

**Professor Haiyan Song**  
**Associate Dean and Chair Professor of Tourism**  
**Mr and Mrs Chan Chak Fu Professor in International Tourism**  
**Hospitality and Tourism Research Centre**  
**School of Hotel and Tourism Management**  
**The Hong Kong Polytechnic University**

Professor Haiyan Song is Chair Professor and Associate Dean (Research) of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. His research focuses on tourism demand modelling and forecasting, service recovery, tourist satisfaction, and wine economics. He has played significant roles in a number of international consultancy and collaborative projects, covering tourist satisfaction and service quality indices, Asia Pacific visitor forecasts, web-based tourism demand forecasting system, and development of the Guangdong tourist satellite account, which have considerable impact on tourist destination management. He is a regular invited speaker to share his professional insights on issues ranging from tourism impact assessment, tourist satisfaction and service quality indices, tourism demand forecasting, to consumer behavioural studies.

Among his professional affiliations, he is the Founding President of the International Association for China Tourism Studies (IACTS) and Vice-President of the International Association for Tourism Economics (IATE) and is a Fellow of the International Academy for the Study of Tourism (IAST). The honours he received include the **John Wiley & Sons Lifetime Research Achievement Award** by the International Council on Hotel, Restaurant and Institutional Education in 2010 and **Michael D. Olsen Research Achievement Award** by University of Delaware in 2014.