

**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 will provide a forum for academics, policy makers, thought leaders, researchers and industry practitioners to exchange dialogue related to issues, opportunities and challenges the world's tourism and hospitality industry is facing. The Conference will be held concurrently with the **2014 Asia Tourism Forum**, a major biennial conference which has been held over the past 20 years to address important issues facing Asia's tourism industry, particularly as it relates to development, marketing and sustainability of tourism in Asia and the world.

Venue

The conference will be held at **Hotel ICON**, the state-of-the-art teaching and research hotel of The Hong Kong Polytechnic University. A special room rate at Hotel ICON and other hotels in the vicinity will be arranged.

Call for Papers

Deadline for submission of abstracts: 24th January 2014

Deadline for submission of full papers: 21st March 2014

Oral and poster presentations are now invited on areas including (but not limited to) the following topics:

<ul style="list-style-type: none"> • Innovations and New Approaches in Hospitality/Tourism Research and Education 	<ul style="list-style-type: none"> • Nature-based Tourism
<ul style="list-style-type: none"> • Global Trends in Tourism and Hospitality 	<ul style="list-style-type: none"> • Rural Tourism Development
<ul style="list-style-type: none"> • Events Management 	<ul style="list-style-type: none"> • Social Media and Tourism
<ul style="list-style-type: none"> • Environmental Issues 	<ul style="list-style-type: none"> • Sustainable Tourism Development
<ul style="list-style-type: none"> • Ethics and Law in Tourism 	<ul style="list-style-type: none"> • Tourism Economics and Forecasting
<ul style="list-style-type: none"> • E-Tourism and Marketing 	<ul style="list-style-type: none"> • Curriculum Design and Pedagogies
<ul style="list-style-type: none"> • Training in Tourism and Hospitality 	<ul style="list-style-type: none"> • Tourism and Hospitality Education
<ul style="list-style-type: none"> • Globalization in Tourism 	<ul style="list-style-type: none"> • Tourism Marketing
<ul style="list-style-type: none"> • Green Tourism 	<ul style="list-style-type: none"> • Tourism Policy
<ul style="list-style-type: none"> • Hotel Management 	<ul style="list-style-type: none"> • Future Hotel Rooms and Restaurants
<ul style="list-style-type: none"> • Corporate Social Responsibility 	<ul style="list-style-type: none"> • Destination Management and Marketing
<ul style="list-style-type: none"> • Strategic Choices in Tourism and Hospitality 	<ul style="list-style-type: none"> • Choice Models and Consumer Decision Making
<ul style="list-style-type: none"> • Service Quality Management 	<ul style="list-style-type: none"> • Other relevant topics
<ul style="list-style-type: none"> • Human Resources Management 	

Three-page abstract (typed double-spaced) of proposed papers should be submitted for the final selection process. Indicate the author's name and affiliation only on the cover page of the abstract and not anywhere else.

Once the paper is accepted, at least one of the authors must register for and present the paper at the Conference.

Final copies of accepted papers will be professionally published as edited conference proceedings. Authors of accepted papers presented at the Conference will be invited to submit their papers to selected journals for publication consideration after the Conference.

Best papers will be competitively selected and authors will be acknowledged with the Best Paper Award.

Conference Feature

In addition to keynote presentations and paper presentations, the Conference will have a unique feature of "Meet the Editor Session" where conference participants will be able to have one to one meeting with editors of leading journals in the field of tourism and hospitality.

Invited and 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 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 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 Chris Ryan of University of Waikato, New Zealand, and Editor of Tourism Management

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