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Dr. Samuel, K.C. Tong, Ph.D. in Industrial Economics. Dr. Tong graduated from Graduate School of the Chinese Academy of Social Sciences, China. Before going to Institute for Tourism Studies, Macao, as an Invited Assistant Professor, he was one of the members in those management teams for several multi-national enterprises in Great China Area. Dr. Tong had participated executive programs of World Trade Agreements and Strategic Marketing Management which delivered by World Trade Organization and Harvard Business School, USA, respectively, when he was working in Macao S.A.R. Government and enterprise in Macao. He is also appointed by Tourism Research Centre of Chinese Academy of Social Science, China, as a research fellow, and member of Aviation Policy and Research Centre of Chinese University, Hong Kong. Great China Area's economies and industrial development, tourism and transportation markets are those areas of special interest and accomplishments of Dr. Tong.