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## PolyU Students Won Acclaims at World Tourism Forum Lucerne

Four students of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University won participation at the First World Tourism Forum in Lucerne, Switzerland, by their award-winning papers on topics relating to tourism and mobility.

Held in Lucerne from 22 to 24 April 2009, the World Tourism Forum was the first forum of its kind to offer industry leaders a global platform from which to discuss the current economic crisis, climate change and the serious challenges that the tourism industry would face in the future. More than 130 global tourism leaders from 23 countries gathered at the forum to share their views, exchange ideas and evaluate options for the future of the global tourism industry.

Young talents in the global tourism industry were given the opportunity to win participation at the World Tourism Forum Lucerne by submitting papers on tourism and mobility related topics. Mr Henry Tuen from SHTM won 1st place in the open competition and he attended the forum with three other SHTM students who won third, fourth and fifth place. The four SHTM students were:

- **1st place** – “The Impacts of Low-Cost Carriers’ Entry on International Tourism Demand” by Mr Tuen Chun Tung, Henry
- **3rd place** – “The Impact of the Airline Service Encounter on Customer Satisfaction and Customer Value” by Ms Wong Wa Chi
- **4th place** – “Travel Motivation of Young Adults in Hong Kong on Cultural Tours to a Developing Country: Cambodia as a Case Study” by Ms Hui Po Chun, Jenny
- **5th place** – “Time Pressure and Risk Reduction Strategies of Tourist Shoppers: A Case Study of Mainland Chinese Tourists in Hong Kong” by Ms Hung Wing Sze, Greta

Professor Kaye Chon, Chair Professor and Director of SHTM, said, “We are very proud of our students and their achievements. It is important that SHTM students, as well as all young tourism professionals, understand their potential as industry leaders and that they can make a difference”. “Asia is where it’s happening,” Prof Chon continued, “and this is where future leaders of the tourism industry will come from”.

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 Organization.



*(From left to right) Prof Kaye Chon of SHTM, Ms Hung Wing Sze, Greta, Ms Wong Wa Chi, Ms Hui Po Chun, Jenny and Mr Tuen Chun Tung, Henry at the World Tourism Forum Lucerne, Switzerland.*

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