

APacCHRIE Newsletter

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President's Message



Dear APacCHRIE members,

As this year's President of APacCHRIE, I must begin by thanking our colleagues at UNLV-Singapore for hosting the 2009 APacCHRIE conference in May this year. It was a very successful event - despite the concerns of H1N1 at the time. In particular, we must also thank Dr Andy Nazarechuk and his co-ordinator for also organising the first Youth

Conference/Student Forum. This event attracted some 60-plus students and was a 'world first' within the iCHRIE family.

Second, we have to begin to understand the transformational changes that the strategic review "Vision 2015" of iCHRIE is going to bring. In brief, the changes mean a more cohesive global structure for our organisation and will also allow for greater participation of members within the structure. It also means that members of the Executive of APacCHRIE will now sit on joint committees with colleagues from other Federations. The demise of the old Chapter structure within the USA (and the creation of various new Federations the Americas) will bring the global structure more in-line with EuroCHRIE and APacCHRIE. This is to be greatly welcomed, as will means more global input from all Federations into the structure of iCHRIE.

Third, we are looking forward to our next APacCHRIE conference to be held in at the Pullman Hotel in Bangkok in early-June 2010. It is being organised by Prince of Songkla University and supported by a number of other Thai institutions. As members, we welcome both your participation and sponsorship of this important event – and also in supporting the Youth Conference/Student Forum. Please have a look at the conference website for how you can contribute to attending and supporting these events.

Finally, we must look to the future. This year we are re-launching our APacCHRIE website and I must thank UNLV-Singapore and ASTHM in Perth for offering their help in doing this. We are also looking into a more frequent e-Bulletin newsletter that can deliver more timely information that the current quarterly newsletter can currently do. However, this will depend on our members contributing information. As a Federation we are also actively looking to connect with the various national tourism and hospitality educator organisations across the Asia-Pacific region. Please feel free to contact me, so that we can begin to communicate with them on a more regular and supportive basis.

Best regards

Dr J. S. Perry Hobson
APacCHRIE President 2009 – 2010
Director THE-ICE,
Associate Professor Southern Cross University,
Australia

2009-2010 APacCHRIE Officers

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2009-2010 APacCHRIE Officers

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2010 APacCHRIE Conference

ASIA-PACIFIC
CHRIE
BANGKOK 2010

8th Asia-Pacific CHRIE Conference 2010



3-6 June, 2010
Bangkok, Thailand

The *8th APacCHRIE Conference 2010* 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:

Integrating Hospitality & Tourism in Asia and Pacific

IMPORTANT DATES

Abstract Submissions:

Sunday 31st January 2010

Acceptance Notification:

Friday 19th March 2010

Final Submission for Conference

Proceedings:

Friday 23rd April 2010

Authors are invited to submit papers across a wide spectrum of tourism & hospitality related research, including:

- Hospitality & Tourism Education in Asia and Pacific
- Industry and Educational Institution Partnership in Asia and Pacific
- Global Warming issues in Hospitality and Tourism
- Tourism, Hospitality and the Environment
- Information and Communication Technologies
- Niche tourism
- Education and Careers
- Entrepreneurship in Tourism & Hospitality
- Crisis Management
- Meeting and Convention Management
- Multi-disciplinary Issues Related to Tourism & Hospitality
- Other Relevant Topics

2010 APacCHRIE Conference

RESEARCH TRACKS

The conference invites papers on either completed research for standing presentation or preliminary reports for poster session.

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.

Poster Sessions

Posters may be used to present works in progress and may be conceptually or empirically-based.



Judging Criteria

Submissions are judged on three criteria for acceptance at the 8th APacCHRIE Conference 2010:

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 published elsewhere), follow academic writing, structure and methodology. All submissions for Refereed Papers are subject to a double blind review process. The 8th APacCHRIE 2009 Executive Committee & Paper Review Committee will be responsible for ensuring a high quality and reliable reviewing process. Each paper is assigned a number and the identity of the author(s) is not revealed. An independent evaluation is completed by 2 (two) anonymous referees who are experts in their field.

Best Paper

Full Papers judged to have outstanding merit by the Paper Review Committee will be eligible for nomination of a Best Paper designation in the conference program and will be recognized at a general session for all attendees.

Conference Proceedings and Publication Opportunities

Abstracts (with paper titles and author(s) details) of Refereed Paper/Poster submissions accepted for presentation at the 2010 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 8th APacCHRIE Conference 2010 Conference Proceedings CD-ROM.

2010 APacCHRIE Conference

Conference Hosts:



Prince of Songkla University, Phuket Campus, Thailand



Siam University, Bangkok, Thailand



College of Innovation, Thammasart University, Bangkok, Thailand



Tourism Academic
Association (Thailand)

Tourism Academic Association (Thailand) : TAAT

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

Paper Review Committee Coordinator:

Dr. Pompisanu Promsivapallop

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This is the initial call for research papers and posters. Further details of the conference will be available soon on the conference website:

www.apacchrie2010.org

2010 APacCHRIE Youth Conference

APacCHRIE Youth Conference, 1-4 June 2010, Bangkok

Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus and Siam University, Bangkok are proud to play host to the 2nd Asia Pacific Youth Conference 2010. The conference aims to attract student participants from the various hospitality and tourism institutions in the Asia Pacific region to come together to DISCUSS and LEARN hospitality and tourism related issues in a practical and academically enriching session. It will also be used as a platform to nurture the future leaders of the hospitality and tourism industry.

Objectives of the 2nd APacCHRIE Youth Conference 2010:

- 1) To prepare and equip the student participants with the necessary practical skills and knowledge for their future career in the hospitality and tourism industry
- 2) To serve as a dynamic platform for student participants to interact, discuss and exchange ideas with current industrial professional leaders and educators
- 3) To provide student participants with an insight into the hospitality and tourism industry through site visits and keynote speeches.

Program highlights:

- Site Visits
- Keynote speeches by industrial professionals
- Team building games and activities
- Sight-seeing and much more!

This is the initial announcement. Further details of the Youth Conference will be available soon on the conference website:

Conference Chairman:

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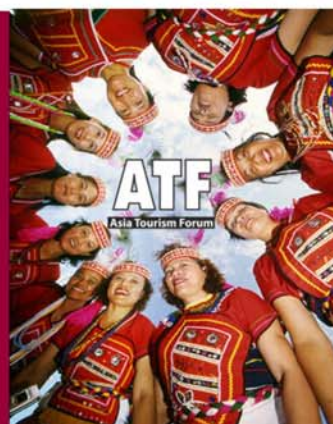
Announcements & Call for Papers

Asia Tourism Forum

The 9th Biennial Conference on Tourism and Hospitality Industry in Asia

May 07-09, 2010

Hualien, Taiwan



FIRST ANNOUNCEMENT & CALL FOR PAPERS

Following the success of the previous Asia Tourism Forums (ATFs) held in Vietnam, Thailand, Hong Kong, Korea and France, the 9th Biennial Conference on Tourism and Hospitality Industry in Asia will be an exciting international event being held in Hualien, the last wonderland in Taiwan May 07-09, 2010.

The theme of this forum will be "Tourism: Development, Marketing and Sustainability" and the aim of the conference is to provide an opportunity for presentation and discussion for their research outcomes among academic scholars and those who are interested in hospitality and tourism development in the Asia Pacific region so that they can exchange information on their research and also network among themselves for future collaboration in research and academic exchanges.

Venue Hualien, Taiwan

Co-Hosts



Taiwan Hospitality & Tourism College, Taiwan



Jinwen University of Science & Technology, Taiwan



The Hong Kong Polytechnic University, Hong Kong

Co-Organizers



Universite d'Angers, France



University of Houston, USA

WHO SHOULD ATTEND?

- Researchers, academics and consultants with research interests in hospitality and tourism.
- Industry experts in hospitality and tourism.
- Administrators of academic programs in hospitality and tourism.
- Post-graduate students in tourism, hospitality, leisure and related fields.
- Publishers of journals and academic textbooks.
- Students in tourism/ hospitality management.
- Others interested in hospitality and tourism development in Asia Pacific

GENERAL INTEREST SESSIONS

The conference will feature several plenary sessions that will include panel presentations focusing on:

- Sustainable development of tourism
- Economic sustainability and economic impact of tourism
- Marketing and branding strategies
- Human resources management strategies for tourism and hospitality industry
- Case studies of good practices in tourism governance, policy making and management
- Cultural and heritage tourism development

Asia Tourism Forum 2010, Hualien, Taiwan
<http://ATF2010.tht.edu.tw>

Announcements & Call for Papers

- Education and training in tourism and hospitality
- Tourism policy and strategies for governments and cities/regions
- Regional cooperation in tourism among Asian countries
- Aviation policies and transportation industry management
- Financial and economic feasibilities in tourism development
- Tour operator and travel agency relations in tourism
- Hotel industry development and management
- Quality service strategies for hospitality industry
- Restaurant and foodservice industry management in Asia
- Information technology development and marketing strategies
- And other topics relating to tourism development, marketing and sustainability in Asia

CALL FOR PAPERS

The conference will focus on a broad range of topics related to research in tourism/ hospitality/ foodservice. The conference invites papers on either completed research or a preliminary report on "research in progress".

SUBMISSION GUIDELINES

Abstract

- Three-page abstracts (typed single-spaced) of proposed papers should be submitted for the final selection process.
- Submit abstracts by email to the Director of Paper Review Committee **Prof. Jeou-Shyan Horng (jshorng@hotmail.com)**.
- Deadline for submitting abstracts is **January 15, 2010**.
- Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit completed papers before **March 31, 2010**.

Full Paper

- Full paper submission is allowed for the final selection process. Indicate the authors name and affiliation only on the cover page of the full paper and they should not be indicated anywhere in the paper.
- Full papers for review need to be edited by the final paper format.
- Submit full papers for review by email to the Director of Paper Review Committee **Prof. Jeou-Shyan Horng (jshorng@hotmail.com)**.
- Deadline of full paper submission for a refereed screening process is **March 31, 2010**.
- Once the paper is accepted, at least one of the authors must register for and present the paper at the conference.
- Submission of completed full papers and a refereed screening process will be acknowledged in Preface and TOC of the Conference Proceedings.

PUBLICATION PLAN

Final copies of accepted papers will be professionally published as an edited conference proceedings prior to the conference.

Should you have any inquiries regarding the conference, please contact:

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Asia Tourism Forum 2010, Hualien, Taiwan
<http://ATF2010.tht.edu.tw>

Announcements & Call for Papers

Professor Cathy Hsu of PolyU Honoured with John Wiley & Sons Lifetime Research Achievement Award

Professor Cathy Hsu, Associate Director and Professor of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University (PolyU), was recently honoured by International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) with the John Wiley & Sons Lifetime Research Achievement Award.

The John Wiley & Sons Lifetime Research Achievement Award recognises an I-CHRIE member for lifetime contributions to outstanding scholarship and research in hospitality and tourism. The award is given to an I-CHRIE member who has made and continues to make significant contributions to the field of hospitality and tourism through scholarly research published in hospitality and non-hospitality journals over an extended period.

The award was presented to Professor Hsu from I-CHRIE's President Professor Margaret E. "Mokie" Steiskal of Columbus State Community College at the 2009 I-CHRIE Conference held in San Francisco, USA, from 29 July to 1 August. It recognises Professor Hsu's outstanding leadership in her field of study, and the invaluable contributions she makes to the global hospitality and tourism education development in a teaching and research career spanning 20 years. Professor Kaye Chon, SHTM Director and Chair Professor, said, "The award further cements Professor Hsu's status as the established authority in her chosen area of research, which is hospitality and tourism marketing and casino gaming. We are all proud of her achievement." Indeed, the School prides itself on its internationally renowned faculty members.

Professor Hsu is a member of the International Board for the Travel and Tourism Research Association, and the Editor-in-Chief of the Journal of Teaching in Travel and Tourism. She also serves on eight journal editorial boards. Professor Hsu is the lead author of the Tourism Marketing: An Asia-Pacific Perspective, published in 2008 by John Wiley & Sons Australia, Ltd. She has received numerous honours and awards including the Best Article of the Year Award from the Journal of Hospitality and Tourism Research in 2000, the Best Paper Award at 2000 and 2001 CHRIE and 2005 APacCHRIE conferences, and the Michael D. Olsen Research Achievement Award. Professor Hsu is listed in Who's Who Among Asian Americans.

A former professor at Kansas State University in the United States, Professor Hsu joined PolyU in 2001.



*Prof Cathy Hsu was presented the John Wiley & Sons Lifetime Research Achievement Award
by President of I-CHRIE Prof Margaret E. "Mokie" Steiskal*

Announcements & Call for Papers

PolyU asserts leading position in hospitality and tourism research

With a total of five accomplished tourism researchers now serving on the prestigious International Academy for the Study of Tourism (IAST), the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU) is proud to have the largest number of IAST members in any university world-wide.

IAST is an international organisation created to enhance both theoretical and practical research in the field of tourism and its membership is limited to 75 highly accomplished tourism researchers from around the world. Obtaining membership in IAST stringently requires a nomination from a current Fellow, a presentation of the nominee's research work at the IAST conference and at least a two-thirds vote of the Fellows.

The fifth academy member from PolyU is Professor Bob McKercher, who presented his work at IAST's 20th anniversary conference "A 20-20 Vision of Tourism Research: Roads Travelled, Hills yet to Climb" held in Mallorca, Spain, in June 2009. Prof. McKercher has joined his fellow SHTM colleagues Professor Kaye Chon, Professor Haiyan Song, Professor Cathy Hsu and Professor Stephen Witt on the board of IAST.

Professor Kaye Chon, SHTM Director and Chair Professor, said, "We are proud of Professor McKercher's outstanding achievement. The honour bestowed on him further prove that he is again being recognised as one of the world's leading scholars for the invaluable contributions he makes to global hospitality and tourism education and research." SHTM's major strength is its international scope, and prides itself on its internationally recognised faculty members.

Professor McKercher has wide ranging research interests. He has published over 190 scholarly papers and research reports on a variety of cultural tourism, socio-cultural tourism, nature-based tourism, regional tourism development, tourism marketing and tourism education issues. He is the author of *The Business of Nature-based Tourism* (1988) and co-authored *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management* (2002). He has also co-edited two other books. Professor McKercher is the member of the editorial board of 14 international tourism journals. He was also appointed a Fellow by the Council for Australian University Tourism and Hospitality Education (CAUTHE) in 2008.

Professor McKercher has been an active academic in the field of tourism since 1990, working in both Australia and Hong Kong. Prior to that, he worked in the Canadian tourism industry in a variety of advocacy and operational roles. Professor McKercher joined PolyU in 1998.



Professor Bob McKercher, Professor of PolyU's School of Hotel and Tourism Management

Announcements & Call for Papers

SHTM Teaching Hotel: A Distinctive Landmark

The Teaching Hotel is starting to make its presence felt in Tsim Sha Tsui East. Construction passed the milestone tenth floor in July and the structure can now be seen clearly from the PolyU campus. A completion ceremony for the 29 floor building is scheduled for November.

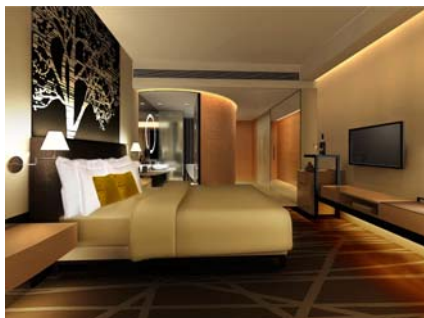
Speaking of the Hotel's progress recently, Mr Ian Lee, the SHTM's Senior Project Manager (Hotel Development), said that the project had reached its "pre-opening stage". Over the coming year, the focus will be on preparing for operations in the 268 guest-room building.



Mr Richard Hatter has been appointed as General Manager, bringing with him over 25 years of international experience in the hospitality industry. Having most recently served as General Manager and Director of the Shangri-La Group's Asia region covering Hong Kong, China, Singapore and Indonesia, Mr Hatter has extensive experience in managing hotel repositioning, rebranding, refurbishment, renovation, pre-opening development and operations.

Other senior staff members will soon be recruited to form an opening team, with the task of ensuring that the Hotel offers five-star service from its first day of operations.

The team will be determining the policy for procedures, setting service standards and selecting a hotel operating system. It will also be involved in promotional activities to raise awareness about the hotel in the Tsim Sha Tsui district, and in the hospitality industry as a whole. In line with these developments, PolyU recently appointed a hotel branding company to develop a singular market positioning or a 'Brand DNA' for the Hotel to reflect the vision and values of both PolyU and the SHTM. The idea is to create a unique brand with distinctive English and Chinese hotel names, and to develop a corporate identity system for the Hotel.



Prototype rooms

The first step in the brand-development process took place in May and June, with the collection of relevant information about what the Hotel's brand should be. Key internal and external stakeholders were interviewed, and focus groups were formed in what Mr Lee described as an "exciting discovery process". Internal participants included Professor Kaye Chon, SHTM Director, Professor Cathy Hsu, SHTM Associate Director, Dr David Jones, SHTM Associate Professor, and also senior members of the University including Mr Victor Lo, PolyU Council Chairman, Professor Timothy Tong, PolyU President, Mr Alexander Tzang, PolyU Deputy President, and other hotel project members.

With an initial approach now in place, the branding company will be able to develop the Hotel's Brand DNA and ultimately establish a distinct corporate identity. The next step will be to name the Hotel, with a number of possible names to be considered at a second round of intensive meetings and discussions in the near future.

Announcements & Call for Papers

Which is your favourite brand for coffee or shampoo? – PolyU co-branding research for hotel industry in the virtual world

The Hong Kong Polytechnic University (PolyU) has again taken the lead in the research front and is proud to have pioneered one of the first hospitality research projects undertaken by its School of Hotel and Tourism Management (SHTM) in the virtual world of Second Life, a three-dimensional virtual environment with over 16 million users.

Hotels around the world are frequently exposed to a wide range of products, a plethora of co-branding opportunities are easily available to the hotel industry. Successful co-branding can provide a hotel with the competitive edge and differentiation that strategically fit with their branding objectives. To understand the brands preferred by hotel patrons, a unique study was planned, designed and conducted by SHTM Assistant Professor Dr Basak Denizci Guillet in PolyU's Virtual Hotel in Second Life in order to define the optimal level of co-branding in a hotel room setting.

Mr Paul Penfold, SHTM Manager (Educational Development), said, "The use of the Virtual Hotel does not only provide researchers with new tools for collaboration with other academics and fellow researchers worldwide, but also enables researchers to create innovative environments for conducting their studies."

Over a four-week period, participants visited the hotel rooms, reviewed the amenities and selected their preferred brands. Participants came from 39 countries including USA, Canada, UK, Germany, Holland, Australia and Hong Kong. Preliminary results indicate that coffee, TV, toothpaste, shampoo and shower gel are the most preferred products to be branded in a four-star hotel room setting. The most preferred brands for each item was also identified. While Starbucks, Nescafe and Folgers were the top three coffee brands favoured by respondents, Sony, Panasonic and Samsung were the most preferred TV brands respondents would like to see in the rooms. Respondents also indicated that Dove, Pantene and Herbal Essences topped their list as the most preferred shampoo brands, whereas Colgate and Crest surfaced as their No. 1 brands for toothpaste.



One of the three virtual hotel rooms used in the first stage of the study

According to Dr Denizci Guillet, "A similar research conducted in the real world would have to allow participants to stay in a hotel in order for them to try the range of brands available in a variety of hotel settings. It would be a very expensive exercise for any researchers and also very difficult for them to reach a truly representative and international hotel patrons."

Announcements & Call for Papers

The second stage of the study involves conjoint analysis which is instrumental in determining the trade-offs that hotel customers are willing to make in their purchase decisions as well as in developing pricing strategies for hotels.



A snapshot of the platform designed for use in the second stage of the study

This study serves as a guideline for multi-branding in a hotel room setting for the purpose of positioning the hotel brand. Data collected will be used by researchers in determining the most preferred amenities to be branded as well as their brands as favoured by respondents with different socio-demographic backgrounds and traveling patterns. Over 700 participants from around the world took part in this research and the results will be published later this year.

Announcements & Call for Papers



Taylor's Team Scores Big Win at Culinaire Malaysia 2009

After a gruelling four-day battle at Culinaire Malaysia 2009 – the country's most prestigious culinary and F&B service competition - the team of students and chef lecturers from Taylor's College, School of Hospitality & Tourism (TCHT) emerged with an outstanding 20-medal haul of 5 golds, 5 silvers and 10 bronzes.

Competing in a total of 24 challenges, the 25-member team made up of 18 Diploma in Culinary Arts, Diploma in Hospitality Management and Bachelor of Hospitality & Tourism Management (Hons) students and seven chef lecturers outshined some of the region's top culinary and F&B professionals, as well as peers from various local colleges and universities.

TCHT defended its championship in the Dream Team Challenge thanks to the efforts of three talented young ladies, Ammie Khoo, Loke Jia Foong and Ng Shen Ni. Calling themselves The Thrivers, they had to assume the roles of chef, server and bartender respectively, and prepare a 'modern-day bistro/trendy' F&B experience for three diners within a time frame of two and a half hours. They impressed their guests and the judges not only with a delectable four-course menu and exceptional service at their 'Charms Bistro', but also custom made, stylish uniforms, which they personally designed.



Dream Team Champs – (L-R) Jia Foong, Shen Ni and Ammie with their well-deserved medals and trophies

"We're ecstatic to retain the Dream Team Challenge trophy, which our seniors won in 2007! The endless practice hours and constant discussions with our lecturers were all worthwhile. The entire process was challenging, but a priceless learning experience that will benefit us for the many years to come," Shen Ni shared.

Announcements & Call for Papers

In the newly introduced category of Nyonya Heritage Team Challenge, team Cilantro comprising of TCHT's chef lecturers Norrizan Ramudin and Chef Souji Gopalakrishna, and students Gwee Tze Qian and Lee Lin Yi wowed the judges to win the gold medal for a colourful spread of mouth-watering authentic Nyonya dishes. Within two hours, they created an ambitious menu that included a range of condiments, appetisers, main course and desserts, such as Acar Awak, Sambal Belacan, Chap Chye, Ikan Jenahak Assam Pedas, Inchee Kabin, Ju Hu Char, Nasi Goreng Cincalok, Otak-Otak, Bubur Cha-Cha and Onde-Onde.



Nyonya Heritage (L-R) – Chef Souji, Tze Qian, Chef Norizzan and Lin Yi present their wide spread of Nyonya cuisine

“This victory was certainly a sweet one!” said Chef Norrizan. “We knew that the key element in this challenge was the authenticity of the cuisine so we devoted a lot of time to research and master the right techniques in preparing Peranakan food. We were praised by the judges both for our authenticity and wide variety of dishes.”

In the Pub Challenge – Mocktail Category, students Steven Heng and Lai Yen Ning won a gold medal each for their impressive techniques, skills and knowledge in creating and presenting two non-alcoholic drinks – the first being a popular international mocktail, and the second being an original creation. Steven also bagged the coveted Excellence Award Mocktail for accumulating the highest overall points with his winning mocktail ‘Breeze of Orient’ – a concoction of nutmeg and pineapple juice, and Monin coconut syrup.



Lai Yen Ning – Yen Ning creates her gold medal mocktail

Announcements & Call for Papers

Other awards won by the TCHT team included: Gold and Silver Medals – Table Setting (Lum Kit Yee and Steven Heng); Silver Medal - Elegant Wedding Cake; Silver Medals – Cocktail (Khor Hsu Ann and Liew Ming Guan); Silver Medal – Fish/Seafood Hot Cooking (Chef Sharizan Azali); Bronze Medals – Cold Display (Victor Ng and Meidy Nur Wulandari); Bronze Medals – Apprentice Hot Cooking (Victor Ng and Goh Shan Tze); Bronze Medal – Remy and Linguini (Sandwich & Pasta) Team Challenge (Calvin Soo and Kua Tze Hong); Bronze Medals – Flambé (Steven Heng and David Sia); Bronze Medals - Meat/Poultry Hot Cooking (Chef Rex Lee and Chef Vincent Pang).



Group Pic – The jubilant winners

TCHT Programme Director Mr. Neethiahnanthan Ari Ragavan congratulated the team for their remarkable achievement and spirit of excellence. “Securing the second spot in the overall medal tally amongst 600-plus participating hotels, restaurants, colleges and universities speaks volumes about our students’ and lecturers’ talents, commitment, work ethic and drive for success,” he commented. “This feat highlights the strength of our education and training programmes in grooming top notch hospitality professionals of the future.”

Culinaire Malaysia is a bi-annual national challenge jointly organised by the Malaysian Association of Hotels, Chefs Association of Malaysia and The Malaysian Food & Beverage Executives Association. It is held in conjunction with the Food & Hotel Malaysia (FHM) and aims to cultivate world-class chefs and F&B personnel in Malaysia. This year’s event, which was held at the Kuala Lumpur Convention Centre from August 11-14, attracted over 850 participants from around the region with a total of 1,089 entries.

Announcements & Call for Papers

Asia Pacific Journal of Tourism Research

CALL FOR PAPERS

Special Issue on: "Entrepreneurship and Small to Medium Enterprises in Tourism and Hospitality"

AIM AND SCOPE OF SPECIAL ISSUE:

Tourism businesses are often initiated by entrepreneurs who play significant roles in modifying the supply of recreation and leisure opportunities. While many tourism and hospitality businesses are small to medium sized enterprises (SMEs) which require a great deal of entrepreneurship, little research on the subject of entrepreneurship in tourism and hospitality has been reported. We also have seen recent trends in emergence of farm attractions, home-stays, family style restaurants or cafes and retailing stores that attract and cater to tourists of different types. We have seen a remarkable growth of such SMEs in Asia Pacific. Many Asians, whose world view is deeply influenced by Confucianism, tend to place a great value on family coherence and collectivism. Thus, family-owned and operated businesses in tourism have been found common and often times such businesses are passed down from one generation to another in families. Entrepreneurship also plays a very important role in earlier stages of tourism development, particularly in rural and ethnic communities where multinational firms and international hotel chains are less likely to invest for their relatively small economic opportunities.

This special issue of APJTR aims to create a volume of the state of the art research on the theme of entrepreneurship and SMEs in tourism and hospitality. This special issue is aimed at addressing many questions relating to entrepreneurship and SME development in tourism and hospitality industry. Papers are invited in any topics relating to:

- Case studies in tourism and hospitality entrepreneurship and SME businesses
- Influence of culture and social values in SME and entrepreneurship development
- Success factors for entrepreneurship and SMEs in tourism and hospitality
- Role of public sector in promoting entrepreneurship and SMEs

- Interaction between public and private sectors in tourism entrepreneurship and SME development
- Education and training in tourism entrepreneurship and SME development
- Other related topics relevant to the theme of tourism entrepreneurship and SME development.

CRITERIA FOR ACCEPTANCE:

Papers will be selected for inclusion in the special issue based on quality of research, relevance to the thematic issue, and application of the research for professionals in the industry.

SUBMISSION GUIDELINES:

Extended abstracts of no more than 1,000 words should be submitted by email to the Guest Editor by **January 31, 2010**. Authors will receive feedback on their extended abstracts by **February 28, 2010**. Completed papers incorporating the guest editors' feedback must be submitted via email by **May 15, 2010**. All papers will then be blind reviewed by at least two reviewers. The special issue of the journal will be published in late 2010 or early 2011.

SUBMISSIONS:

Please send all submissions (in English) via email, as Microsoft Word attachments to:

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