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台南家專學校財團法人台南應用科技大學 函

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受文者：國立暨南國際大學

發文日期：中華民國102年3月29日
發文字號：台南科大旅字第1020002597號
速別：普通件

密等及解密條件或保密期限：

附件：研討會中英文推廣文件（附件一.JPG、附件二.DOC，共2個電子檔案）

主旨：本校旅館管理學位學程將與泰國清邁國立湄洲大學觀光發展學院，於2013年7月24-26日辦理「中泰聯合觀光餐旅管理學術暨實務國際研討會 Asia as One」，敬邀與會，並惠賜稿件，請查照。

說明：

- 一、本校旅館管理學位學程將與泰國清邁國立湄洲大學觀光發展學院(Maejo University, School of Tourism Development)，將於今年7月24-26日假泰國清邁FURAMA酒店辦理「中泰聯合觀光餐旅管理學術暨實務國際研討會」，主題：「Asia as One」。
- 二、本次研討會旨在探討亞洲地區旅遊發展之獨特性與整合性之相關議題，研討會中更邀請了知名學者與會，並進行專題講座，誠摯邀請您參與，並惠賜稿件。
- 三、相關資訊請參閱附加檔案說明文件，研討會網站：<http://192.192.3.31/index.html>。

正本：公私立大專校院

副本： 擬辦：

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一、將來文上傳本校公文系統，公告週知。

二、文陳閱後存。

教授兼研發長 林佑昇

決代
行爲

教授兼研發長 林佑昇

約用 許孟瑜
助理員 102.03.29

副教授兼研發處 施君興
學務及推廣課 102.03.29

102年3月29日 臺南應用科技大學 函字第 (1020002) 66 號



裝 訂 線

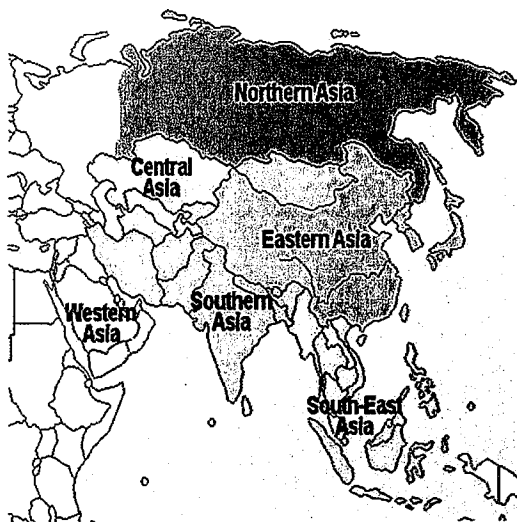
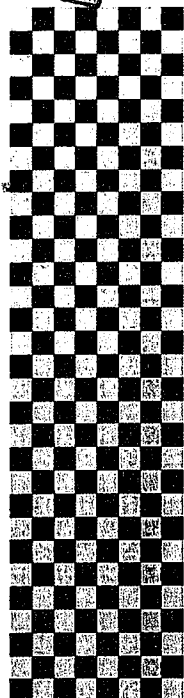


CALL FOR PAPER

Joint Symposium Asia as One

Balance between individuality and integration of Asian tourism concepts

2nd ANNOUNCEMENT



3rd International Conference on Sustainable Tourism Management
School of Tourism Development,
Maejo University, Thailand

1st International Conference on Tourism and Hospitality
College of Management,
Bachelor's Degree Program of Hotel Management,
Tainan University of Technology,
Tainan, Taiwan

24-26 July, 2013
Furama Hotel, Chiang Mai, Thailand

Hosted by

THEME

The main theme of the Joint Symposium will be Asia as One: Balance between individuality and integration of Asian tourism concepts.

ABSTRACT SUBMIT

Abstract Submission: Before 19th April, 2013

Less than 300 words.

Please submit the abstract to:

tourism@mju.ac.th or emhote@mail.tut.edu.tw

KEYNOTE SPEAKER

Prof. Chris Ryan, PhD
Waikato Management School,
University of Waikato, New Zealand
Editor, Tourism Management

Prof. Aejuo Lee, PhD
College of Tourism & Hospitality,
Sejong University, South Korea

PANELISTS & EDITORS

Prof. Dr. Tzung - Cheng Huan (NCYU, Taiwan)
Prof. Dr. Branda R. Sumayao (UPLB, Philippines)
Prof. Dr. Vignia R. Cardenas (Deputy Director, SEARCA, Philippines)
Prof. Dr. Sanggun Lee (PU, South Korea)
Assoc. Prof. Dr. Hui Tak Kee (NUS, Singapore)
Assoc. Prof. Dr. Miguela M. Mena (UPD, Philippines)
Assoc. Prof. Dr. Budi Guntoro (GMU, Indonesia)
Assoc. Prof. Dr. Weerapon Thongma (MJU, Thailand)
Assoc. Prof. Dr. Ting-Saw Weng (TUT, Taiwan)

REGISTRATION FEE

Before 31st May 2013 (Early Bird)
Regular Member US\$ 200 / Student US\$ 150
After 1st June 2013
Regular Member US\$ 250 / Student US\$ 200

TOPICS

- Tourism impact
- Policies in tourism/hospitality
- Promoting controversial tourism elements
- Niche market of tourism/hospitality
- Target market of tourism/hospitality
- Tourism capacity
- Host community impact
- Indigenous/heritage/culture/religious tourism
- Global vs. local or glocalization in tourism and hospitality
- Destination image differentiation
- Creative service
- Service operation management
- Marketing strategy in tourism and hospitality
- Financial evaluation in tourism and hospitality
- MICE/event/festival/sport tourism
- ICT (information and communication technology) in tourism and hospitality industry
- Human resource management in tourism and hospitality
- Tourism education

IMPORTANT DATES

Abstract Submission: Before 19th April, 2013
Early Bird Registration Closing Date: Before 31st May, 2013
Full Paper Submission: Before 14th June, 2013

PUBLICATION & AWARD

- 6 outstanding papers will be selected and awarded at the conference.
- The paper which be published in the conference will be selected to issue in those journals as follows in priority.

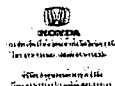
International Journal of Asian Tourism Management
International Journal of Agricultural Travel and Tourism

Venue

Hotel
Furama Chiang Mai

Conference Website

<http://192.192.3.31/index.html>





中泰聯合觀光餐旅管理學術暨實務國際研討會

主 題：**Asia as One**，探討亞洲地區旅遊發展之獨特性
與整合性之相關議題

時 間：2013 年 7 月 24~26 日

地 點：泰國清邁 FURAMA 酒店

專題演講主講者

Prof. Chris Ryan, PhD

Waikato Management School,

University of Waikato, New Zealand

Editor, Tourism Management

Prof. Aejuo Lee, PhD

College of Tourism & Hospitality,

Sejong University, South Korea

研討會論文邀稿

誠摯邀請您參與，並請惠賜稿件。

摘要投稿日期：2013 年 4 月 19 日前

摘要以不超過 300 字為主，摘要與全文均需以英文撰寫

投稿請寄至：

tourism@mju.ac.th (其他國家與會者投稿使用)

emhote@mail.tut.edu.tw (台灣、中港澳地區投稿為主)

全文繳交日期：2013 年 6 月 14 日前

徵稿主題

- Tourism impact
- Policies in tourism/hospitality
- Promoting controversial tourism elements
- Niche market of tourism/hospitality
- Target market of tourism/hospitality
- Tourism capacity
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- Global vs. local or glocalization in tourism and hospitality
- Destination image differentiation
- Creative service
- Service operation management
- Marketing strategy in tourism and hospitality
- Financial evaluation in tourism and hospitality

榮譽與期刊發表

1. 本研討會將頒發 6 篇最佳論文獎。
2. 於本研討會發表之相關文章，將有發表於下列國際期刊之優先權，期刊名稱：
 - **International Journal of Asian**
 - **International Journal of Agricultural Travel and Tourism**

研討會註冊費用

早鳥優惠 (2013 年 5 月 31 日前)

一般發表及與會者：200 美金

學生：150 美金

一般註冊 (2013 年 6 月 1 日後)

一般發表及與會者：250 美金

學生：200 美金

- MICE/event/festival/sport tourism
- ICT (information and communication technology) in tourism and hospitality industry
- Human resource management in tourism and hospitality
- Tourism education

詳細資訊請參考研討會網站：<http://192.192.3.31/index.html>

主辦單位：

台南應用科技大學之第一屆觀光餐旅管理國際研討會

(1st International Conference on Tourism and Hospitality)

泰國清邁國立湄洲大學第三屆觀光永續發展與管理國際研討會

(3rd International Conference on Sustainable Tourism Management)

台灣、中港澳地區聯絡人：

台南應用科技大學旅館管理學位學程

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