

## PolyU hosted 2nd International Forum on China Hotel Brand Development

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The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) and the School of Business of Sun Yat-sen University recently co-hosted the 2nd International Forum on China Hotel Brand Development in Guangzhou.

Sponsored by the K. Wah Group, supported by the China Tourist Hotels Association and held at The Garden Hotel Guangzhou and Sun Yat-sen University, the Forum was a great success in promoting brand development and management in China's hotel industry, and enhancing the international competitiveness of China's hotel brands.

Over 250 hotel professionals, academics and government officials participated in the Forum.

Renowned industry experts and leading academic figures actively shared their insightful views on this very important topic in the keynote presentations. Mr Calvin Mak of the Rhombus International Hotels Group spoke on 'Branded Hotels vs. Non-Branded Hotels' whilst Mr Frank Hou of Jinling Hotels Management shared his views on 'Hotel Chain Operations and Development in China: From a Professional Hotel Management Company's Perspective'. Professor Dai Bin of the China Tourism Academy delivered a speech on 'The State's Will in the Strategic Brand System' and Mr Sun Jian of Home Inns and Hotels spoke on 'Hotel Financing: The Economy Hotels'. Dr Anna Mattila from the Pennsylvania State University talked about the 'Branding of Services', whilst Professor Daniel Quan from Cornell University shared his thoughts on 'Decisions for Investment in Brands Using Lodging Property Derivatives' and Professor Mike Davidson from Griffith University delivered a speech on 'Internal Marketing: A Foundation for Hotel Branding'.

With an aim to propel the professional development of hotel chains in China, panellists were engaged in discussions covering the topics 'Developing International Hotel Brands in China', 'Strategic Brand Development for China's Domestic Hotels' and 'Hotel and Tourism Education: Developing Future Industry Leaders'. The panel discussions offered unique opportunities for industry leaders to unreservedly share their profound knowledge and experience, their insights and visions. Prominent hotel industry leaders representing international hotel chains operating in China included: Mr Brendan Inns of Shangri-La Hotels and Resorts, Mr Lin Cong of Marriott International, Mr Stephen Ho of Starwood Asia Pacific Hotels and Resorts, Mr Alex Xu of GreenTree Inn Hotels, Mr Mitchell Presnick of Super 8 China and Dr Tim Gao of HNA International Hotels and Resorts.

In his opening speech, Professor Kaye Chon, Chair Professor and Director of SHTM, reiterated the School's appreciation for the industry's support of SHTM student development. He emphasised that with the centre of gravity of the world's hospitality and tourism industry having moved to Asia, the industry and the School will need to work together even more closely to groom future talent for the hospitality and tourism industry in Asia.

PolyU's School of Hotel and Tourism Management is a leading provider of hospitality education in the Asia-Pacific Region. It is ranked No. 4 among the world's top hotel and tourism schools based on research and scholarship, according to a study published in the

Journal of Hospitality and Tourism Research in 2005. With 55 academic staff drawing from 18 countries, the School is also the only training centre in Asia recognised by the Education and Training Network of the World Tourism Organisation (UNWTO).

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