

# Global Tourism & Hospitality Conference and Asia Tourism Forum

Charting the New Path: Innovations in Tourism and Hospitality  
INNOVATIONS • RESEARCH • EDUCATION

18-20 May 2014 Hotel ICON, Hong Kong

Co-hosted and co-organized by Taylor & Francis Group and  
The School of Hotel and Tourism Management of The Hong Kong Polytechnic University

The **Global Tourism & Hospitality Conference** (Global 2014) will provide a forum for academics, policy makers, thought leaders, researchers and industry practitioners to exchange dialogue related to the issues, opportunities and challenges that the world's tourism and hospitality industry is facing. Global 2014 will be held concurrently with the **Asia Tourism Forum** (11th ATF), a major biennial conference which has been held over the past 20 years to address important issues facing Asia's tourism industry, particularly those related to the development, marketing and sustainability of tourism in Asia and around the world. The conference will be held on 18-20 May 2014 at Hotel ICON, the state-of-the-art teaching and research hotel of The Hong Kong Polytechnic University.

## Confirmed Speakers

- **Prof Bill Bramwell** of Sheffield Hallam University, UK, and Editor of *Journal of Sustainable Tourism*
- **Prof Kaye Chon** of The Hong Kong Polytechnic University, Hong Kong, and Editor of *Journal of Travel & Tourism Marketing* and *Asia Pacific Journal of Tourism Research*
- **Prof Cathy Hsu** of The Hong Kong Polytechnic University, Hong Kong, and Editor of *Journal of Teaching in Travel & Tourism*
- **Prof Brian King** of The Hong Kong Polytechnic University, Hong Kong, and Editor of *Tourism Culture and Communication*
- **Prof Anna Mattila** of the Pennsylvania State University, USA, and Editor of *Journal of Hospitality & Tourism Research*
- **Prof Bob Mc KERcher** of The Hong Kong Polytechnic University, Hong Kong Professor of Tourism
- **Prof Fevzi Okumus** of University of Central Florida, USA, and Editor of *International Journal of Contemporary Hospitality Management*
- **Prof Richard Perdue** of Virginia Tech, USA, and Editor of *Journal of Travel Research*
- **Prof Abraham Pizam** of University of Central Florida, USA, and Editor of *International Journal of Hospitality Management*
- **Prof Dennis Reynolds** of Washington State University, USA, and President of International CHRIE
- **Prof Chris Ryan** of the University of Waikato, New Zealand, and Editor of *Tourism Management*
- **Prof Haiyan Song** of The Hong Kong Polytechnic University, Hong Kong, and Editor of *Journal of China Tourism Research*
- **Prof Bruce Tracey** of Cornell University, USA, and Editor of *Cornell Hospitality Quarterly*
- **Prof John Tribe** of University of Surrey, UK, and Editor of *Annals of Tourism Research*



Prof Bill Bramwell



Prof Kaye Chon



Prof Cathy Hsu



Prof Brian King



Prof Anna Mattila



Prof Bob Mc Kercher



Prof Fevzi Okumus



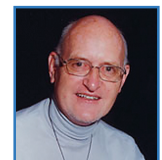
Prof Richard Perdue



Prof Abraham Pizam



Prof Dennis Reynolds



Prof Chris Ryan



Prof Haiyan Song



Prof Bruce Tracey



Prof John Tribe

## Call for Papers

Deadline for submission of abstracts : 24 January 2014

Deadline for submission of full papers : 21 March 2014

### For further information please contact:

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