



# China Tourism and China Hotel-Branding Forum 2013

16<sup>th</sup>-18<sup>th</sup> May 2013 Hotel ICON, Hong Kong SAR, China

**“New Tourism, New Strategies”**

E-newsletter March Issue

## The One-of-a-Kind CTHF 2013 You Can't Miss

Our unique two-in-one China Tourism and China Hotel-Branding Forum (CTHF 2013) is taking shape with such a fascinating line-up that you won't want to miss.

At CTHF 2013, you will be able to meet with hospitality and tourism professionals from around the world and engage in the exciting exchange of insights and research outcomes.

For more details on the Forum line-up, please refer to our website.

*Make the most of the early bird discount – available until 2nd April!*

## Speakers Update



**Professor Dai Bin**  
President of China Tourism  
Academy (CTA)



**Ms. Florence Ian**  
Vice President,  
Institute of Tourism Studies



**Mr. James Lu**  
Executive Director,  
Hong Kong Hotel Association



**Mr. Jens Thraenhart**  
Co-founder and President,  
Dragon Trail / Publisher, China  
Travel Trends



**Professor Kaye Chon**  
Dean and Chair Professor,  
School of Hotel and Tourism  
Management, The Hong Kong  
Polytechnic University



**Mr. Lauri Tuomi**  
Director and Vice President,  
Research and Development Centre,  
HAAGA-HELIA  
University of Applied Sciences



**Dr. Lui Che Woo**  
Chairman,  
K. Wah Group



**Mr. Michael Li**  
Executive Director,  
The Federation of Hong Kong  
Hotel Owners



**Mr. Nicholas W. Yang**  
Executive Vice President,  
The Hong Kong Polytechnic University



**Mr. Richard Adie**  
General Manager,  
Statler Hotel, Cornell  
University's Teaching Hotel



**Mr. Steve Hood**  
Senior Vice President of  
Research, STR Founding  
Director, SHARE Centre



**Professor Zhang Guangrui**  
Centre, Chine Academy of  
Social Sciences

# Advanced Systems - Facilitating Registration and Paper Submission

To further enhance delegates' experience in Forum registration, a dedicated Online Registration System ([http://hkpolyushtm.asia.qualtrics.com/SE/?SID=SV\\_5sQZ2ZmIsUiXP6d](http://hkpolyushtm.asia.qualtrics.com/SE/?SID=SV_5sQZ2ZmIsUiXP6d)) has been developed with assistance from fellow PolyU students.

Instead of submitting papers in traditional ways, a comprehensive Paper Submission System (<http://cthf2013.comp.polyu.edu.hk/>) has been put in place to facilitate paper submissions. Each and every confirmed author will be given a pre-registered account to access the system where all their submission record, personal messages and public announcement are systematically stored.

*Registration has never been easier.*



School of **HTM**  
Hotel & Tourism Management

The Hong Kong  
POLYTECHNIC UNIVERSITY  
香港理工大學

**China Tourism and China Hotel-Branding Forum 2013**

Online Registration Form

**CHINA**  
HOTEL-BRANDING

Hotel ICON  
16<sup>th</sup> - 18<sup>th</sup> May 2013  
"New Tourism, New Strategies"

Personal Particulars

Salutation (Prof., Dr., Mr., Mrs., Ms)

First Name

Surname

CHINA TOURISM AND CHINA HOTEL-BRANDING FORUM 2013  
THE PAPER APPLICATION MANAGEMENT SYSTEM

Quick Registration

Create your user account and proceed your paper. All fields with asterisk are required.

\* Login Email

\* Login Password

\* Confirm Password

\* Select Email Language  English  Chinese

\* Select Build Region

\* Country (ISO 3166-1)

\* Street Name

\* Mobile Name

\* Fax/Zip Code

\* Full Name Code  Street Name + Mobile Name + Fax/Zip Code (Private Code)

Street Name + Mobile Name + Street Name (Event Code)

Search

\* Organization/Company

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Submit

## Colourful Festive Celebrations in May

Hong Kong does not only host our Forum in May, but also two very colourful Chinese festivals, they are the Cheung Chau Bun Festival and Birthday of Buddha.



### Cheung Chau Bun Festival

is a traditional festival that takes place annually on the island of Cheung Chau. The tale dates back to the late Qing dynasty when a plague devastated the island until the islanders built an altar in front of the Pak Tai Temple (Temple of the Northern Emperor).

They paraded the deity around the island in an attempt to drive away evil spirits. Such rituals remain to this day. Every year, the islanders organise a weeklong celebration that includes two of the highlights: Floating Colours Parade and Bun Scrambling Competition. Customs are observed during the celebration and special vegetarian food is served.

**The Birthday of Buddha** falls on the 8th day of the fourth month in the lunar calendar.

Legend has it that nine dragons sprayed water on the baby Buddha when he was born to give him a bath.

Today on Buddha's birthday, Buddhists in Hong Kong bathe his statues in bowls of water as a ritual they observe and one that is believed to be purifying to one's soul. Deliberately bitter in taste, special green cookies are eaten on the day to signify hardships being overcome to embrace the good future. These ancient rituals can be observed in Buddhist temples around Hong Kong but the most spectacular celebration can be found at the Po Lin Monastery on Lantau Island. Though an outlying island, Lantau is accessible not only by ferry but also by road and rail. The Po Lin Monastery can be reached by local bus as well as the quintessential Ngong Ping 360 Cable Car.



Photo from [blogs.wsj.com](http://blogs.wsj.com), [www.shaolin.org](http://www.shaolin.org), [www.flickr.com](http://www.flickr.com)

Join us now and spice up your trip with a flavor unlike any other!

## Call for Sponsors

CTHF 2013 connects YOU to industry associations and institutions, as well as an extensive network of professionals, academics and future leaders in the hospitality and tourism industry. Join us to contribute to the advancement of the tourism and hospitality industry.

Seize the opportunities NOW!

## Contact Us

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Email (Enquiry) : [ctf2013.info@polyu.edu.hk](mailto:ctf2013.info@polyu.edu.hk)

Website: <http://ctf2013info.wix.com/cthf2013>

Registration System:

[http://hkpolyushtm.asia.qualtrics.com/SE/?SID=SV\\_5sQZ2ZmIsUiXP6d](http://hkpolyushtm.asia.qualtrics.com/SE/?SID=SV_5sQZ2ZmIsUiXP6d)

### Hosts



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