academic Subjects 2017, placed No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017 and ranked among the top 3 "Hospitality and Leisure Management" institutions globally in the QS World University Rankings by Subject 2017, the SHTM is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

With 75 academic staff drawing from 22 countries and regions, the School offers programmes at levels ranging from undergraduate degrees to doctoral degrees. In 2012, the SHTM was bestowed the McCool Breakthrough Award by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) recognising its breakthrough in the form of its teaching and research hotel – Hotel ICON – the heart of the School's innovative approach to hospitality and tourism education. A member of the UNWTO Knowledge Network, the SHTM is also the editorial home of *Asia Pacific Journal of Tourism Research*, *Journal of Travel and Tourism Marketing*, *Journal of Teaching in Travel and Tourism* and *Journal of China Tourism Research*.

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