



A Brief Bio of Professor Haiyan Song, BA (Econ), PhD

With a background in Economics, my main research areas include applied econometrics and forecasting with a particular focus on tourism demand modeling and forecasting. I was educated in China and the UK, and have extensive research and consultancy experience in such areas as aggregate investment modeling, FDI in China and tourism demand modeling and forecasting.

I have been a frequent attendee of the International Symposiums on Forecasting, and organized the 29th ISF in June 2009 in Hong Kong, the first ISF held in Asia.

I have been involved in a number of projects related to tourism demand analysis and forecasting in Hong Kong, Macau and Asian countries including Korea and Thailand. Two of my co-authored books on tourism forecasting (*Modern Econometric Approaches to Tourism Demand Modeling and Forecasting*, published by Elsevier in 2000, and *Advanced Econometrics of Tourism Demand*, published by Routledge in 2008) have been very well received by both researchers and practitioners. I have written extensively on tourism forecasting methodologies, with my work appearing in such academic journals as the *Journal of Applied Econometrics*, the *International Journal of Forecasting*, the *Journal of Forecasting*, the *Journal of Development Economics*, the *Journal of Transport and Economic Policy*, *Annals of Tourism Research*, the *Journal of Travel Research* and *Tourism Economics*.

I have spoken frequently, as an invited speaker and a presenter of research papers, at international conferences on issues related to tourism impact assessment and forecasting. I am a member of the International Institute of Forecasters, the International Association of Tourism Economics, the Chinese Economic Association (UK), the Travel and Tourism Research Association, and the Asia Pacific Tourism Association. I taught at Glasgow Caledonian University, the University of Abertay Dundee and the University of Surrey in the UK before joining the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, as Chair Professor and Associate Director in August 2004.