

## Keynote Speaker of TMS ALGARVE 2022



### Cathy Hsu

Cathy Hsu is the Chair Professor of Hospitality and Tourism Marketing in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University (PolyU). Cathy is the Editor-in-Chief of *Tourism Management*, and served as the Editor-in-Chief of *Journal of Teaching in Travel & Tourism* for 16 years (2002-2017). Her research foci include tourist behaviors and emotions, resident sentiment and stereotypes, and hospitality branding. She has obtained numerous extramural and intramural grants and has over 130 refereed journal publications. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educators' Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011. She is a fellow of the International Academy for the Study of Tourism. Her most recent co-authored book, *Tourism: The Business of Hospitality and Travel* (6th ed.), was published by Prentice Hall in 2018.