
The Newsletter



International Academy
for the Study of Tourism

ISSN: 1012-8042

Volume 15 Issue 3

November 2005

President's Message

In this issue

President's Message	1
Selection of Academy Fellows	3
Members' Activities	4
Announcements and Call for Papers	8

Hello Academy Friends and Colleagues. It has already been too long since we last met. I very much enjoyed our conference in Beijing and am looking forward to our 2007 Conference in Turkey. In Beijing, many of us talked about creating alternative session formats not necessarily to replace the traditional paper presentations, but to add other concepts and ideas. Please keep this in mind and start sending the Secretariat your thoughts and ideas.

As most of you know, I have moved to the Department of Hospitality and Tourism Management at Virginia Polytechnic Institute and State University. I dearly miss my good friends and colleagues at the University of Colorado, including Chuck Goeldner and Pat Long. For the past 15 years, they have assisted me, guided me, and generally helped me to work through my various mistakes.

It is, however, exciting to have the opportunity to work with my new colleagues here in Virginia, including Academy Fellow Muzaffer Uysal. The learning curve is steep, but I am slowly sorting out the various Virginia Tech policies and procedures. The major effect is the time taken to accomplish the simplest tasks. Everything takes four or five times longer as I have to first identify the appropriate policies and forms. Hopefully, sometime reasonably soon, I will actually get back to my research and scholarship. As I do that, I will be recruiting a number of Ph.D. students. If you have any masters or MBA students interested in a hospitality / tourism business Ph.D., please have them contact me.

(continued on page 2)

President's Message

(continued from page 1)

As I think about the Academy, I have a recurring question. How can the Academy better serve its membership? Clearly, the greatest Academy membership benefit is the resulting network of extraordinarily talented friends and colleagues. The opportunity to share research concepts, collaborate on research projects, and work together in editorial settings is the primary benefit. Our biennial conference and newsletter provide an additional benefit for communicating our current research and activities. Beyond those network and communication benefits, however, how should the Academy, within its limited budget, be helping and facilitating Fellow research and scholarship?

Some thoughts have come to mind, many of which are probably already occurring. Most of my thoughts involve adding elements to our Academy website and newsletter. I would like to see both strengthened and more widely used. First, many of us work in institutions which grant Masters and Ph.D. graduate degrees. Recruiting the very best graduate students is a priority. I am proposing that we create a page on the Academy website and provide space within our Newsletter wherein Fellows can announce graduate student opportunities and positions.

Second, through our various organizations and associations, many of us are involved in the development of scholarly conferences and management / executive education programs.

I am proposing that we also have the place and opportunity to announce these conferences and programs within the Academy website and through our newsletter. As approved at our Macau biennial conference, we have a policy allowing Fellows to propose Academy sponsorship of conferences and programs. Can we further facilitate such activities?

With both of these initiatives, we will be developing some guidelines and parameters and will communicate those when available.

Third, would it be beneficial to create a tourism research university designation, along the lines of the WTO World Tourism Education Centers? Such designation could result in some clarification of viable tourism research centers for funding agencies, graduate students, media, and other groups seeking tourism research information. Further, it may be a tool that provides some support for university investments in tourism research and faculty.

It is important that we continuously seek to strengthen and broaden the Academy and its membership benefits. I'd like your reactions to my thoughts and musings. Any additional concepts and ideas would be greatly appreciated. Now, its back to figuring out what form I need to use to process the paperwork to request more forms and policy manuals.

*Best wishes
Rick Perdue*

SELECTION OF ACADEMY FELLOWS: SOME QUESTIONS AND CONCERNS

Dear Academy Fellows:

I recently received the following letter from Erik Cohen. I also have some misgivings about the selection process. I have seen some extraordinarily qualified nominees not be elected, while others with significantly less scholarly impact and influence were elected. While I have not questioned these outcomes, I think we should have a reasoned discussion of our nomination and selection process. If we evolve to the point where Fellows no longer submit nominations, we are doomed to extinction.

Please let me know what you think.

Rick Perdue

Dear Rick,

*We have met briefly only twice and had never had a chance for a serious conversation. I nevertheless permit myself to write to you, as the President of the IAST, a personal letter to express my misgivings regarding the direction the Academy is taking. When we founded the Academy in 1986 it was intended that it would include the 72 leading academics in the various fields of tourism studies. After twenty years, I am sorry to express my grave doubts that the Academy indeed became such a body. I suspect that, rather than an association of the best people in the field, it is unwittingly becoming an association of the best friends. I want to stress that I do not wish to insinuate that this is the consequence of nepotism or improper dealings-- rather, it is the spontaneous, unintended result of the working of the selection and election process. Owing to the particular dynamics of the selection process, some of the best people in major disciplines have not been induced into the Academy. A good case in point are the disciplines of sociology and anthropology, which have significantly contributed to the formation of tourism studies. By my count, there are ten members from these disciplines in the Academy, all of whom were induced a long time ago. Five are emeriti, one about to retire (Dann), three approaching retirement (Aramberri, Graburn and Jafari; the tenth, Jules-Rossette never attended a meeting). None of the younger generation of researchers or theoreticians in both disciplines has been elected to the Academy. In a recent paper G. Dann has presented a table of "individuals who have made important theoretical contributions to sociology/anthropology of tourism," (Dann, *Tourism Analysis* 10/2005, p. 6) Of the seven people listed, only three are currently members of the Academy. One, D. MacCannell, resigned, Urry and Wang are not members, Bruner (whom I have sponsored) has been rejected.*

*This imbalance seems to indicate a serious problem in selection procedures. I myself ceased sponsoring new members after the rejection of Bruner, who is to my mind, one of the two or three leading anthropologists of tourism (see his *Culture on Tour*, University of Chicago Press, 2005). As long as the selection process remains as it is, other leading people in the two fields may well suffer a similar fate. The Academy is moving from a body of academics with intellectual and theoretical concerns, to one of professionals, many in applied fields. It is losing its intellectual stimulus, as witnessed by the problematic quality of a good number of papers presented at its meetings. There is a need to change the current trend.*

I hence urge you, as the Academy's present leader, to initiate a serious discussion on the future of the Academy and on the ways out of its present predicament.

*With best wishes for the holiday period and the New Year,
Erik Cohen*

Members' Activities

Tom Baum – Tom's new book *Human Resource Management for Tourism, Hospitality and Leisure: An International Perspective* will be published by Thomson International in February 2006. The book aims to provide a reflective and, at times, controversial look at the management of people in our sector from a strongly international point of view. Tom has been appointed Visiting Professor in the University of Ulster and Honorary Professor in the University of Wales, his alma mater. The remit of both posts includes work with new and aspiring tourism/ hospitality researchers in order to support their entry into the published academy. He would welcome contact with other Fellows of the Academy who are working on specific approaches and strategies designed to encourage wider research participation among tourism/ hospitality colleagues.

Dave Edgell Sr. – East Carolina University's Institute for Tourism concluded a study this fall on "Sustainable Tourism as an Economic Development Strategy for the Waterways and Coastline of North Carolina" under the auspices of a North Carolina Sea Grant. Written by the Institute's director, Dr. David Edgell, Sr., the study focuses on the relational importance of sustainable tourism practices to economic development in thirteen of the state's Coastal Plain counties. It takes a concentrated look at the impact sustainable tourism practices have on

Dave Edgell Sr. – local community development, environmental sustainability, and social fabric. The study discusses methods for measuring sustainable tourism, the significance of cultural tourism, and the implications of tourism congestion. It also introduces Dave's new "Sustainable Tourism Prescriptions for Success," and it cites an NC community which is thriving because of adherence to sustainable tourism practices. North Carolina Sea Grant receives funding from the National Sea Grant College Program of the National Oceanic and Atmospheric Administration in the U.S. Department of Commerce as well as the North Carolina General Assembly. For an electronic copy of the study, contact Maria Allen at ECU's Institute for Tourism via ecutourism@ecu.edu.

Doug Frechtling - Doug addressed the World Tourism Organization Conference on The Tourism Satellite Account: Understanding Tourism and Designing Strategies in Iguazu, Brazil on October 6, 2005. He summarized findings of the Conference in his address, *Using the TSA Conceptual Framework to Design Tourism Strategies in Research and Analysis*. The four-day conference was attended by 400 delegates from 80 nations. A CD-ROM of papers and addresses should be available from WTO in December.

(continued on page 5)

Members' Activities

(continued from page 4)

Don Getz - Don was the invited keynote speaker at the annual Australian Event Educators Forum, held in Oct. 2005 in Adelaide. He provided an overview of the evolution of event management education, talked about trends and issues, and outlined the future of what he calls Event Studies. In recent years many event design and management courses, even degree programs, have emerged around the world, and especially in the UK, USA and Australia. Although it is logical to teach event management within related fields such as tourism and hospitality, the trend is towards stand-alone certificates and degrees. This raises the issue of providing a sound academic foundation for event management students. Event Studies is an emerging academic field focused on the universal and age-old phenomenon of planned events. At the core is the designed event experience, from multiple perspectives (i.e., participants, audience, sponsors) and the various meanings attached to planned events in all societies. Other key themes in Event Studies include the antecedents to attending events (motives; economic, social and cultural determinants), event planning and production, event outcomes and the impacted, and patterns and processes (i.e., the spatial and temporal dimensions).

Don Getz - The argument made by Don to attendees at this event educators' forum was that event design/management and event studies are complementary but different, and that elements of event studies must be integrated in certificate and degree programs. Eventually, institutions desiring to be leaders, and academics wanting to legitimise their concentration on events, will establish an Event Studies field in the same way that recreation gave rise to Leisure Studies. Don is currently working on a new book called *Event Studies: A Multidisciplinary Approach*, to be published in the Butterworth-Heinemann series on Event Management.

Krzysztof Przeclawski - Krzysztof got the title of Doctor Honoris Causa of the Academy of Physical Education in Cracow, Poland last September 14, 2005 for the activity concerning Sociology of Tourism. He published the book (in Polish, partly in English) - *Life means travel* Warsaw 2005 (Wyd.Ak. Zak). He also participated in the International Conference: Tourism in International Research held in Cracow on September 15-17, 2005 and published his paper- *My way to tourism*.

(continued on page 6)

Members' Activities

(continued from page 5)

Chris Ryan – Chris has been visiting the United Kingdom where he gave a research methods workshop at the University of Wales Institute Cardiff at the centre of Tourism and Hospitality on behalf of Nigel Morgan and Annette Pritchard. After that he visited Oxford and held discussions with Elsevier, the publishers of the journal 'Tourism Management'. Fellows may well be aware that the journal has now moved to the Elsevier Submission system which certainly, in Chris' early experience, makes the life of an editor a little easier. Discussions with Elsevier ranged over a number of topics, including the potential for including anti-plagiarism software as part of the overall package - another sign of the times and how pressures to publish are bringing about undesirable side effects. Chris also met some former students, one of whom now lectures at Manchester Metropolitan University, where he also gave another presentation. On his return Chris stayed a few nights in Dubai, and wishes to convey his thanks to Kit Jenkins who gave him the name of various individuals to meet. He had a particularly awarding discussion at the Emirates Academy with Morag Stewart. Among his other activities was the arrangement of a seminar on battlefields as a tourist attraction which was held in his home town of Cambridge - New Zealand - as part of the town's Armistice Day celebrations. Professor Bruce Prideaux was the main speaker and joined Chris and his wife at the military themed evening dance. One of the side effects of

Chris Ryan – the Beijing conference was a chance discussion with Professor Huimin Gu of the host University. The two have now created a sample of 300 for a pilot study to be given as a conference paper at the 2006 APTA Conference on comparing itinerary planning by Chinese and New Zealand based respondents. They hope to follow this up with some further joint research.

Stephen Smith – Stephen and Evelyn Pantig (Senior Policy Advisor to the Secretary of the Philippines) presented a paper to the October WTO Conference (TSAs: Understanding Tourism and Designing Strategies) in Iguazu Falls, Brazil on "Tourism Statistics and International Trade Statistics: Challenges and Research Needs". Stephen also was a wrap-up speaker in the final session, addressing tourism statistical implications arising from global trade liberalization efforts. Stephen, along with a team of researchers from several Ontario, Canada universities and colleges, and DMOs produced the first strategy for culinary tourism for the Canadian Province of Ontario. The strategy was based on extensive interviews, original research, and industry consultations. It includes a definition of culinary tourism, a vision for what this sector could become in Ontario, a description of the supply chain for culinary tourism, opportunities and challenges, as well as a series of specific recommendations on issues ranging from restaurant accreditation schemes to research needs.

(continued on page 7)

Members' Activities

(continued from page 6)

Geoff Wall – Geoff's new book co-authored with Alister Mathieson entitled *Tourism: Change, Impacts and Opportunities* will be published by Pearson (UK) (ISBN: 0-13-099400-6) before the end of 2005. This 400-page book is an updating and re-thinking of *Tourism: Economic, Physical and Social Impacts* which will be retired after numerous printings. In 2005 to date, Geoff has published the following co-authored papers with his graduate students or former graduate students:

"Global heritage and local problems: some examples from Indonesia", *Current Issues in Tourism*, 7, 4/5, 2004, 436-9. Also published in D. Harrison and M. Hitchcock (eds), *The Politics of World Heritage: Negotiating Tourism and Conservation*, Multilingual Matters/Channel View Publications, Clevedon, 2005, 156-159.

"Human resources development for tourism in China", *Annals of Tourism Research*, 32, 3, 2005, 689-710.

"Eco-museum conception and Chinese application: A case study in Miao villages, Suoga, Guizhou Province", *Resources and Environment in the Yangtze Basin*, 14, 2, 2005, 254-257.

"Ecotourism and Community Development: The Case of Jianfengling National Forest Park, Hainan, China", *China Tourism Research*, 1, 1, 2005, 78-100

"Authenticating ethnic tourism: Li dancers' perspectives", *Asia Pacific Journal of Tourism Research*, 10, 1, 2005, 1-21.

"Sharing the benefits of tourism: a case study in Hainan, China", *Environments*, 33, 1, 41-59.

Geoff Wall –

"The evolution of the climate change issue in the tourism sector" and "Climate change and tourism and recreation in North America", in M. Hall and J. Higham (eds), *Tourism, Recreation and Climate Change*, Channel View Press, Clevedon, 2005, 44-60 and 115-129.

"Tourism employment issues in an island destination: The case of Hainan", in M. Waibel, T. Thimm and W. Kreisel, (eds), *Fragile Inselwelten: Tourismus, Indigene Bevölkerung und indigene Kulturen, kleine Inselökonomien*, Horlemann Verlag, Bad Honnef, 2005, 213-232.

Allan Williams – Allan is researching the unintended consequences for productivity of regulation and de-regulation. This is a collaborative project involving engineers and management experts, who are working on a range of case studies. Allan is focusing on air travel deregulation, and the unintended impacts on productivity at the level of the firm and the local economy, especially via changes in labour mobility, tourism markets, and production chains. He has also been invited to join the editorial board of *Annals of Tourism Research*.

**FOURTH SYMPOSIUM OF CONSUMER PSYCHOLOGY OF LEISURE,
TOURISM, AND HOSPITALITY RESEARCH**

The Fourth Symposium of Consumer Psychology of Leisure, Tourism, and Hospitality Research was held at HEC, Montreal, July 17-20, 2005; 55 papers were presented; a total of 68 leisure, tourism, and hospitality scholars participated. The Fourth Symposium of CPTHL witnessed the start of the International Society of Culture, Tourism, and Hospitality Research. The ISCTHR goals include further understanding, description, and prediction of culture and leisure as they relate to tourism and hospitality behavior. Rich Harrill, University of South Carolina (rharrill@gwm.sc.edu) was elected as the First President of the ISCTHR. Volume 1 of the new International Journal of Culture, Tourism, and Hospitality Research will appear in 2007, published by the Emerald Group. John Crotts, College of Charleston (crottsj@cofc.edu) is the Program Director for the upcoming Fifth Symposium of CPTHL scheduled to be held in June 2007.

Up until December 31, 2005, Charter (Founding) Membership in the ISCTHR is open to all scholars in the fields that relate to culture, leisure, tourism, and hospitality. Contact Rich Harrill for details.

Arch Woodside, Professor of Marketing
Editor-in-Chief, *Journal of Business Research*
Carroll School of Management, 450 Fulton Hall
Boston College, 140 Commonwealth Avenue
Chestnut Hill, MA 02467
Telephone: +1-617-552-3069
Fax: +1-617-552-6677
arch.woodside.1@bc.edu

INTERNATIONAL SOCIETY OF CULTURE, TOURISM, AND HOSPITALITY RESEARCH

Academy Fellows are invited to become Charter (Founding) Member of the new:

International Society of Culture, Tourism, and Hospitality Research

The focus of the society is to broaden and deepen scientific and practical knowledge and theory of lived experiences that often include trade-offs among travel, leisure, work, family life, and additional dimensions of lifestyles. The society is the only behavioral science organization open to all researchers across the fields of consumer, lifestyle and quality of life, leisure, tourism, hospitality, and travel research. One major aim of the society is to examine unconscious decisions and trade-offs among family, work, leisure, travel, and biological requirements. The Institute for Tourism Research is the home of the International Society for Culture, Hospitality, and Tourism.

The *International Journal of Culture, Tourism, and Hospitality Research* is the major publication of the society, as four issues per year published annually by the Emerald Group. Submissions of manuscripts are invited in double space, 12-point type, and WORD document format as an electronic attachment. Manuscripts should be submitted to the Editor-in-Chief or to one of the two managing editors listed below.

Arch Woodside
Professor of Marketing
Editor-in-Chief, Journal of Business Research
Carroll School of Management, 450 Fulton Hall
Boston College, 140 Commonwealth Avenue Chestnut
Hill, MA 02467
Telephone: (617) 552-3069
Fax: (617) 552-6677
Email: arch.woodside.1@bc.edu

Rich Harrill
Associate Editor, international submissions
Director, Institute for Tourism Research
President, International Society for Culture, Tourism, and
Hospitality Research
University of South Carolina
Columbia, SC 29208
Telephone: (803) 777-7682
Email: rharrill@gwm.sc.edu

John C. Crotts
Associate Editor, domestic submissions
Chair and Professor of Hospitality & Tourism
Management Department
School of Business & Economics
College of Charleston
66 George Street
Charleston, SC 29424-0001
Telephone: (843) 953-6916
Fax: (843) 953-5697
E-mail: crottsj@cofc.edu

Invitation to Become a Founding Member (2004-2005)

During 2003-2005, associate editors and editorial board members accepting the invitation to join the IJCTHR Editorial Board are invited to become one of the 100 Society Founding Members (the limit for Founding Memberships Status is 100 members). Founding members receive a permanent 40 percent discount of dues in the society over their lifetimes. Dues will be paid beginning in 2006. Regular member dues are 100 Euros; thus, Founding Member dues are 60 Euros in 2005 or 80 USD.

Dr. Rich Harrill, director of the Institute for Tourism Research, is the first President of the Society and associate editor of the journal, responsible for international submissions.

For 2006 dues and Founding Society Membership, please remit 80 US\$ or 60 Euros to Dr. Rich Harrill, Director, Institute for Tourism Research, University of South Carolina, Columbia, South Carolina 29208. After December 1, 2005, please remit 130 US\$ or 100 Euros for 2006 dues and Regular Society Membership.

UPCOMING SYMPOSIUM

5th Bi-Annual Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure Theme: "Socio-Economic Drivers of Leisure-Tourism Destination"

June 4-6, 2007

Charleston, South Carolina, USA

Hosted by the College of Charleston, on June 4-6, 2007, the symposium will bring together tourism, hospitality, and leisure researchers from around the world to report, research, share ideas, and advance consumer psychology and consumer behavior theory in this important economic and social discipline. Consistent with the theme of Destination Marketing of the fifth Symposium, examining the key drivers of consumer consumption of tourism, hospitality, and leisure experiences requires an understanding of targeted consumers' tastes, preferences, motivations, and perception of value. The challenge of tourism destinations both large and small is to create, promote, and deliver experiences that are multi-dimensional in nature to globally diverse consumers in complex social, cultural, ecological, and political environments. The development and application of consumer psychology and consumer behavior theory to destination marketing presents interesting challenges and exciting opportunities for researchers and marketing practitioners.

Call for Papers

Papers are sought that contribute to advancing theory, research methods, and useful practices of destination marketing. The fifth Bi-Annual CPTHL Symposium desires to include original research reports on the major drivers that influence consumer decision marketing.

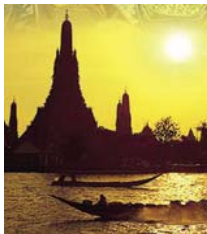
The organizing committee requests that two-page abstracts be submitted by **January 5, 2007**, and/or a full paper (20-pages of text maximum with up to 10 additional pages of reference pages, exhibits, tables, figures, and appendices). Abstracts for the papers are to be double-spaced, 12-point Times New Roman, and submitted in Word.

Accepted papers for the CPTHL will be considered for publication in the *International Journal of Culture, Tourism, and Hospitality Research* published by Elsevier.

Organizing Chair:

John C. Crotts
Associate Editor, domestic submissions
Chair and Professor of Hospitality & Tourism
Management Department
School of Business & Economics
College of Charleston
66 George Street
Charleston, SC 29424-0001
Telephone: (843) 953-6916
Fax: (843) 953-5697
E-mail: crottsj@cofc.edu

Arch Woodside, Professor of Marketing
Editor-in-Chief, *Journal of Business Research*
Carroll School of Management, 450 Fulton Hall
Boston College, 140 Commonwealth Avenue
Chestnut Hill, MA 02467
Telephone: +1-617-552-3069
Fax: +1-617-552-6677
Email: arch.woodside.1@bc.edu



2006 PATA Education and Training Forum

22 April 2006

Royal Cliff Beach Hotel, Pattaya, Thailand



The Pacific Asia Travel Association is pleased to announce the 2006 PATA Education and Training Forum to take place on 22 April 2006, in conjunction with the 55th PATA Annual Conference in Pattaya, Thailand. The Forum venue is Royal Cliff Beach Hotel.

In recent years, the global tourism industry has witnessed remarkable growth in tourism activities and a corresponding increase in the emergence of tourism educational institutions throughout the Asia Pacific region. PATA foresees the need for increased cooperation and partnership between Asia Pacific tourism educators and the industry-at-large in order to build the region's human resource capacity and at the same time promote the sustainable development of the tourism industry. This one day Forum is meant to foster an open dialogue and exchange of ideas between practitioners and academia on critical success factors for travel and tourism, training and education in Asia Pacific.

Call for Presentation Proposals

Educators and industry practitioners are invited to submit proposals for presentation. All presenters are required to register for the Forum with full payment. In selecting the proposed topics for inclusion in the final program, preference will be given to proposals relating to any one of the following thematic areas:

- Advancements in Sustainable Tourism Practices
- Current industry developments and implications for education and HRD
- Curriculum and educational program design in hospitality schools
- Gaming industry development in Asia Pacific
- Good practices in education and training in hospitality and tourism field
- Innovations in teaching and learning
- Innovations in administration of educational programs in tourism
- Promoting education and industry collaborations and interface
- Work integrated education and student internships in hospitality and tourism
- Other topics related to training, education and HRD in hospitality and tourism

A two or three-page proposal in the format of an outline or abstract of the intended presentation should be submitted by email to the Chairman of the PATA Education Committee (email: hmkchon@polyu.edu.hk) before **15 February 2006**. Authors of accepted proposals will be asked to submit completed papers by **20 March 2006**.

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

Publication Plan

Final copies of accepted papers will be professionally published in CD with ISBN number prior to the Forum.

Forum Secretariat

The office of the PATA Education Committee Chairman will act as the Forum Secretariat on behalf of PATA Headquarters. For registration, submission of presentation proposals and other enquiries, please contact:

Professor Kaye Chon
Chairman of PATA Education Committee
School of Hotel & Tourism Management
The Hong Kong Polytechnic University
Hung Hom, Kowloon
Hong Kong
Telephone: + 852-2766-6382
Email: hmkchon@polyu.edu.hk



School of 
Hotel & Tourism Management
酒店及旅遊業管理學院




The 7th Biennial Conference on Tourism in Asia
Tourism, Hospitality & Foodservice Industry in Asia:
Development, Marketing & Sustainability
11-14 May 2006 Jeonju, Korea



Conference Announcement

Following the success of the six previous biennial conferences held in Vietnam, Thailand and Hong Kong, the 7th Biennial Conference on Tourism in Asia will be held in Jeonju, Korea, under the theme of “Tourism, Hospitality and Foodservice Industry in Asia: Development, Marketing and Sustainability” which is believed to reflect issues of dominant concern for hospitality, tourism and foodservice educators and industry practitioners in the region.

The aim of this conference is to provide international tourism, hospitality and foodservice community with an opportunity to learn about tourism, hospitality and foodservice industry education, development and management in Asia-Pacific. As such, the conference will provide educators, academicians, industry practitioners and researchers with an interdisciplinary forum for exchange of information pertaining to recent research in education and management in hospitality, tourism and foodservice. The Conference program will feature keynote speeches by industry leaders and educators as well as paper and poster presentations by both academics and industry practitioners alike.

CALL FOR PAPERS

The Conference will focus on a broad range of topics related to research in tourism/hospitality/foodservice. The Conference organizers invite papers, abstract and presentation proposals with relevance to tourism and hospitality/foodservice management in Asia-Pacific. Considering the three-pronged theme of the conference on “development, marketing and sustainability,” a paper with any of the following or related subjects would be highly appropriate for presentation.

- Development of educational curriculum in tourism/hospitality/foodservice
- Cross-cultural studies in tourism/hospitality/foodservice
- Emerging issues in education and training
- Studies and case studies on tourism/hospitality/foodservice development in Asia or relevance to Asian context
- Studies related to marketing and promotion of tourism/hospitality/foodservice
- Studies related to tourism/hospitality/foodservice forecasting and economic aspects of industry
- Studies on social, cultural, economic and environmental impact of tourism/hospitality/foodservice
- Tourism/hospitality/foodservice and environmental sustainability
- Human resources development and educational issues in industry
- Financial models econometrics of tourism/hospitality/foodservice
- Operations of tourism and hospitality/foodservice businesses at both macro and micro levels
- Gaming and casino industry in Asia
- More topics can be found at http://www.polyu.edu.hk/htm/main_confinfo.htm

SUBMISSION GUIDELINES

- Three-page abstracts (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 they should not be indicated anywhere in the abstract. Submit abstracts to Conference Chairman (Professor Kaye Chon) by either electronic mail (hmkchon@polyu.edu.hk) or regular airmail.
- Deadline for submitting abstracts is **January 31, 2006**. Paper Review Committee will conduct a refereed screening of abstracts. Authors of accepted abstracts will be asked to submit completed papers before **April 3, 2006**.
- Once the paper is accepted, at least one of the authors must register for and present the paper at the Conference.

For more details regarding submission & registration, please visit http://www.polyu.edu.hk/~htm/main_confinfo.htm

Organized by:



Co-hosted by:





2006 IH&RA Human Resources Development Forum
Education and Industry Partnerships in Hospitality Industry

November 2006
 New Delhi, India

Held in conjunction with IH&RA 43rd Annual Congress

International Hotel & Restaurant Association (IH&RA) is pleased to announce the 2006 IH&RA Human Resources Development Forum with the theme: *Education and Industry Partnerships in Hospitality Industry*. The Forum will take place in November 2006 in New Delhi, India, in conjunction with the 43rd IH&RA Congress.

In recent years, the global hospitality industry has witnessed remarkable growth and a corresponding need for development of human resources capacity. IH&RA foresees the need for increased cooperation and partnership between educators and the industry-at-large in order to build human resource capacity and at the same time promote the sustainable development of the hospitality industry. This one day Forum is intended to foster an open dialogue and exchange of ideas between practitioners and academia on critical success factors for human resources development, training and education in global hospitality industry.

Call for Presentation Proposals

Educators and industry practitioners are invited to submit proposals for presentation. All presenters are required to register for the Forum with full payment of Forum fees. In selecting the proposed topics for inclusion in the final program, preference will be given to proposals relating to any one of the following thematic areas:

- Current industry developments and implications for education and HRD
- Good practices in education and training in hospitality and tourism field
- Advancements in Sustainable Tourism Practices
- Promoting education and industry collaborations and interface
- Innovations in teaching and learning
- Curriculum and educational program design in hospitality schools
- Work Integrated Education and Student Internships in hospitality
- Innovations in administration of educational programs in tourism
- Other topics related to training, education and HRD in hospitality and tourism

A two or three-page proposal in the format of an outline or abstract of the intended presentation should be submitted by email to the Chairman of the IH&RA Human Resources Development Forum (email: hmkchon@polyu.edu.hk) before **May 31, 2006**. Authors of accepted proposals will be asked to submit completed papers by **July 31, 2006**.

Publication Plan

Final Copies of accepted papers will be professionally published in CD with ISBN number prior to the Forum.

Forum Secretariat

For registration, submission of presentation proposals and other enquiries, please contact:

<p>Professor Kaye Chon Chairman of IH&RA Human Resources Development Forum School of Hotel & Tourism Management The Hong Kong Polytechnic University Hung Hom, Kowloon Hong Kong Telephone: + 852-2766-6382 Email: hmkchon@polyu.edu.hk</p>	 <p>THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學</p>
<p>School of  Hotel & Tourism Management 酒店及旅遊業管理學院</p>	