

Press Release
新聞稿

3 September 2018

PolyU School of Hotel and Tourism Management to Collaborate with China Outbound Tourism Research Institute in Education and Research

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) and China Outbound Tourism Research Institute Ltd. (COTRI) have signed a Memorandum of Understanding (MOU) today (3 September 2018) to promote collaboration in tourism education and research.

COTRI is a research institute headquartered in Hamburg, Germany, which provides support for strategic and sustainable developments of varied segments of the Chinese outbound market. Established in 2004, it offers organisations and institutions with customised services in research and consulting, quantitative and qualitative data and analysis, training and certification.

The MOU was signed by Professor Kaye Chon, SHTM Dean and Chair Professor and Walter Kwok Foundation Professor in International Hospitality Management, and Prof Dr Wolfgang Georg Arlt, Director of COTRI on the SHTM campus.

Under the agreement of five years, both parties will pursue strategic collaboration in promoting online executive education, participating jointly in nationally and internationally funded projects, as well as organising international conferences and research. The scopes of collaboration between both institutions will focus on Chinese outbound tourism and international tourism development.

“We see this as an innovative international collaboration,” said Dean Kaye Chon. “Together, we will make greater contributions to the development of China tourism and indeed the entire global industry in the years ahead.”



Signing of Memorandum of Understanding: (from left) Prof Dr Wolfgang Georg Arlt of COTRI and Professor Kaye Chon of SHTM.

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About PolyU's School of Hotel and Tourism Management

For close to 40 years, PolyU's School of Hotel and Tourism Management has refined a distinctive vision of hospitality and tourism education and become a world-leading hotel and tourism school. Rated No. 1 in the world in the "Hospitality and Tourism Management" category according to ShanghaiRanking's Global Ranking of Academic Subjects 2017 and 2018, placed No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017 and ranked among the top 3 "Hospitality and Leisure Management" institutions globally in the QS World University Rankings by Subject 2017 and 2018, the SHTM is a symbol of excellence in the field, exemplifying its motto of *Leading Hospitality and Tourism*.

With 75 academic staff drawing from 22 countries and regions, the School offers programmes at levels ranging from undergraduate degrees to doctoral degrees. In 2012, the SHTM was bestowed the McCool Breakthrough Award by the International Council on Hotel, Restaurant, and Institutional Education (I-CHRIE) recognising its breakthrough in the form of its teaching and research hotel – Hotel ICON – the heart of the School's innovative approach to hospitality and tourism education. A member of the UNWTO Knowledge Network, the SHTM is also the editorial home of *Asia Pacific Journal of Tourism Research*, *Journal of Travel and Tourism Marketing*, *Journal of Teaching in Travel and Tourism* and *Journal of China Tourism Research*.

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