Asia Tourism Forum
The 9th Biennial Conference on Tourism and Hospitality Industry in Asia
May 07-09, 2010
Hualien, Taiwan

SECOND ANNOUNCEMENT & CALL FOR PAPERS

Following the success of the previous Asia Tourism Forums (ATFs) held in Vietnam, Thailand, Hong Kong, Korea, and France, the 9th Biennial Conference on Tourism and Hospitality Industry in Asia will be an exciting international event being held in Hualien, the best world Random in Taiwan during May 07-09, 2010.

The theme of this forum will be “Tourism: Development, Marketing and Sustainability” and the aim of the conference is to provide an opportunity for presentation and discussion for research outcomes among academic scholars and those who are interested in hospitality and tourism development in the Asia Pacific region this forum will enable and encourage participants to exchange information on research and also network for future collaboration in research and academic exchanges.

WHO SHOULD ATTEND?

- 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 or hospitality management.
- Others interested in hospitality and tourism development in the Asia Pacific region.

GENERAL INTEREST SESSIONS

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

- Sustainable development of tourism
- Economic sustainability and economic impact of tourism
- Marketing and branding strategies
- Human resource management strategies for tourism and hospitality industry
- Case studies of best practices in tourism governance, policy making, and management
- Cultural and heritage tourism development

Asia Tourism Forum 2010, Hualien, Taiwan
http://ATF2010.tht.edu.tw

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".

SUBMISSION GUIDELINES

Abstract:

- Three-page abstracts (typed single-spaced) of proposed papers should be submitted for the final selection process.
- Submit abstracts by email to the Director of Paper Review Committee Prof. Jeou-Shyan Horng (jshong@jwu.edu).
- Deadline for submitting abstracts is January 15, 2010.
- Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit completed papers before March 31, 2010.

Full Paper:

- 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, not indicated anywhere in the paper.
- Submit full papers for review by email to the Director of Paper Review Committee Prof. Jeou-Shyan Horng (jshong@jwu.edu).
- Deadline of full paper submission for a refereed screening process is March 31, 2010.
- Once the paper is accepted, at least one of the authors must register for and present the paper at the conference.
- Submission of completed full papers and a refereed screening process will be acknowledged in the Preface and TOC of the Conference Proceedings.

PUBLICATION PLAN

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

Should you have any inquiries regarding the conference, please contact:

Team Executive Committee Chairman
Dr. Ming-Huei Lee
President
Taiwan Hospitality & Tourism College
E-mail: mhlee@ttc.edu.tw
Phone: 886-3-8650757 (Office)
886-3-8653908 (Fax)
886-932-124149 (Mobile)

Deputy Chairman
Dr. Jeou-Shyan Horng
Dean & Professor
Jiinwen University of Science & Technology
E-mail: jshong@jwu.edu
Phone: 886-2-8212260 (Office)
886-2-82122549 (Fax)
886-926-827723 (Mobile)