

# Call for Paper

## International Conference on *Experiential Learning in Hospitality and Tourism (ELHT 2014)*

20<sup>th</sup>-23<sup>rd</sup> May 2014 Macau



Experiential learning and teaching involves students learning via their own experiences and is often a more effective way to introduce students to certain fields than lecturing. In fact a combination of teaching strategies is likely create the best outcome,

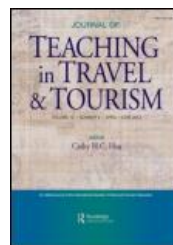
not least because students are obliged to become actively engaged with what they are doing. Experiential learning can be very time consuming from the teacher's point of view, especially when one takes into account the logistics involved in organizing tasks, materials, exercises and field visits. Also assessments in experiential learning need to be creative as traditional methods of assigning marks are not always appropriate. Experiential approaches are also good at preparing students for real life challenges. Following the success of a Greater China Roundtable Meeting on Experiential Learning in Hospitality and Tourism in which participants shared their experiences and teaching and learning strategies, it was decided that we should hold a full conference devoted to the subject (20<sup>th</sup>-23<sup>rd</sup> May 2014). If you would like to attend the conference to present a paper then we would like you to send your full paper by 15<sup>h</sup> February. The papers will be refereed and best authors will be offered support to attend the conference either in the form of fee waivers or support for travel and accommodation.

### Key Areas of Focus:

The focus is on experiential learning and teaching related to all aspects of tourism and hospitality. Related interest areas include, but are not limited to:

- The Business of Tourism
- Tourism and Hospitality Management
- Understanding Tourism and Hospitality
- Public Sector Approaches to Tourism and Hospitality Development
- Information Technology in Tourism and Hospitality
- Human Resource Management in Tourism and Hospitality
- Adaptive Analysis Techniques/Research Methods
- Customer Care and Service Quality in the Tourism and Hospitality Industry
- Heritage and Tourism Management

**Publication Opportunity:** The conference is sponsored by the Journal of Teaching in Travel & Tourism (JTTT). Outstanding papers will be referred and include in a special issue of JTTT. The best papers will be invited to submit for a fast track to Journal of Travel & Tourism Marketing (JTTM). The Best Student Paper award will be conferred at the conference (in order to qualify for the award, the paper must be presented at the conference).



## PROGRAM CHAIR



**Professor Michael Hitchcock**  
Dean of Faculty of Hospitality and  
Tourism Management  
Macau University of Science and  
Technology

## KEYNOTE SPEAKER/MODERATORS (Chairs)



**Professor Cathy H.C. Hsu**  
School of Hotel and Tourism  
Management  
Hong Kong Polytechnic University



**Professor Michael Parnwell**  
Distinguished Guest Professor  
Faculty of Hospitality and Tourism  
Management  
Macau University of Science and  
Technology



**Professor Brian King**  
Associate Dean  
School of Hotel and Tourism Management  
Hong Kong Polytechnic University



**Professor Carson (Kit) Jenkins**  
Professor Emeritus  
University of Strathclyde



**Professor Hanqin Qui**  
Professor  
School of Hotel and Tourism Management  
Hong Kong Polytechnic University



**Dr. Geoffrey Wall**  
Professor of Geography and  
Environmental Management  
University of Waterloo

## IMPORTANT DATES

Full Paper Submission Deadline: **15 March, 2014**

Final Paper (Camera-Ready) Submission Deadline: **10 April, 2014**

Announcement of Best Papers: **15 April, 2014**

Registration Deadline: **15 April, 2014**

Conference Dates: **20 - 23 May, 2014**

## REGISTRATION

The registration fee for the conference: USD\$400

Special discount for who has joined "**Global Tourism & Hospitality Conference and Asia Tourism Forum**":

USD\$200; Student: USD\$200

- The best top 20 papers, waive the registration fee.
- The best top 5 papers, waive the registration fee & free accommodation

## CONTACT US

### ELHT 2014 CONFERENCE SECRETARIAT

Faculty of Hospitality and Tourism Management

**Macau University of Science and Technology**

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Email: [elht2014@gmail.com](mailto:elht2014@gmail.com)

### Submission page:

<https://www.easychair.org/conferences/?conf=elht2014>

Tel: (+853) 8897 2333

Fax: (+853) 2882 5990

Website: <http://www.must.edu.mo/en/fhtm-en>

## HOST & ORGANIZER:



澳門科技大學  
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

## SPONSOR:

