2 February 2010

News/Education/Feature Editor

Dear Sir/Madam,

UN Tourism Authority appointed Adjunct Professor of SHTM

The School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) will bestow Adjunct Professorship on Dr Taleb Rifai, Secretary General of the United Nations World Tourism Organisation (UNWTO) in recognition of his valuable contribution to the development of the world’s tourism industry.

By this conferment of Adjunct Professorship, SHTM and its students look forward to sharing Dr Rifai’s wealth of industry experience. You and your representatives are cordially invited to attend and cover the conferment ceremony with details as follows:

Date : 9 February 2010 (Tuesday)  
Time : 5:00 – 6:00 p.m.  
Venue : Room FJ 302, 3/F Chan Tai Ho Building, PolyU Campus

Immediately after the ceremony, Dr Rifai will host a Public Lecture entitled “World’s Tourism Industry: Current Challenges and Prospects” to share his insights on the existing world tourism industry climate and its future development.

A location map of the venue is attached for your easy reference. For further information, please contact Ms Regina Yu of my office on 2766 5103 or Ms Pauline Ngan of the School of Hotel and Tourism Management on 3400 2634.

Yours sincerely,

Wilfred Lai
Senior Manager, Communications and Public Affairs

Encl.