



# 2005 PATA Educators' Forum

Education and Industry Partnerships in Tourism

16 April 2005

Institute For Tourism Studies, Macau SAR, China

The Pacific Asia Travel Association is pleased to announce the 2005 PATA Educators' Forum with the theme: ***Education and Industry Partnerships in Tourism***. The Forum will take place on the 16<sup>th</sup> of April 2005, in conjunction with the 54<sup>th</sup> PATA Annual Conference in Macau. The Forum venue is the Macau Institute for Tourism Studies (IFT).

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 Asia Pacific travel and tourism.

## Who Should Attend the Forum?

- Tourism educators, academics and teachers at all levels of education
- Tourism industry executives and employers
- Researchers and consultants
- Administrators of tourism education and training institutions
- Government officials in tourism administration
- Destination managers
- Hospitality business trainers and recruiters
- And others with interest in education and training in tourism

## Forum Venue

The Forum will be held on the campus of Institute for Tourism Studies, Macau.

## 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:

Paid delegates of the 54<sup>th</sup> PATA Annual Conference (PAC) – Free of charge  
PATA Members not attending the 54<sup>th</sup> PATA Annual Conference – US\$100  
Non-PATA members – US\$200

For further information on how to register for the 54<sup>th</sup> PATA Annual Conference visit PATA's website at [www.pata.org](http://www.pata.org).

### **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 of Forum fees. 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:

- Current industry developments and implications for education and HRD
- Advancements in Sustainable Tourism Practices
- Gaming industry development in Asia Pacific
- Promoting education and industry collaborations and interface
- Innovations in teaching and learning
- Innovations in administration of educational programs in 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](mailto:hmkchon@polyu.edu.hk)) before February 19, 2005.

### **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 + 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:

Professor Kaye Chon  
Chairman of PATA Education Committee  
School of Hotel & Tourism Management  
The Hong Kong Polytechnic University  
Hung Hom, Kowloon  
Hong Kong  
Telephone: 852-2766-6382  
Email: [hmkchon@polyu.edu.hk](mailto:hmkchon@polyu.edu.hk)

**2005 PATA Educators' Forum**  
**Education and Industry Partnerships in Tourism**

16 April 2005

Institute For Tourism Studies, Macau SAR, China

\* REGISTRATION FORM \*

**Personal Information**

Prof/Dr/Mr/Mrs/Ms \_\_\_\_\_ Surname \_\_\_\_\_ First Name \_\_\_\_\_

Position \_\_\_\_\_ Organization \_\_\_\_\_

Address (home) (work) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Post Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Mobile \_\_\_\_\_

**Registration**

Forum 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 54 <sup>th</sup> PATA Annual Conference (PAC) <i>* Confirmation of paid registration of the 54<sup>th</sup> PATA Annual Conference MUST enclosed with this registration *</i>	Free of Charge
<input type="checkbox"/> PATA Members not attending the 54 <sup>th</sup> PATA Annual Conference	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 on card \_\_\_\_\_

Card Number \_\_\_\_\_ Expiry Date \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Authorized Amount \_\_\_\_\_

**Cancellation Policy:** If cancelled before 1 March 2005, a refund will be made less US\$50 administrative charge and notice of cancellation must be received in written form. There will be no refunds on or after 1 March 2005.

Please return the completed registration form with payment to:

Miss Antonia Wong, Assistant Officer  
School of Hotel & Tourism Management, The Hong Kong Polytechnic University  
Hung Hom, Kowloon, Hong Kong  
Phone: + (852) 2766 6351   Fax: + (852) 2362 9362   Email: hmawls@polyu.edu.hk