



ASIA PACIFIC FORUM 2014

13th Asia Pacific Forum  
Taiwan | 14 - 16 May 2014  
for Graduate Students Research In Tourism

## **Industry and Academic Links: Relationships of Mutual Benefits**

### **What is APF?**

The Asia Pacific Forum for Graduate Students Research in Tourism was founded in 2002 in an effort to provide a “research forum” for postgraduate students and academics in tourism and hospitality field in Asia Pacific. The APF was created with recognition that a research sharing forum was needed in Asia and Pacific for future leaders of academia and industry in Asia and Pacific, a region with a rapid rise of numbers of universities offering postgraduate programs with some aspects of knowledge creation and research scholarship. The aim and objective of APF is to facilitate exchange of information and networking among postgraduate students and academics for further research collaboration and networking. APF typically features keynote sessions by academic and industry leaders in hospitality and tourism as well as referred paper and poster presentations by Forum participants.

### **Welcome to Taiwan!**

We are pleased that the 13<sup>th</sup> APF will be held for the first time in Taiwan. We would like to invite you to join us at National Kaohsiung University of Hospitality and Tourism (NKUHT), Taiwan. The event will be held on May 14-16, 2014 with the theme of “Industry and Academic Links: Relationships of Mutual Benefits”.

### **Call for Papers**

The APF will focus on a broad range of research in tourism, leisure, sports, hospitality, and culinary arts. We are particularly interested in studies that question, construct or deconstruct, and interpret or reinterpret the theoretical and methodological stances informing current research practices. Furthermore, we encourage papers with multidisciplinary and interdisciplinary research approaches. The APF invites papers on either completed research or a preliminary report on “research in progress”. The paper has to be authored by a graduate student. In case of multiple authors, the presenting authors must be graduate students who are pursuing a master’s or doctoral degree or a young academic who completed the paper in part of his/her master’s or doctoral thesis. Undergraduate senior students are also invited to submit papers based on research project they may have undertaken in collaboration with their professors.

Oral and poster presentations are now invited in areas including the following topics:

- Event Operations and Management
- Ethics and Corporate Social Responsibility
- Future Development in Hospitality, Tourism, Leisure, Sports, and Culinary Arts
- Hotel and Restaurant Management
- Human Resources Management
- Global trends in Hospitality, Tourism, Leisure, Sports, and Culinary Arts
- Globalization in Hospitality, Tourism, Leisure, Sports, and Culinary Arts

- Green and Environmental issues in Hospitality, Tourism, Leisure, Sports, and Culinary Arts
- Innovations and New Approaches in Research and Education concerning Hospitality, Tourism, Leisure, Sports, and Culinary Arts
- Service Quality Management
- Social Media and E-Marketing
- Training and Education for Hospitality, Tourism, Leisure, Sports, and Culinary Arts
- Other relevant topics

### ***Three-YES Commitment***

**YES**, we are looking for papers embracing both industry and academic views. We are particularly interested in studies that bring the managerial problems in the real world to the research practices.

**YES**, papers which are related to any aspect of hospitality, tourism, leisure, sports, and culinary arts are welcome.

**YES**, the conference organizer-NKUHT is determined to promote a conference with fun atmosphere in which the sharing of ideas is encouraged both formally and informally.

### **Who Should Attend?**

- Practitioners and graduate students in hospitality, tourism, leisure, sports, and culinary arts related fields.
- Academic staff teaching and supervising post-graduate students.
- Administrators of academic programs in hospitality, tourism, leisure, sports, and culinary arts.
- Undergraduate students interested in pursuing post-graduate studies.
- Researchers, academics and consultants with research interests in hospitality, tourism, leisure, sports, and culinary arts.

### **Best Paper Awards**

Best paper will be competitively selected by the “Paper Review Committee” based on the final full paper. The winner of author(s) will be acknowledged at the general session with a certificate and a cash prize of US\$300 which is sponsored by Taiwan’s “Chinese Hospitality Education Association”.

### **Submission Guidelines**

Manuscripts and posters submitted to the 13<sup>th</sup> APF must be written in English, should be original contributions and should not have been previously published nor be under consideration for publication elsewhere. Individual and multiple authors are welcome to contribute.

### **Abstract Submission**

- Abstracts (3 pages extended abstracts, typed, double-spaced and maximum 1,500 words, including references) should be submitted for the final selection process.

- Indicate the author's name and affiliation only on the cover page. Author's name should not be indicated anywhere in the abstract.
- Please submit all abstracts to APF Paper Review Committee by email [2014apf@live.nkuht.edu.tw](mailto:2014apf@live.nkuht.edu.tw). Please specify your research area (Hospitality, Tourism, Leisure, Sports, and Culinary Arts) and indicate on the email subject heading, for example, "Paper (or poster) for the 13<sup>th</sup> APF-Culinary Arts".
- Deadline for submitting abstracts is March 1, 2014. The Paper Review Committee will screen the abstracts and advise authors by 15 of March. Authors of accepted abstracts will be asked to submit completed full papers before April 15, 2014. The best paper award will be selected based on the full papers.

Once the abstract is accepted, at least one author must register for and present the paper at the Forum. After April 15, 2014, if no registration record is found, papers will be removed from the conference proceedings and the presentation program. Registration before April 1, 2014 is highly recommended since the host provides an attractive early bird registration rate.

### Full Paper Submission

- **Font:** Times New Roman 12pt
- **Spacing:** Double Spaced.
- **Title:** No more than 2 lines of text
- **Total length:** 10 pages (including title, abstract, main body, tables and references)
- **Margins:** 1 inch all sides
- **Abstract:** Maximum of 150 words
- **Referencing style:** APA 6th Edition format

The title page is the first page and should contain the title of the paper, name of author(s) or authors' names, institutional affiliation, present position and complete address (including telephone/fax and e-mail). Author's name should not appear anywhere except on the cover page of the manuscript to preserve anonymity during the blind review process.

### Order of Paper for Submission

1. Title, 2. Abstract, 3. Keywords, 4. Main body of the paper including tables or charts (Introduction /Background, Literature Review, Methodology, Findings, Conclusion) 5. Reference list.

### Registration and Hotel Accommodations

APF Registration fee will be US\$ 200 (NT\$6,000) before April 1, 2014 and US\$ 300 (NT\$9,000) thereafter for all international and domestic delegates; for full-time students fee will be US\$ 100 (NT\$3,000) before April 1, 2014 and US\$ 200 (NT\$6,000) thereafter. Accommodation information will be available on the website (<http://demo1.nkuht.edu.tw/~shm/apf/index.html>) .

For Further information please contact: [2014apf@live.nkuht.edu.tw](mailto:2014apf@live.nkuht.edu.tw)