

D.HTM *Distinguished Lecture*

China's Outbound Tourism: Policy and Practice

Speaker : Professor Zhang Guangrui

Director, Tourism Research Centre, Chinese Academy of Social Sciences

Professor Zhang Guangrui is the Director of Tourism Research Centre of Chinese Academy of Social Sciences (CASS). After some ten years of working in the tourism industry, Professor Zhang joined CASS in 1981 as a full-time researcher of tourism. He established the Tourism Research Centre of Chinese Academy of Social Sciences in 1999 and became the Director of the Centre. His major fields of study include international tourism trends, tourism policy, planning and development, and world history of tourism and hotels. Since 2001, Professor Zhang has been the Editor-in-Chief of the annual publication *China's Tourism Development: Analysis and Forecast* (ie. the *Green Book of China's Tourism*) in addition to other academic publications.



- Date : 15 May 2013 (Wednesday)
Time : 5:00pm - 6:00pm
Reservation : Please email kelly.wang@polyu.edu.hk to reserve a seat.
Seats are on a first-come-first-served basis.
Venue : Room THB104, Level B1
School of Hotel and Tourism Management
The Hong Kong Polytechnic University
17 Science Museum Road
Tsim Sha Tsui East, Kowloon

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