



Dedication to research on tourism economics brings honour 獻身旅遊經濟學研究 贏得終身研究成就獎

From direct foreign investments in China to mainland tourists' growing influence on the global market, Prof. Song Haiyan, Chair Professor of the School of Hotel and Tourism Management (SHTM) has devoted his attention to economic changes in the Chinese mainland since the 1990s.

酒店及旅遊管理學院講座教授宋海岩教授從九十年代起，一直致力分析中國內地的經濟轉變，他研究的課題包括外商在中國的直接投資，以至探究國內遊客對全球旅遊市場與日俱增的影響力。



Prof. Anna Mattila, Editor-in-Chief of the *Journal of Hospitality and Tourism Research* (right), presenting the John Wiley & Sons Lifetime Research Achievement Award to Prof. Song

《酒店及旅遊研究學刊》總編輯 Anna Mattila 教授 (右) 頒發「John Wiley & Sons 終身研究成就獎」予宋教授

In July 2010, in recognition of his dedicated research on tourism economics, he was given the John Wiley & Sons Lifetime Research Achievement Award by the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE). This makes PolyU's SHTM the only university in the world where three serving faculty members have received this prestigious award. The two other recipients are Chair Professor and Director of SHTM Prof. Kaye Chon and Associate Director Prof. Cathy Hsu.

Commenting on Prof. Song's winning the award, Prof. Kaye Chon said, "He has demonstrated leadership in his specialized field of study and we are very proud of his achievement. The award further cements Prof. Song's status as the established authority in his chosen area of research."

Discovery of a passion for tourism

Originally from Dalian on the Chinese mainland, where he studied economics at the Dongbei University of Finance and Economics, Prof. Song spearheaded projects related to tourism demand analysis and forecasting in Hong Kong, Macau, and other Asian countries. The web-based tourism demand forecasting system developed by him and his colleagues is used by many in the sector to provide valuable source of information. To measure mainland travellers' level of satisfaction with local services, Prof. Song also developed a tourism satisfaction index together with fellow PolyU researchers. Their methodology is also adopted in other key tourist destinations like

Singapore, Macau and Shenzhen.

After obtaining his PhD from Glasgow Caledonian University in 1992, he taught economics at the University of Abertay Dundee. He discovered his passion for tourism — a field that provides ample opportunities for cultural exchanges around the world - after he began teaching tourism economics at the University of Surrey in 1997.

When he joined PolyU in 2004, he was put in charge of administrative work and China affairs, besides teaching and research. He has made frequent trips to China over the years, helping organize and attending conferences while fostering ties with mainland institutions. In September 2010, he stepped down as Associate Director of the School to focus on research and writing. "I enjoy working with people but my strength is in research, so I want to focus more on it," said Prof. Song, who has under his belt more than 80 refereed journal articles, over 60 refereed conference papers and eight books. He is the founding Editor-in-Chief of the *Journal of China Tourism Research* and is recently elected as a Director of the International Institute of Forecasters.

Hong Kong — an exciting tourist spot

As the income level of mainland travellers soars as a result of the rapid economic growth on the Chinese mainland, they are increasingly being counted upon by the global tourism industry, said Prof. Song. "Every country will have to fight for mainland tourists, who will select a

二零一零年七月，宋教授獲得國際酒店餐飲及學術教育委員會 (I-CHRIE) 頒發「John Wiley & Sons 終身研究成就獎」，表揚他在研究旅遊經濟學方面的貢獻。理大酒店及旅遊業管理學院更成為全球唯一一所同時有三名在職教授獲頒該殊榮的學府，另外兩位得獎者分別是講座教授兼院長田桂成教授及副院長徐惠群教授。

田桂成教授恭賀宋教授獲獎時表示：「宋教授在他所從事的專業研究領域發揮了領導作用，我們為他的成就感到十分自豪。這個獎項進一步鞏固了宋教授在該研究領域的權威地位。」

萌生對旅遊業的熱愛

宋教授來自中國大連，並於東北財經大學攻讀經濟學。他倡導在香港、澳門及其他亞洲國家進行旅遊需求分析與預測計劃。他與同僚共同開發的旅遊業需求網上預測系統在業界被廣泛應用，藉以取得重要的資訊。另外，他與其他理大研究人員開發了一項旅客滿意指數，評估內地旅客對本港服務的滿意程度。他們的評估方法更被新加坡、澳門及深圳等其他主要旅遊目的地採用。

一九九二年，宋教授在格拉斯哥加利多尼亞大學取得博士學位，其後於阿伯泰鄧迪大學教授經濟。一九九七年，當他在薩裡大學開始教授旅遊經濟學課程時，他發現自己對這個為全球提供大量文化交流機會的旅遊業非常熱衷。

宋教授在二零零四年加入理大，在教學及研究之餘，亦負責行政及中國事務的工作。多年來，他經常到中國內地協助籌辦和參與研討會，並藉此加強與內地院校的聯繫。二零一零年九月，他退下學院副總監的崗位，以便集中研究和寫作。宋教授

destination based on such factors as the price competitiveness, natural sceneries, cultural and historical heritage of a place, and how information about a destination is communicated to them.”

Hong Kong will continue to appeal to mainlanders, who now make up 60 per cent of the tourist arrivals here, he believes. Hong Kong has much to offer culturally, besides its reputation as a shopping paradise, its rich stock of genuine brand name goods and proximity to the mainland. “Hong Kong is a city where you can see both East and West; mainland visitors who cannot afford or have no visa to go to the US or Europe can come here instead. It is a western city in many ways. Tourists can see Western culture and traditions in a Chinese setting and this makes mainland tourists feel very comfortable,” said Prof. Song. “Also, the service quality in Hong Kong is very high as compared to the Chinese mainland.”

Macau is also growing in popularity but most Chinese visitors go there mainly for gambling, Prof. Song added. “More than eighty per cent of the casino visitors in Macau are from the Chinese mainland. Instead, Hong Kong attracts a lot of mainlanders who come for shopping, or gourmet, or attractions such as Ocean Park and Disneyland. It attracts a lot of families and young white-collar professionals with high purchasing power. The tourism markets for Hong Kong and Macau are very different. However, Hong Kong should be vigilant, as Macau has also been trying to turn itself into a cultural, heritage and MICE (meeting, incentive, convention and exhibition) destination.”

Hong Kong’s key rival, Singapore, will continue to be a major competitor, but squeaky clean places may not be what tourists particularly look for, he said. “Places that are very clean and orderly lack excitement. As a tourist, I would want to find out about old, traditional quarters, places that may be crowded or even a bit chaotic. Tourists want to see different things.”

“You do not feel bored in Hong Kong; there are a lot of different places for people of different ages to go.”

That must be another reason he chooses to stay in the territory, while he also enjoys working here. “PolyU provides very good resources for academics and that is the biggest advantage of the University compared to others,” said Prof. Song.

表示：「我喜歡與人合作，但我的強項在於研究，所以我希望能更集中於這方面的工作。」他著有八十多篇研究文獻及超過六十篇會議論文，並著書八本。他是《中國旅遊研究學刊》(Journal of China Tourism Research) 的創刊主編，最近更獲選為國際預測學家協會的其中一位總監。

香港—— 一個令人興奮的旅遊勝地

宋教授表示，中國內地經濟增長迅速，內地旅客的收入因而大增，所以全球旅遊業的發展日漸依賴他們。「每個國家都需要力爭吸引內地旅客，他們通常會根據一個地方的物價競爭力、天然景色、文化和歷史傳統，以及怎樣獲取旅遊地點的資料，來選擇旅遊目的地。」

他相信，香港會繼續吸引內地旅客，而現時內地旅客就佔本港入境旅客的百分之六十。香港除享有購物天堂的美譽、提供大量真正的名牌商品、以及鄰近內地之外，亦有很多文化節目供遊客選擇。「香港是一個中西薈萃的城市；內地旅客若未能負擔遊覽美國或歐洲的旅費，或者未有領取相關的入境簽證，大可選擇改為遊覽香港。從很多方面來看，香港其實是一個西方城市。內地遊客可在這個有中國背景的地方感受西方文化和傳統，自然倍感親切。此外，相對於中國內地，香港的服務水準是很高的。」

宋教授補充說，澳門亦日漸受旅客歡迎，但大多數中國旅客到訪澳門主要是為了賭博。「在澳門，超過百分之八十的賭場訪客來自中國內地。然而，香港卻吸引了大量內地人前來購物、享受美食、或遊覽海洋公園及迪士尼樂園等名勝，包括很多家庭和有高購買力的年輕白領專業人士。香港和澳門的旅遊市場實在有很大的分別。然而，香港應保持警惕，因為澳門亦一直試圖轉化為一個文化、文物及會展服務（會議、獎勵及展覽）之都。」

宋教授表示，香港的主要競爭對手——新加坡，將繼續是本港的重要競敵，但純粹整潔的地方未必是旅客渴望遊覽的地方。他說：「整潔有序的地方通常缺乏刺激，如果我是旅客，我會希望參觀古舊和傳統的建築，以及擁擠、甚至有點紛亂的地方。旅遊人士都喜歡找尋特別的事物。」

「在香港，不同年齡的人都有不同的好去處，所以你不會感到沉悶。」

宋教授固然享受在香港工作，但相信亦有其他令致他選擇留在香港的原因。他說：「理大為學者提供很好的資源，相比其他院校，這正是理大最具優勢的地方。」



Prof. Song explaining the tourist satisfaction index

宋教授解釋旅客滿意指數



The annual high table dinner organized by each PolyU Student Hall is always the highlight of the year to residents and this year's high table dinner of Wuxian Hall carried special meaning for Associate Head of Department of Applied Social Sciences Dr Ting Wai-fong. The event was the perfect finale to her eight-year hall warden life.

高桌晚宴是理大各學生舍堂的年度盛事，而今年務賢堂舉辦的高桌晚宴，對應用社會科學系副系主任丁惠芳博士更是別具意義，因為這盛會為她擔任長達八年之久的舍監生涯畫上了圓滿句號。

“Ting Ma” teaches by her own actions and life examples 「丁媽」言教身教 以生命影響生命

Affectionately named “Ting Ma” by Wuxian Hall’s student residents, Dr Ting sang ‘I’ll Always Love You’ in the accompaniment by several former Wuxian student residents as her farewell gesture to all the students. In the middle of the song, she said, “I’m a teacher of PolyU, a hall warden, a mother as well as an avid amateur athlete. Beyond all that, I have another role that many of you may not know. I am a volunteer actively involved in the community work in Sichuan and Hong Kong.”

First joined PolyU as a teaching staff in 1988, Dr Ting has been devoted to her education career, paying tremendous efforts in nurturing social work professionals. Currently, in addition to teaching master programmes and tutoring postgraduate students, she has been dedicating much of her time and energy to initiate and get engaged in a range of community projects.

Participating in Sichuan rebuilding programme

After the devastating Sichuan earthquake in 2008, Dr Ting initiated a three-year post-earthquake rebuilding programme in Qingping Town, Mianzhu City, in February 2009. A social work station was established in the town for collaborating with the local community on the reconstruction of the town and providing on-the-job training for the mainland social workers.

In August this year, when Dr Ting and several volunteers revisited the town, they unfortunately encountered severe flooding and mudslides. While most volunteers found the incident life-threatening, Dr Ting could still stay calm when she was in danger. “There are always crises and uncertainties in life. The accident may seem terrifying to some people. But to me, I didn’t feel scared,” she said.

被宿生們冠以「丁媽」這暱稱的丁博士，在數位舊宿生的伴奏下，獻唱了《I’ll Always Love You》以作告別，在這經典旋律襯托下，她感性地說：「我是理大的教師、宿舍的舍監、一位母親、也是一個業餘運動愛好者。這些以外，其實我還有一個宿生們未必知道的第五個身份，就是為四川和香港有需要的人當義務工作者。」

自一九八八年加入理大任教，丁博士一直全心投入社工的教育工作上，培育了無數專業社會工作者。現時她除了教授碩士課程及當碩士和博士生的導師外，更付出大量時間與精神，身體力行策劃及參與多項義務工作。

參與四川重建

二零零八年的四川大地震後，丁博士於翌年二月在四川綿竹市清平鄉開展了一個為期三年的災後重建社區發展項目，在當地建立社會工作站，與居民合作重建社區，並為當地社工提供在職培訓。

“Whether a situation is ‘dangerous’ is very objective since it’s caused by some external factors. But the concept of ‘frightened’ is subjective and a person can control his or her own feelings towards a certain situation. I wasn’t frightened at all from the very start, maybe because I have been to this area for many times and got very familiar with the landscape environment. Also, as I regularly go jogging and cycling, I believed I was physically fit enough to support myself escaping to the higher ground. With a positive mind, I believed everything would be fine.”

In Dr Ting’s office, there is a collection of photos featuring her in a range of marathons which manifests her strong body and mind. With a positive mindset and a strong faith, Dr Ting believes that even in adversity or when facing tragedy, one can still find positive energy and things that brighten up his/her life.

Dr Ting visits surviving elders after the Sichuan earthquake.
丁博士在四川大地震後探訪生還的長者。

今年八月丁博士再次探訪當地時，她與同行的義工不幸遇上嚴重水浸及泥石流，當其他義工感到膽顫心驚時，丁博士卻認為這次經歷實屬「有險無驚」。「人生總會遇到危急和始料不及的事，這次意外對一些人來說可能是很驚險，我卻認為是有險無驚。」

「情況是否『危險』是很客觀的，因為這是由外在因素而引起。『驚』卻是一個主觀的反應，是個人可以自我控制的情緒。從一開始我真的不感到害怕，可能由於我經常探訪那地方，並已對那裡的地理環境非常熟悉。加上我有定期練跑和踏單車，所以我相信自己的體能應可應付爬山逃生。因着這正面的思想，我深信問題必可解決。」

丁博士的辦公室內貼滿了參加馬拉松比賽的照片，顯示她擁有堅強意志力與強健體魄。具備正面思想和堅定信念的她，深信即使人生在困境或厄運中，仍然可以找到正能量及一些令人開懷的事情。



Dr Ting enjoys participating in marathons.
丁博士享受參加馬拉松比賽的樂趣。





Dr Ting (first from left in front row) loves to mingle with hall students.

丁博士(前排左一)喜愛與宿生們歡聚一堂。

Inspiring the next generation

Researching and teaching narrative therapy, Dr Ting said that the process of telling and spreading one's own beautiful life stories could bring out positive messages that help shape an individual's identity. "Life is full of obstacles, but it is in our own hands and we can re-author our story. One may have lived an agonizing life, feeling upset. But if he or she can embrace the positive elements and experiences into his/her life story and share it with people through narratives, this will help in re-authoring his/her life story eventually."

Inspired by a popular local TV drama series in the 70s about the devotion of a group of outreach social workers, Dr Ting was determined to become a social worker during college years. Since becoming an outreach social worker after she graduated in 1980, she has been closely connected to young people. In later years, she has been focusing her efforts on a number of related research projects.

Throughout all these years, she came across many young people who grew up

in impoverished families and struggled in adverse environment. With her professional knowledge, she endeavoured to help these youngsters by offering them guidance and encouraging them to explore the world, so that they can find the different possibilities in life and develop their talents during this critical stage of their lives.

Since 2008, she has teamed up with the Boys' & Girls' Clubs Association of Hong Kong and launched the "Change your Future" project. The two-year saving plan encourages underprivileged young people whose dreams are hindered by being born under adverse economic conditions to save money for realizing their goals and dreams and improving the quality of their life in the future.

"I've been connected closely to young people. Their development and welfare are always my concerns. A healthy and good growing up environment can change their life. Though I'm not at the forefront dealing with young people issues anymore, I'm influencing my students with my values and attitude. I hope to inspire them to work on young people issues, care for them, and pass this torch to the next generation," said Dr Ting.

啟迪年青一代

研究及教授敘事治療的丁博士認為，人生中的美事經過口述流傳後，過程中所帶出的正面訊息有助塑造一個人的特性。「人生必會遇到困難，但我們有能力改寫自己的生命故事，選擇就在自己手裏。一個人可能曾活在困境中，並感覺很不如意，但只要他懂得擁抱生命中的正面元素和經歷，並把這些全都放進自己的生命故事裏，再經敘述方式與人分享，這有助他終有一天改寫自己的生命故事。」

丁博士受到七十年代本地深入民心的電視劇《北斗星》中外展社工的熱誠而啟發，在大學時期已決定加入社工行列。她自一九八零年畢業後當上外展社工，一直與青年人保持緊密聯繫，其後更專注於多個以青年人為對象的研究計劃。

這些年來，丁博士接觸過很多在貧乏家庭和惡劣環境下掙扎成長的青年人。她運用自己的專業知識，致力幫助及輔導他們，鼓勵他們在這成長的關鍵階段多探索世界，找尋人生的種種機遇，以發掘自己的內在潛能。

自二零零八年開始，丁博士與香港小童群益會開展一項「青儲未來」計劃，鼓勵貧困家庭的青少年人參加為期兩年的儲蓄計劃，以助實現他們的目標和夢想，並期望改善將來的生活質素。

丁博士表示：「我從沒有離開過年青人，並且一直關注他們的發展與福利，因為一個健康和良好的成長環境足以影響他們的一生。雖然我已不再在最前線處理青少年問題，但我一直以自己的價值觀和做人態度影響著我的學生。我希望喚醒他們對青少年問題的關注，繼續薪火相傳，關顧年青一代。」