

First Announcement and Call for Papers

Seventh China Tourism Forum

23-25 October 2011 Haikou, Hainan Province, China

The United Nations World Tourism Organization (UNWTO), the School of Hotel & Tourism Management of The Hong Kong Polytechnic University, and the College of Tourism, Hainan University are pleased to announce that the Seventh China Tourism forum will be held on 23-25 October 2011 in Haikou, Hainan Province, China.

Forum Aim and Objectives

The aim of this Forum is to provide an interactive platform for tourism policy makers, industry experts, academics and postgraduates to discuss tourism development of China, to identify factors shaping the tourism trends, to examine the industry's need in human resources, and to share insights and research outcomes in China and in Hainan in particular.

Forum Theme

Tourism and Sustainable Development

Scope of the Forum

The forum organizers invite abstract submissions from a wide range of areas, including (but not limited to) the following:

- Current issues
- International branding of destinations
- Recent development in Hainan and future prospects
- Education and training
- Human Resource Management
- Inbound/Outbound Industry
- Tourism Marketing and Consumer Behavior
- Competition Issues in Tourism Industry
- E-Tourism and Distribution Channels
- Heritage and Cultural Tourism
- Nature-based Tourism
- Chinese Culinary Art and Gastronomy
- Tourism and Economic Growth
- Socio-economic Impacts of Tourism
- Sustainable Tourism Development
- New Methods in Tourism Research
- Ethics, Legal Issues and Tourism
- Corporate Social Responsibility in Tourism

Who should attend the Forum?

- Tourism policy makers
- Government officials in tourism administration
- Tourism authorities and marketing organizations
- Academics and educators in tourism management
- Hotel, restaurant and hospitality industry executives and employers
- Researchers and consultants in tourism
- Graduate and undergraduate students pursuing tourism and hospitality studies
- Industry practitioners in tourism industry

Deadline for Submission: 23 August, 2011

Contacts

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