

APacCHRIE Newsletter
CURRENT

Registered Address: School of Hotel & Tourism Management, The Hong Kong Polytechnic University
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President's Message

Dear APacCHRIE members,

ICHRIE conference 2008 Atlanta was a great opportunity to meet friends and colleagues. In Prof Kaye's luncheon presentation, his humorous and fascinating introduction to APacCHRIE 2009 Singapore arouses the participants' interests and expectation. In this year's conference, the future development of ICHRIE was addressed, and Vision 2015 was formulated. To achieve the goals of Vision 2015, the Board of Directors passed an action plan which will change how ICHRIE operates once it is implemented.



Research, Networking, Education, and Industry are the founding goals of ICHRIE. ICHRIE hopes to align resources, products, services and leadership with these four goals. This means a change will be needed and embraced. The board members are working hard to appropriated budget and create By Laws to better reflect our fundamental goals and satisfy member's needs. In the meantime, the Executive Committee will be meeting in New York City on Nov. 10th to discuss the issue.

The EuroCHRIE conference 2008 Dubai centered on the theme of "Building a Legacy, Living the Dream: 2020 Vision for Hospitality and Tourism." About 40 participants from Asia Pacific region attended this conference. In Dr. Andy's presentation on APacCHRIE 2009 Conference, a great number of our peers from Europe expressed their interest in participating the conference. We will explore how to design the agenda in order to facilitate the East to meet the West, encourage exchange, and attract more US, European or other western participants.

APacCHRIE offers an ideal platform to share information through conferences, publications and individual networking. The organization's strength is based on sharing and exchanging ideas, visions, experiences, educational material, research and technological know-how. APacCHRIE members organize seminars and conferences in their individual countries. We hope to involve more participation from the private sector and the academia. Through the participation of all of its members, more energy will be created to continuously motivate and incite us to progress further.

Best regards

Jeou-Shyan Horng
 APacCHRIE President 2008 – 2009

2009 APacCHRIE Conference



7th Asia-Pacific CHRIE Conference 2009
May 28-31, 2009
Singapore

IMPORTANT DATES

First Call for Papers
Monday, 8th September 2008

Full Paper & Poster Submissions
Sunday, 18th January 2009

Acceptance Notification
Wednesday, 18th March 2009

Final Submission for Conference Proceedings
Friday, 18th April 2009

Call for Papers

The *7th APacCHRIE Conference 2009* cordially invites you to submit your papers, abstracts and presentation proposals with relevance to hospitality, tourism and event management in the Asia-Pacific. The theme of this year's conference is



Creative Hospitality Research & Innovative Education.

Reflecting the Present, Embracing the Future

The organizing committee invites hospitality, tourism and events researchers, educators, as well as government and industry practitioners to submit refereed research and working papers to the 7th APacCHRIE Conference.

Refereed (Full Paper) Submission

Submissions of papers are required to be either conceptually or empirically based and will be submitted for a twenty (20) minute presentation. These papers must report on completed research and are eligible for nomination for the best paper award.

- **Conceptually-based** papers seek to develop a fuller understanding of the tourism and hospitality industries and education by building on existing knowledge.
- **Empirically-based** papers are original research to test or develop a theory or make a new contribution to the knowledge base of the field

Poster Sessions

Posters may be used to present works in progress and may be conceptually or empirically-based. The Poster Session paper includes:

- Significance of the study
- Literature review
- Proposed methodology; and
- Application to tourism or travel or hospitality research, or education or industry practice.



2009 APacCHRIE Conference



Key topics

Careers: Current trends & future development, management trainee programs

Revenue & Financial Management: Accounting & finance, investments & capital markets

Environmental Issues: Eco-tourism, sustainability, "green" technologies, green hospitality trends

Acquiring, Training & Retaining Talent: Empowerment, leadership skills, diverse workforce

Tourism, Travel & Transport: tourism management, airlines, cruise line & marine travel

Innovative Communication Technologies: E-business, managing information systems,

Value: Customer satisfaction & service quality, consumer behavior, service image & marketing

Education: Curriculum development, multi-cultural classrooms, educational & industrial partnerships

Other Suggested Topics

- Hotel/Motel/Resort Operations
- Sales and Marketing
- Culinary Arts & Foodservice Operations
- Service Recovery & Crisis Management
- Gaming issues affecting the operation of gaming attractions
- Meetings, Incentive, Conventions & Exhibitions
- Legal/Government Relations
- Club Management
- Alternative Tourism



Judging Criteria

Submissions are judged on three criteria for acceptance at the 7th APacCHRIE Conference 2009:

- Overall quality (design of the study, development of the concept, etc.)
- Significance of the contribution to the discipline
- Interest to APacCHRIE members

All submitted manuscripts must be original (i.e. not been presented or published elsewhere), follow academic writing, structure and methodology. Details of the submission guidelines can be found on the conference website.

Conference Proceedings and Publication Opportunities

Abstracts (with paper titles and author(s) details) of Refereed Paper/Poster submissions accepted for presentation at the 2009 APacCHRIE conference will be included in the printed official conference program/book. The accepted full papers and poster abstracts will be published in the official 7th APacCHRIE Conference 2009 *Conference Proceedings CD-ROM*.

Visit the Conference Website: <http://www.apacchrie09.org>
For further enquiries e-mail to: APac.CHRIEPAPERS@unlv.edu.sg

Announcements & Call for Papers

FOR IMMEDIATE RELEASE
PETALING JAYA
SEPTEMBER 29, 2008

TAYLOR'S
COLLEGE



Wisdom • Integrity • Excellence

SCHOOL OF HOSPITALITY AND TOURISM

Taylor's Wins International Award Recognised for commitment to hospitality education

Taylor's College, School of Hospitality and Tourism (TCHT) achieved a significant feat when it became the first and only Malaysian institute of higher learning to win the PATA (Pacific Asia Travel Association) Gold Award.

TCHT received the 2008 PATA Gold Award in the Education and Training category. This prestigious accolade recognises TCHT's unsung efforts since 1996 in promoting the Hotel Industry Apprentice Scheme (HIAS) programme to 'out of school' youth and giving them training and employment in the hospitality industry.

The HIAS programme was designed and developed by TCHT in collaboration with the Human Resource Development Berhad (HRDB) under the Ministry of Human Resources and supported by the Ministry of Youth and Sports Malaysia. The programme offers secondary school leavers with financial difficulties and/or poor academic results an opportunity to obtain a valuable education; establish a promising career in the hospitality industry; and gain a new lease in life.

Mr. Pradeep Nair, Taylor's College Chief Operating Officer said, "We are very honoured to win this prestigious international award, which recognises 12 years of commitment in developing talents for the hotel industry, especially from amongst needy, 'out of school' youth.

He added, "We are also proud to be the sole Malaysian institute of higher learning to have received this award thus far. It is a testament to our belief that education holds the key to success and should be made accessible for all. This recognition will spur us on ever more to continue our efforts of empowering Malaysian youths who face many challenges in life to build a brighter future for themselves."

To date, over 1,400 students have successfully completed the HIAS programme. Many have used the quality education they received as a passport to obtain rewarding positions in all areas of the hospitality industry.

One of many success stories is 1997 HIAS graduate Zamsuzliana Ahmad, who is now a sales manager at Dorsett Regency Hotel Kuala Lumpur. "I thank Taylor's and the HIAS programme for helping me to embark on a successful career in the hospitality industry. I'm grateful for all the skills and knowledge I gained, which has got me to where I am today. The HIAS certificate is a tremendous help in opening doors to many hotels."

The HIAS programme has also helped more than 80 hotels throughout Malaysia fill critical rank and file positions over the last 12 years. HIAS students undergo intensive off-the-job training for a minimum of seven weeks in one of four areas, namely accommodation practice, reception techniques, food and beverage service and kitchen practice. Upon successful completion of the programme, HIAS graduates also receive the added benefit of a guaranteed employment for one year at their sponsoring hotels in the respective specialisations.

Mr. Pradeep received the award for TCHT at a special luncheon presentation on September 19 at the PATA Travel Mart 2008 in Hyderabad, India. Open to both PATA and non-PATA members, the 2008 PATA Gold Awards attracted a total of 258 entries from 108 travel and tourism organisations.

Announcements & Call for Papers

Mr. Pradeep received the award for TCHT at a special luncheon presentation on September 19 at the PATA Travel Mart 2008 in Hyderabad, India. Open to both PATA and non-PATA members, the 2008 PATA Gold Awards attracted a total of 258 entries from 108 travel and tourism organisations.

To find out more about Taylor's College, School of Hospitality and Tourism, please contact Emily Yeap at (03) 7877-9777 or visit www.taylors.edu.my.

About TCHT

Established in 1986, Taylor's College, School of Hospitality & Tourism (TCHT) is today the Regional Centre for Excellence in hospitality and tourism education as declared by the Minister of Culture, Arts and Tourism, Malaysia in 2002. The School recently clinched the prestigious title of *Hospitality School of the Year 2007-2008 (Malaysia Series)* in the Hospitality Asia Platinum Awards (HAPA) 2007.

With 21 years of experience, TCHT is South East Asia's largest and most established hospitality and tourism management college, providing quality education and training to thousands of students in collaboration with our renowned French partners. The School offers industry-acclaimed diplomas, higher diplomas and degrees from the University of Toulouse (UOT) and Academie de Toulouse (ADT) in France. An internationally recognised French qualification from TCHT is an essential passport to gaining employment in any part of the world. Over the last two decades, TCHT has produced over 6,000 graduates employed by over 500 hospitality, food service and tourism companies across 35 countries.

About PATA

The Pacific Asia Travel Association (PATA) is a membership association that acts as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with PATA's private- and public-sector members, it enhances the sustainable growth, value and quality of travel and tourism to, from and within the region.

PATA provides leadership to the collective efforts of nearly 100 government, state and city tourism bodies, more than 55 international airlines and cruise lines, and hundreds of travel industry companies. In addition, thousands of travel professionals belong to more than 30 PATA chapters worldwide.



Issued with the compliments of Taylor's College Sdn Bhd
Through Eric Pringle Associates Public Relations Sdn Bhd
For further information, kindly contact Elsy Tan
Telephone: 03 – 21617144 / E-mail: epapr@epapr.com.my

Announcements & Call for Papers



Southville
Foreign University

SFU LIMA CAMPUS

Tropical Avenue, BF Homes International,
Las Piñas City 1741, Philippines

Telephone Nos. (+632)8209181;
(+632)8206774

Telefax: (+632)8205952

Email: inquiries@sfu.edu.ph

Website: www.sfu.edu.ph

Southville Foreign University (SFU) authorized by the Commission on Higher Education to deliver transnational education is again pioneering in providing students with up to date and world class facilities in the area of hospitality management, leisure and tourism, and culinary arts.

The recent inauguration of Lima Campus houses the latest technology in restaurant management with modern restaurant, kitchen operations, bakery and pastry operations, and culinary arts facilities approximating the capability of a five star hotel.

Currently, the students take advantage of the Pioneer's Bar and Hotel Suite, in the existing Yokohama Campus equipped with Wi-fi connection, wireless laboratories with flat screen computers, theater set up rooms with LCD projectors, and electronically aided library that supports the students research oriented studies.

SFU boast of their balanced campus life where one experiences high academic excellence, social, cultural, and spiritual upliftment, and physical development.

The Lima campus, when completed will be the tallest building in Las Piñas, Philippines.



Announcements & Call for Papers

Investigating the expectations of Generation Y employees in the hospitality industry

In Australia, the Hospitality Training Association (HTA) and the University of Queensland's School of Tourism are undertaking an extensive research project that aims to explore differences in Generation Y's work values and attitudes, and more importantly, ways in which hospitality employers can maximize the benefits of employing this generational group.

The project is based on the premise that demand for hospitality and tourism workers outstrips supply and that in order to survive and prosper the industry is required to determine new methods of recruiting, selecting, training, motivating and retaining employees. The imbalance between supply and demand is further complicated by the well-documented characteristics of Generation Y, who approach employment in a different manner to their predecessors and are more likely to desire a looser contractual relationship with employers. The project aims to provide hospitality and tourism operators with guidelines that indicate HR practices that can be employed to best match the demands of both employees and employers.

Currently underway are a series of focus groups with Gen Y hospitality employees as well as non-Gen Y hospitality employees, and non-Gen Y hospitality owners and managers. The focus groups will serve to identify key differences (if there actually are any) in employment attitudes and perceptions of other generations, and will inform the creation of a questionnaire which will be widely distributed. The survey will be administered across industry sectors to gain valuable insight into prevalent attitudes towards employment in hospitality.

Dr David Solnet, of UQ's School of Tourism, leads the research team, and earlier this year he presented a paper at the 2008 I-CHRIE conference in Atlanta which outlined the potential future impact of Gen Y in the hospitality workplace and introduced the HTA/UQ research agenda regarding Generation Y. Upcoming publications from this project include a conceptual journal article on the impact of Gen Y as an employee in the hospitality industry, as well as papers that will present results from the current focus groups.

HTA brings together the combined experience and knowledge of the five major associations that are the driving force behind the tourism and hospitality industries in Queensland, Australia:

- Hotel Motel & Accommodation Association
- Clubs Queensland
- Restaurant & Catering Association of Queensland
- Liquor, Hospitality & Miscellaneous Union
- Queensland Hotels Association

Developed to support these associations with specialised training in each of their areas of discipline and expertise, HTA has assisted thousands of young people establish careers

in hospitality and tourism. Through the provision of short courses, Certificates and Diploma qualifications, HTA College provides nationally and internationally recognised training in all facets of tourism and hospitality.

Please contact Dr David Solnet david.solnet@uq.edu.au if you are interested in finding out more about this project.

Announcements & Call for Papers

Conference Announcement & Call for Papers

International Convention & Expo Summit 2009



18-20 May 2009, Hong Kong SAR, China



The 2009 International Convention & Expo Summit will be held in Hong Kong SAR, China on 18-20 May 2009. This Summit is jointly hosted and organized by School of Hotel & Tourism Management, The Hong Kong Polytechnic University and the William F. Harrah College of Hotel Administration, University of Nevada, Las Vegas (Singapore Campus). It will be held immediately preceding another conference "2nd International Conference on Impact of Movies and Television on Tourism" which will be held in Hong Kong on 21-23 May 2009.

The Summit will provide educators, academics, researchers, industry practitioners and representatives of professional industry associations in the conventions, meetings and expositions field with an interdisciplinary forum for exchange of information. The program will feature keynote speeches by prominent industry leaders and educators as well as paper and poster presentations by both academics and industry practitioners alike.

WHO SHOULD ATTEND?

- Academics and educators in hospitality, travel, tourism, convention, exhibition, marketing, events and related fields;
- Industry practitioners in convention and exhibition fields;
- Industry consultants;
- Representatives of professional industry associations;
- Students and others interested in the field

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)
- Other topics relating to the theme of the Summit

Co-organizers:



Announcements & Call for Papers

SUBMISSION GUIDELINES

- Three-page abstracts (typed, single-spaced) of proposed papers should be submitted for final selection process. Indicate the author's name and affiliation only on the cover page of the abstract and they should not be indicated anywhere in the abstract.
- Submit abstracts to Summit Co-Chairman, Professor Kaye Chon by electronic mail to hmkchon@polyu.edu.hk
- Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit Full Papers follow by the provided specification.
- Abstract Submission Deadline: 6 February 2009
- Accepted abstract will have to submit the Full Paper before 31 March 2009
- Once the paper is accepted, at least one of the authors must register for and present the paper at the Summit.

PUBLICATION PLAN

Final copies of accepted papers will be published with ISBN/ISSN number.

SUMMIT REGISTRATION

All presenters and participants are requested to register for the Summit. Summit registration fee includes participation in all sessions in three days, participation in all scheduled meal functions and refreshment breaks, opening reception, and a copy of conference proceedings (to be made available at the Summit). Registration fees and remittance guidelines as shown below:

	Full Fee	Full-time Student*
Early Bird (by 31 March 2009)	US\$250	US\$150
Standard Registration (after 31 March 2009)	US\$350	US\$250

* Full-time students are required to produce a letter /certification / student ID at the time of registration.

- **Payment:** Payment of the registration fee will be accepted by bank draft, bank transfer or credit card. Both Visa Card and MasterCard are accepted (American Express Card is NOT accepted). A photocopy of bank slip must be faxed with the registration form to the Secretariat. All payment must be made in US\$.
- **Cancellation Policy:** If cancelled before 1 April 2009, a refund will be made less US\$75 administrative charge and notice of cancellation must be received in written form. No refund after 1 April 2009.

CONFERENCE VENUE

It will be held at InterContinental Grand Stanford Hong Kong Hotel, the same hotel of the 2nd International Conference on Impact of Movies Television on Tourism, details regarding the hotel accommodation will be announced at http://www.polyu.edu.hk/htm/main_confinfo.htm soon.

CONFERENCE ADMINISTRATION

Please direct abstract submissions to:

Professor Kaye Chon, Summit Co-Chairman
 School of Hotel & Tourism Management
 The Hong Kong Polytechnic University
 Hun Hom, Kowloon
 Hong Kong SAR
 Tel: +(852) 2766 6382
 Fax: +(852) 2362 6422
 Email: hmkchon@polyu.edu.hk

Please direct inquiries to:

Ms Antonia Wong, Summit Secretariat
 School of Hotel & Tourism Management
 The Hong Kong Polytechnic University
 Hun Hom, Kowloon
 Hong Kong SAR
 Tel: +(852) 2766 6351
 Fax: +(852) 2362 6422
 Email: hmawls@polyu.edu.hk

Please visit http://www.polyu.edu.hk/htm/main_confinfo.htm for more details.

Announcements & Call for Papers



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Call for Papers

2nd International Conference on Impact of Movies and Television on Tourism

Hong Kong, China
21-23 May 2009



School of 
Hotel & Tourism Management
酒店及旅遊業管理學院

Announcements & Call for Papers



The 2nd International Conference on "Impact of Movies and Television on Tourism" will be held in Hong Kong SAR, China, on 21-23 May 2009. Organized by the School of Hotel & Tourism Management, The Hong Kong Polytechnic University, the Conference will be held immediately following another conference "**2009 International Convention & Expo Summit (ICES)**" which will be held in Hong Kong on 19-21 May 2009.

In recent years, there has been renewed interest on the topic of impact of movies and television drama on tourism. The first conference, held in Hong Kong in 2006, brought together over 100 tourism researchers, travel and filming industry practitioners from around the world and provided a forum for exchange of experiences and research on the theme. The second conference will further the dialogue and facilitate the exchange of information related to the topic. This unique Conference will bring together educators, academic scholars, researchers, filming industry experts, government policy makers, destination promoters and tourism professionals. The program will feature keynote speeches by prominent industry leaders and educators as well as paper and poster presentations by both academics and industry practitioners alike.



Who Should Attend?

- Academics and educators in hospitality, travel, tourism, and related fields
- Practitioners, administrators and executives of the tourism industry
- Directors, producers, investors and screenplays of the film/TV industry
- Professionals and practitioners in the multi-media and creative industries
- Tourism industry consultants and researchers
- Financial institutions and tourism industry investors
- Representatives of tourism and film industry associations
- Tourism policy makers and national tourism organization directors
- Students in tourism and filming studies and others interested in the field



Call for Papers

The Conference will focus on the impact of film/TV on tourism in various regions. Papers which have been accepted in journals and with any of the following or related subjects would be highly appropriate for presentation:

- Relationship between Film Commissions and Destination Marketing Organizations
- Marketing and promotion of destinations for filming locations
- Government policies in developing the filming industry
- Impact of Hallyu (Korean Wave) on Korea's tourism development
- Partnerships of film makers and destinations
- Economics and social impact of movie filming on destinations
- Any other topics relevant and related to the theme of the Conference



Announcements & Call for Papers



Submission

- Two to three page abstracts (typed, single-spaced) of proposed papers or presentation proposals should be submitted for final selection process. Indicate the authors' name and affiliation only on the cover page of the abstract and they should not be indicated anywhere in the abstract.
- Submit abstracts to Conference Chairman, Professor Kaye Chon by electronic mail to hmkchon@polyu.edu.hk
- Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit Full Papers follow by the provided specification.
- Abstract Submission Deadline: 6 February 2009
- Accepted abstract will have to submit the Full Paper before 31 March 2009
- Once the paper is accepted, at least one of the authors must register for and present the paper at the Conference.

Publication Plan

Final copies of accepted papers will be professionally published with ISBN number PRIOR to the Conference.

Conference Registration

All presenters and participants are requested to register for the Conference. Conference registration fee includes participation in all session in three days, participation in all scheduled meal functions and refreshment breaks, opening reception, and a copy of conference proceedings (to be made available at the Conference). Registration fees and guidelines as follows:

	Full Fee	Full-time Students*
Early Bird (by 31 March 2009)	US\$250/ HK\$1950	US\$150/ HK\$1170
Standard Registration (after 31 March 2009)	US\$350/ HK\$2730	US\$250/ HK\$1950

* Full-time students are required to produce a letter/certification/student ID at the time of registration.

- Payment: payment of the registration fee will be accepted by bank draft, bank transfer or credit card. Both Visa Card and MasterCard are accepted. A photocopy of bank slip must be faxed with the registration form to the Secretariat.
- Cancellation Policy: If cancelled before 1 April 2009, a refund will be made less US\$75/ HK\$585 administrative charge and notice of cancellation must be received in written form. No refund after 1 April 2009.

Conference Venue

It will be held at the same hotel of "International Convention & Expo Summit", details will be announced at http://www.polyu.edu.hk/htm/main_confinfo.htm soon.

Conference Administration

Please direct abstract submission to:

Professor Kaye Chon, Conference Chairman
 School of Hotel & Tourism Management
 The Hong Kong Polytechnic University
 Hung Hom, Kowloon, Hong Kong
 Telephone: +852-2766-6382
 Fax: +852-2362-6422
 Email: hmkchon@polyu.edu.hk

Please direct inquiries to:

Ms Antonia Wong, Conference Secretariat
 School of Hotel & Tourism Management
 The Hong Kong Polytechnic University
 Hung Hom, Kowloon, Hong Kong
 Telephone: +852-2766-6351
 Fax: +852-2362-6422
 Email: hmawls@polyu.edu.hk

Announcements & Call for Papers



School of **HTM**
Hotel & Tourism Management
酒店及旅遊管理學院

The International Institute of Forecasters
www.forecasters.org

School of Hotel and Tourism Management
The Hong Kong Polytechnic University
www.polyu.edu.hk/htm

General Chair

Professor Haiyan Song
The Hong Kong Polytechnic University, Hong Kong
hmsong@polyu.edu.hk

Confirmed Keynote & Featured Speakers

- Professor Clive W.J. Granger**
University of California, USA
- Professor Rob J Hyndman**
Monash University, Australia
- Professor Stephen F. Witt**
The Hong Kong Polytechnic University, Hong Kong
- Professor J. Scott Armstrong**
University of Pennsylvania, USA
- Professor Lindsay Turner**
Victoria University, Australia
- Professor James Taylor**
University of Oxford, UK

Symposium Theme and Papers

- Time Series Models/Methods
- Econometrics
- Finance
- Macro and Microeconomic Applications
- Data Mining
- Judgmental Forecasting
- Collaborative Forecasting
- Environmental & Climate Applications
- Telecommunication Forecasting
- Business and Marketing Applications
- Supply Chain Forecasting
- Non-parametric Methods
- Travel and Tourism Forecasting
- Demographic and Social Applications
- Technology and Innovation Forecasting
- Neural Network models

For General Enquiry Please Contact

The Symposium Secretariat
isf2009.hk@polyu.edu.hk

IIF Business Manager
Pam Stroud
isf@forecasters.org



Theme:
Services Sector Forecasting

**Sheraton Hong Kong
Hotel and Towers
Kowloon, HONG KONG**

Co-Sponsors:



www.TourismForecasting.Net

Announcements & Call for Papers

8th Asia Pacific Forum for Graduate Students' Research in Tourism
Seoul, Korea. July 8-10, 2009
Conference Organizer: Sejong University, Seoul, Korea



THEME: Role of Hospitality and Tourism in Globalization

DATE: July 8-10, 2009

HOST: Sejong University, Seoul, Korea

VENUE: Sejong University, Seoul, Korea

The Eighth Asia Pacific Forum for Graduate Students Research in Tourism will be held in Seoul, Korea on July 8-10, 2009. The conference theme is "Role of hospitality and tourism in globalization."

The Asia Pacific Forum for Graduate Students Research in Tourism was founded in September 2002, under the auspices of The Hong Kong Polytechnic University. We have witnessed the success of the seven previous forums held in Macao, Busan, Beijing, Hawaii, Bangkok, Xiamen (China), and Shah Alam (Malaysia)

The aim of this conference is to provide a "research forum" among post-graduate students and faculty members engaged in post-graduate teaching and research in hospitality and tourism programs in the Asia Pacific region. The focus of the forum facilitates the exchange of information through research and networking amongst forum participants to foster collaborative research and academic exchanges. The Forum will feature keynote speakers from academic and industry leaders in tourism and hospitality as well as refereed paper and poster presentations from conference participants.

WHO SHOULD ATTEND

- Post-graduate students
- Academics teaching and supervising post-graduate students
- Administrators of academic programs
- Researchers, academics, and consultants with HTM
- Publishers of academic journals and books
- Potential students, researchers, and academics interested in HTM

GENERAL INFORMATION

- LANGUAGE- The official language is English.
- TIPS---Giving tips is not a custom in Korea. In some hotels, a 15% service charge on rooms, meals and other services will be included in the bill.
- CLIMATE, TEMPERATURE AND HUMIDITY---The climate of Seoul in early July is a little warm, average temperature being 27 degrees and average humidity 70%.
- DRESS CODE---Business attire will be the dress code for all forum sessions. INSURANCE---Registration fees do not include insurance of any kind. You are kindly advised to purchase health insurance, accident insurance and luggage insurance in your country.

Announcements & Call for Papers

SUBMISSION GUIDELINES

- Three-page abstracts (typed double-spaced) of proposed papers should be submitted for the final selection process.
- Submit abstracts to Conference coordinator by either e-mail (sskim@sejong.ac.kr) or regular airmail.
- Deadline for submitting abstracts is *March 1, 2009*. Paper Review Committee will contact a referred screening of abstracts.
- Authors of accepted abstracts will be asked to submit completed papers before *May 10, 2009*.
- Once the paper is accepted, at least one of the authors must register for and present the paper at the Conference.

BEST PAPER AWARDS

- Best papers will be competitively selected and authors will be acknowledged with a certificate.

REGISTRATION

All presenters and participants are requested to register for the conference. The registration fee includes participation in all sessions for three days, participation in all scheduled meal functions and refreshment breaks, opening reception, and a copy of the conference proceedings. Registration fees and remittance guidelines are as shown below:

	Full Fee	Full-time Students
Early Bird (by May 15, 2009)	US\$230	US\$190
Standard Registration (after May 15, 2009)	US\$290	US\$230
* Full-time students are required to produce a student enrollment letter or a student ID card at the time of conference.		

CONFERENCE ADMINISTRATION

To submit papers, register, and learn more details, please contact:

Conference Coordinator:

Dr. Seongseop (Samuel) Kim, College of Hospitality and Tourism, Sejong University

Gunja-dong, Gwangjin-gu, Seoul 143-747

Phone: 82-2-3408-3716, 82-19-503-0526; Fax: 82-2-3408-4314

Email: sskim@sejong.ac.kr, sskimyk2@yahoo.co.kr

Conference Secretariat:

Miss Youngmi Kim, College of Hospitality and Tourism, Sejong University

Phone: 82-2-3408-3716, 82-10-3608-6348; Fax: 82-2-3408-4314

Email: ymkim78@hanmail.net

Conference Chairman:

Dr. Aejoon Lee, Dean of College of Hospitality and Tourism, Sejong University

Phone: 82-2-3408-3188, 82-19-214-5638; Fax: 82-2-3408-4313

Email: leeaj@sejong.ac.kr

Website: www.2009apfseoul.com

Announcements & Call for Papers

Give your students hands-on experience in online marketing!

Based on the success of its inaugural event, Google will run the Google Online Marketing Challenge again in 2009. Information and registration is available at <<http://www.google.com/onlinechallenge/>>. Several of the 2008 winners worked with tourism-related businesses.

If you would like to test drive Google AdWords, the key tool in the Challenge, please email Jamie Murphy <jmurphy@biz.uwa.edu.au> for a free US\$50 voucher.