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Cathy Hsu is a Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University (PolyU). Prior to joining PolyU in July 2001, she was teaching in the USA for 12 years in two different state universities. Before becoming an academic, she worked in the hotel industry as part of the Hilton and Holiday Inns teams.

Her most recent co-authored book, *Tourism: The Business of Hospitality and Travel*. (5th ed.), was published by Prentice Hall in 2013. She is the lead author of the books *Tourism Marketing: An Asia-Pacific Perspective*, published in 2008 by John Wiley & Sons Australia, Ltd., and *Marketing Hospitality*, published in 2001 by John Wiley and Sons. She also authored two Chinese textbooks on tourism marketing, one published in 2009 by Renmin University Press, Beijing and one published in 2011 by Yang-Chih Book Co. Ltd., Taiwan. She has co-edited a book, *Tourism and Demography*, published by Goodfellow Publishers Ltd. in 2011. She is the editor and chapter author of the book, *Legalized Casino Gaming in the US: The Economic and Social Impact*, published in 1999, and of the book, *Casino Industry in Asia Pacific: Development, Operations, and Impact*, published in 2006, both by The Haworth Hospitality Press. The latter has been translated into Chinese and published in Taiwan in 2010.

Her research foci have been hotel branding, hospitality marketing, tourist behaviors, service quality, and the economic and social impacts of casino gaming. She has obtained numerous extramural and intramural grants and has over 200 refereed publications. She has served as a consultant to various hospitality organizations, such as the Garden Hotel in Guangzhou, City of Dreams in Macao, World Tourism Organization, and Kansas Travel and Tourism Development Division. She has provided training to numerous hotel and tourism organizations over the years on service quality, branding, and marketing.

Professor Hsu is the Editor-in-Chief of the *Journal of Teaching in Travel and Tourism*. She also serves on 10 journal editorial boards. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educator's Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.