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### **Professor Cathy Hsu of PolyU Honoured with John Wiley & Sons Lifetime Research Achievement Award**

Professor Cathy Hsu, Associate Director and Professor of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU), was recently honoured by International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) with the John Wiley & Sons Lifetime Research Achievement Award.

The John Wiley & Sons Lifetime Research Achievement Award recognises an I-CHRIE member for lifetime contributions to outstanding scholarship and research in hospitality and tourism. The award is given to an I-CHRIE member who has made and continues to make significant contributions to the field of hospitality and tourism through scholarly research published in hospitality and non-hospitality journals over an extended period.

The award was presented to Professor Hsu from I-CHRIE's President Professor Margaret E. "Mokie" Steiskal of Columbus State Community College at the 2009 I-CHRIE Conference held in San Francisco, USA, from 29 July to 1 August. It recognises Professor Hsu's outstanding leadership in her field of study, and the invaluable contributions she makes to the global hospitality and tourism education development in a teaching and research career spanning 20 years. Professor Kaye Chon, SHTM Director and Chair Professor, said, "The award further cements Professor Hsu's status as the established authority in her chosen area of research, which is hospitality and tourism marketing and casino gaming. We are all proud of her achievement." Indeed, the School prides itself on its internationally renowned faculty members.

Professor Hsu is a member of the International Board for the Travel and Tourism Research Association, and the Editor-in-Chief of the *Journal of Teaching in Travel and Tourism*. She also serves on eight journal editorial boards. Professor Hsu is the lead author of the *Tourism Marketing: An Asia-Pacific Perspective*, published in 2008 by John Wiley & Sons Australia, Ltd. She has received numerous honours and awards including the Best Article of the Year Award from the *Journal of Hospitality and Tourism Research* in 2000, the Best Paper Award at 2000 and 2001 CHRIE and 2005 APacCHRIE conferences, and the Michael D. Olsen Research Achievement Award. Professor Hsu is listed in *Who's Who Among Asian Americans*.

A former professor at Kansas State University in the United States, Professor Hsu joined PolyU in 2001.

PolyU's School of Hotel and Tourism Management is a leading provider of hospitality education in the Asia-Pacific Region. It is ranked No. 4 among the world's top hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality & Tourism Research* in 2005.

With 60 academic staff drawing from 18 countries, the School offers programmes at levels ranging from PhD to Higher Diploma. It was awarded the 2003 International Society of Travel and Tourism Educators Institutional Award in recognition of its significant contribution to tourism education, and is the only training centre in the Education and Training Network in Asia recognised by the United Nations World Tourism Organisation.



*Prof Cathy Hsu was presented the John Wiley & Sons Lifetime Research Achievement Award by President of I-CHRIE Prof Margaret E. "Mokie" Steiskal*

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