

APacCHRIE Newsletter

CURRENT

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President's Message



Dear APacCHRIE members,

It is with great honor and pleasure that I accept the 2008 - 2009 presidency of APacCHRIE. I would like to extend my gratitude to board members and all the members for entrusting such an important yet challenging task to me.

Under the leadership of the Founding Chairman—Prof Kaye Chon, former Presidents- Prof. Eliza Tse, Prof. Ilsun Yang, Mrs. Carol Pido, Prof. Wen Zhang, Dr. Vikneswaran Nair, and with the contributions of board members and the supports of all other members, APacCHRIE has become one of the leading academic and professional associations in Asia. As difficult as it is to follow the achievement of my predecessors, I will put all my efforts into APacCHRIE, (1) to recruit more individual and institutional members, making APacCHRIE membership an integral part of professional development of every hospitality and tourism institution in respective countries, (2) to consolidate the functions of ApacCHRIE and make it the leading forum for academic exchange, and (3) to transform ApacCHRIE into a marketplace which facilitates the free flow of information, ideas, and resources, an incubator for the hospitality and tourism education and training services, and a network for uniting educators, industry executives, and other organizations.

Here, I would like to welcome to all the supporting executives that will offer their gracious on the Board: Dr. Perry Hobson as our new vise president; Prof. Manat Chaisawat as Secretary; Prof. Cathy Hsu as Treasurer; Prof. Haiyan Song as Director of Membership; Dr. Andy Nazarechuk as Director of Conference Planning; Dr. David Jones as Director of Public Relations; Prof. Kyung-Soo Han as Director of Internal Affairs; Dr. Ching-Hsu Huang as Director of Industry Relations; Dr. Tongqian Zou as Director of Large; Dr. Amy So, Dr. Evangeline Eugenio-Timbang, Mr. Paul Whitelaw and Mr. Samir Thapa as Area Consultants.

Each year, our members take turns hosting the celebrated APacCHRIE Annual Conference and organize various events in order to promote a deeper and more profound exchange throughout the region. The Joint 6th ApacCHRIE Conference and the 3rd THE-ICE Panel of Experts Forum came to a successful and fruitful conclusion. I would like to extend my gratitude to Perry and Alan for their dedication to the meticulous planning of the event. All the participants were deeply enlightened by the keynote presentations, panel discussion, and paper presentations. The theme of this year's event was "Developing and Delivering Industry Relevant Education and Research", which illustrates the need to create a forum for dialogue with the industry and objectives for ICHRIE and APacCHRIE's future development. In addition, the Social Day offered all participants a truly unique opportunity to appreciate the beauty of west Australia

President's Message

and its wildlife. I can never thank Perry and his associates enough for their warm hospitality.

In the conference, Andy offered a detailed description of next year's conference in Singapore, exciting many scholars' interest to participate. Seeing Andy's team members busy distributing conference proceedings, it is my belief that their passion and devotion will create an even more successful event next year.

Best regards

Jeou-Shyan Horng
APacCHRIE President 2008 - 2009

2008-2009 APacCHRIE Officers

			
Founding Chairman (Ex-Officio) Prof. Kaye Chon The Hong Kong Polytechnic University Hong Kong Tel: 852 2766 6382 Fax: 852 2362 6422 Email: hmkchon@polyu.edu.hk	Past President (Ex-Officio) Prof. Eliza Ching-Yick Tse The Chinese University of Hong Kong Hong Kong Tel: 852 2609 8591 Fax: 852 2603 7724 Email: elizatse@cuhk.edu.hk	Past President (Ex-Officio) Prof. Ilsun Yang Yonsei University Korea Tel: 822 2123 3121 Fax: 822 363 3430 Email: isyang@yonsei.ac.kr	Past President (Ex-Officio) Ms. Carol Pido Southville Foreign University Philippines Tel: 632 820 9181 Fax: 632 820 5952 Email: cpido@sfu.edu.ph
			
Past President (Ex-Officio) Prof. Wen Zhang Beijing International Studies University P.R. China Tel: 86 10 65778433 Fax: 86 10 65778448 Email: erwaizhw@yahoo.com.cn	Chairman & Immediate Past President Dr. Vikneswaran Nair Taylor's University College Malaysia Tel: 603 78779777 Fax: 603 78777007 Email: vicky.n@taylors.edu.my	President Prof. Dr. Jeou-Shyan Horng National Taiwan Normal University Taiwan Tel: 886 2 23698304 Fax: 886 2 23638204 Email: t10004@ntnu.edu.tw	Vice President Dr. Perry Hobson International Centre of Excellence in Tourism & Hospitality Education (THE-ICE), Australia Tel: 61 755366755 Fax: 61 755366744 Email: perry.hobson@the-ice.org
			
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APacCHRIE Officers 2007/2008

			
<p>Director of Public Relations Dr. David Jones The Hong Kong Polytechnic University Hong Kong Tel: 852 2766 6378 Fax: 852 2362 9362 Email: hmdjones@polyu.edu.hk</p>	<p>Director of Internal Affairs Asst. Prof. Kyung-Soo Han Kyonggi University Korea Tel: 82 31 249 9544 Fax: 82 31 249 9173 Email: kshan@kyonggi.ac.kr</p>	<p>Director of Industry Relations Assoc. Prof. Ching-Hsu Huang National Pingtung University of Science & Technology Taiwan Tel: 886 8 7703202 Fax: 886 8 7740503 Email: chinghsu@mail.npust.edu.tw</p>	<p>Director at Large Dr. Tongqian Zou Beijing International Studies University P.R. China Tel: 86 10 65778433 Email: zoutongqian@bisu.edu.cn / Ztq64@126.com</p>
			
<p>Area Consultant: East-Asia Dr. Amy So Institute For Tourism Studies Macao Tel: 853 6618 0288 Fax: 853 519058 Email: amyso@ift.edu.mo</p>	<p>Area Consultant: South East-Asia Asst. Prof. Evangeline Eugenio-Timbang University of Santo Tomas Philippines Tel: 63 0915 2023 643 (mobile) Email: vangietimbang@yahoo.com</p>	<p>Area Consultant: Oceania Mr. Paul Whitelaw Victoria University Australia Tel: 61 3 9919 4665 Fax: 61 3 9919 4931 Email: Paul.Whitelaw@vu.edu.au</p>	<p>Area Consultant: Indian Sub-Continent Mr. Samir Thapa Silver Mountain School of Hotel Management Nepal Tel: 977 1 4415038 / 4429151 Fax: 977 1 4444086 Email: info@silvermountain.edu.np</p>
 <p>Secretariat Office Ms. Antonia Wong The Hong Kong Polytechnic University Hong Kong Tel: 852 2766 6351 Fax: 852 2362 6422 Email: hmawls@polyu.edu.hk</p>			

Members' Activities

Board Meeting at The Hong Kong Polytechnic University, Hong Kong

The APacCHRIE Board Meeting was held on 12 January 2008 at The Millennium, The Hong Kong Polytechnic University. More than 10 Board Members attended and discussed the importance issues, such as the membership drive and the arrangement for the conference in Perth during the 3 hours meeting.

Luncheon was held thereafter at Cafe Kool and all Board Members are look forward to seeing each other at the Conference in Singapore, May 2009.



2008 APacCHRIE Conference

Joint 6th APacCHRIE Conference and 3rd THE-ICE Panel of Experts Forum, 2008
"Developing and delivering industry relevant education and research"



The Joint 6th Asia-Pacific (APacCHRIE) Conference and 3rd THE-ICE International Panel of Experts Forum 2008 was held at the Sheraton Hotel in Perth, Western Australia, from May 21-24 2008. The lead organiser of the conference was THE-ICE, and it was hosted by the Australian School of Tourism and Hotel Management (ASTHM) in Perth, in collaboration with Southern Cross University (SCU). THE-ICE is the International Centre of Excellence in Tourism and Hospitality Education, and was originally established as an initiative of the Australian Federal Government. It currently has fourteen member institutions and offers a range of accreditation, benchmarking, research and marketing services. The theme for this year's joint conference was **"Developing and delivering industry relevant education and research"**.

The advantage of jointly hosting this particular conference in Australia was that it allowed I-CHRIE to be introduced to a range of Australian educators. Not only were more Australian delegates present than ever before, but in total we had over 160 delegates from 20 countries attending the conference. This included delegates from India, China, Malaysia, the Philippines, Indonesia, Taiwan, Canada, USA, UAE, Singapore and Germany amongst others. Given this year's theme, we also organised a Working Breakfast with some 42 members of the local Tourism Industry Council of WA.

The conference also had some 20 contributing sponsors, and included an Education Fair to share information about institutions and programmes across the Asia-Pacific region. This year's joint conference also offered a diversity of presentation formats in addition to the traditional Panel of Experts sessions - which have been a trademark of past Forum events held by THE-ICE. In total, there were 4 Panel-of-Expert themed sessions, 5 Keynotes speakers, 3 Symposium Sessions as well as some 43 refereed, 55 working, and 8 poster paper presentations. Furthermore, ASTHM students were on-hand throughout the conference to help with the organisation.

The Keynote speakers included Dr George Brown (Billy Blue College, Think: Education Group) on **"Faking them: Qualifications, institutions and accrediting bodies"**, Frank Prestipino (ICMS) on **"Getting to big the small way"** (the title of his recent book), Dr. Perry Hobson (THE-ICE/SCU) on **"Ten Trends and Their Implications for International Education"**, and Fritz Gubler (Blue Mountains Hotel School, Orion Group) on **"Great, grand and famous hotels"** (also the title of his recent book), and Kate Lamont, the Chair of Tourism WA on **"Innovative training models"** and their new education and training passport scheme.

2008 APacCHRIE Conference

The diversity and range of excellent keynote presentations certainly generated considerable interest amongst all delegates. The conference then closed with a West Australian themed dinner (with the stage scenery sponsored by Tourism WA) and an Aboriginal Cultural show. This was then followed by a sight seeing day to a nature reserve (to see kangaroos, koalas and wombats) and the Sandelford Winery.

The success of this year's conference was largely due to the enormous efforts of Alan Williams, the Managing Director of ASTHM in Perth, as well as the hard work of Professor John Jenkins from Southern Cross University as the Head of the Scientific Paper Review Committee, as well as the various organising committees that worked with them both.

Next year's APacCHRIE conference will be held in Singapore and hosted by UNLV. Be sure to be there, and you can become a sponsor now by going to <http://apacchrie09.org/>



2009 APacCHRIE Conference

THE 7th ASIA-PACIFIC CHRIE CONFERENCE **Creative Hospitality Research & Innovative Education** *Singapore, 28th – 31st May 2009*

7th APacCHRIE Conference 2009

The Asia-Pacific CHRIE (APacCHRIE) Annual Conference will be held for the first time in Singapore. Singapore's strategic location, excellent facilities, fascinating cultural contrasts and tourist attractions contribute to its success as a leading destination for both business and pleasure.

University of Nevada Las Vegas Singapore as the first international campus, featuring the internationally recognized William F. Harrah College of Hotel Administration is proud to be the Conference organizer for APacCHRIE 2009 and to play host to the inaugural APacCHRIE Youth Conference 2009.

DATES AND LOCATION

The 7th APacCHRIE Conference will be from **28th – 31st May 2009** (Thurs – Sun) held at the **Suntec Singapore, International Convention & Exhibition Centre**.

CALL FOR PAPERS

The 7th APacCHRIE Conference 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**. 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.

HOW DO I SUBMIT A PAPER?

For your convenience, all full paper, abstracts and presentation proposals are to be submitted on-line and are to follow the paper submission guidelines. Conference submission forms are to be completed and lodged on-line. It would be expected that the electronic submission form once completed will have attached to it paper and corresponding files. Author/s will receive a confirmation or manuscript tracking number on acceptance. Rules and guidelines for submission categories may be found in the main conference site.

IMPORTANT DATES

First Call for Papers	: Monday, 8 th September 2008
Full Paper Submissions Due	: Monday, 9 th February 2009
Acceptance Notification	: Friday, 10th April 2009

Please visit the main conference site (www.apacchrie09.org) for more information.

Announcements & Call for Papers

Post-doctoral research opportunity in Korea

Sejong University in Seoul has received a large research grant from government which allows them to invite post-doctoral research fellows from developing countries in Asia. The successful appointee will receive monthly salary and stipend which will be large enough to support travel and living expenses in Korea while engaging in joint research in tourism with Korean professors. The candidate must hold a doctoral degree. Additional information can be obtained from Dr. Seongseop "Sam" Kim at sskim@sejong.ac.kr

Taylor's College, School of Hospitality & Tourism Named Malaysia's Best Hospitality School of The Year 2007



Taylor's College, School of Hospitality & Tourism (TCHT) has clinched the prestigious Hospitality Asia Platinum Awards (HAPA) for Hospitality School of the Year 2007-2008 (Malaysia Series).

The award was announced on November 22 at the HAPA 2007-2008 Gala Charity Dinner and Awards Presentation in Crowne Plaza Mutiara Hotel Kuala Lumpur. The event was attended by over 800 hospitality and tourism professionals in Malaysia.

Mr. Pradeep Nair, Taylor's College Chief Operating Officer, said: "We dedicate this award to our staff, both academic and administrative, who have worked very hard over the last 21 years to build an institution that is today recognised by industry and society for the achievements of its over 6,000 alumni spread around the globe.

"This award is a testament of our graduates' achievements in the industry; the strength of our education and training programmes; and the quality of our faculty, facilities and student learning."

Organised by World Asia Publishing, the Hospitality Asia Platinum Awards is held biennially in Malaysia and Singapore to recognise excellence in hospitality and tourism. The 6th edition of the HAPA Malaysia Series saw a total of 190 nominees vying for 53 awards across six groups, namely: Major, Establishment, Personality, Restaurant, Department and Travel Services Awards.

The Establishment Award for Hospitality School of the Year was one of the new categories introduced for 2007-08. There were six other private higher educational institutions nominated in the category. The panel of judges consisted of three distinguished industry professionals and judging was based on the School's curriculum, facilities, students' services and staff profile.



Announcements & Call for Papers

Construction of RM450 Million Taylor's Lakeside Campus on Track

The RM450 million Taylor's Lakeside Campus in Subang Jaya, Malaysia which was officiated by Deputy Prime Minister, YAB Dato' Sri Haji Mohd Najib Tun Haji Abdul Razak in January 2007, is progressing well on track. Piling work began on 15 November 2007 and is scheduled for completion in six months. Following this, construction of the super structure will commence in March 2008 and is expected to be completed within 18 months. Upon completion in 2009, it will be the first modern tropical university campus in Malaysia.



Taylor's will welcome its first batch of students to the new campus in January 2010. The Lakeside Campus will house all existing tertiary programmes, currently located at various campuses of Taylor's. Set on 27 acres of tropical greenery, the Campus will also be surrounded by a revived 5.5 acre man-made lake, as well as a landscape of water plants, trees and flowering shrubs and groundcover which will provide a rich and stimulating natural environment in the neighbourhood.

According to Taylor's Education Group Managing Director, Dato' Loy Teik Ngan, the new Lakeside Campus will set a new benchmark for the education industry and reflects Taylor's **Professional Opportunities** commitment towards achieving Malaysia's goal of becoming a regional educational hub with 100,000 international students by 2010.



Announcements & Call for Papers

Professional Opportunities



Taylor's College, School of Hospitality and Tourism (TCHT) is one of the top Hospitality and Tourism Education Institutions in Malaysia offering courses at Diploma, Higher Diploma, Bachelor Degree and Master Degree levels. With over 20 years of experience, TCHT has trained thousands of graduates for various service industry. Our tradition of excellence demands that our students be well equipped with the necessary knowledge and skills by the time they graduate.

We now invite qualified candidates to join us in our commitment towards preparing our students for exciting careers in the hospitality and tourism industries anywhere in the world.

1. **Principal Lecturers/Senior Lecturers/Lecturers**
2. **Hospitality Management – Technical Advisor**

Candidates need to be specialized in at least one of the following subjects:

- | | |
|--------------------------------|-----------------------------|
| - Food & Beverage Management | - Economics |
| - Food Production/Chef/Cuisine | - Mathematics |
| - Rooms Division | - Marketing |
| - Tourism Management | - IT/Computer Science |
| - English Language | - Human Resource Management |
| - French Language | |

Full time positions will carry a teaching load of up to 18 hours per week. Duties shall include teaching relevant subjects for undergraduate and postgraduate courses and curriculum development as well as playing an active part in the pastoral care for students. Candidates must have the enthusiasm and commitment to contributing to the development of the subject field and teaching.

Candidates must also possess a Bachelor and Master Degree in the relevant field. Those with PhDs will have an added advantage. Working experience in hotel, resort and/or hospitality management and excellent teaching skills are necessary. Salary and faculty rank will commensurate with qualifications and experience.

Successful candidates can expect an attractive remuneration package (including attractive fringe benefits such as education subsidy, interest-free education loan, discount for children's education, staff trips) plus a conducive working environment.

Interested candidates are invited to send in a detailed resume, contact telephone number, a passport size photo (n.r.), current and expected salary to the email or post to the address below:

The Human Resource Director
 Taylor's Education Group
 Level 10, Block A1
 Leisure Commerce Square
 No. 9 Jalan PJS 8/9
 46150 Petaling Jaya
 Selangor, MALAYSIA
 Email: grphr@taylors.edu.my

Announcements & Call for Papers



Fifth China Tourism Forum

Nature-based Tourism

13-14 December 2008 Huangshan, Anhui Province, China

Call for Paper!

The World Tourism Organization (UNWTO), the School of Hotel & Tourism Management of The Hong Kong Polytechnic University, and the Tourism College Huangshan University are pleased to announce that the Fifth China Tourism Forum will be held on 13-14 December 2008 in Huangshan, Anhui Province, China.

The aim of this Forum is to provide an interactive platform for tourism policy makers, industry experts, academics and postgraduates to discuss the impact of tourism development in less developed areas, to identify issues relating to the development of nature-based tourism and its sustainability, as well as to share and exchange their research outcomes.

Scope of the Forum

Although the theme of the Forum is Nature-based Tourism, we also welcome submissions from the following areas:

- | | |
|---|---|
| ■ Destination management | ■ Ecotourism |
| ■ Attractions management | ■ Rural tourism |
| ■ Tourism policy research | ■ Conservation and tourism |
| ■ Sustainability of tourism development | ■ Tourism education |
| ■ Global warming and tourism | ■ Tourism development in less-developed areas |
| ■ Pro-poor tourism | ■ Fung Shui and tourism |
| | ■ Crisis and tourism recovery management |

The Forum will feature keynote speakers from tourism industry, education institutions and international hotels. The Forum will also include a number of sessions by both academics and industry practitioners. Papers and presentation proposals relating to the aim and scope of the Forum are invited. There will be English and Putonghua concurrent workshops. Simultaneous interpretation will be provided for the keynote presentations and panel discussions.

To find out more about the Forum and for registration, please visit: www.polyu.edu.hk/htm/conference/5ctf

Paper Submission

All abstracts from within and outside China must be submitted for review on or before 15 September 2008 to:

Ms Nicole Shum
School of Hotel & Tourism Management, The Hong Kong Polytechnic University
(Please refer to **Contacts** for details)

Contacts

For participants from Mainland China:

Mr Bao Jun
Tourism College Huangshan University
No. 44 Daizhen Road, Tunxi District, Huangshan
Anhui, China (Postal Code: 245021)
Tel: +86 559 2544621
Fax: +86 559 2544621
Email: baojun@hsu.edu.cn

For participants from Hong Kong, Macau Taiwan and outside of Mainland China:

Ms Nicole Shum
School of Hotel & Tourism Management
The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong SAR, China
Tel: +852 3400-2638
Fax: +852 2356-1390
Email: hmnicole@polyu.edu.hk



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

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

21-23 May 2009

Hong Kong SAR, China

http://www.polyu.edu.hk/hlm/main_confinfo.htm

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 18-20 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



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

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

Announcements & Call for Papers

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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 SAR
 Tel: +(852) 2766-6382 Fax: +(852) 2362-6422
 Email: hmkchon@polyu.edu.hk

Please direct inquiries to:
 Ms Antonia Wong, Conference Secretariat
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Announcements & Call for Papers

1st Conference Announcement & 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

Conference Highlights	Who Should Attend?
<ul style="list-style-type: none"> • Presentation of papers and posters by academics and industry practitioners in the hospitality and tourism management (HTM) field • Provide an interdisciplinary forum for exchange of information • Provide opportunities for career development to all stakeholders related to HTM 	<ul style="list-style-type: none"> • 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

Call for Papers

Broad Research Topics

Tourism impacts analysis, Tourist behavior, Destination marketing/Resort management, Rural and sustainable tourism, Event and MICE management, E-commerce and tourism, Revenue management, Foodservice management, Human resources development in the HTM field, Effects of technology development on HTM, Movie-induced tourism, Tourism planning and policies, Some innovative case studies in the HTM field Transportation, HTM education and career path

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.

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

sskim@sejong.ac.kr sskimyk2@yahoo.co.kr

Conference Secretariat:

Miss Youngmi Kim

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

ymkim78@hanmail.net

Conference Chairman:

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

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SEJONG UNIVERSITY



세종대학교

Announcements & Call for Papers

FIRST ANNOUNCEMENT & CALL FOR PAPERS

2ND ASIA-EURO TOURISM, CULTURE & GASTRONOMY CONFERENCE 2008

"Asia-Euro Transfer of Technology in Tourism, Hospitality & Gastronomy"

Date: 21-22 November 2008

Venue: Taylor's School of Hospitality & Tourism, Petaling Jaya, Malaysia



**Taylor's School of Hospitality & Tourism,
MALAYSIA &
Université de Toulouse-Le Mirail,
FRANCE**

Are pleased to inform you that...

The 2nd Asia-Euro Tourism, Culture & Gastronomy Conference will be held in Kuala Lumpur, Malaysia, from 21-22 November 2008. The theme for this joint conference is:

***"Asia-Euro Transfer of Technology in
Tourism, Hospitality & Gastronomy"***

Tourism is an activity that can contribute to a high level of economic and social development, as shown by the example of numerous countries in Europe (notably Switzerland, Finland and France), Asia (Singapore, Hong Kong and Malaysia), Africa and the Middle East (Mauritius and Dubai). A particularly promising means of extending the benefits of tourism development to all regions of the world, and the Least Developed Countries (LDC) in particular is the promotion of greater international specialization based

on the "export" of tourism and related services, such as air transport. However, such international specialization must be accompanied by greater equity in the distribution of income generated by international tourist flows, without which it can be harmful rather than beneficial and good for humankind and the natural environment. Disorderly and speculative tourism development, particularly in LDCs, is inconsistent with the principles of sustainable development and the chances of reaching a fair distribution of both indirect and direct international tourism receipts.

Owing to the considerable growth in international tourism, many developing countries have begun to accord priority to the tourism sector which includes the hospitality and gastronomy sector in their economic development policies. This approach is guided by the will to participate in one of the world most dynamic economic sectors while at the same time endeavouring to diversify in areas where international specialization is too often concentrated, particularly in certain developing countries, in the export of raw materials or products with little value-added.

Hence, Taylor's School of Hospitality and Tourism and the Université de Toulouse de Mirail recognise the need to discuss this theme, and to keep industry members, researchers and academics abreast of these trends in tourism, culture and gastronomy. Therefore, we are pleased to announce the **2nd Asia-Euro Tourism, Culture & Gastronomy Conference** to be held in Kuala Lumpur, Malaysia. This international conference will provide a venue for key players in the hospitality, tourism and food industry to discuss their role, contributions and innovations, and to share best practices in Asia and Europe.

Who Should Attend?

- Academics and educators in tourism/hospitality
- Sociologists, historians and economists in the hospitality & tourism industry
- Managers of hotels/restaurants/tourism businesses
- Trainers in tourism/hospitality/restaurants
- Tourism/hospitality researchers and industry consultants
- Inter-regional organizations with an interest in the tourism/hospitality industry
- Administrators of tourism/hospitality management education programs
- Tourism/hospitality/restaurant industry executives and representatives of multinational firms
- Hospitality & tourism policy makers and national tourism organization directors
- Students in tourism/hospitality management

Announcements & Call for Papers

Call for Papers

The conference will focus on a broad range of topics related to tourism, culture and gastronomy. The conference organizers invite papers, abstracts and presentation proposals relevant to the theme of the conference. The sub-themes which would encompass the Asian Experience, the European Experience and the Asia-Euro Cooperation must touch on the following areas:

1. **TRENDS:** Tourism, Hospitality & Gastronomy trends and developing countries.
2. **FIELD:** Type of Transfer of knowledge and technology through Tourism, Hospitality & Gastronomy activities
3. **PROCESS:** Type of instrument to be used to technological upgrading in the Tourism, Hospitality & Gastronomy related sectors in developing countries
4. **EFFECTS:** Impacts from technological acquisition and upgrading by local firms and persons in Tourism, Hospitality & Gastronomy projects
5. **SPILLOVERS:** How Tourism, Hospitality & Gastronomy projects can generate spillovers in the industry itself and/or in other business sectors that have linkages with the Tourism, Hospitality & Gastronomy industry?
6. **PUBLIC POLICY MECHANISMS:** How to facilitate increased knowledge, acquisition and technological learning by local economic agents in developing countries.
7. **PRAGMATIC PROPOSALS:** Transfer of Technology in Tourism, Hospitality & Gastronomy
8. **POLICY RECOMMENDATIONS:** Monitoring / Progress Control in Tourism, Hospitality & Gastronomy

Submission Guidelines

- One-page abstracts (typed, single-spaced) or the full text of proposed papers should be submitted for review and selection. Authors should write their name and indicate their affiliation on the **cover page only** of the abstract.
- Abstracts must be submitted to the Conference Paper Review Committee Coordinator, Mr Bernard lew [Bernard.lew@taylors.edu.my]
- A Paper Review Committee will conduct a refereed screening of abstracts.
- Authors of accepted abstracts will be asked to submit full papers. Deadlines for submission are as follows:

Abstract Submission: August 4, 2008
Full Paper submission: October 7, 2008

- Once the paper is accepted, at least one of the authors must register for and present the paper at the Conference.
- Final copies of accepted papers will be professionally published with an ISBN number and distributed to all delegates via CD-ROM.

Conference Registration

All presenters and participants are requested to register for the conference. The conference registration fee includes participation in all conference sessions for the two days, participation in all scheduled meals, functions (including the opening cocktail), and refreshment breaks, and a copy of the conference proceedings and programme (to be made available at the conference). Registration fees are shown below:

Classification	Registration Fee (by Sept. 1, 2008)	Registration Fee (after Sept. 1, 2008)
International Delegates	Euro 195	Euro 245
Malaysian Delegates	RMS 490	RMS 540
Students (full-time) – International	Euro 80	Euro 130
Students (full-time) – Local (studying in Malaysia)	RMS 180	RMS 230

Details of the conference and registration forms will be made available soon via the conference website.

Mr Elangkovan
Conference chairman
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