

Conference Announcement & Call for Papers



2006 PATA Education and Training Forum

22 April 2006

Pattaya Exhibition and Convention Hall, Pattaya, Thailand



The Pacific Asia Travel Association is pleased to announce the 2006 PATA Education and Training Forum to take place on 22 April 2006, in conjunction with the 55th PATA Annual Conference in Pattaya, Thailand. The Forum venue is Pattaya Exhibition and Convention Hall (PEACH).

In recent years, the global tourism industry has witnessed remarkable growth in tourism activities and a corresponding increase in the emergence of tourism educational institutions throughout the Asia Pacific region. PATA foresees the need for increased cooperation and partnership between Asia Pacific tourism educators and the industry-at-large in order to build the region's human resource capacity and at the same time promote the sustainable development of the tourism industry. This one day Forum is meant to foster an open dialogue and exchange of ideas between practitioners and academia on critical success factors for travel and tourism, training and education in Asia Pacific.

Who Should Attend the Forum?

- Administrators of tourism education and training institutions
- Destination managers
- Government officials in tourism administration
- Hospitality business trainers and recruiters
- Researchers and consultants
- Tourism educators, academics and teachers at all levels of education
- Tourism industry executives and employers
- Young Tourism Professional (YTP) members and mentors
- Graduate and undergraduate students pursuing tourism and hospitality studies
- And others with interest in education and training in tourism

Forum Venue

The Forum will be held at Hall C1 of the Pattaya Exhibition and Convention Hall (PEACH), Pattaya, Thailand in conjunction with the 55th PATA Annual Conference.

Forum Registration

All participants must register for the Forum with the payment of full fees. Registration will include a copy of Forum proceedings, one lunch and two refreshment breaks. Registration categories and fees are as follows:

	US\$
Paid delegates of the 55 th PATA Annual Conference (PAC)	Free of Charge
PATA Members not registered for the 55 th PATA Annual Conference but attending this One-Day Forum	100
Non PATA Members	200

2006 PATA Education and Training Forum

For further information on how to register for the 55th PATA Annual Conference, please visit PATA's website at www.pata.org/etf

Call for Presentation Proposals

Educators and industry practitioners are invited to submit proposals for presentation. All presenters are required to register for the Forum with full payment. In selecting the proposed topics for inclusion in the final program, preference will be given to proposals relating to any one of the following thematic areas:

- Advancements in Sustainable Tourism Practices
- Current industry developments and implications for education and HRD
- Curriculum and educational program design in hospitality schools
- Gaming industry development in Asia Pacific
- Good practices in education and training in hospitality and tourism field
- Innovations in teaching and learning
- Innovations in administration of educational programs in tourism
- Promoting education and industry collaborations and interface
- Work integrated education and student internships in hospitality and tourism
- Other topics related to training, education and HRD in hospitality and tourism

A two or three-page proposal in the format of an outline or abstract of the intended presentation should be submitted by email to the Chairman of the PATA Education Committee (email: hmkchon@polyu.edu.hk) before **15 February 2006**. Authors of accepted proposals will be asked to submit completed papers by **20 March 2006**.

Once the paper is accepted, at least one of the authors must register for and present the paper at the Forum.

Publication Plan

Final copies of accepted papers will be professionally published in CD with ISBN number prior to the Forum.

Forum Program

09:00-11:00am	Opening Ceremony and Plenary Session I
11:00-11:30am	Refreshment Break
11:30-13:00pm	Plenary Session II
13:00-14:30pm	Lunch
14:30-16:30pm	Plenary Session III
16:30-17:00pm	Refreshment break
17:00-18:00pm	Concluding Panel Discussion and Closing

Forum Secretariat

The office of the PATA Education Committee Chairman will act as the Forum Secretariat on behalf of PATA Headquarters. For registration, submission of presentation proposals and other enquiries, please contact:

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Chairman of PATA Education Committee
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School of 
Hotel & Tourism Management
酒店及旅遊業管理學院

REGISTRATION FORM

Pattaya, Thailand, 22 April 2006

Personal Information

Prof / Dr / Mr / Mrs /Ms	First Name	Surname
Position	Organization	
Address (Work)		
City	State & Post Code	Country
Phone	Fax	
Email		

Registration

Registration fee includes participation in all forum sessions, one lunch, two refreshment breaks and a copy of Forum proceedings.

	US\$
<input type="checkbox"/> Paid delegates of the 55 th PATA Annual Conference (PAC) * Confirmation of paid registration of the 55 th PATA Annual Conference MUST enclosed with this registration. *	Free of Charge
<input type="checkbox"/> PATA Members not registered for the 55 th PATA Annual Conference but attending this One-Day Forum	100
<input type="checkbox"/> Non PATA Members	200

Payment

Registration fees may be paid either by cheque/bank draft (in US\$) or by credit card.

Please make the payment to “The Hong Kong Polytechnic University”.

Mode of Payment: Cheque (Photocopy of the cheque must accompany faxed registration form)
 Credit card, please tick the appropriate card type:
 MasterCard Visa
 American Express Card is NOT accepted

Name as printed on Card	Expiry Date
Card No.	
Cardholder Signature	Authorized Amount

Cancellation Policy: If cancelled before 3 March 2006, a refund will be made less US\$50 administrative charge and notice of cancellation must be received in written form. There will be no refund on or after 3 March 2006.

Please return the completed registration form with payment to:

Miss Antonia Wong, Executive Officer, School of Hotel & Tourism Management
 The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong
 Fax: + (852) 2362 6422 Email: hmawls@polyu.edu.hk