The 12th Asia Pacific Tourism Association and the 4th Asia Pacific CHRIE Joint Conference will be an exciting international event being held in Hualien, the last wonderland in Taiwan during June 26-29, 2006.

The theme of this joint conference will be “Hospitality & Tourism Education: Trends & Strategies” and the aim of the conference is to provide an opportunity for presentation and discussion for their research outcomes among academic scholars and industry experts in the Asia Pacific regions so that they can exchange information on their research and also network among themselves 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/hospitality management.

**GENERAL INTEREST SESSIONS**

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

- Hospitality & Tourism Education
- Emerging issues in education and training
- Marketing and promotion of tourism/hospitality/foodservice
- 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
- Operation of tourism and hospitality/foodservice businesses at both macro and micro levels
- The gaming and casino industry in Asia
- Community tourism development and rural/farm tourism
- IT and Internet aspects of tourism/hospitality/foodservice
- Human resources development and educational issues in industry
- Financial models or econometrics of tourism/hospitality/foodservice

**Venue:**

HUALIEN FARGLORY HOTEL
HUALIEN, TAIWAN

**Host:**

ASIA PACIFIC TOURISM ASSOCIATION, APTA
ASIA PACIFIC CHRIE, APacCHRIE

**Organizer:**

Taiwan Hospitality & Tourism College
National Taiwan Normal University
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”.

BEST PAPERS
Best papers will be competitively selected and authors will be acknowledged with a plaque and certificate.

SUBMISSION GUIDELINES
- Deadline for submitting abstracts: April 15, 2006.
- Evaluation of abstract and communication with authors: May 1, 2006.
- Submit abstracts and papers by email to the Director of Paper Review Committee Dr. Chienho Chen (cchen341@mail1.ntcn.edu.tw or cchen341@ntcn.edu.tw).
- Full paper submission is allowed for the final selection process. Indicate the author name and affiliation only on the cover page of the full paper and they should not be indicated anywhere in the paper.
- Full papers for review need to be edited by the final paper format.
- Submit full papers for review by email to the Director of Paper Review Committee Dr. Chienho Chen (cchen341@mail1.ntcn.edu.tw or cchen341@ntcn.edu.tw).
- Once the paper is accepted, at least one of the authors must register for and present the paper at the conference.
- Only papers presented at the conference will be included in the official conference proceedings.

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

Contact
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