



2nd Global Tourism & Hospitality Conference and
15th Asia Pacific Forum (APF) for Graduate Students Research in Tourism
Innovation, Education, Research
16 – 18 May 2016 Hotel ICON, Hong Kong

Third Announcement and Call for Papers

HONG KONG 2016: Organised by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU), 2nd Global Tourism & Hospitality Conference (GTHC) and 15th Asia Pacific Forum (APF) for Graduate Students Research in Tourism (HONG KONG 2016), takes the theme “Innovation, Education, Research”. This conference will provide a networking platform for educators, students and industry practitioners to exchange insights related to innovations, trends, opportunities and challenges of global tourism and hospitality.

Venue

The conference will be held at Hotel ICON, the state-of-the-art teaching and research hotel of PolyU (www.hotel-icon.com).

Call for Papers

HONG KONG 2016 now invites papers for stand-up and poster presentations relevant to the areas including (but not limited to) the following topics:

<ul style="list-style-type: none"> • Choice Models and Consumer Decision Making 	<ul style="list-style-type: none"> • Innovations and New Approaches in Hospitality / Tourism Research and Education
<ul style="list-style-type: none"> • Corporate Social Responsibility 	<ul style="list-style-type: none"> • Medical Tourism
<ul style="list-style-type: none"> • Curriculum Design and Pedagogies 	<ul style="list-style-type: none"> • Nature-based Tourism
<ul style="list-style-type: none"> • Destination Management and Marketing 	<ul style="list-style-type: none"> • Rural Tourism Development
<ul style="list-style-type: none"> • Environmental Issues 	<ul style="list-style-type: none"> • Service Quality Management
<ul style="list-style-type: none"> • Ethics and Law in Tourism 	<ul style="list-style-type: none"> • Social Media and Tourism
<ul style="list-style-type: none"> • E-Tourism and Marketing 	<ul style="list-style-type: none"> • Strategic Choices in Tourism and Hospitality
<ul style="list-style-type: none"> • Events Management 	<ul style="list-style-type: none"> • Sustainable Tourism Development

<ul style="list-style-type: none"> • Future Hotel Rooms and Restaurants 	<ul style="list-style-type: none"> • Tourism and Hospitality Education
<ul style="list-style-type: none"> • Global Trends in Tourism and Hospitality 	<ul style="list-style-type: none"> • Tourism Economics and Forecasting
<ul style="list-style-type: none"> • Globalisation 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"> • Training in Tourism and Hospitality
<ul style="list-style-type: none"> • Human Resources Management 	<ul style="list-style-type: none"> • Other relevant topics on contemporary issues in tourism and hospitality research and education

Conference Feature

In addition to keynote sessions and paper presentations, conference participants will be able to engage in Pre-Conference Workshops, including Certification in Hotel Industry Analytics (CHIA) and Structural Equation Modeling (SEM), where participants and academics are allowed to have one-to-one interactions to discuss about their dissertations.

Who should attend the conference?

- Tourism and hospitality industry practitioners
- Hospitality executives and employers
- Representatives of tourism authorities and marketing organisations
- Researchers and consultants in tourism and hospitality industry
- Academics and students in the field of tourism and hospitality
- Editors of tourism and hospitality related journals

Submission Information

- Authors are requested to submit a formatted 3-page abstract of proposed paper or presentation proposal via electronic mail for the final selection process.
- Detailed guidelines are as follows:
 - Typed, 12 points, Times New Roman
 - 1-inch (2.5cm) for all margins and double spaced
 - A separate cover page should include topic of the paper, affiliation, author's name, contact number and email address. Please indicate the above information only on the cover page and not anywhere else
 - All submission should be in MS Word or PDF format
- All submissions will be forwarded to our Paper Review Panel for double-blind review.

- Once the submission 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.

Paper Submission

2nd Global Tourism & Hospitality Conference: paper.global2016@polyu.edu.hk

15th APF for Graduate Students Research in Tourism: paper.apf2016@polyu.edu.hk

Submission Deadline

Abstract submission: 7 March 2016

Full paper submission: 11 April 2016

Conference Best Paper Recognition

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

Featured Speakers



Prof. Kaye Chon
*The Hong Kong
Polytechnic
University*



Prof. Geoffrey
Crouch
La Trobe University



Prof. Fabien
Fresnel
*Ecole hôtelière de
Lausanne*



Mr Steve Hood
SHARE center



Prof. Cathy Hsu
*The Hong Kong
 Polytechnic
 University*



Prof. Brian King
*The Hong Kong
 Polytechnic
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Prof. Rob Law
*The Hong Kong
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Prof. Bob
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Prof. Fevzi
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Prof. Abraham
 Pizam
*University of
 Central Florida*



Prof. Hanqin Qiu
*The Hong Kong
 Polytechnic
 University*



Prof. Dennis
 Reynolds
*University of
 Houston*



Prof. Chris Roberts
DePaul University



Prof. Chris Ryan
Waikato University



Prof. Haiyan Song
*The Hong Kong
 Polytechnic
 University*



Prof. John Tribe
University of Surrey

Registration Fee

	<u>General</u>	<u>Undergraduate & Postgraduate Students</u>
Early-bird Registration:	USD 400	USD 260
Regular Registration:	USD 500	USD 400

* Registration fee excludes the optional dinner with speakers and pre-conference tour, and will be accepted in Hong Kong Dollars (HKD)

* USD 1: HKD 7.8

* Early-bird registration will be available from *15 February 2016 at 00:00 hrs to 20 March 2016 at 00:00 hrs in Hong Kong time GMT +8*

* Confirmation letter / Copy of student ID must be presented when attending the conference

For further information, please contact:

HONG KONG 2016 Organising Committee
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Email (15th APF Paper Submission): paper.apf2016@polyu.edu.hk

Website: <http://hotelschool.shtm.polyu.edu.hk/www/hongkong2016>

Organised by:



THE HONG KONG
POLYTECHNIC UNIVERSITY
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School of 
Hotel & Tourism Management
酒店及旅遊業管理學院