

Dear Professor\Colleagues\Authors:

We would like to invite you to submit your research paper to **The 2nd International Conference on Tourism and Hospitality** and join the symposium to discuss tourism policies at **2014 Tourism Policy Forum Summit**. This Joint Conference is an international academic and practice communication platform to allow academic scholars and professional managers more communicate opportunities to present research findings and share practice experiences. The conference will focus on travel related research in the fields of tourism guidance, hotel industry and health leisure. We warmly welcome academic scholars, hotel managers and relevant research institutes submit papers to participating in this conference.

The Joint Conference will be held at Tainan University of Technology, Tainan City, Taiwan, from 22 to 23 of October 2014. All submissions will be subject to double blind review process. Once your paper is accepted for presentation, the abstract will be published in the conference proceedings with ISBN. If you have any interesting in the following topic, welcome you to send your paper or proposal to t20094@mail.tut.edu.tw (or ti0017@mail.tut.edu.tw). For more detailed information, please visit the conference's website: <http://www.tuthm.tut.edu.tw/files/11-1068-2487-1.php>.

Announcement

Joint Conference

The 2nd International Conference on Tourism and Hospitality of the College of Tourism, Tainan University of Technology

2014 Tourism Policy Forum Summit of the College of Management, National Chiayi University

The Department of Hotel Management, College of Tourism, Tainan University of Technology and the College of Management, National Chiayi University are pleased to announce that a concurrent and joint conference will be held at:

Tainan University of Technology, Tainan City, Taiwan

October 22-23, 2014

Call for Paper

Conference Date	The 2nd International Conference on Tourism and Hospitality (October 22-23, 2014)
October 22-23, 2014	Keynote Speakers: ● Professor Jianmin He. (Professor in Economics Distinguished Expert awarded by the State Council of China; Chair, Department of Tourism Management at School of International Business Administration, Shanghai University of Finance and Economics) ● Professor Weerapon Thongma (Vice President for Networking and Dean, School of Tourism Development, Maejo University, Thailand; President, Asian Tourism Management Association) ● Mr. Erich Kaiserseder (General Manager, Shangri-La's Far Eastern Plaza Hotel Tainan)
Address of Venue:	
Tainan University of Technology (No.529, Zhongzheng Rd., Yongkang District, Tainan City 71002, Taiwan)	
Organizers	
College of Tourism, Tainan University of Technology College of Management, National Chiayi University Department of Hotel Management, College of Tourism, Tainan University of Technology	
Important Dates	Focused Topics and Fields
Abstract Submission Deadline: August 24, 2014 Notification of Acceptance or Rejection: August 31, 2014 Full Paper Submission Deadline: September 21, 2014 Deadline for Registration and Final Submission: October 5, 2014 Poster Deadline: October 5, 2014 Conference Date: October 22-23, 2014	Section (A) -Tourism Industry Trends: ● Economic Impacts of Tourism ● Marketing and Management for Tourism ● Risk Evaluation for Tourism ● Innovation, Globalization and Integration for the Tourism Commodity ● Health Leisure Trends and Healthy Food Development ● Other Tourism Related Issues (e.g. Green Tourism, Vacation property ownership, etc.) Section (B) - Hotel Industry Development: ● Marketing and Management in Hospitality ● Hotel Capital Structure Analysis ● Hotel Industry Development Management and Strategy ● Hospitality Education in considering Cultural and Language ● International Exhibition Industry and its Future ● Other Hotel Related Issues (e.g. Green Hotel, Extended Stay Hotels, Resort Hotels, Homestay, etc.)
Registration Fees	
Before September 21, 2014 (Early Bird): ● Regular USD \$40 / NTD\$1,200 ● Student USD \$20 / NTD\$600 After September 21, 2014: ● Regular USD \$60 / NTD\$1,800 ● Student USD \$30 / NTD\$900	
2014 Tourism Policy Forum Summit (October 22, 2014)	
Participants: ● Professor Tzung-Cheng Huan (Dean, College of Management, National Chiayi University) ● Professor João Albino Matos da Silva (Member of the editorial board of the 'Panoeconomicus'; Presidente do Centro de Estudos em Turismo e Lazer (CITeL) da Universidade do Algarve; Faculdade de Economia, Universidade do Algarve, Portugal) ● Professor Patrícia Oom do Valle (Professor at the Faculty of Economics, University of Algarve, and Coordinator of the Master in Marketing; Member of the Research Centre for Spatial and Organizational Dynamics (CIEO).) ● Professor Sérgio P. Santos (Professor at the Faculty of Economics of the University of Algarve, Portugal, and the local coordinator of the branch of the Centre for Advanced Studies in Management and Economics) ● Professor Carla A.F. Amado (Professor at the Faculty of Economics of the University of Algarve, Portugal, and an integrated researcher at the Centre for Advanced Studies in Management and Economics)	Contact Information Should there be any inquiries please do not hesitate to contact us: ● Dr. Mao-Lung Huang t20094@mail.tut.edu.tw ● Dr. Kuan-Ying Chen ti0017@mail.tut.edu.tw Website: http://www.tuthm.tut.edu.tw/files/15-1068-12558,c2487-1.php