

Professor Kaye Chon
Dean and Chair Professor
Walter and Wendy Kwok Family Foundation Professor in International
Hospitality Management
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

A former hotel manager and tourism industry consultant, Professor Kaye Chon is Dean, Chair Professor, and Walter and Wendy Kwok Family Foundation Professor in International Hospitality Management of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. Dean Chon previously held academic positions at the University of Houston, University of Nevada, Las Vegas, and Virginia Tech in the US.

Under Dean Chon's leadership, the School has arisen as one of the world's leading institutions in hospitality and tourism management. The School has been ranked No. 1 in the world for five years in a row in the "Hospitality and Tourism Management" category according to in the Global Ranking of Academic Subjects.

A frequent speaker at international conferences, Dean Chon has published over 200 papers in international journals and professional publications and has authored or edited 12 books. One of his co-authored books, *Welcome to Hospitality* has been adopted as a textbook in more than 100 hospitality education programmes world-wide. He is currently the Editor-in-Chief of the *Journal of Travel & Tourism Marketing* and the *Asia Pacific Journal of Tourism Research*.

In 2011, Dean Chon received the Ulysses Prize from the United Nations World Tourism Organization. The Ulysses Prize, known as the "Nobel Prize in Tourism," is annually presented to one scholar in the world for his or her lifetime contributions in creating new knowledge in tourism.