



# CHINA TOURISM & CHINA HOTEL-BRANDING FOURM 2013

*"New Tourism, New Strategies"*

16-18 May 2013

Hotel ICON, Hong Kong SAR, China

## Second Announcement and Call for Papers

The United Nations World Tourism Organization (UNWTO) and the School of Hotel & Tourism Management (SHTM) of The Hong Kong Polytechnic University are pleased to announce that the 8th China Tourism Forum and the 6th International Forum on China Hotel Brand Development are combined to become a 2-in-1 conference: China Tourism & China Hotel-Branding Forum 2013 (the Forum). The Forum, with the theme "New Tourism, New Strategies", will be held on 16-18 May 2013 at Hotel ICON, Hong Kong SAR, China.

China today is one of the most dynamic countries for tourism sector. While China is a late starter in international tourism, it has risen in recent years to become one of the top three destinations in the world in terms of visitor arrivals. At the same time, with more than 60 million outbound international tourists annually, China has emerged as one of the top source markets for international tourism. With such an unprecedented growth of tourism, many issues, challenges, and opportunities have emerged, most of which have global implications.

The Forum will be staged at Hotel ICON ([www.hotel-icon.com](http://www.hotel-icon.com)), a state-of-the-art teaching and research hotel of SHTM. The aim of the Forum is to provide an interactive platform for tourism policy makers, industry experts, academics and postgraduates to discuss tourism and hotel development of China, to identify factors shaping the tourism and hospitality trends, to examine the diverse needs of tourism and hospitality industry, and to share insights and research outcomes in China.

### *Call for Abstracts and Presentation Proposals*

The Forum organizers invite abstracts or presentation proposals from a wide range of areas, including (but not limited to) the followings:

- China Hotel Branding
- China Inbound Tourism
- China Outbound Tourism
- Chinese Culinary Arts and Tourism
- Competition Issues in Tourism Industry
- Corporate Social Responsibility
- Education and Training Administration
- Emerging Issues in China Tourism
- Environmental Management
- Ethics and Laws in Tourism
- E-tourism
- Global Trends in Tourism and Their Implications for China Tourism
- Green Tourism



- Human Resource and Educational Development for China's Tourism Industry
- International Branding of Destinations and Lessons We Can Learn
- Nature-based Tourism
- Quality Standard and Management
- Regulations in Tourism Industry
- Rural Tourism Development
- Social Media and Tourism
- Strategic Development of Tourism and Hospitality Industry in China
- Sustainable Tourism Development
- Tourism Marketing and Consumer Behaviour
- Tourism Master Planning
- Urban Development and Tourism
- Young Chinese Consumers: Post-80s Generation

## Who should attend the Forum?

- Government officials in tourism administration
- Hotel, restaurant and hospitality industry executives and employers
- Industry practitioners in tourism and hospitality industry
- Investors and investment institution representatives
- Researchers and consultants in tourism and hospitality
- Researchers, academics and students interested in China and China tourism
- Tourism authorities and marketing organizations
- Tourism policy makers

## Submission Guidelines

- Authors are requested to submit a 3-page abstract of the proposed paper or presentation proposal (typed, 12 pt Times New Roman, 1-inch (2.5cm) for all margins and double-spaced) by email. Indicate the author's name and affiliation only on a separate cover page and not anywhere in the abstract.
- 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 Forum.

**Deadline for Submission: 31 January 2013**

## Supporting Journals

The following journals are official publication supporters for the Forum. Authors of suitable papers presented at the Forum will be invited to submit their papers to any one of these journals for publication consideration after the Forum:

- *Asia Pacific Journal of Tourism Research (SSCI listed)*
- *Journal of China Tourism Research*
- *Journal of Travel & Tourism Marketing (SSCI listed)*
- *Journal of Teaching in Travel & Tourism*

Hosts



Organizer



Supporter



## For Further Information and Abstract/Presentation Proposal Submissions:

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