



ATF 2012
 ASIA TOURISM FORUM
 May, 08-10, 2012
 Bandung, West-Java, Indonesia

ASIA TOURISM FORUM



**The 10th Biennial Conference
 on Hospitality and Tourism Industry in Asia
 May, 08-10, 2012
 Bandung, West—Java, Indonesia**

SECOND ANNOUNCEMENT AND CALL FOR PAPERS

The 10th Biennial Conference on Hospitality and Tourism Industry in Asia will be held in Bandung, West Java - Indonesia as a continuation of the previous successful Asia Tourism Forums held in Vietnam, Thailand, Hong Kong, Korea, France, and Taiwan.

The theme of this forum will be **“Re - Thinking Tourism”** 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.



WHO SHOULD ATTEND THIS FORUM?

- 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

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”.

PUBLICATION PLAN

Final copies of accepted papers will be professionally published as an edited conference proceedings prior to the conference.

VENUE BANDUNG, WEST JAVA—INDONESIA

HOST



BANDUNG INSTITUTE OF TOURISM

CO - HOST



HONGKONG POLYTECHNIC UNIVERSITY



UNIVERSITY D'ANGERS FRANCE



IMI LUZERN SWITZERLAND



SECOND ANNOUNCEMENT AND CALL FOR PAPERS

GENERAL INTEREST SESSION

The conference will feature several plenary sessions that will include panel presentations focusing on :

- Sustainable development of tourism
- Creative 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

SUBMISSION GUIDELINES

Abstract

1. Abstracts of proposal papers consist of three pages (typed single spaced) and should be submitted for the final selection process.
2. Abstracts should be submitted by email to the Director of Paper Review Committee **Prof. DR. Yuwana Mardjuka** (Yuwonomurjoko@atf2012.com).
3. Deadline for submitting abstracts is **January 15, 2012**.
4. Abstracts will be screened by paper review committee. Authors of accepted abstracts will be asked to submit completed papers before **March 31, 2012**.

Full Paper

1. 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.
2. Full papers for review need to be edited by the final paper format
3. Submit full papers for review should be submitted by email to the Director of Paper Review Committee **Prof. DR. Yuwana Mardjuka** (Yuwonomurjoko@atf2012.com).
4. Full paper for a refereed screening process should be submitted by **March 31, 2012**.
5. Deadline of full paper submission for a refereed screening process is **March 31, 2012**.
6. Once the paper is accepted, at least one of the authors must register for and present the paper at the conference.
7. Submission of completed full papers and a refereed screening process will be acknowledged in preface and TOC of the conference

FOR FURTHER ENQUIRIES REGARDING THE CONFERENCE, PLEASE CONTACT:

Team Executive Committee Chairman
Djoni Sofyan Iskandar
Director,
JL. Dr. Setiabudi No. 186 Bandung 40141
West Java, Indonesia
Phone : 62 22 2011456
Fax : 62 22 2012097
Mobile : 62 81322501118
E-mail : joiskandar@atf2012.com

Deputy Chairman
Tatang Rukhiyat
Deputy Director for Partnership & Quality Assurance,
JL. Dr. Setiabudi No. 186 Bandung 40141
West Java, Indonesia
Phone : 62 22 2011456
Fax : 62 22 2012097
Mobile : 62 811333462
E-mail : tarukhiyat@atf2012.com

Project Organizer
Faisal Kasim
Dean
JL. Dr. Setiabudi No. 186 Bandung 40141
West Java, Indonesia
Phone : 62 22 2011456
Fax : 62 22 2012097
Mobile : 62 87823199077
E-mail : fkasim@atf2012.com



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