

13th Asia Tourism Forum

Tourism in the global era

07-09 June 2018

Tourism and Hospitality Management Institute, Angers (FRANCE)

Hosted by the University of Angers

Co-organized by the Tourism and Hospitality Management Institute of the University of Angers and the School of Hotel and Tourism Management of The Hong Kong Polytechnic University

The 13th Asia Tourism Forum is a major biennial conference which has been held over the past 20 years to address important issues facing Asia's tourism industry, particularly as it relates to development, service management, marketing and sustainability of tourism in Asia and in the world. As Asia deals with sustained economic growth, this edition wish to envisage the new Asian tourism and its interrelations with global tourism. First because in the top international tourist destinations in the world, the Asian "waves" of tourists involve numerous adaptations of the tourist sector. Then, Asian Tourism is now globalized and spreads far away from the borders of Asia. In France for example, it already changed the face of tourism. There is so an accelerating globalization of tourism, beyond its historic homes that are Europe and North America. The former borders of tourism are pushed away, as well as new ones appear and move on. Thus, we have to analyze this globalized and complex phenomenon, focusing on interactions between motivations, tourist offer, stakeholders' strategies and policies.

Venue

The conference will be held at **the University of Angers, Saint Serge Campus, City Centre**. Rooms will be arranged in hotels within the city.

Best papers will be considered for publication by: *Journal of China Tourism Research, Asia Pacific Journal of Tourism Research, Mondes du Tourisme.*

Call for Papers

Deadline for submission of abstracts: April, 1st 2018

Deadline for submission of full papers: May, 1st 2018

Oral and poster presentations are now invited on areas including (but not limited to) the following topics:

Innovations and New Approaches in Hospitality/Tourism Research and Education	Nature-based Tourism
Global Trends in Tourism and Hospitality	Rural Tourism Development
Events Management	Social Media and Tourism
Environmental Issues	Sustainable Tourism Development
Ethics and Law in Tourism	Tourism Economics and Forecasting
E-Tourism and Marketing	Curriculum Design and Pedagogies
Training in Tourism and Hospitality	Tourism and Hospitality Education
Globalization in Tourism	Tourism Marketing

Green Tourism	Tourism Policy
Hotel Management	Future Hotel Rooms and Restaurants
Corporate Social Responsibility	Destination Management and Marketing
Strategic Choices in Tourism and Hospitality	Choice Models and Consumer Decision Making
Service Quality Management	Human Resources Management

An abstract in MS Word (*.doc) should be submitted via e-mail to the Conference Secretariat (atf2018@contact.univ-angers.fr) Abstract should be approximately three-page abstract (typed double-spaced) in length. Abstract must provide information on the description of topic, theoretical focus, objectives, study area, data and research methods, expected findings and significance. Papers will be selected through peer review process and will be considered for publication after the conference is successfully over.

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

Invited and Confirmed Speakers

- Prof Kaye Chon of The Hong Kong Polytechnic University, Hong Kong, and Editor of Journal of Travel & Tourism Marketing and Asia Pacific Journal of Tourism Research
- Prof Haiyan Song of The Hong Kong Polytechnic University, Hong Kong, and Editor of Journal of China Tourism Research
- Margaret Fund, CEO of Singapore Hotel Association
- Chanin Donavanik, Executive Chairman of Dusit International
- A representant of the ACCOR hotel group
- A representant of AIR FRANCE group

For further information please contact:

atf2018@contact.univ-angers.fr

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