

2005 PATA Educators' Forum
“Education and Industry Partnerships in Tourism”
16 April 2005
Institute For Tourism Studies, Macau SAR, China

Forum Program

16 April 2005	
08:00 – 17:00	Registration Open Venue: Inspiration Building foyer
09:00 – 10:30	<p>Opening Plenary Session Venue: Grand Hall</p> <p>Welcome Comments by:</p> <ul style="list-style-type: none"> - PATA Education Committee Chairman Prof. Kaye Chon - PATA Vice President Mr. Peter Semone - President of Institute For Tourism Dr. Fanny Vong - Special Remarks by Mr. Grant Bowie, Wynn Resorts <p>Keynote Presentation</p> <ul style="list-style-type: none"> - Industry and Educators Partnership – from Industry’s Perspectives: Mr. John King, Global Tourism & Leisure Pty Ltd - Commentary on Mr. King’s presentation – Educators’ Perspectives: Dr. Perry Hobson, Southern Cross University
10:30 – 11:00	Refreshment Break Venue: Open area outside of Grand Hall
11:00 – 12:30	<p>Presentation Session I-A Venue : Breakout Room A Session Chairman: David Jones, San Francisco State University</p>
	<p>Advancements in Sustainable Tourism Practices: Joint Development by WTO and ICOMOS of a Handbook for Tourism Congestion Management at Natural and Cultural Sites <i>Hilary du Cros, University of Hong Kong</i></p>
	<p>Driving Mechanisms and Characteristics Exploration of the Training of World’s Talents - Taking Shanghai World’s Fair for Example <i>Jian Yu Zheng & Jie Qu, Tourism Institute of Shanghai Normal University</i></p>
	<p>Political Instability and Tourism <i>Sarah JR Ryu & H. Ruhi Yaman, Victoria University</i></p>
	<p>Presentation Session I-B Venue: Breakout Room B Session Chairman: Charles Arcodia, The University of Queensland</p>
	<p>Strategic Development of Tourism Education and the Tourism Industry Partnership in the New Millennium, the Macao Perspectives</p>

	<i>Aliana Man Wai Leong, Macao University of Science and Technology</i>
	Sustaining Homestay Tourism: The Way Forward <i>Poh See Toh, Abdul Azis Abdul Majid & Norliza Aminudin, University Technology MARA</i>
	The Role of THE-ICE in Developing Human Resources in the Asia-Pacific Region <i>Hugh Wilkins, International Centre of Excellence in Tourism and Hospitality Education & Griffith University</i>
	Tourism and Urban Development in a Multicultural Societies <i>Cheuk-Wah Sunny Chan, Macao Polytechnic Institute</i>
12:30 – 14:00	Lunch at Institute For Tourism Studies Training Restaurant (Please congregate at open area outside of Grand Hall to be escorted to the Restaurant.)
14:00 – 15:30	Presentation Session II - A Venue : Breakout Room A Session Chairman: Peter Semone, Pacific Asia Travel Association
	A Study on Tourism Graduates' Competencies in China <i>Jun Wu, Zhejiang Gongshang University</i>
	Features of the Demand of MICE Human Resource and Discussion on Education Pattern of the Institution of Higher Learning <i>Yin Zhi Yang, Shanghai Institution of Tourism/Tourism College of Shanghai Normal University</i>
	Flexible Delivery in Event Management: The Challenge to Teaching and Learning Paradigms <i>Charles Arcodia, The University of Queensland</i>
14:00 – 15:30	Presentation Session II - B Venue : Breakout Room B Session Chairman: Thomas Bauer, The Hong Kong Polytechnic University
	Positive Analysis of the Measurement on Tourism Human Capital <i>Li Li, Zhejiang Gongshang University</i>
	The Development of a Monitoring System and Indicators to Measure the Impact of Tourism Development on Poverty Reduction <i>Walter Jamieson & Pawinee Sunalai, University of Hawaii at Manoa</i>
	The Need for Specialized Training in Heritage Tour Guiding at Asia's World Heritage Sites – Preliminary Findings on the Challenges and Opportunities <i>Leonardo A.N. Dioko, Institute For Tourism Studies & Montira Horayangura Unakul, United Nations Educational Scientific and Cultural Organization (UNESCO)</i>

	Using Research to Inform the Hospitality Management Curricula <i>Paul A Whitelaw, Victoria University</i>
15:30-16:00	Refreshment break Venue: Open area outside of Grand Hall
16:00-17:30	Presentation Session III -A Venue : Breakout Room A Session Chairman: James Lu, Hong Kong Hotels Association
	Baccalaureate and Graduate Degrees in Tourism and Hospitality Studies in Thailand in 2003 <i>Manat Chaisawat & Dommaphat Boonchoo, Prince of Songkla University, Phuket Campus</i>
	From Cheap Labour to Work-Integrated Education <i>Tony S. M. Tse, The Hong Kong Polytechnic University</i>
	Making Industry - Education Partnerships Work - The Experiences of Southern Cross University in Australia <i>J.S. Perry Hobson, Southern Cross University</i>
16:00-17:30	Presentation Session III -B Venue : Breakout Room B Session Chairman: Glenn McCartney, Institute For Tourism Studies
	Partnering with Academic Institutions to Address the Dominant Forces in Travel Today: The Advantage of Combining Economic Impact Studies and Travel Motivation Research <i>David L Jones & Meng-Ying Maggie Yang, San Francisco State University</i>
	Special Interest Tourism Research - Flaws in the Method Producing Phantom Demand <i>Bob McKercher, The Hong Kong Polytechnic University</i>
	Improving the Quality of B.Sc. Special Degree in Tourism and Hospitality Management in Rajarata University Sri Lanka, through PATA interventions in Curricular Development, Staff Developments and Staff Exchange Programs <i>Ranjith Wijayawardana, Rajarata University of Sri Lanka</i>
17:30-18:30	Meeting of PATA Education Committee & Conclusion of Forum Venue: Breakout Room B