

Press Release

18 April 2016

PolyU to host HONG KONG 2016: 2nd Global Tourism & Hospitality Conference and 15th Asia Pacific Forum for Graduate Students Research in Tourism

Fifty-three undergraduate students from the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) form an organising committee and run **HONG KONG 2016: 2nd Global Tourism & Hospitality Conference (GTHC) and 15th Asia Pacific Forum (APF) for Graduate Students Research in Tourism** which will be held at Hotel ICON, Hong Kong, on 16-18 May 2016.

Taking the theme “Innovations · Research · Education”, HONG KONG 2016 will provide a networking platform for educators, thought leaders, students and industry professionals to exchange insights related to innovations and trends in the global hospitality and tourism industry, as well as the opportunities and challenges that the industry is currently facing. With the support from SHTM faculty members, the student-run organising committee takes charge of the whole conference from conceptualising to planning to execution. The student organisers are all committed to creating an extraordinary experience for all the delegates.

HONG KONG 2016 attracts delegates from a range of backgrounds and countries. Topics covered at the keynote and panel sessions will include:

- Developing Trends in Global Travel and Tourism Industry: Challenge and Issues
- New Modes of Collaboration in International Education
- Current Issues and Trends in Tourism and Hospitality Research
- Certification in Hotel Industry Analytics (CHIA) – pre-conference workshop sponsored by STR SHARE CENTER
- Pursuing a Successful Research Career – pre-conference workshop sponsored by Taylor and Francis Group

Many prominent international and local scholars and experts have been invited as speakers of the conference, to name just a few:

- Professor Kaye Chon, Dean and Chair Professor, SHTM, PolyU
- Mr Tony Chow, Director, Creative & Content Marketing, Asia Pacific, Marriott International, Inc
- Professor Fabien Fresnel, Dean, Ecole hôtelière de Lausanne
- Professor Dennis Reynolds, Dean, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston
- Professor John Tribe, Professor, University of Surrey
- Ms Kathy Pugh, Vice President of Education Services, edX

“In face of the rapid growth and fast-changing development of the global hospitality and tourism industry, it is becoming increasingly important for all the stakeholders to come together to develop strategies that support the industry and enable sustainable growth,” Professor Kaye Chon, Conference Chairman and SHTM Dean and Chair Professor said. “The SHTM is very proud to support the collaboration between industry and academia for the advancement of global hospitality and tourism.”

For registration and further details, please visit:

<http://hotelschool.shtm.polyu.edu.hk/www/hongkong2016>

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.

Press contact : Ms Pauline Ngan, Senior Marketing Manager
School of Hotel and Tourism Management

Telephone : (852) 3400-2634

E-mail : pauline.ngan@polyu.edu.hk

Website : www.polyu.edu.hk/htm

Press contact : Ms Mary Leung, Publicity Committee
HONG KONG 2016 Organising Committee

Telephone : (852) 3400-2317

E-mail : publicity.gapf@polyu.edu.hk

Website : <http://hotelschool.shtm.polyu.edu.hk/www/hongkong2016>