

"Cautious optimism from Asia about a travel revival."



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Professor Brian King is Associate Dean (Academic Affairs) in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University where he has been located since 2012. He was previously Head of the School of Hospitality & Tourism and later Pro Vice-Chancellor at Victoria University in Melbourne, Australia. He holds a PhD from Monash University. Originally from Scotland, his current specializations are tourism and culture in Asia and hospitality leadership. He has published extensively on integrated resorts, marketing, VFR travel and Asia-Pacific tourism. He is Founder and Editor-in-Chief of Tourism, Culture & Communication. His industry experience includes manager and/or director roles in airlines, tour operations, destination management, cruise operations and hotels. He has held visiting professorships in Europe, USA and the Pacific and is a Fellow of the International Academy for the Study of Tourism and of the International Association of China Tourism Studies. He has won several awards for teaching, research and service and comments regularly on media about tourism issues.