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Professor Haiyan Song is Chair Professor and Associate Dean (Research) in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. He has a background in Economics with research areas in tourism demand analysis, tourist satisfaction and wine economics. Professor Song has been involved in a number of high level consultancy projects related to tourist satisfaction and service quality indexes, tourism satellite account, and tourism education for UNWTO, PATA, the Hong Kong Tourism Commission, Macau SAR Government Policy Research Office, Guangdong Tourism Administration and Guangzhou City Tourism Bureau.

Professor Song has published more than 100 articles in top tier hospitality and tourism journals. He has spoken frequently, as keynote or invited speakers, at various international conferences on such issues as tourism impact assessment, tourist satisfaction and service quality indexes, tourism and hotel demand forecasting and consumer behavior. He is an elected Fellow of the International Academy for the Study of Tourism. Professor Song received the John Wiley and Son's Life Time Achievement Award in Research by the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) in 2011 and the Michael D. Olsen Research Achievement Award in Hospitality and Tourism in 2013.