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President's Message

Dear APacCHRIE members,

Greetings to all members. It is three months since we all met in Beijing, China for the 5th APacCHRIE Conference and 13th APTA Conference 2007. I have just returned from Dallas, Texas, USA, attending the I-CHRIE Conference and the Board of Directors Meeting. Indeed it was a pleasant experience for me to attend this prestigious conference and market place for hospitality and tourism educators in USA and all around the globe.



One of the significant activities at the I-CHRIE Conference this year was the forum on the Vision 2015. I-CHRIE is currently undertaking a major strategic planning exercise this year with the objective of identifying dominant forces which will affect higher education in hospitality and tourism and to develop proactive strategies for the future.

In today's dynamic tourism environment, there is an urgent need to increase the number of knowledge workers in the hospitality industry. We need world-class personnel who in turn will provide world-class service with the support of innovative and emerging technologies. APacCHRIE seeks to provide tourism and hospitality educators, academics, industry practitioners and researchers with an interdisciplinary forum for exchange of information pertaining to recent research and development of the tourism and hospitality industry, and of education in Asia Pacific.

As we move towards strengthening the Federation status accorded to APacCHRIE in 2006, we have to ensure the membership subscriptions are maintained by introducing or referring new members. I seek the assistance of educators in the hospitality and tourism sector to make CHRIE Membership as part of professional development of every hospitality and tourism institution in your respective countries.

Looking into the future, our next big event will be the 6th APacCHRIE Conference 2008 in Perth, Australia. Work is already underway to make the conference the largest and most successful of the Asia Pacific CHRIE conference. So remember to mark your calendar, for this event promises to be very informative and interesting and an opportunity not to be missed! Details of the conference can be accessed via http://www.asthm.com.au/conference/apac_chrie_the_ice.php

As I begin my tenure as the new President of APacCHRIE, I would like to seek your support to make CHRIE an important part of your life in the hospitality and tourism education.

Warm regards,
Vic Nair
President, APacCHRIE 2007/2008

2007 APacCHRIE & APTA Joint Conference Review



The 5th Asia Pacific CHRIE & 13th Asia Pacific Tourism Association Joint Conference, “Coming of the Asian Waves, Tourism & Hospitality: Education & Research”, was held at Beijing Landmark Hotel in Beijing, China on 23-27 May 2007. Some 300 delegates from 21 countries attended the 5-day event hosted by the Beijing International Studies University.

A total of 224 papers and 46 posters were presented during the conference which generated and shared ideas for tourism and hospitality industry and education in Asia Pacific. All papers were included in the conference proceedings (CD-rom format) which were published and distributed at the conference.

Two keynote speeches were delivered during the Conference. The first one was themed “Post-visit ‘Action Resourcing’: Promoting and Supporting Tourist Adoption of Environmentally Sustainable Behavior,” presented by Prof. Roy Ballantyne of University of Queensland. The second one focused on the theme of “Getting Ready to Serve the Olympic Games,” presented by Ms. Penny Xiang of Beijing Organizing Committee for the Games of the XXIX Olympiad.

Two plenary sessions were presented during the conference and they were themed “The Asian Waves: Views from Young Tourism Scholars” and “Internationalization of Tourism Education” which were moderated by Prof. Kaye Chon of The Hong Kong Polytechnic University and Dr. Perry Hobson of International Centre of Excellence in Tourism and Hospitality Education (THE-ICE), respectively.

The conference was concluded with a banquet held in the Bauhinia Hall of Beijing Landmark Hotel and a complimentary tour to The Great Wall was held on last day of the conference for all delegates.

The next APacCHRIE Conference will be held concurrently with the Panel of Experts Forum in Perth, Australia. The 2009 APacCHRIE Conference will be held in Singapore. Detailed information on the 2008 Conference is available at: http://www.asthm.com.au/conference/apac_chrie_the_ice.php



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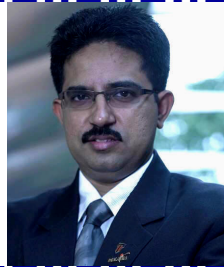
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2008 APacCHRIE Conference



Funded by Australian Government through the Department of Education, Science and Training



The International Centre of Excellence in Tourism & Hospitality Education (THE-ICE) together with the Australian School of Tourism & Hotel Management (ASTHM) will host the 2008 APacCHRIE Conference and THE-ICE International Panel of Experts Forum May 21 – 25th, 2008 in Perth, Western Australia.

The International Centre of Excellence for Tourism & Hospitality Education (THE-ICE) <http://www.the-ice.org> will organise the 6th APacCHRIE Conference in Western Australia. The 2008 conference will be hosted by the Australian School of Tourism & Hotel Management (ASTHM) in Perth <http://www.asthm.com.au>, one of Australia's leading private hotel schools. It will be jointly run with THE-ICE's International Panel of Experts Forum, and will be held from the 21-25 May 2008. This is the first time that the APacCHRIE conference has been held in Australia.



The conference will be run in Perth, which is one of Australia's main cities. The city is close to the ocean and is nestled in a picturesque natural amphitheatre, bordered by Kings Park Botanical Gardens and the beautiful Swan River. The City is abundant in both history and local attractions. Perth enjoys a Mediterranean climate, and is Australia's sunniest city with an average of eight hours of sunshine a day. For more information about Western Australia visit the Tourism Western Australia website at http://www.tourism.wa.gov.au/Pages/welcome_to_tourism_western_australia.aspx or Welcome to Western Australia http://www.westernaustralia.com/au/Pages/Welcome_to_Western_Australia.aspx There are direct flights from most capital cities in Asia to Perth making access easier with more than 180 flights operating into Perth International Airport each week. Singapore to Perth is less than a 5 hour flight.



2008 APacCHRIE Conference

The 2008 APacCHRIE Conference and THE-ICE International Panel of Experts Forum theme, “**Developing and delivering industry-relevant education and research**” is to focus on how to collectively strengthen and deepen the relationships that exist between education institutions and industry. The conference aim is to combine the traditional formats of the APacCHRIE Conference and THE-ICE International Panel of Experts Forum. The conference will seek the balance of academic papers together with presentations from practitioners in the tourism and hospitality industry to develop industry-relevant education and research outcomes

Educators, researchers and practitioners in tourism and hospitality are invited to attend the 2008 APacCHRIE Conference and THE-ICE International Panel of Experts Forum that will take place from May 21 – 25, 2008 in Perth, Western Australia. This joint convention will include invited keynote panel speakers, informative refereed presentations, and symposium/roundtable discussions which will focus on the latest in educational research. Extensive networking opportunities will be provided through the international education exchange. The joint convention presents an exciting opportunity to combine industry-relevant education and research and is open to members and non-members of I-CHRIE or THE-ICE.



Details of the conference will become available shortly. Please visit our website at www.the-ice.org for updates on this exciting conference opportunity.

Birth of Asian Waves: History of APacCHRIE

Birth of Asian Waves: History of APacCHRIE Kaye Chon

International CHRIE for many years endeavored to establish a strong Asian chapter of CHRIE, resembling that of Euro-CHRIE. There were several attempts over the years to found an Asian CHRIE chapter but with little success. Asia is a vast continent often with long flight distances between countries and it was not economically feasible for members to visit other Asian countries to attend a meeting. But this situation changed in more recent years with increase of mobility of population in Asia, thanks to the fast growing Asian economy and development of air transport infrastructures.

In May 2002, The Hong Kong Polytechnic University (PolyU) hosted the “Fourth Biennial Conference on Tourism in Asia: Development, Marketing and Sustainability” at the Miramar Hotel in Hong Kong. The Conference chairman Kaye Chon used the opportunity to convene an organizing meeting of Asia Pacific CHRIE. Two Executive Committee members of International CHRIE, Bob Bosselman and Agnes DeFranco, were in attendance of the organizing meeting and a dozen members of CHRIE residing in Asia attended the meeting. The meeting formally accepted the name of the new chapter “Asia Pacific CHRIE” or “APacCHRIE” in short. The meeting also elected Kaye Chon as the Founding President, Eliza Tse as Vice President, Ilsun Yang as Secretary and Carol Pido as Treasurer. The Chapter was duly integrated into the I-CHRIE governance structure during the annual Convention in Orlando, Florida in July 2002. Our aims and goals are to promote academic and research exchanges among hospitality, foodservice and tourism educators and industry practitioners in Asia-Pacific.

Inaugural conference of APacCHRIE was held at Lotte Hotel in Seoul, Korea, on 21-23 May 2003. Ilsun Yang at Yonsei University was instrumental in organizing the conference. Organizers of the conference did a marvelous job in staging the conference at the five-star Lotte Hotel in downtown Seoul with more than 200 international and domestic participants. But organizing the inaugural conference was not without challenges. Asia, particularly East Asia, was hard hit by an outbreak of SARS influenza in March 2003 and travel across the countries was extremely difficult. At the requirement of health ministry of Korea, those delegates coming from the so-called “SARS affected countries” had to produce a medical certificate and x-ray film to prove at the registration desk that they were “SARS free.” A physician and nurse were on stand by at the registration throughout the conference. Thanks goodness, no one became sick during the conference and conference ended without an incident.

Then the President of I-CHRIE Fred Mayo flew to Seoul to address the inaugural conference. Kaye Chon, in his opening speech, reflected on the theme of the conference “Hospitality, Foodservice and Tourism Research and Education: The Asian Waves.” He asserted that Asia had developed as the newly emerging global center of excellence in hospitality and tourism industry and the trend would continue in the following years. This phenomenon was referred to as the “Asian Waves” and hence the term Asian Waves was born at the conference.

Thereafter, the subsequent annual conferences were held in the wonderful cities of Phuket (2004), Kuala Lumpur (2005), Hualien (2006) and Beijing (2007).

With the tremendous effort from our President, Past Presidents, Board members, members and additional support from the members in Australia and New Zealand, the APacCHRIE Chapter made a petition to change its status from a Chapter to Federation in late 2005 and this was subsequently approved by the I-CHRIE Board at the Winter Board meeting in Washington in February 2006. APacCHRIE was formally recognized as a Federation within the I-CHIRE structure at I-CHRIE’s 60th annual conference in Washington in July 2006. The newly established Federation consists of four geographical areas: East Asia, Southeast Asia, Oceania and Indian Sub-continent.

Within a short span of five years, APacCHRIE has grown rapidly and have over 100 members today from all over the region.

Birth of Asian Waves: History of APacCHRIE



Opening ceremony of First APacCHRIE Conference. Founding President Kaye Chon with Korea's Tourism Bureau General Director Kyung-sang Kwon, Euro-CHRIE President Evangelos Christou, Ilsun Yang and APTA Chairman Haisik Sohn ring a gong to symbolize the opening of the conference.



I-CHRIE's President Fred Mayo and APacCHRIE's Founding President make a toast at a dinner held in the residence of former Korean president Yoon Bosun.

Announcements & Call for Papers

First World Tourism Organization (UNWTO) and Pacific Asia Travel Association (PATA) Conference on Tourism Trends and Research

The Hong Kong Polytechnic University played a major role in the First World Tourism Organization (UNWTO) and Pacific Asia Travel Association (PATA) Conference on Tourism Trends and Research held in Guilin, China on 29 June - 30 June 2007. Professor Kaye Chon moderated the conference and Professor Haiyan Song presented a research report on the low cost carriers (LCCs) development in Asia Pacific at the conference.

About 150 delegates participated in this two-day event. The participants include officials at senior and operational levels from National Tourism Administrations and National Tourism Organizations especially dealing with marketing, promotion and human resource management. The conference also attracted a number of industry participants including tour operators, hotels, transport services, consultancy firms and media. Renowned scholars from major universities in China and abroad also attended the conference to share their latest research results related to the emerging tourism trends in Asia Pacific.

Professor Kaye Chon of PolyU Honoured with Howard H. Meek Award



Professor Kaye Chon, Chair Professor and Director of School of Hotel and Tourism Management at The Hong Kong Polytechnic University (PolyU), was recently honoured by International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) with the Howard H. Meek Award. Named after the first dean of hospitality school at Cornell University, Professor Howard H. Meek, the award has been annually presented since 1971 to one hospitality educator for his or her lifetime contributions and outstanding service to hospitality education. Prof Chon is the first recipient of the award from Asia Pacific in 36 years.

In presenting the award during I-CHRIE's 61st international conference held in Dallas, Texas, USA, I-CHRIE's President Professor Peter Jones, of the University of Surrey, commented, "during more than 20 years of teaching and research career in hospitality, Prof. Chon has made exceptional contribution to global hospitality education development through his leadership and research contributions."

Prof Chon is past President and Chairman of International Society of Travel & Tourism Educators and currently the First Vice Chairman of United Nations World Tourism Organization Education Council.

A former professor at University of Houston in the United States, Prof Chon joined PolyU in 2000. Under his leadership, PolyU's School of Hotel and Tourism Management was ranked fourth among the world's top hotel and tourism schools based on research and scholarship, according to a study published in the *Journal of Hospitality & Tourism Research* in August 2005. With more than 50 academic staff drawn from 17 countries, it is also the only training centre in Asia recognized by the Education and Training Network of the World Tourism Organization (UNWTO).

Announcements & Call for Papers



Second Announcement and Call for Papers

Fourth China Tourism Forum

Community-based Tourism

15-16 December 2007 | Kunming, China

Organizers



Consulting Conference Chair:
Professor Kaye Chon, the Hong Kong Polytechnic University

Conference Chairs:
Professor Haiyan Song, The Hong Kong Polytechnic University
Professor Tian Li, Yunnan University



Forum Aim and Objective

The aim of this Forum is to provide an interactive platform for tourism policy makers, industry experts, academics and postgraduates to discuss the impacts of tourism development in the less developed areas, to identify issues related to sustainable tourism development in these areas and to share and exchange their research outcomes.

Scope of the Forum

Although the theme of this year's forum is on Community-based tourism, we also welcome submissions on the following topics:

- Economical Globalization and the Development of Tourism
- Tourism and Social Development in Ethnic Minority Area
- Tourism and Economic Growth in China
- The Tourism Cooperation between the ASEAN Free-trade Area and China (10+1)
- The Tourism Cooperation in Pan-Pearl River Delta region (PPRD) (9+2)
- Current Issues and Trends of Tourism Development in Greater China
- China Outbound Tourism
- The Stakeholders in Tourism Destinations
- Ecotourism and Sustainable Development
- Heritage and Cultural Tourism
- Tourism Security
- The Hospitality Culture and Rural Tourism
- The Construction of Accessible Tourism Area
- National Park Management Study
- Tourism Policy Research
- Tourism Satellite Account
- The Construction of Tourism Information System
- Tourism Business Ethics and Tourism Enterprises Development
- Ecotourism in Pan-Shangri-La Area
- MICE and Tourism
- Research on Special Tourism

Paper Submission

Please submit abstracts for review by **1 September, 2007** (by email) to either Ms Nicole Shum on hmnicole@polyu.edu.hk (if submitted from HK, Macau, Taiwan and outside of Mainland China) or Ms Zhao Shuhong on zsh116@sina.com (if submitted from Mainland China).

Announcements & Call for Papers

15th COHREP National Convention
January 25-27, 2008
Asian Institute of Management
Makati City, Philippines

Background Information on COHREP

The Council of Hotel and Restaurant Educators of the Philippines (COHREP) is an organization composed of administrators and faculty members of schools, colleges and universities offering Hotel and Restaurant Management programs. Founded in 1991, the council has grown from an initial 16 charter members to its current membership of over 243 individual members, 40 institutional members and 3 regional chapters nationwide.

Who Can Attend the National Convention?

- Administrators, educators, industry practitioners and trainers in the field of Hospitality;
- Company providing products and services to the hospitality industry;
- Members get discounted rates

Interested participants are invited to attend and present papers related to the following topics:

- Information Technology in the Hospitality Industry
- Local Etiquette, Global Manners
- Best Practices of the Ladderized Program in Hospitality Management Education
- Quality Assurance in the Hospitality Education
- Student Internship Abroad Program
- Alternative Learning Methods in Hospitality Education
- And other researches related to the Tourism and Hospitality Education

Contact details:

Council of Hotel and Restaurant Educators of the Philippines
Address : 3/F, 287 Cravings Center
Katipunan Ave., Loyola Hts. Quezon City
Email : cohrep2005@yahoo.com
Tel No. : 632 – 4264840/41 loc. 108
Fax : 632 – 4264836
Contact person : Honeylette Santiago

Announcements & Call for Papers

Conference Announcement & Call for Papers



Esplanade

Singapore
14-16 February 2008

International Convention Expo Summit

Visit <http://www.unlv.edu.sg/ices2008> for the latest information

CONFERENCE HIGHLIGHTS

- Provide an interdisciplinary forum for exchange of information
- Features keynote speeches by prominent industry leaders and educators
- Presentation of papers and posters by academic and industry practitioners

WHO SHOULD ATTEND?

- Academic and Educators
- Industry Practitioners
- Industry Consultants
- Representatives of professional industry associations
- Students and other interested parties in the field

CONFERENCE REGISTRATION

All presenters and participants are requested to register for the Summit. Summit registration fee includes:

- Participation in all sessions
- Participation in all scheduled meal functions, opening reception and refreshment breaks
- A copy of the conference proceedings

[CLICK TO REGISTER](#)

CONTACT US

Please direct all abstract submissions and enquiries to:

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ICES 2008 Organizing Committee

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2008 INTERNATIONAL CONVENTION & EXPO SUMMIT CO-CHAIRS



University of Nevada Las Vegas
The William F. Harrah College
of Hotel Administration
Singapore Campus



The Hong Kong Polytechnic University
School of Hotel & Tourism Management

CALL FOR PAPERS

The Summit will focus on a broad range of topics related to research and education in the convention and exposition/incentives and events field. Papers with any of the following or related subjects would be highly appropriate for presentation:

- Convention and exposition marketing
- Effective use of audio-visual materials
- Event Management and Marketing
- Exhibition management and marketing issues (e.g., selling exhibit space; exhibit floor layout; booth design, exhibitor and attendee marketing)
- Human resources issues for the convention & exposition industry
- Impact of technology (e.g., electronic meetings, virtual trade shows)
- Impacts of conventions and expositions on their host communities
- Incentives
- Issues facing conventions and expositions in the twenty-first century
- Legal aspects of conventions and expositions
- Meeting management and marketing issues (e.g., site selection, housing, scheduling, promotion)
- Negotiation with suppliers, clients, and labor unions
- Planning and development issues for convention and exposition destinations
- Studies relating to key industry players (e.g., convention & visitors bureaus, convention and exhibition venues, meeting managers, exhibition organizers, exhibition managers)

[CLICK TO READ SUBMISSION GUIDELINES](#)

LATEST UPDATES

- Papers submitted & accepted at ICES 2008 will be **considered for publication in a special edition of the Journal of Convention & Event Tourism (JCET)**. The JCET provides multidisciplinary perspectives on conventions, exhibitions and events. **Getting published in this journal will enhance your visibility and recognition in this field.**



Announcements & Call for Papers



First Announcement and Call for Papers

The 2nd International Forum on China Hotel Brand Development

第二届中国酒店品牌建设国际论坛

9-10 May 2008 | Guangzhou, China

The 2nd International Forum on China Hotel Brand Development will be held in Guangzhou, China on 9-10 May 2008. The Forum will be co-organized by the School of Hotel & Tourism Management, The Hong Kong Polytechnic University and the School of Management, Sun Yat-sen University.

Who should attend the Forum?

The Forum is designed for industry practitioners, academics and government officials to discuss the development and management of hotel branding. Participants include the senior management in the hotel industry, government officials in tourism administration, academics, educators and professionals in the fields of hotel and tourism management, graduates of hotel and tourism management studies, branding management researchers and consultants, and others with an interest in the forum topics.

Scope of the Forum

The Forum will be organized around the tracks of brand development experience of famous international and China hotels, development perspectives of hotel brand chain in China, system establishment and crisis management of hotel brand development in China, brand management and development strategies of state-owned hotels and privately-operated hotels, as well as brand development strategies of deluxe and budget hotels.

Call for Papers

Papers and proposals either in English or Chinese relating to the scope of the Forum are invited. The papers accepted by the Forum will be published in the Forum Proceedings and some selected papers will also be published in a special issue of the *Journal of China Tourism Research*.

Please submit your papers to either of the Programme Co-Chairs:


For English Papers:

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Chair Professor & Associate Director
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The Hong Kong Polytechnic University
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School of 
Hotel & Tourism Management
酒店及旅遊業管理學院



中山大學
SUNYAT-SEN UNIVERSITY

Announcements & Call for Papers

The 7th Asia Pacific Forum for Graduate Students' Research in Tourism

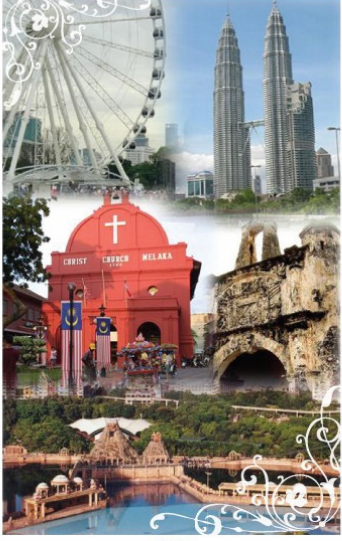




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Melaka Tourism Promotion Board
Majlis Bandaraya Melaka Bersejarah

Sunway Lagoon Resort Hotel
Petaling Jaya
Selangor
MALAYSIA



7th Asia Pacific Forum for Graduate Students' Research in Tourism



FIRST CALL FOR PAPERS

"Advances in Tourism Practices :
Pointing the Way Forward"

JUNE 3 - 4, 2008
Sunway Lagoon Resort Hotel,
Petaling Jaya
MALAYSIA

Welcome 歡迎
Selamat Datang 여보세요

SELAMAT DATANG to the delegates of
The 7th Asia Pacific Forum For
Graduate Students' Research In Tourism
June 3 - 4, 2008

Theme : **"Advances In Tourism Practices :
Pointing The Way Forward"**

For forum program, registration and
accommodation, please contact :

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8 Lorong Beluntas 2
Medan Damansara
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Email : sulaimanyusuf@gmail.com

Please submit your electronic abstract
or papers (as an attachment) to :

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OR

Dr Vikneswaran Nair
Head, Centre for Research and Development
Taylor's School of Hospitality & Tourism
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9 Jalan PJS 8/9
46150 Petaling Jaya, Selangor
MALAYSIA
Phone : +603 7877 9777
Fax : +603 7877 7007
Email : vicky.n@taylor's.edu.my

Forum Announcement
The aim of the APF is to provide a "research forum" for post-graduate students and faculty members engaged in research and post-graduate teaching in hospitality and tourism programs in the Asia Pacific Region.

Call for papers
The forum will be based on a range of topics related to tourism and hospitality management. Papers related to this and this year's theme :
"Advances in Tourism Practices : Pointing the Way Forward" can be submitted.

Submission guidelines
The author (or at least one co-author in the case of co-authored papers) must be a post-graduate student and papers should be based upon a research project undertaken as part of author's post-graduate research.

Submission datelines
Abstract Submission : January 3 2008
Full Paper Submission : March 3 2008

Guidelines for submission or specific papers :
Referred full paper (a 20-minute stand-up session) :
Selection of papers will be made based on abstract submissions. Abstract should not exceed 2 sheets of double spaced, typed pages (1000 words)

Working papers (a 20-minute stand-up presentation) :
Selection of papers will be made based on abstract. Submission should not exceed 15 sheets of double spaced, typed pages (3500 words)

Poster presentations :
Selection of poster presentations will be made based on abstract submissions. Poster presentation abstracts should not exceed 3 sheets of double-spaced, typed pages (1000 words)

The best papers and poster presentations will be competitively selected and authors will be acknowledged with plaques and certificates on the closing plenary session.

Final copies of accepted papers will be professionally published in electronic form (CD-ROM) as an edit. Forum Proceedings and an ISB will be organized prior to the Forum.

Registration
Should you wish to participate in the 7th APF Forum, please contact and register with Mr. Y.Sulaiman

Registration before March 3, 2008 : USDS 150
Registration after March 3, 2008 : USDS 200

Forum Venue & Accommodation
Sunway Lagoon Resort Hotel
Bandar Sunway
46150 Petaling Jaya
Website : www.sunwayhotels.com

Arrangements can be made on request for accommodation at a three-star hotel, including shuttle service to forum venue twice a day

This is the initial call for research papers and posters. Under the main theme of "Advances in Tourism Practices : Pointing the Way Forward", authors are invited to submit papers across a wide spectrum of tourism and hospitality related research, including :

- Tourist Consumer Behavior
- Multi-disciplined Issues Related to Tourism and Tourism Education
- Tourism Impact Assessment
- Rural Tourism and Poverty Alleviation
- Policies and Regulations Affecting Tourism
- Destination Marketing
- Tourism Planning and Sustainable Tourism
- Contest and Cooperation on Tourism within Asia-Pacific Areas
- MICE Development and Tourism Crisis Management in Tourism Industry
- Transnational Market Analysis and Forecast
- Tourism Human Resource and Training
- E-commerce and Travel Agency Management
- Implication of Technology and Media in Tourism
- Hospitality Management and Marketing
- Foodservice and food habits
- Stakeholders' Cooperation in Tourism Development

Announcements & Call for Papers

CONFERENCE ANNOUNCEMENT AND CALL FOR PAPERS

The 8th Biennial Conference on Tourism in Asia “Tourism, Hospitality & Foodservice Industry: Growing Role of Asia in the World Tourism”

Angers, France
July 3-5, 2008

Following the success of the seven biennial conferences on Tourism in Asia held in Vietnam, Thailand, Hong Kong and Korea, the 8th Biennial Conference on Tourism in Asia will be held for the first time in Europe in 2008. The theme of the 8th Biennial Conference on Tourism in Asia is “Tourism, Hospitality and Foodservice Industry in Asia: Growing Role of Asia in the World Tourism”.

In recent years, Asia is playing a more and more important role in the world’s tourism industry. It is commonly believed that the modern day tourism was invented in the 18th century Europe and further developed in North America and the rest of the world. With Asia’s growing importance in world economy and world tourism industry, it remains to be seen how the world tourism industry will change in the years to come.

The 8th Biennial Conference on Tourism in Asia will focus on the changes and impacts induced by this new multi-polarisation of tourism and the growing importance of Asia. The Conference will specifically focus on the following issues:

1. When tourism developed in North America, traditional models were reproduced but innovations took place (like natural parks): what kind of innovations are there today in process (changes in attitudes, technology, places, and organizations) with the growing role of Asia?
2. How is the tourism industry structuring itself to involve the Asian market (Asian destinations and Asian international tourists)?
3. How different are the inbound and outbound Asian tourists’ attitudes and behaviours from the tourists in other parts of the world?
4. What are the main issues in operations management or strategic management when developing partnerships with Asia (intercultural issues, contracts, networking, etc)?

CALL FOR PAPERS AND PRESENTATION PROPOSALS

Submission of papers, abstracts or presentation proposals relating to the general theme of the Conference is invited. If the submitted papers or presentation proposals are accepted for inclusion in the Conference program, all presenters are required to register for the Conference with full payment of registration fees. Accepted papers will be published in the Conference Proceedings with an ISSN/ISBN number. Authors will have the option of submitting papers in English, French, Spanish and German. Simultaneous translation of presentations will be made available for presentations.

Option A

Authors can submit a full paper for review by the Review Committee before January 15, 2008. The paper must be less than 25 pages double spaced inclusive of tables, figures and references. If a full paper was submitted and accepted, it will be so acknowledged in the Conference Proceedings.

Option B

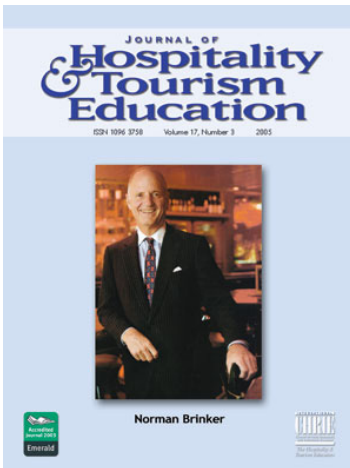
Authors can submit a 1 or 2 page abstract or presentation proposal for consideration by the Review Committee before January 15, 2008. Once the abstract or presentation proposals are accepted, the authors will have an option to submit a full paper before April 15, 2008 for inclusion in the Conference Proceedings. The abstract should include: main theme, problem definition, hypotheses, research methodology and main findings.

WHERE TO SEND YOUR PAPERS/ABSTRACTS/PRESENTATION PROPOSALS?

For authors in Europe, Middle East and Africa, please submit your papers/abstracts/presentation proposals to: Professor Philippe Violier, ESTHUA, UNIVERSITE D’ANGERS (F), 7, Allée Francois Mitterrand, BP 40455 - 49004 Angers Cedex 01; Email: philippe.violier@univ-angers.fr

For authors in the rest of the world, please submit your papers/abstracts/presentation proposals to: Professor Kaye Chon, School of Hotel & Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong; Email: hmkchon@polyu.edu.hk

Call for Papers – Journal of Hospitality & Tourism Education



The award-winning Journal of Hospitality and Tourism Education is a refereed, interdisciplinary quarterly magazine designed to serve the needs of all levels of hospitality and tourism education through the presentation of issues and opinions pertinent to the field. The main objective of this periodical is to facilitate scholarly interchange among hospitality and tourism educators, industry practitioners and educators from related disciplines. All members of International CHRIE eligible to receive JHTE as a member benefit receive the Educator in March, June, September, and December.

Educators from all segments of the hospitality and tourism field are invited and encouraged to contribute articles for publication in the Journal of Hospitality Tourism & Education. Submissions should be global in scope, giving equal consideration to North America, Europe and the Asian Basin.

A regular feature in the Journal of Hospitality & Tourism Education is Topic Papers. These are full-length, comprehensive and rigorous pieces dealing with pedagogical issues for the general I-CHRIE readership. Topic Papers may include reports of empirical research or conceptual pieces impacting on hospitality and tourism education. Most of the Topic Papers fall into one of the following Journal of Hospitality & Tourism Education departments: Course and Curriculum, International Hospitality Education, Classroom Applications, Industry and Education, Faculty/Student Development and Program Administration.

Criteria for evaluation include:

1. appropriateness for the Journal of Hospitality & Tourism Education;
2. significance in contributing to hospitality and tourism education;
3. technical adequacy;
4. logical organization and thoroughness of ideas and
5. clarity of presentation.

Deadlines are November 1 for the Spring issue of the Journal of Hospitality & Tourism Education, February 1 for the Summer issue, May 1 for inclusion in the Fall issue and August 1 for publication in the Winter Issue.

Submission and Inquiries:

All materials submitted for publication are refereed by members of the editorial review board or recognized experts in the field. The co-editors welcome the submission of suitable materials for publication and will be pleased to discuss proposals for papers. Please address manuscripts and inquiries to: Chris Roberts, co-editor of the Journal of Hospitality & Tourism Education, Isenberg School of Management, 90 Campus Way, Flint #206, University of Massachusetts, Amherst, MA USA 01003-2710. Telephone: 01(413) 545-4411, Fax: 01(413) 545-1235.

Frequency: Quarterly • ISSN: 1096-3758 • Months of Distribution: March, June, September, December

Call for Papers – Journal of Hospitality & Tourism Research



The Journal of Hospitality & Tourism Research publishes high-quality, refereed scholarship that advances the knowledge base of the hospitality and tourism field. Featuring conceptual, empirical research, and applied research articles as well as book and software reviews, research notes, industry viewpoints, and conference reviews, JHTR keeps educators, researchers, and professionals in travel and hospitality up to date with the latest and most vital findings in the field.

Guidelines for Submissions to JHTR

Manuscripts submitted to JHTR should be original contributions not under consideration for any other publication at the same time. If an article is under consideration by another publication, authors should clearly indicate this at the time of submission. Manuscripts should normally not exceed 7,000 words and must be written in English. Articles for the Viewpoints and Commentary, Publications in Review, and Research Notes and Industry Viewpoints sections should not exceed 3,000 words. The Rejoiners section of the journal is intended to publish short articles, commentaries, and rebuttals on the contents of JHTR. Authors should submit such contributions immediately after each issue of JHTR appears so that they are published in the subsequent issue.

- Manuscripts should be typed double-spaced, including references.
- Submit four (4) copies of each manuscript.
- Author's name should not appear anywhere except on the cover page (to preserve anonymity during the review process).
- All general editorial formats, abbreviations, use of statistics in text, citations, and references should conform to the Publication Manual of the American Psychological Association (4th edition).
- On the first page please include name of author(s) and title; author(s) note, including present position, complete address, telephone/fax numbers, e-mail address, and any acknowledgement of financial or technical assistance.
- The second page should feature the title of paper (without author's name), a list of no more than six keywords that define the subject matter, and a brief abstract of no more than 150 words substantively summarizing the article.
- Body: The text, with major headings centered on the page and subheadings flush with the left margin. Major headings should use all uppercase letters; side subheadings should be typed in upper and lowercase letters.
- Tables and Figures: Each table or figure should be prepared on a separate page and grouped together at the end of the manuscript. The data in tables should be arranged so that columns of like materials read down, not across. Non-significant decimal places in tabular data should be omitted. The tables and figures should be numbered in Arabic numerals, followed by brief descriptive titles. Authors should indicate in text where tables and figures should appear. Additional details should be footnoted under the table not in the title. In the text, all illustrations and charts should be referred to as figures. Figures must be clean, crisp, black-and-white, camera-ready copies. Please avoid the use of gray-scale shading; use hatch marks, dots, or lines instead.
- References: References should be typed double-spaced in alphabetical order by author's last name and should appear in APA style.
- Reference List Style: List references alphabetically, principal author's surname first, followed by publication date in parentheses. The reference list should be typed double-spaced, with a hanging indent, on a separate page. Do not number references. Be sure that all titles cited in the text appear in the reference list and vice versa.
- Authors of final manuscripts accepted for publication should provide both a hard copy of the final version of their article and a matching version on a 3.5-inch computer disk. Please send all manuscripts to Professor K.S. (Kaye) Chon, Journal of Hospitality & Tourism Research, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong. All published material is copyrighted by the International Council on Hotel, Restaurant and Institutional Education. Every author and coauthor must sign a contract before an article can be published.

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