

# D.HTM *Distinguished Lecture*

Hosted by the School of Hotel and Tourism Management, the *Doctor of Hotel and Tourism Management (D.HTM) Distinguished Lecture Series* bring together the School and the industry it serves by inviting leading academics and industry executives from across the globe to share their perspectives and insights on a wide range of interesting topics. For more information, please visit [www.polyu.edu.hk/htm/dhtm](http://www.polyu.edu.hk/htm/dhtm).

## *Current Trends and Future Opportunities in Hospitality Education and Research*

**Speaker :** **Professor John Bowen**

*Dean and Barron Hilton Distinguished Chair  
Conrad N. Hilton College of Hotel and Restaurant Management  
University of Houston*



**Professor John Bowen** gained his industry experience in the area of food and beverage working in hotels, freestanding restaurants and as the corporate F&B manager for a hotel management company. A prolific writer and researcher, Professor Bowen is the co-author with Philip Kotler and James Makens of *Marketing for Hospitality and Tourism*, the leading hospitality marketing textbook in the world currently published in eight languages. His academic publications have been recognized three times as the best article in hospitality and tourism in the year they were published. He has also received the prestigious John Wiley and Sons Award that recognizes lifetime research achievements. His publications are among the most widely cited in their area. Professor Bowen has been recognized as one of the five most influential professors in hospitality management. An article in the *Cornell Hospitality Quarterly* listed him as one of the most influential people on hospitality marketing during the decade of the 1990s.

Professor Bowen has received awards for his teaching including the Outstanding Graduate Faculty Award (UNLV) and the Sam and Mary Boyd Distinguished Professor Award for Teaching Excellence. He was an assistant professor at the Hilton College from 1980 to 1990. In 1990, he left to teach at Bond University in Australia and returned to the United States in 1993 to take a position at the University of Nevada, Las Vegas. He returned to the Hilton College as Dean in 2003.

Professor Bowen holds a BS in Hotel Administration from Cornell University, a M.S. and MBA from Corpus Christi State University and a PhD in Marketing from Texas A&M University.

### Synopsis

This session will be a fast moving discussion of both industry trends and opportunities these trends are creating for hospitality researchers. The second part of the discussion will provide insights into the major changes that are occurring in North American hospitality education. The implications of these changes for those wishing to seek employment in North American Research Universities will be discussed. Learn how students from The Hong Kong Polytechnic University are uniquely positioned to benefit from these changes.

Date : 19 June 2013 (Wednesday)  
Time : 2:30pm - 3:30pm  
Reservation : Please email [kelly.wang@polyu.edu.hk](mailto: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