

Press Release

26 April 2016

PolyU School of Hotel and Tourism Management Successfully Held 10th International Forum on China Hotel Brand Development cum Asia-Europe Forum for World Hospitality and Tourism Education

Co-organised by the Tourism Administration of Guizhou Province, School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University and Gui'an New District Administration Commission and hosted by Gui'an New District Development and Investment Co., Ltd., the 10th International Forum on China Hotel Brand Development cum Asia-Europe Forum for World Hospitality and Tourism Education was successfully held in Gui'an New District, Guizhou Province, China on 21-22 April 2016, attracting more than 530 delegates from all over the world.

Taking the theme “Embracing Future with Innovations: New Brands, New Generation, New Industry”, the forum provided a platform on which government officers, industry practitioners and academics explored new strategies for the development of the Chinese hotel industry, shared their perspectives and exchanged dialogue for collaboration in academic and research programmes.

Held on 21 April, the forum's opening ceremony was officiated at by Mr Qin Rupei, Executive Vice Governor, Guizhou Provincial Government; Professor Kaye Chon, SHTM Dean and Chair Professor and Walter Kwok Foundation Professor in International Hospitality Management; and Mr Zong Wen, Vice Chairman, Gui'an New District Party Committee and Chairman, Gui'an New District Development and Investment Co., Ltd. It was followed by an Invited Presentation that featured Professor Francesco Frangialli, Former Secretary General, United Nations World Tourism Organisation (UNWTO) and SHTM Honorary Professor, who spoke on the topic “An International Perspective on Tourism Development in China”; Mr Chen Miaolin, Vice Chairman, China Tourism Association and Chairman, New Century Tourism Group who delivered a speech on “China's Hotel Industry Outlook and New Trends”; and Ms Wu Jian, Co-Founder and Co-President, www.LY.com who gave a speech on “Online Hotel Market and Non-standardised Tourism Products”. The forum featured a total of fifteen Invited Presentations.

The Round Table Discussion that followed, moderated by Mr Frank Hou, General Manager, New Century Hotels, was entitled “The Changing Landscape of Hotel Industry: 2016 and Beyond”. It featured Mr Jerry Huang, Vice Chairman, China Tourist Hotel Association and President – Greater China, Artyzen Hospitality Group; Mr Giovanni Angelini, Chairman, Angelini Hospitality and Retired CEO, Shangri-La Hotels and Resorts; Mr Wang Jianping, Chairman, Zhejiang Hotels Association and President, Narada Hotels Group; Mr Leo Yen, Senior Vice President, Real Estate and Development, Hyatt Hotels Corporation; and Mr John Kidd, President, HNA Hospitality Group.

Moderated by Professor Kaye Chon, the Round Table Discussion on the second day was entitled “International Tourism and Hospitality Education: Today and Tomorrow”. It featured Mr Philippe Francois, President, World Association for Hospitality and Tourism Education and Training; Ms Eun-ji Tae, Co-ordinator, UNWTO Knowledge Network; Dr Yeong Hwang, Secretary General, Asia Pacific Tourism Association; and Dr Jan Willem Meijerhof, Immediate Past President, EuroCHRIE and Head, Internationalisation for Research and Education, Saxion University of Applied Sciences. A total of twelve Round Table Discussions were held at the forum.

“The SHTM is delighted to organise this international two-in-one forum and considers it vital in facilitating dialogue, idea exchanges and partnerships for all those who are involved in hospitality and tourism development,” said Professor Kaye Chon. “We will continue to play a leading role in embracing the future with innovations”.



Mr Qin Rupei (photo on the left), Executive Vice Governor, Guizhou Provincial Government and Professor Kaye Chon (photo on the right), SHTM Dean and Chair Professor delivering opening remarks.



The forum attracted over 530 delegates from around the world.



Our D.HTM graduate Dr James Mabey spoke at the Invited Presentation on “Do You Really Understand Hotel Developers and Owners? – Innovative Approach in Hotel Development Strategies”.



Mr Frank Hou, General Manager, New Century Hotels, moderated a Round Table Discussion.



Dr Alice Hon, SHTM Assistant Professor, moderated the Round Table Discussion on “The New Generation Leaders: Who Are We and How Do We Lead?”

About PolyU School of Hotel and Tourism Management

For over 35 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. Ranked no. 2 in the world, the School is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

With 65 academic staff drawing from 20 countries and regions, the School offers programmes at levels ranging from undergraduate degrees to doctoral degrees. A member of the UNWTO Knowledge Network, the School was bestowed the McCool Breakthrough Award in 2012 by the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) 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.

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