

31 December 2007

**PolyU hosted the First International Forum on Tourism Education
and the Fourth China Tourism Forum**

With the strong support of the World Tourism Organisation (UNWTO), the School of Hotel and Tourism Management of The Hong Kong Polytechnic University (PolyU) recently hosted the First International Forum on Tourism Education and the Fourth China Tourism Forum with peer institutions in China. Each of the forum attracted over 200 attendance, including participants from around the world and Mainland China.

As a leading hospitality and tourism education institution in China, PolyU's School of Hotel and Tourism Management was proud to pioneer the *First International Forum on Tourism Education* with the support of UNWTO and the Government of Guangxi Zhuang Autonomous Region, the Tourism Bureau of Guangxi Zhuang Autonomous Region, Guilin Tourism Bureau and Guilin Institute of Tourism in the city of Guilin, Guangxi, China on 12 – 13 December 2007.

With an aim to enhance the international competitiveness of tourism education in China, the Forum provided a platform for academics and practitioners to exchange views and research outputs related to this important topic. The issues explored in the Forum included the impact of the trend of tourism development on tourism education; the modes of training tourism professionals; work-integrated education; research on the programme structure and profession of tourism education; students' understanding and experience on tourism education; and the development trend and future prospect of tourism education.

The Forum featured three keynote presentations and three panel discussions. Speakers included leading academics and industry experts such as UNWTO Director of Department of Development Assistance Dr Harsh Varma; UNWTO Director of Themis Foundation Mr Vicente Moles; Dr Perry Hobson, Director of International Centre of Excellence in Tourism and Hospitality Education; Prof Kaye Chon, Chair Professor and Director of PolyU's School of Hotel and Tourism Management; Prof Li Feng-sheng, President of Guilin Institute of Tourism; Mr Chen Xian-chun, Head of Human Resources Department of the China National Tourism Administration; Mr James Lu, Executive Director of Hong Kong Hotels Association, so on and so forth.

Co-organised by UNWTO, PolyU's School of Hotel and Tourism Management and the School of Business and Tourism Management of Yunnan University, the *Fourth China Tourism Forum* took place in Kunming, Yunnan, China on 15 – 16 December 2007. Themed around community-based tourism, the two-day Forum provided an excellent opportunity for tourism policy makers, academics and industry professionals to meet and exchange views on the impact of tourism development in the world's fastest growing economy.

The Forum featured two keynote presentations and three panel discussions. Important topics discussed in the Forum included mega trends of tourism in Asia Pacific and implications for China tourism industry; the role of sustainable tourism development in poverty reduction; community-based tourism; emerging issues in the hospitality and tourism industry in China; the role of international educational institutions in knowledge transfer and network learning in community-

