

ELHT 2014

International Conference on *Experiential Learning in Hospitality and Tourism*

20th-23rd May 2014 Macau



Experiential learning and teaching involves students learning via their own experiences and is often a more effective way to introduce students to certain fields than lecturing. In fact a combination of teaching strategies is likely create the best outcome, not least because students are obliged to become actively engaged with what they are doing. Experiential learning can be very time consuming from the teacher's point of view, especially when one takes into account the logistics involved in organizing tasks, materials, exercises and field visits. Also assessments in experiential learning need to be creative as traditional methods of assigning marks are not always appropriate. Experiential approaches are also good at preparing students for real life challenges. Following the success of a Greater China

Roundtable Meeting on Experiential Learning in Hospitality and Tourism in which participants shared their experiences and teaching and learning strategies, it was decided that we should hold a full conference devoted to the subject (20th-23rd May 2014). If you would like to attend the conference to present a paper then we would like you to send your full paper by 15^h February. The papers will be refereed and best authors will be offered support to attend the conference either in the form of fee waivers or support for travel and accommodation.

KEY AREAS OF FOCUS:

The focus is on experiential learning and teaching related to all aspects of tourism and hospitality. Related interest areas include, but are not limited to:

- The Business of Tourism
- Tourism and Hospitality Management
- Understanding Tourism and Hospitality
- Public Sector Approaches to Tourism and Hospitality Development
- Information Technology in Tourism and Hospitality
- Human Resource Management in Tourism and Hospitality
- Adaptive Analysis Techniques/Research Methods
- Customer Care and Service Quality in the Tourism and Hospitality Industry
- Heritage and Tourism Management

PROGRAM CHAIR



Professor Michael Hitchcock
Dean of Faculty of Hospitality and
Tourism Management
Macau University of Science and
Technology

KEYNOTE SPEAKER/MODERATORS (Chairs)



Professor Cathy H.C. Hsu
School of Hotel and Tourism
Management
Hong Kong Polytechnic University



Professor Michael Parnwell
Distinguished Guest Professor
Faculty of Hospitality and Tourism
Management
Macau University of Science and
Technology



Professor Brian King
Associate Dean
School of Hotel and Tourism Management
Hong Kong Polytechnic University



Professor Carson (Kit) Jenkins
Professor Emeritus
University of Strathclyde



Professor Hanqin Qui
School of Hotel and Tourism Management
Hong Kong Polytechnic University



Professor Geoffrey Wall
Geography and Environmental
Management
University of Waterloo

IMPORTANT DATES

Full Paper Submission Deadline: **15 April, 2014**
Final Paper (Camera-Ready) Submission Deadline: **30 April, 2014**
Announcement of Best Papers: **15 May, 2014**
Registration Deadline: **15 May, 2014**
Conference Dates: **20 - 23 May, 2014**

MANUSCRIPT STYLE

This conference follows the APA style as outlined in the latest edition of the Publication Manual of the American Psychological Association.

REGISTRATION

The registration fee for the conference: USD\$400
Special discount for who has joined "**Global Tourism & Hospitality Conference and Asia Tourism Forum**":
USD\$200; Student: USD\$200

- The best top 20 papers, waive the registration fee.
- The best top 5 papers, waive the registration fee & free accommodation

CONTACT US

ELHT 2014 CONFERENCE SECRETARIAT

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Submission page:

<https://www.easychair.org/conferences/?conf=elht2014>

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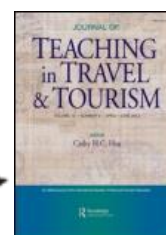
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HOST & ORGANIZER:



澳門科技大學
MACAU UNIVERSITY OF SCIENCE AND TECHNOLOGY

SPONSOR:



AGENDA

May 20 (Tue)	May 21 (Wed)			May 22 (Thu)
15:00-18:00 Registration (Block M, G/F, M118)	08:30	Welcome Desk/Registration Venue: Block N, G/F		Post- Conference Tour
	All morning sessions are held in N101, Block N			
	09:30- 09:45	Conference Opening Speech by Prof. Shuguang Zhang , Standing Vice Rector, M.U.S.T. Speech by Prof. Michael J. Hitchcock , Conference Chairman		
	09:45-10:15	Keynote Speech 1 by Prof. Cathy H.C. Hsu		
	10:15-10:45	Keynote Speech 2 by Prof. Michael Parnwell		
	10:45-11:15	Keynote Speech 3 by Prof. Brian King		
	11:15-11:30	Coffee Break		
	11:30-12:00	Keynote Speech 4 by Prof. Carson K. Jenkins		
	12:00-12:30	Keynote Speech 5 by Prof. Hanqin Qui		
	12:30-13:00	Keynote Speech 6 by Prof. Geoffrey Wall		
	13:00-13:20	Souvenir presentation and Group Photo		
	13:20-15:15	Lunch, Venue: TBA		
	15:15-17:15 Cultural Heritage Tourism Seminar: Keynote Speech 7 by Prof. Gerald Lidstone (N101)	15:15-16:45: Parallel Sessions A1(N213), B1(N217) C1 (N219)	15:45-17:45 Round-table Meeting (A201)	
		16:45-17:00: Coffee Break, 2/F, Block		
		17:00-18:30: Parallel Sessions A2(N213), B2(N217) C2(N219)		
	18:30-21:30 Banquet Dinner/ Award Presentation, Venue: TBA			