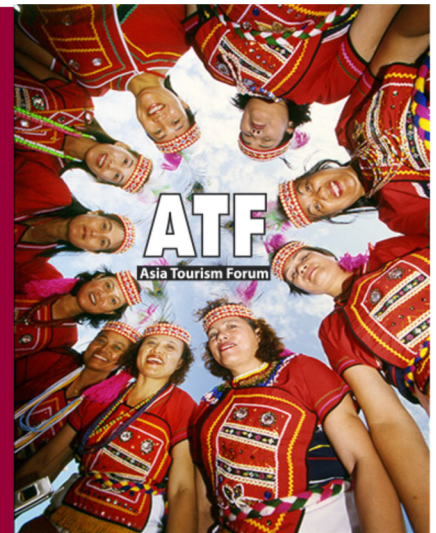


Asia Tourism Forum

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

- 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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