

9th Asia-Pacific CHRIE (APacCHRIE) Conference

# “Hospitality and Tourism Education: From a Vision to an Icon”

June 2-5, 2011 in Hong Kong



## CONFERENCE ANNOUNCEMENT & CALL FOR PAPERS

Hosted by



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學  
SCHOOL OF HOTEL & TOURISM MANAGEMENT

Founded in 2002, Asia-Pacific CHRIE (APacCHRIE) has played an instrumental role in promoting academic and research exchanges in the Asia Pacific region over the past years. The 9th annual conference of APacCHRIE will be held in Hong Kong, the birthplace of the organization.

The theme of this year's conference is "Hospitality and Tourism Education: From a Vision to an Icon." The theme aptly suggests an advancement, a progress, in the rapid development of hospitality and tourism education in the Asia Pacific region. With the equally rapid development of the industry, hospitality and tourism education in the region has eventually been recognized with more respect and given more support. Vision, once crafted for the future, is being realized and transformed into an icon – a meaningful symbol of excellence. To coincide with this trend, the 9th Annual APacCHRIE Conference will be held in Hotel ICON, a brand new and state-of-the-art establishment of The Hong Kong Polytechnic University (PolyU) where the School of Hotel & Tourism Management is housed. Located in Tsim Sha Tsui East in Kowloon, adjacent to the PolyU campus, Hotel ICON is a unique deluxe hotel which offers 262 guestrooms including suites, three restaurants plus a training restaurant, a ballroom and a conference center, a spa and swimming pool with full gym facilities.

### Conference Host and Organizer

The Conference is hosted and organized by the APacCHRIE's founding institution, PolyU's School of Hotel and Tourism Management.

### Call for Papers

The Conference organizers invite abstracts of papers for presentation. Papers dealing with a broad range of topics related to research and education in hospitality, tourism and related areas would be acceptable for presentation at the Conference. Possible topics suitable for presentation could include the following but not limited to:



- ▲ Trends in hospitality, tourism and foodservice management and education.
- ▲ Methodological development and innovations in hospitality, foodservice and tourism research.
- ▲ Conceptual development and advancement in the study of hospitality, foodservice and tourism.
- ▲ Educational development of students in hospitality, hotel, foodservice and tourism management.
- ▲ Program administration in hospitality and tourism schools.
- ▲ Technologies in teaching and learning.
- ▲ Experiential learning and work-integrated-education in hospitality and tourism.
- ▲ University and academic collaboration in research and education.
- ▲ Managing facilities for student learning.
- ▲ Innovative research on students' learning and development.
- ▲ Issues of common concerns by educators and industry practitioners in hospitality, hotel, foodservice and tourism fields.
- ▲ Any other topics that might be of interest to educators and practitioners in hospitality, hotel, foodservice and tourism management.

### Submission Guidelines

- ▲ Authors can opt to submit either a completed full paper or a three-paged abstracts (typed double-spaced) of proposed papers. Indicate the author's name and affiliation only on the cover page of the abstract and not anywhere in the abstract. All submissions will be referred for final selection.
- ▲ Deadline for submitting abstracts is **January 16, 2011**. Authors of accepted abstracts will be asked to submit completed papers before **April 17, 2011**.
- ▲ Once the paper is accepted, at least one of the authors must register for and present the paper at the Conference.

### Publication Plan

Final copies of accepted papers will be professionally published with an appropriate recognition (e.g. ISBN number).

### Post-Conference Tour

A technical visit to major tourist attractions in Hong Kong will be offered following the conference.

### Best Paper Award

Full papers judged to have outstanding merit by the Paper Review Committee will be eligible for nomination of a Best Paper designation in the conference program and will be recognized at a general session for all attendees.

### For further enquiries, please contact:

#### Conference Chairman:

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#### For paper submission please contact:

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For more information please visit the Conference Website  
<http://www.polyu.edu.hk/html/conference/APacCHRIE2011/>