



Greetings from Taylor's University, Malaysia!

After the last 11th Asia Pacific Forum for Graduate Students' Research in Tourism (11th APF) in Hong Kong Polytechnic University, we are pleased to invite you to the 12th APF in Taylor's University Lakeside Campus, Malaysia.

To be held in **June 26-29, 2013**, the theme of the conference is 'Challenging Conventions in Research' and we are looking for papers embracing ground-breaking and innovative approaches to research. We are particularly interested in studies that question, (de)construct and/or (re)interpret the theoretical and methodological stances informing current research practices. Submissions related to any aspect of tourism, hospitality and culinary arts are welcome. Furthermore, we encourage papers informed by multidisciplinary and interdisciplinary approaches to research.

The conference organizers are committed to promote a 'think out-of-the-box' environment, in which casual attire and informal sharing of ideas are encouraged. In order to challenge current academic practices, we would like to propose a 'beyond-the-PowerPoint' approach, mainly based on the idea that participants can present their work through alternative methods, props and styles. Moreover, we are planning to hold the presentations in less traditional academic contexts.

The 12th APF will be held right after 8th The Best En Think Tank, also hosted by and held in Taylor's University, from the 23-26 June 2013. For more information on Best En, visit www.besteducationnetwork.org.

This Call of Paper also serves as forewarning that should you come, you will most likely witness fun presentations that take place in our hotel rooms, culinary suites, wine laboratories, lakeside restaurant and even hallways!

Kind regards,

Dr. Catheryn Khoo-Lattimore

Dr. Paolo Mura

Co-Chairs of the 12th APF



CHALLENGING CONVENTIONS
IN RESEARCH 2013
MALAYSIA



TAYLOR'S
UNIVERSITY
Wisdom • Integrity • Excellence

BEST PAPER AWARD

The Best Paper Award is awarded to authors of papers which the Paper Review Committee considers outstanding of those submitted in terms of addressing the conference theme of challenging conventions in research, extensiveness and quality of the research design.

The award will be presented at a general session for all attendees.

PUBLICATION OPPORTUNITIES

All accepted papers will be published in the proceedings book.

Selected papers will follow a constructive review process for publication in the Asia-Pacific Journal of Innovation in Hospitality and Tourism

TENTATIVE PROGRAMME

KEY DATES

Day 1: Wednesday 26 June 2013

Optional Conference Tour

Welcome reception

Day 2: Thursday 27 June 2013

Opening ceremony

Keynote Address I

Concurrent paper presentations

Optional conference activity

Conference Dinner

Day 3: Friday 28 June 2013

Keynote Address II

Concurrent paper presentations

Optional conference activity

Day 4: Saturday 29 June 2013

Award ceremony and closing lunch reception

Submission of Abstract : 31 December 2012

Submission of Full Papers : 14 February 2013

Early Bird Registration : 28 February 2013

12th Asia Pacific Forum for Graduate Students' Research in Tourism (12th APF)

Guidelines for Submissions

Manuscripts submitted to the 12th APF should be original contributions and should not have been previously published nor under consideration for publication elsewhere. Individual and multiple authors are welcome to contribute

We accept **only full papers** for consideration hence all competitive papers must be submitted following the guidelines for a full paper.

However papers that are accepted have the option to be published as a full paper or an extended abstract.

- Font: Times New Roman 12pt
- Margins: 1 inch all sides
- Spacing: Double Spaced.
- Abstract: Maximum of 150 words
- Title: No more than 2 lines of text
- Total length: 7 pages (including title, abstract, main body, tables and references)
- Referencing style: APA 6th Edition format
- The title page is the first page and should contain the title of the paper, name of author(s) or authors' names, institutional affiliation, present position and complete address (including telephone/fax and e-mail).
- Order of Paper for Submission
 1. Title
 2. Abstract
 3. Introduction/Background
 4. Main body of the paper including tables
 5. Reference list
- Author's name should not appear anywhere except on the cover page of only **main** copy of the manuscript (to preserve anonymity during the blind review process).
- Soft copy of the manuscript in the form of MS WORD file attachment must be sent to the following email: paolo.mura@taylor.edu.my
- Upon acceptance, those wishing to only publish an extended abstracts follow the same guidelines but are restricted to a maximum of one page including references.

