

PolyU to host International Forum on China Hotel Brand Development

Anticipating the need to help develop Chinese hotel chains to gain international reputation in the years to come, the School of Hotel and Tourism Management of The Hong Kong Polytechnic University (PolyU) is proud to pioneer this forum on hotel branding in China. Sponsored by K. Wah Group, this forum is jointly organised by Shenzhen Tourism College of Jinan University and China Tourist Hotels Association in Shenzhen on 3 and 4 July 2007.

To be staged at the Shenzhen InterContinental, the forum will be an excellent opportunity for industry leaders and academics to exchange views on the development of hotel chains with strong international branding. The forum will provide impetus to the management and continued success of such hotel brands in China.

The forum features keynote presentations, panel discussions and concurrent sessions by distinguished industry leaders and prominent academic figures. At the first keynote presentation, Mr Shijun Liu, Deputy Director General, Quality and Standardisation Division of the China National Tourism Administration, will give an overview on the current situation of China hotels and its future development; Dr Chee-woo Lui, Chairman of K. Wah Group will talk about the Group's vision on hotel brand development in China as well as internationally; Prof. Michael Olsen of Virginia Polytechnic Institute and State University attempts to answer the conundrum of the brand value by exploring how the brand is currently valued in the hospitality context, its current dimension as well as the strategic need and outcome.

Other renowned speakers from the industry include representatives from Shangri-La Hotels & Resorts, Regal Hotels International Holdings Ltd, Hong Kong Hotels Association, Asiawide Hospitality Solutions, Overseas Chinese Town East, Beijing Teda Hotels Management Co Ltd, White Swan Hotel, Jin Jiang International Hotels Development Co Ltd, Jinling Hotels & Resorts and BTG-Jianguo Hotels & Resorts.

Prof Kaye Chon, Chair Professor and Director of PolyU's School of Hotel and Tourism Management, said: "As Asia has emerged as the global centre for excellence in hospitality and tourism business, China will play a significant role in reinforcing this trend. Backed by our strong China connections and international profile, the School is in a unique position to play a leading role in facilitating the development of China's hospitality industry." The School of Hotel and Tourism Management is widely recognized as the leading player in hotel and tourism education in Asia.

For details about the seminar and registration, please visit:

www.polyu.edu.hk/htm/conference/CHBD

PolyU's School of Hotel and Tourism Management was ranked fourth 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 August 2005. With more than 40 academic staff drawn from 17 countries, it is also the only training centre in Asia recognised by the Education and Training Network of the World Tourism Organisation (UNWTO). The School is widely

recognised as the leading player in hotel and tourism education in Asia. (Visit: www.polyu.edu.hk for more details)

Press Contact : Ms Pauline Ngan Tel: 2766-6366
Marketing Manager
School of Hotel & Tourism Management