

# **2<sup>nd</sup> World Tourism Conference**

## **16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**Organized by**

- **University of Novi Sad, Serbia**
- **University of Phayao, Thailand**
- **Istanbul Arel University, Turkey**
- **Tourism College of Zhejiang, China**
- **Cape Breton University, Canada**
- **CETA University of College of Tourism, Spain**
- **Yasar University of Turkey**
- **University of Hawaii, USA**
- **National Pintung University of Science and Technology, Taiwan**
- **Tumaini University at Ireinga, Tanzania**
- **South Kazakhstan State University, Kazakhstan**
- **Australian School of Tourism and Hotel Management, Australia**
- **School of Hospitality, Tourism & Culture Heritage Institute, Canada**
- **Technological Education Institute of Piraeus, Greece**
- **Philippine Society for Culture and Tourism, the Philippines**
- **the Hokaido Academic Society of Tourism, Japan**
- **Education University of Indonesia, Indonesia**
- **Centre for Tourism Studies, India**
- **the Korean Academic Society of Culture and Tourism**
- **World Cultural Tourism Association**
- **World Tourism Association**

**Date: May 15-17, 2015**

**Venue: Town in Town Hotel, Pattaya, Thailand**

# Table of Contents

Opening Address of Chairman of Organizing Committee(President of World Cultural Tourism Association and World Tourism Association)

Opening Address, President, University of Novi Sad, Serbia

Congratulatory Remarks by President of National Pingtung University of Science and Technology, Taiwan

Congratulatory Remarks by President, CETA University College of Tourism, Spain

Congratulatory Remarks Rector, Yasar University, Turkey

Congratulatory Remarks by Provost, Tumaini University at Iringa, Tanzania

Congratulatory Remarks by Cape Breton University, Canada

Congratulatory Remarks by President, Tourism College of Zhejiang, China

Congratulatory Remarks by President, South Kazakhstan University, Kazakhstan

Congratulatory Remarks by Managing Director, Australian School of Tourism and Hotel Management

Congratulatory Remarks by President, Technological Education Institute of Piraeus

Congratulatory Remarks by President, Istanbul Arel University, Turkey))

General Conference Information

: Aim of the Conference

Program at a Glance

Daily Program Schedule

Presentation Schedule

Speakers, Commentators, Moderators and Paper Presenters

International Relationships

World Cultural Tourism Association

The Korean Academic Society of Culture and Tourism

World Tourism Association

Organization of World Cultural Tourism Association

Announcements

: Call for Paper

Conference Announcement, 17<sup>th</sup> International Joint World Cultural Tourism Conference

3rd World Tourism Conference

International Journal of Culture and Tourism Research(Journal of World Cultural Tourism Association)

International Journal of Tourism Research(Journal of World Tourism Association)

Journal of Culture and Tourism Research (Journal of the Korean Academic Society of Cultural and Tourism)

**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**

**Town in Town Hotel, Pattaya, Thailand**

=====



World Cultural Tourism Association and our 37 international academy collaborations are pleased to announce 16<sup>th</sup> International Joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference. This event has been scheduled to take place at Town in Town Hotel Pattaya, Pattaya, Thailand..

On behalf of organizing committee of 16<sup>th</sup> International joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference. I warmly welcome you all to the 16<sup>th</sup> International Joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference. We are pleased to see all of you, and are excited of what we expect will be an exciting and productive discussion of tourism marketing, strategy, management and policy and other relating issues on tourism.

The aim of this conference is to provide a forum for international educators, scholars, researchers, industry professionals, policy-makers and graduate students with opportunity to explore and discuss issues in the topics on tourism.

Over the few days, we will share ideas and suggestions on how to manage tourism. The obtained informations will be useful for managerial implications.

I would like to express our hearty welcome to all the participants, especially to many of our guests who have come here far from abroad.

Finally I would like to thank all of you for coming to participate this Conference and I sincerely hope that the present meeting gives you a good opportunity to discuss various new tourism development and new directions of the applications and serve you as a place of communication and international collaboration.

On behalf of our organizing committee, it is our great pleasure to welcome all of you to this conference. We welcome you all of VIP guests, educators, policy-makers and students to this conference, again

Please enjoy the conference in Pattaya, Thailand.



-----  
**Chairman**

**Prof. Sung-chae, Jung Ph.D.**

**16<sup>th</sup> International Joint World Cultural Tourism Conference**  
**2<sup>nd</sup> World Tourism Conference**

2<sup>nd</sup> World Tourism Conference  
16<sup>th</sup> International Joint World Cultural Tourism Conference

Tourism : Managerial and Political Implications

May15-17, 2015  
Town in Town Hotel, Pattaya, Thailand

Yuniverzitet u Novom Sadu  
Ulg. Džozsefa Opatovicsa 5  
21000 Novi Sad  
Croatia



University of Novi Sad  
Ulg. Džozsefa Opatovicsa 5  
21000 Novi Sad  
Croatia

Phone: +381 21 485 2000, 485 2920 \* Fax: +381 21 450 418 \* E-mail: [relator@univsa.ac.rs](mailto:relator@univsa.ac.rs) \* <http://www.univsa.ac.rs>



Rb. 03-33/64

Distinguished colleagues,

We have the pleasure to invite you to support and participate in the 13th International Joint World Cultural Tourism Conference, which will be held from 12 to 14 October in Bangkok, Thailand.

Cultural tourism is a form of tourist movement, which has increasing importance. Based on the fact that tourism is a socio-economical phenomenon, which is intertwined with elements of spiritual and material life and has a direct political role, that is contributes to the feeling of connection between nations, through exploring their culture. Development of cultural tourism in the world would contribute to political stabilization on the global level.

Cultural tourism is the fastest growing market in today's Europe. European countries, regions and cities are increasingly struggling to attract producers and consumers and thus mitigate the economic consequences of restructuring and globalization of the market. Going through a phase of economy of experience, urban and rural areas are becoming the important places where experiences and products for mass consumption are being produced. Culture is turning into the basic "raw material" "experience" of the economy of experience, and cultural tourism is particularly important part. Therefore, the University of Novi Sad, as a part of their research and practical work, in particular the Department of Geography, Tourism and Hotel Management, contributes to the development of cultural tourism.

The 13th International Joint World Cultural Tourism Conference will contribute to sustainable development of cultural tourism on a global scale. Exchange of opinions and experiences will result in formation of new strategies in cultural tourism.

We wish you a successful participation at the conference and a pleasant stay in beautiful Bangkok.



Rector of the University Novi Sad

Miroslav Veskovac, PhD

**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**

**Town in Town Hotel, Pattaya, Thailand**

=====



Dear Delegates:

It is my great pleasure to welcome you to the 16<sup>th</sup> International Joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference. I highly acknowledge the presence of Professor Sung-Chae, Jung, Ph.D., President of the Korean Academic Society of Culture and Tourism, World Cultural Tourism Association for providing the University of Phayao an opportunity to be a part of this conference. The theme of the 16<sup>th</sup> International Joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference-- Tourism: Managerial and Political Implications is suitable for this region where tourism destinations are obvious. I am confident that during this period of three days of the conference, there will be "Managerial and Political Implications" found and become beneficial to the world of tourism. One underlying factor of a country's progress is tourism. Every country has an unstoppable determination by countlessly promoting its top tourist destinations, thus enabling it to wave its flag high and be known to the rest of the world. Despite the fact that there will always be challenges that meet our efforts, we still rise above those and there comes the creativity to work on those things. And I believe that you, ladies and gentlemen, have got that potential to create new possibilities. Allow me to quote this cliché "Two heads are better than one." We are in fact, more than that if we do a headcount. It is delightful to know that through our passion and cooperation, we would be able to come up with countless bright ideas. We may not guarantee ourselves of success towards the end of the conference. But one thing is for sure: we are on our way there.

In conclusion, I wish the conference great success and all participants have a great time in Pattaya, Thailand

2<sup>nd</sup> January 2012



**Srisuda Chongsithiphol, D.B.A.**

Dean

College of Management Bangkok

University of Phayao

Thailand

**Prof. Mondhon Saguanserm Sri, Ph.D**  
**President University of Phayao, Thailand**

**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**

**Town in Town Hotel, Pattaya, Thailand**

=====



**T.R.**  
**ISTANBUL AREL UNIVERSITY**



Dear Colleague,

It was a great honor to have the 12th International Joint World Cultural Tourism Conference 2011 hosted by our university, Istanbul Arel University, in Istanbul, Turkey.

I attended the conference as a Vice Rector last year. The conference was successful in attracting outstanding guests from all over the world: academicians from the countries such as Malaysia, America, Greece, Japan, India, Iran, Kazakhstan, Egypt, Korea, Oman , researchers from Iran, England, professionals from Australia, policy makers from Turkey and graduate students from Greece, China, Italy, Check Republic. All had a chance to share their knowledge, ideas and experience.

I would like to express my thanks to my colleague Prof.Sung-chaee, Jung, Ph.D. from the Department of Tourism at Honam University and the President of the Korean Academic Society of Culture and Tourism, World Cultural Tourism Association (WCTA), for making this conference a success through his great effort, experience and discipline.

I would like to again thank all the participants for their many valuable contributions.

I hope you have great success this year and for many more years to come.

Sincerely,

**Prof. Dr. Nihat KÜÇÜKSAVAŞ**  
Rector

[www.arel.edu.tr](http://www.arel.edu.tr)

Türkoba Mahallesi Erguvan Sokak No: 26/K Tepevent-Büyükdere/İstanbul  
Tel: (0212) 860 04 80 Faks: (0212) 860 04 81 E-Posta: arel@arel.edu.tr

**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**

**Town in Town Hotel, Pattaya, Thailand**

=====



Distinguished Ladies and Gentlemen,

It's my pleasure to welcome you to attend the 16th International Joint World Cultural Tourism Conference and 2nd World Tourism Conference, held here in Pattaya, Thailand, . As one of the sponsors of the Conference, I would like to extend our warmest welcome to experts and scholars from all of the world. And I would also like to express my hearty thanks to Professor Jung Sung-chaе, President of the Korean Academic Society of Culture and Tourism, and the organizing staff for the great efforts they have made to the conference.

The 21st Century has seen the ever-changing development of tourism in China, tourism has become the new growth power in China's economy. With varieties of tourism products and improving facilities, China tourism keeps a sustainable growth trend. In 2020, the objective of China tourism is that the entry overnight tourists totaled 64 million and the tourism foreign exchange income reach \$42.6 billion. As predicted by the World Tourism Organization, in 2015, China tourism will reach the senior stage--outbound tourism stage. The outbound tourists will amount to 1 billion. China is becoming a potential source country.

The rapid tourism development needs a great number of professionals. Tourism College of Zhejiang is a higher learning institution of specializing in fostering international professionals in tourism. In 2009, our school obtained the the honour of Provincial Demonstration Vocational College. Located in the beautiful city--Hangzhou, it boasts 8500 students and a teaching staff of 400. Featured by its international tourism education, it has established friendly and cooperative relations with over 25 universities and colleges in South Korea, the United States, Japan, France, Austria, Switzerland and Ukraine. It has made notable achievements in the international education exchanges and cooperative programs.

As a fashionable society action, we not only encounter with different cultures and meet with different people but also need further mutual understanding in tourism. I believe that through the conference, we can enhance our friendship, get a deeper understanding of each other, increase the exchanges and cooperation and therefore further promote the development of the world tourism industry.

Finally, I sincerely wish the conference success!

Thank you.

A handwritten signature in black ink, appearing to read 'Wang Kunxin', written in a cursive style.

President: Wang Kunxin

Tourism College of Zhejiang

Hangzhou, China



**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**  
**Town in Town Hotel, Pattaya, Thailand**



=====

Greetings from the National Pingtung University of Science and Technology (NPUST), Taiwan!

It's my great pleasure to welcome you all to attend the 16<sup>th</sup> International Joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference, Pattaya, Thailand.

This conference provides an excellent platform for scholars, researchers, industrial experts, policy-makers and students coming from all over the world to present their papers on the related topics of cultural tourism. Participants discuss issues and challenges that may impact tourism development in local or global markets, and share experiences and exchange views in areas of mutual interest.

No doubt, tourism, a green industry, has been included as a leading policy and is being actively promoted in many countries. Consequently, it has been a boom to local and regional economic development in recent years. Yet, as we are members of the international community, there are some issues to which we must pay more attention. Such issues include how to achieve high quality tourism while simultaneously protecting and conserving both the natural and cultural resources of the community amid this rapid commercial development. Additionally, continuous international exchange and cooperation are necessary in order to make the tourism industry even better.

Finally, once again, I would like to convey my sincere regards to every participant for your efforts in the promotion of tourism. I also wish the conference great success in 2015 in Pattaya, Thailand.



Prof. Guu, Yuan-Kuang, Ph.D.  
President  
National Pingtung University of  
Science & Technology, Taiwan



**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**

**Town in Town Hotel, Pattaya, Thailand**



It is a great honour for me to welcome you to the **2015 INTERNATIONAL JOINT WORLD CULTURAL TOURISM CONFERENCE and 2<sup>nd</sup> World Tourism Conference, Pattaya, Thailand...**

As the president of CETA University College of Tourism in Barcelona Spain, I am proud to participate in this, the 14th International Joint World Cultural Tourism Conference, being held in Seoul, Korea.

The conference programme offers interesting and innovative aspects of the sector which are especially worthwhile with the added benefit of being celebrated in Thailand, country which has great potential as a tourism destination due to its most impressive natural, historical and cultural heritage. Its cultural richness and diversity is evident in its different languages, customs, gastronomy, and lifestyles which all serve to make it fascinating to the rest of the world.

This focus on tourism contributes to the paradigm changes needed in this world in order to achieve more sustainable development on all levels as we continue into the second decade of the new millennium. Our centre is particularly committed to this: we aim to prepare students for these necessary changes and encourage them to be responsible leaders and professionals within the industry which is of great importance to the Spanish economy.

As an important destination for tourism, Spain also offers a wide variety of cultural attractions and activities to enrich and complement our traditional offer of sun and beach tourism. Gastronomy and enology, bird watching, pilgrimages along the Camino de Santiago, being just a few examples. And with more than 30 UNESCO World Heritage Sites spread around the country, it is easy to understand why we receive almost 60 million tourists a year.

I am confident that this year's conference programme will meet the needs and expectations of tourism professionals, policy makers, researchers and academics, as we come together to consider, discuss, analyse the importance of existing and emerging trends in tourism on a local, national and global level and the opportunities that they offer to the world on a whole.

Hence, I wish to send my most sincere congratulations to the conference organizers and extend a very warm welcome to participants to this most significant edition of the International Joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference.



**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**  
**Town in Town Hotel, Pattaya, Thailand**



=====  
I would like to express our appreciation to the collaboration of WTA, World Cultural Tourism Association, The Korean Academic Society of Culture and Tourism, to my colleagues around the Turkey, whose support and contribution made it possible to bring scholars together in this conference.

I would like to thank all the authors of submitted papers and attendees for their contributions and participation.

In addition, I hope that you will take the opportunity to enjoy the scientific and social program. And also I hope that developing enhance cooperative relationship between two institutions.



Prof. Dr. Murat Barkan  
Rector  
Yaşar University, İzmir Turkey

**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**  
**Town in Town Hotel, Pattaya, Thailand**

=====



Six years ago at about this time we had the privilege and pleasure to listen and discuss a wide range of presentations on innovations and strategies in tourism at the 11<sup>th</sup> International Joint World Cultural Tourism Conference in China. Happily some of the ideas from the conference are already being reflected in our curriculum reviews and research topics.

I look forward to forward to futher incursions in this rapidly growing field of endeavour at this year's 16<sup>th</sup> conference and 2<sup>nd</sup> World Tourism Conference in Thailand and it is my singular pleasure to welcome you to this event.

Yours Sincerely

**Prof. Nicholas Bangu**  
**Provost(CEO), Tumaini University, Iringa, Tanzania**

A handwritten signature in blue ink, appearing to read 'N. Bangu', written over a blue stamp.

PROVOST  
TUMAINI UNIVERSITY  
IRINGA UNIVERSITY COLLEGE  
P. O. BOX 200-IRINGA  
TANZANIA

-----  
**Professor Nicholas T.A. Bangu,**  
**Provost, Tumaini University at Iringa, Tanzania**

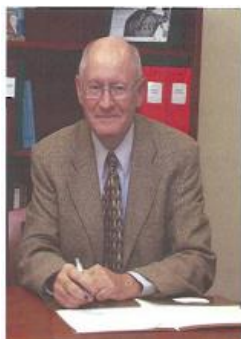
**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**

**Town in Town Hotel, Pattaya, Thailand**

=====



I am delighted to once again extend congratulations from Cape Breton University (CBU) to the 16<sup>th</sup> International Joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference. Cape Breton Island, located in Nova Scotia, Canada, is renowned for its beauty and deeply rooted diversity of cultures. It is a wonderful backdrop for CBU students to learn and be inspired. Culture is most definitely celebrated on Cape Breton Island, and at Cape Breton University we are committed to sustaining that culture while fostering innovation. This is accomplished in many ways, one being through interesting research being conducted by CBU faculty and students that is specific to Cape Breton Island, such as Mi'kmaw language and traditions, and Celtic culture and history. Our faculty are experienced professionals and academics who have published research in the area of cultural tourism, identifying possibilities and challenges that resonate world-wide.

The business of tourism and hospitality is global and CBU plays a significant role in educating that industry. Our established and respected Bachelor of Hospitality and Tourism Management program equips students with industry knowledge and the skills needed to thrive in this fast-paced global sector. In addition to celebrating the rich culture of Cape Breton Island, CBU has also attracted a highly diverse student body, with students coming from more than 30 countries. These students are committed to attaining a quality post-secondary education while receiving an education in Canadian culture as well.

Cape Breton Island is home to National parks and historic sites and music, dance and food festivals. The Island's identity is vibrant, scattered with communities that hold strong Acadian, Aboriginal, Scottish, and Ukrainian traditions, among other cultures. Each community offers its own unique experience and the University plays a role in sharing that experience with the world.

I trust that like past conferences, these Tourism Conferences will stimulate thought-provoking dialogue amongst academics and practitioners that is borne out of valued presentations, great debate and most importantly collaboration.

H. John Harker, LL.D.  
President & Vice-Chancellor

**Cape Breton University, Canada**



**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**  
**Town in Town Hotel, Pattaya, Thailand**

=====

**Distinguished Ladies and Gentlemen,**

It is great honour for me to welcome you to participate in the 16<sup>th</sup> International Joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference.

Tourism continually gains in scope in the modern world. It extends the sphere of geographical influence, forms of service are changed and different groups of population are involved in travelling and trips. People all over the world get perfect chance to satisfy different requirements of the recreation, physical training, perception and improvement of cultural level. They take part in international business contacts, which are be conducive to political stability and to consolidation of international cooperation. Therefore, such topics are really worthy of discussions in this conference contributed by hundreds of scholars, educators and policy-makers coming from all around the world.

I would like to thank all the members of the conference for contribution and participation. I wholeheartedly wish the conference success



Prof. Dr. Bishimbayev Valikhan Kozykeyevich  
Rector

South Kazakhstan State Universit

**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**

**Town in Town Hotel, Pattaya, Thailand**

=====

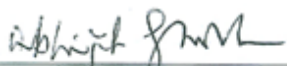


I take great pleasure in welcoming each delegate to the 16<sup>th</sup> International Joint World Tourism Conference and 2<sup>nd</sup> World Tourism Conference 2015 hosted in the city of Pattaya, Thailand. The World Cultural Tourism Association can certainly be proud to have attracted tourism champions, academicians and aspiring industry professionals from the world over to congregate share their latest research and insights on the importance of Cultural Tourism on the global stage.

The Australian School of Tourism and Hotel Management (ASTHM) has been enthusiastically involved with this conference since 2006 and we are equally delighted to continue our association with WTC. The core values and beliefs that ASTHM Management share with its stakeholders are underpinned by the mission to uplift the prestige and vitality of the hospitality and tourism industries, are congruent with that of WCTA.

I am confident that the 2015 conference will be stimulating, challenging and informative about trends in Tourism particularly in an era of major global changes. There is no doubt that as the world continues to shrink figuratively by way of globalization, nations naturally seek to retain a sense of identity through their very unique cultures and history. It is also the notion of culture and history is significant drivers of tourism which hopefully encourages open mindedness leading ultimately to tolerance and empathy.

I wish the conference a grand success this year and for many more years to come.



Dr. Abhijit Ghosh  
Director of academic Studies  
Australian School of Tourism and  
Hotel Management

Alan Williams  
Managing Director

Australian School of Tourism and Hotel Management  
Perth, Western Australia

**2<sup>nd</sup> World Tourism Conference**  
**16<sup>th</sup> International Joint World Cultural Tourism Conference**

**Tourism : Managerial and Political Implications**

**May15-17, 2015**  
**Town in Town Hotel, Pattaya, Thailand**



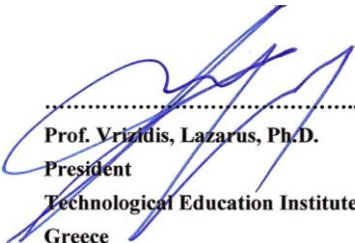
Distinguished guests, Delegates, dear Colleagues,

I take great pleasure in welcoming you all to the 16<sup>th</sup> International Joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference 2015 in Pattaya, Thailand.

The Technological Education Institute of Piraeus is delighted to continue its collaboration with the World Cultural Tourism Association for a fourth consecutive year as our values and principles correspond with those endorsed by WCTA. The sector of Tourism Business and Hospitality Services of the Technological Education of Piraeus is nationally respected for preparing students for the practical and business related facets of the travel and tourism industry. Culture and cultural tourism is a fundamental course of the core curriculum of the Sector as Greece has a rich history and abundance of cultural heritage attractions drawing tourists from all over the world.

I hope that this conference will offer once again a platform for discussion, knowledge-sharing and close cooperation among scholars, researchers, policy makers and tourism professionals, which is indispensable nowadays in the light of the negative impact that the global economic slowdown has had on the travel and tourism industry over the last years.

I am confident that the time and effort that the scientific and the organizing committee have spent for preparing this conference will be rewarded and I wish this conference every success.

  
.....  
Prof. Vriandis, Lazarus, Ph.D.  
President  
Technological Education Institute of Piraeus  
Greece



# **2nd World Tourism Conference**

## **16<sup>th</sup> International Joint World Cultural Tourism Conference**

### **Tourism : Managerial and Political Implications**

#### **Organized by**

- **University of Novi Sad, Serbia**
- **University of Phayao, Thailand**
- **Istanbul Arel University, Turkey**
- **Tourism College of Zhejiang, China**
- **Cape Breton University, Canada**
- **CETA University of College of Tourism, Spain**
- **Yasar University of Turkey**
- **University of Hawaii, USA**
- **National Pintung University of Science and Technology, Taiwan**
- **Tumaini University at Ireinga, Tanzania**
- **South Kazakhstan State University, Kazakhstan**
- **Australian School of Tourism and Hotel Management, Australia**
- **School of Hospitality, Tourism & Culture Heritage Institute, Canada**
- **Technological Education Institute of Piraeus, Greece**
- **Philippine Society for Culture and Tourism, the Philippines**
- **the Hokaido Academic Society of Tourism, Japan**
- **Centre for Tourism Studies, India**
- **the Korean Academic Society of Culture and Tourism , Korea**
- **World Cultural Tourism Association**
- **World Tourism Association**

**Date: May 15-17, 2015**

**Venue: Town in Town Hotel, Pattaya, Thailand**

World Cultural Tourism Association, World Tourism Association, Univeristy of Phayao, Thailand, Istanbul Arel University, Turkey, the Korean Academic Society of Culture & Tourism, the Hokkaido Academic Society of Tourism, Japan, the Tourism College of Zhejiang , China, CETA University College of Tourism, Spain, Philippine Academic Society of Culture and Tourism, the Philippines, University, of Hawaii, USA, Yasar University, Turkey, National Pungting University of Science and Technology, Taiwan, Tumaini Iringa University, Tanzania, Cape Breton Universoty, Canada, University of Novi Sad, Serbia, South Kazakhstan State University, Kazakhstan, Australian School of Tourism and Hotel Management, Australia, School of Hosplity, Tourism & Culture and the Culture Heritage Institute, Canada, Technological Education Institute of Piraeus, Greece and Centre for Tourism Studies, India are pleased to announce 16<sup>th</sup> International joint World Cultural Tourism Conference and 2<sup>nd</sup> World Tourism Conference 2015.

## AIM OF THE CONFERENCE

The aim of this conference is to provide a forum for international educators, scholars, researchers, industry professionals, policy-makers and researchers, graduate students with opportunity to explore and discuss issues in the topics on tourism promotion. We are sure that it is clear the findings of this conference can be effective and insightful directions for tourism industry.

## Program at a glance

Date : May 15-17, 2015

Venue Town in Town Hotel, Pattaya, Thailand

	Time	Subjects	Place
15, May	08:00 - 17:00	<b>Registration Opens</b>	<b>2nd Floor</b> <b>Town in Town Hotel, Pattaya, Thailand</b>
	08:50-09:00	<b>International Conference: Part 1 : Opening Ceremony</b>	<b>Venue : Meeting Room SriPoonsap, 2nd Floor</b> <b>Town in Town Hotek, Pattaya, Thailand</b>
	09:00 – 10:30	<b>International Conference : Part 2 : Concurrent Session I : Venue 1-2</b>	<b>Conference Rooms 2<sup>nd</sup> Floor</b> <b>Town in Town Hotel, Pattaya, Thailand</b> <b>Meeting Rooms,</b> <b>Venue1: Meeting Room SriPoonsap</b> <b>Venue2: Meeting Room Sapmanee</b>
	10:30- 11:00	<b>International Conference Part 3 : Coffee Break</b>	<b>Venue : 2<sup>nd</sup> Floor</b> <b>Town in Town Hotel, Pattaya, Thailand</b>
	11:00 – 12:30	<b>International Conference Part 4 : Concurrent Session I : Venue 3-4</b>	<b>Conference Rooms 2<sup>nd</sup> Floor</b> <b>Town in Town Hotel, Pattaya, Thailand</b> <b>\ Meeting Rooms,</b> <b>Venue3: Meeting Room SriPoonsap</b> <b>Venue4: Meeting Room Sapmanee</b>

Time		Subjects	Place
	12:30-13:30	International Conference Part 5 : <b>Lunch</b>	<b>Restaurant</b> Town in Towan Hotel, Pattaya, Thailand
15 May	13:30 - 15:00	International Conference Part 6 : : Concurrent Session I : Venue 5-6	<b>Conference Rooms</b> <b>2<sup>nd</sup> Floor</b> Town in Town Hotel, Pattaya, Thailand Meeting Rooms, <b>Venue5: Meeting Room SriPoonsap</b> <b>Venue6: Meeting Room Sapmanee</b>
	15:00-16: 30	International Conference Part 7 : : Concurrent Session I : Venue 7-8	<b>Conference Rooms</b> <b>2<sup>nd</sup> Floor</b> Town in Town Hotel, Pattaya, Thailand Meeting Rooms, <b>Venue7: Meeting Room SriPoonsap</b> <b>Venue8: Meeting Room Sapmanee</b>
	16:30-17:00	International Conference Part 8 : <b>Coffee Break</b>	<b>Venue : 2nd Floor</b> Town in Town Hotel, Pattaya, Thailand
16, May	08:00-12:00	<b>Reception Opens</b>	<b>2nd Floor</b> Town in Town Hotel, Pattaya, Thailand
	08:30- 10:00	International Conference Part 9 : Concurrent Session I : Venue 8-9	<b>Conference Rooms</b> <b>2<sup>nd</sup> Floor</b> Town in Town Hotel, Pattaya, Thailand Meeting Rooms, <b>Venue9: Meeting Room SriPoonsap</b> <b>Venue10: Meeting Room Sapmanee</b>
	10:00- 10:30	<b>Coffee Break</b>	<b>2nd Floor</b> Town in Town Hotel, Pattaya, Thailand

Time	Subjects	Place
<p>16, May</p>	<p style="text-align: center;"><b>International Conference Part 10 :</b> <b>Keynote Speech</b></p> <p><b>Moderator: Prof. Sung-chae Jung, Ph.D.</b></p> <p style="text-align: center;"><b>Chairman</b> <b>2<sup>nd</sup> World Tourism Conference</b> <b>and</b> <b>16<sup>th</sup> International Joint World Cultural</b> <b>Tourism Conference</b></p> <p style="text-align: center;"><b>Theme Proposal : Managerial and</b> <b>Political Implications for Tourism</b> <b>Development</b></p> <p style="text-align: center;"><b>Subject 1: Strategic Issues in China</b> <b>State Owned Hotels</b></p> <p style="text-align: center;"><b>Speaker</b> <b>Zhen Lu</b> Ted Rogers School of Hospitality and Tourism Management Ted Rogers School of Management Ryerson University Canada</p> <p style="text-align: center;"><b>and</b></p> <p style="text-align: center;"><b>Kuo Min</b> Tourism Management Department Xian Science University China</p> <p style="text-align: center;"><b>Panelists</b></p> <p style="text-align: center;"><b>1. Jamil Jusoh</b> School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia</p> <p style="text-align: center;"><b>2. Carl Francis T. Castro</b> Tourism Department College of International Tourism and Hospitality Management Lyceum of the Philippines University Philippines</p>	<p style="text-align: center;"><b>Venue : Meeting Room SriPoonsap,</b> <b>2<sup>nd</sup> Floor</b> <b>Town in Town Hotel, Pattaya,</b> <b>Thailand</b></p>

Time		Subjects	Place
16, May	10:30 – 11:30	<p><b>3. Dr. D.A.C. Silva</b> Ph.D (Vrije University Amsterdam); M.Phill (Maastricht School of Management); MA (Colombo University); Dip (New England); B.A (Colombo University) Founder and Coordinator of Masters in Tourism Economics and Hotel Management, University of Colombo, Sri Lanka</p> <p><b>4. Shiunn- Der Kuo</b> Professor, Institute of Hakka Cultural Industry, National Pingtung University of Science and Technology, Taiwan</p> <p><b>5. Chinda Tejavaniya Chang</b> Assistant to the President - International Affairs Founder &amp; Director - Sripatum International College, Sripatum University, Thailand</p>	<p><b>Venue : Meeting Room SriPoonsap, 2<sup>nd</sup> Floor Town in Town Hotel, Pattaya, Thailand</b></p>
	11:30 – 12:30	<p><b>International Conference Part 11 : Concurrent Session I : Venue 11-12</b></p>	<p><b>Conference Rooms 2<sup>nd</sup> Floor Town in Town Hotel, Pattaya, Thailand</b></p> <p><b>Meeting Rooms, Venue 11: Meeting Room SriPoonsap Venue12: Meeting Room Sapmanee</b></p>
	12:30 - 13:30	<p><b>International Conference Part 13 : Lunch</b></p>	<p><b>Restaurant Town in Town Hotel, Pattaya, Thailand</b></p>
17, May.	08:30-	<p><b>International Conference Part 14 : Cultural Tour</b></p>	<p><b>Departure : Lobby Caesar Palace Hotel 176 Moo.10, Pattaya 2 Rd., Nongprue, Central Pattaya, Pattaya, Thailand 20260</b></p>
	08:30 – 09:00	<p><b>Meet at Lobby Caesar Palace Hotel</b></p>	
	09:00-	<p><b>Departure</b></p>	

## Presentation Schedule, International Conference Part 2 : Concurrent Session

Time		Subjects		
May 15	09:00-10:30	<b>International Conference Part 2: Concurrent Session</b>		
		<b>Venue 1: Meeting Room SriPoonsap</b>		
		2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand		
		.Projection screen, flipchart, overhead projector, barcovision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
		Speaker	Theme	Chair
		<b>Angelica Mae H. Cube</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management, Philippines	<b>The Impacts of Divisoria to the                      Community as a Tourist Destination                      in Terms of Pricing, Transportation                      and Location in Manila, Philippines:                      An Analysis</b>	<b>Dr Paul Green</b> Lecturer in Social Anthropology, School of Social and Political Sciences, University of Melbourne, Australia / <b>Jamil Jusoh</b> School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia
		<b>Bianca Cuesta</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management, Philippines		
		<b>Gellie S. Galutera</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management, Philippines		
		<b>Mary Neiel S. Josef</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management, Philippines		
<b>Beverly S. Lacanienta</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management, Philippines				
<b>Kristine Faye L. Malihan</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management, Philippines				
<b>Ephraimuel Jose Loperez</b> Hotel and Restaurant Management Department, Far Eastern University-Institute of Tourism and Hotel Management, Philippines				

Time		Subjects		
May15	09:00-10:30	<b>International Conference Part 2: Concurrent Session</b>		
		<b>Venue 1: Meeting Room SriPoonsap</b> 2nd Floor, Town in Town Hotel, Pattaya, Thailand Projection screen, flipchart, overhead projector, barcoveision, DVD/ VCD player, TV, wirelesshigh-speed Internet connection, smart board, microphone, fax, sound system		
		Speaker	Theme	Chair
		<b>Dr Paul Green</b> Lecturer in Social Anthropology, School of Social and Political Sciences, University of Melbourne, Australia	<b>A Comparative Analysis of (yet beyond) International Retirement/Second Home Programmes in Southeast Asia</b>	<b>Dr Paul Green</b> Lecturer in Social Anthropology, School of Social and Political Sciences, University of Melbourne, Australia / <b>Jamil Jusoh</b> School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia
		<b>Kim, Joo-young</b> Department of Archeology and Cultural Anthropology, Chonbuk National University of Korea, S. Korea	<b>Thinking about ‘Daldongnae Tourism’ between Poverty Tourism and Local Revitalization: A Case Study on a Small Impoverished Neighborhood in South Korea</b>	
		<b>Jamil Jusoh</b> School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia	<b>Excellence Commodification of Malay Cultural Heritage in Melaka</b>	
<b>Nor Fatimah Abd Hamid</b> School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia				
<b>Yue Teng</b> Business Administration in Tourism Management, Graduate School of Business, Assumption University,  Thailand	<b>Green Tourism in Floating Markets in Thailand: A Case Study of Bang Nam Pheung Floating Market</b>			



Time		Subjects		
May 15	11:00-12:30	<b>International Conference Part 4: Concurrent Session</b> <b>Venue 3: Meeting Room SriPoonsap</b> 2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand Projection screen, flipchart, overhead projector, barcoveision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
		Speaker	Theme	Chair
		<b>Evette Dela Cruz</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines	<b>Value For Money Local Weekend            Get-Away Destination in Quezon City,            Philippines: The Case of Quezon City            Memorial Circle</b>	<b>Evette Dela Cruz</b> Tourism Management Department Far Eastern University-Institut e of Tourism and Hotel Management Philippines / <b>Jayasinghe J. D.            D. P</b> Sri Lanka Institute of Advanced Technological Education, Sri Lanka
		<b>Camille M. Meneses</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines		
		<b>Shenna Suan Reyes</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines		
		<b>Dianne C. Salvador</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines		
		<b>Ronacin P. Sespeñe</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines		
		<b>Shaira D. Sison</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines		
		<b>Michelle C. Yutuc</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines		
		<b>Ephraimuel Jose Lopez Abellana</b> Hotel and Restaurant Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines		

Time		Subjects		
May15	11:00-12:30	<b>International Conference Part 4: Concurrent Session</b>		
		<b>Venue 3: Meeting Room SriPoonsap</b>		
		2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand Projection screen, flipchart, overhead projector, barcoveision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
		Speaker	Theme	Chair
		<p><b>Sin Min-Cheol</b> Chonbuk National University Dept. Archaeology &amp; Cultural Anthropology S. Korea</p>	<p><b>Preservation and Application of the Iksan Historic Areas: Based on Archaeological Documents</b></p>	<p><b>Evette Dela Cruz</b> Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines / <b>Jayasinghe J. D. D. P</b> Sri Lanka Institute of Advanced Technological Education, Sri Lanka</p>
		<p><b>Lee Taek-Gu Doctor</b> Chonbuk National University Dept. Archaeology &amp; Cultural Anthropology S. Korea</p>		
<p><b>Jayasinghe J. D. D. P</b> Sri Lanka Institute of Advanced Technological Education, Sri Lanka</p>	<p><b>Cultural Tourism: As a strategy for Peace Building in Sri Lanka</b></p>			
<p><b>Makinde David Olajide</b> Department of Fine And Applied Arts, Obafemi Awolowo University, Ile-Ife, Nigeria</p>	<p><b>Preservation of Near-Extinct African Culture: The Case of Yoruba Proverbs</b></p>			
<p><b>Chinda Tejavaniya Chang</b> Assistant to the President - International Affairs Founder &amp; Director - Sripatum International College, Sripatum University, Thailand</p>	<p><b>Thailand's Curriculum Design for Hospitality Management based on the Thai Qualifications Framework ( TQF )</b></p>			

Time		Subjects		
May15	13:30-15:00	<b>International Conference Part 6: Concurrent Session</b>		
		<b>Venue 5: Meeting Room SriPoonsap</b>		
		2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand		
		Projection screen, flipchart, overhead projector, barcovision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
		Speaker	Theme	Chair
		<b>Carl Francis T. Castro</b> Tourism Department College of International Tourism and Hospitality Management Lyceum of the Philippines University Philippines	<b>Host Community's Attitudes and Perceptions towards Tourism: The Case of the Municipality of Caramoan, Province of Camarines Sur, Philippines</b>	<b>Carl Francis T. Castro</b> Tourism Department College of International Tourism and Hospitality Management Lyceum of the Philippines University Philippines / <b>Dr. D.A.C. Silva</b> Ph.D (Vrije University Amsterdam); M.Phil (Maastricht School of Management); MA (Colombo University); Dip (New England); B.A (Colombo University) Founder and Coordinator of Masters in Tourism Economics and Hotel Management, University of Colombo, Sri Lanka
		<b>Hyun A Oh</b> Dept. of Archaeology and Cultural Anthropology, Chonbuk National University, Jeonju, S.Korea	<b>Role of Festival by Government Office for the Promotion of Hanok Village in Jeonju</b>	
		<b>Da Hui Kim</b> Dept. of Archaeology and Cultural Anthropology, Chonbuk National University, Jeonju, S.Korea		
		<b>Daosiree Chayasirisobhon</b> Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University of Thailand, Thailand	<b>Perspectives And Preparation Of International Institutions Towards AEC: A Comparative Study On Selected Tourism And Hospitality Educational Institutions In Bangkok"</b>	
<b>Dr. D.A.C. Silva</b> Founder and Coordinator of Masters in Tourism Economics and Hotel Management, University of Colombo, Sri Lanka	<b>Tourism Education for Human Resource Development: A Comparative Study for Sri Lanka Tourism Development</b>			
<b>Dr. S.R. Sepalika Nayanie Sudasinghe</b> National Institute of Development Administration, Thailand				
<b>Viranthi Cooray</b> Following Diploma in Travel & Tourism and Hospitality Management, University of Colombo, Sri Lanka				
<b>Dr. Simin Armaghan</b> Department of Geography, Collrge of Faculty of Science Yadegar -e- Imam Khomeini (RAH) Branch, Islamic Azad University, Tehran, Iran	<b>Reconstruction and Renewal of Traditional Houses and its Impact on Tourism Development in Rasht</b>			

Time		Subjects		
May15	15:00-16:30	<b>International Conference Part 7: Concurrent Session (Chinese Session)</b> <b>Venue 7: Meeting Room SriPoonsap</b> 2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand Projection screen, flipchart, overhead projector, barcoveision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
		<b>Speaker</b>	<b>Theme</b>	<b>Chair</b>
		<b>Tong Mingjia</b> Tourism English Department, Zhejiang Tourism College; China	<b>A Study of Hangzhou's Tourism            Image on International Social            Media</b>	<b>Tong Mingjia</b> Tourism English Department, Zhejiang Tourism College; China / <b>Sun Xu</b> The Department of Travel Agency Management, Tourism College of Zhejiang, China
		<b>Liu Xi</b> Culture Communication Department, Zhejiang Sci-tech University, China		
		<b>Wang Chyi</b> Arts of Culinary Department Tourism College of Zhejiang, China	<b>A Study on Implementation and            Development of Big Data on O2O            Model in China Catering Industry</b>	
<b>Sun Xu</b> The Department of Travel Agency Management, Tourism College of Zhejiang, China	<b>Research on the Promotion            Strategies of the Tourism Brand            Images of Chinese Old Towns            Based on the Tourists' Cognition</b>			

Time		Subjects		
May16	8:30-10:00	<b>International Conference Part 9: Concurrent Session</b>		
		<b>Venue 9: Meeting Room SriPoonsap</b>		
		2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand		
		Projection screen, flipchart, overhead projector, barcoveision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
		Speaker	Theme	Chair
		<b>Anna Pamela Ordiales Jonson</b> Far Eastern University, Republic of the Philippines	<b>The Economic and Social Contribution of the Selected Resorts in Nasugbu Batangas Philippines to it's Local Community : It's Impact to the Resort Industry</b>	<b>Anna Pamela Ordiales Jonson</b> Far Eastern University, Republic of the Philippines  <b>Shiunn- Der Kuo</b> Professor, Institute of Hakka Cultural Industry, National Pingtung University of Science and Technology, Taiwan
		<b>Lee, Donghee</b> Chonbuk National University Dept. Archaeology, S. Korea	<b>A Study on the Measurement for the Site of Songguk-ri of Buyeo as Tourism Resources</b>	
		<b>Park, Seohyeon</b> Chonbuk National University Dept. Archaeology, S. Korea		
		<b>Yi-En Tsai</b> Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan	<b>Study of the Content Analysis on Cultural Art Stained in the Old Street of Jiadong Township, Pingtung County, Taiwan</b>	
<b>Shiunn- Der Kuo</b> Professor, Institute of Hakka Cultural Industry, National Pingtung University of Science and Technology, Taiwan				
<b>Nan Hua</b> Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University of Thailand,	<b>Embracing Aec: A Brief Assessment Of Mice Sector In Thailand</b>			
<b>Dr. Adarsh Batra</b> Director of Research in Sustainable Business Faculty, Graduate School of Business, Assumption University, Thailand				
<b>Dr. Kumar Ashutosh</b> Head, Dept. of Tourism College of Vocational Studies University of Delhi New Delhi, India.		<b>Manpower In Tourism Industry- Trends &amp; Issues</b>		

Time		Subjects		
May16	11:30 – 12:30	<b>International Conference Part 11: Concurrent Session</b>		
		<b>Venue 11 :Meeting Room SriPoonsap</b>		
		2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand		
		Projection screen, flipchart, overhead projector, barcoveision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
		Speaker	Theme	Chair
		<b>Carl Francis T. Castro</b> Tourism Department College of International Tourism and Hospitality Management Lyceum of the Philippines University, Philippines	<b>Host Community's Attitudes and Perceptions towards Tourism: The Case of the Municipality of Caramoan, Province of Camarines Sur, Philippines</b>	<b>Dr. Gajendra Singh Chauhan</b> Assistant Professor, Department of Humanities and Social Sciences BITS Pilani, Pilani Campus, India / <b>Rosita G. Santos</b> Ph.D., Researcher-Consultant, Philippines
		<b>YI, Jeong Duk</b> Dept. of Cultural Anthropology, Chonbuk National University, S. Korea	<b>An Analysis of Cultural Marketing of Hanok Village by Jeonju City</b>	
		<b>Lee, Hansu</b> Dept. of Cultural Anthropology, Chonbuk National University, S. Korea		
		<b>Seo Ki-Chun</b> Dept. of Cultural Anthropology, Chonbuk National University, S. Korea		
		<b>Arun Kumar Poonia</b> Department of Humanities and Social Sciences, BITS Pilani, Pilani Campus,India	<b>The Significance and Role of Tourism Advertising in Destination Image Formation: Time for a Proper Research</b>	
<b>Dr. Gajendra Singh Chauhan</b> , Department of Humanities and Social SciencesBITS Pilani, Pilani Campus,India				
<b>Rosita G. Santos</b> Ph.D., Researcher-Consultant, Philippines	<b>Effectiveness of Bayleaf as a Teaching Hotel along the 2015 Asean Economic Community Paradigm</b>			
<b>Enrico Amon Cruzada</b> Ed.D., Co-Researcher, Philippines				
<b>Bui Kim Luan</b> Graduate School of International Studies, Dong-A University, S. Korea	<b>A Study on The Strategies for Development of Marine Tourism in Vietnam</b>			

Time	Subjects		
May15 11:00 – 12:30	<b>International Conference Part 15: 15<sup>th</sup> Conference Best Paper(Poster Session)</b> <b>Venue4: Meeting Room Sapmanee</b> 2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand Projection screen, flipchart, overhead projector, barcoveision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
	Speaker	Theme	Chair
	<b>Simon Potter</b> Graduate School of Languages and Cultures Nagoya University, Japan	<b>Asuka, Japan, in Its Historical Context:            An Example of Cultural Tourism as Education</b>	
	<b>Dr. Tamer Hamdy Abd El Latif Ayad</b> Faculty of Tourism and Hotel Management, Suez Canal University, Egypt.	<b>An Examination of Travel Motivation and the Influential Factors of Mainland Chinese Grey Tourism Market</b>	<b>2<sup>nd</sup> World Tourism Conference Organizing Committee Staff, World Tourism Association</b> / <b>16<sup>th</sup> International Joint World Cultural Tourism Conference Organizing Committee Staff, World Cultural Tourism Association</b>
	<b>Dr. Sunil</b> Department of Tourism College of Vocational Studies University of Delhi New Delhi, India.	<b>E-Marketing Vs Traditional Marketing: A Making of Appropriate Marketing Strategies for Tourism Products</b>	
<b>Dr Thuy-Huong Truong</b> College of Business Victoria University, Australia	<b>Tourism Service Encounter in the Cross-Cultural Context</b>		



Time		Subjects		
May15	13:30 - 15:00	<b>International Conference Part 15: 15<sup>th</sup> Conference Best Paper(Poster Session)</b>		
		<b>Venue 6: Meeting Room Sapmanee</b> 2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand, Projection screen, flipchart, overhead projector, barcoveision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
		Speaker	Theme	Chair
		<b>Dr. Kumar Ashutosh</b> Department of Tourism College of Vocational Studies University of Delhi New Delhi, India.	<b>Strategic Planning for Effective Hospitality and Tourism Rducation: Some Observations and Suggestion</b>	<b>2<sup>nd</sup> World Tourism Conference Organizing Committee Staff, World Tourism Association</b> / <b>16<sup>th</sup> International Joint World Cultural Tourism Conference Organizing Committee Staff, World Cultural Tourism Association</b>
		<b>Mohsen Ranjbar,</b> Faculty Member of Islamic Azad University Rey Branch (yadegar e emam), Iran	<b>Potentials of Historical and Cultural Tourism of the Route of Silk Road in Iran</b>	
		<b>Samira Asghari ,</b> PhD student in Geography and Rural Planning , Islamic Azad University of Mashhad branch, Iran		
		<b>Ming Chen</b> The Institute of South China Tourism Research in Guangdong Polytechnic Normal University, Taiwan	<b>Comparative Research on the Development of Ajisen China, Korean Ramen and Lanzhou Ramen Enterprises in China</b>	
<b>Dr. Syed Rashidul Hasan</b> Department of Tourism and Hospitality Management, University of Dhaka, Bangladesh	<b>Value Chain Analysis for Tourism Services in Bandarban District, Bangladesh</b>			
<b>Md. Kamrul Hassan</b> Department of Tourism and Hospitality Management,, University of Dhaka, Bangladesh				

Time		Subjects		
May16	11:00-12:30	<b>International Conference Part 15: 15<sup>th</sup> Conference Best Paper(Poster Session)</b>		
		<b>Venue 12: Meeting Room Sapmanee</b>		
		2 <sup>nd</sup> Floor, Town in Town Hotel, Pattaya, Thailand, Projection screen, flipchart, overhead projector, barcoveision, DVD/ VCD player, TV, wireless high-speed Internet connection, smart board, microphone, fax, sound system		
		Speaker	Theme	Chair
		<b>PhD Ivana Blešić,</b> Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad, Serbia	<b>The Importance of the Culture of National Minorities for Tourism Development in Vojvodina Province (Serbia)</b>	<b>2<sup>nd</sup> World Tourism Conference Organizing Committee Staff, World Tourism Association / 16<sup>th</sup> International Joint World Cultural Tourism Conference Organizing Committee Staff, World Cultural Tourism Association</b>
		<b>PhD Tatjana Pivac,</b> Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad, Serbia		
		<b>PhD Snežana Besermenji,</b> Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad, Serbia		
		<b>MSc Igor Stamenković,</b> Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad, Serbia		
		<b>Mr. Ranjan Kumar Mallick</b> Environment, IDIPT , UTDB, Nimbuwala, Garhicantt , Deheradun, India	<b>Planning for Rural Tourism Promotion and Infrastructure Development in Uttrakhad, India- An Experiment</b>	
		<b>Mr Rajesh Kumar Joshi</b> Additional Program Director, IDIPT , UTDB, Nimbuwala, Garhicantt, Dehradun, India		
<b>Yasuhiro Watanabe</b> School of Business Management J.F. Oberlin University, Japan	<b>Relationship between Travel Distance and Expenditure</b>			
<b>Meltina Masanti</b> Kolej Komuniti Sandakan Kementerian Pendidikan Malaysia, Malaysia	<b>Younger Generation Participation in Turtle Conservation and Awareness Programme: Study on the Illegal Trading, Consumption and Poaching of Turtle Eggs in Nearby Town of Turtle Island Park, Sandakan, Sabah Malaysia</b>			
<b>Junainah Binti Justin @ Johari</b> Kolej Komuniti Sandakan Kementerian Pendidikan Malaysia, Malaysia				
<b>Helen Binti Lau @ Abd Kadir</b> Politeknik Sandakan Sabah Kementerian Pendidikan Malaysia, Malaysia				

May 17	<b>08:30- 09:00</b>	<b>International Conference Part 13</b> Cultural Tour Meet at Lobby <b>Caesar Palace Hotel</b>	Departure : Lobby  <b>Caesar Palace Hotel</b>  176 Moo.10, Pattaya 2 Rd., Nongprue, Central Pattaya, Pattaya, Thailand 20260
	<b>09:00</b>	<b>Departure</b>  <b>Caesar Palace Hotel</b>	

### Keynote Speakers, Commentators, Panelists, Moderators and Paper Presenters

No	Name	Paper Title	Affiliation
1	<b>Angelica Mae H. Cube</b>	<b>The Impacts of Divisoria to the  Community as a Tourist  Destination in Terms of Pricing,  Transportation and Location in  Manila, Philippines:  An Analysis</b>	Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
2	<b>Bianca Cuesta</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
3	<b>Gellie S. Galutera</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
4	<b>Mary Neiel S. Josef</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
5	<b>Beverly S. Lacanienta</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
6	<b>Kristine Faye L. Malihan</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
7	<b>Ephraimuel Jose Loperez Abellana</b>		Hotel and Restaurant Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
8	<b>Zhen Lu</b>		<b>Strategic Issues in China State Owned Hotels</b>

No	Name	Paper Title	Affiliation
9	<b>Kou Min</b>		Tourism Management Department Xian Science University China
10	<b>Kim, Joo-young</b>	<b>Thinking about ‘Daldongnae Tourism’ between Poverty Tourism and Local Revitalization: A Case Study on a Small Impoverished Neighborhood in South Korea</b>	Department of Archeology and Cultural Anthropology, Chonbuk National University of Korea, S. Korea
11	<b>Carl Francis T. Castro</b>	<b>Dumagats as Environmental Stewards and Their Role in Sustainable Development Using Traditional Ecological Knowledge</b>	Tourism Department College of International Tourism and Hospitality Management Lyceum of the Philippines University Philippines
12	<b>Jayasinghe J. D. D. P</b>	<b>Cultural Tourism: As a strategy for Peace Building in Sri Lanka</b>	Sri Lanka Institute of Advanced Technological Education, Sri Lanka.
13	<b>Dr Paul Green</b>	<b>Sessoins Chair</b>	Lecturer in Social Anthropology, School of Social and Political Sciences, University of Melbourne, Australia
14	<b>Jamil Jusoh</b>	<b>Sessoins Chair</b>	School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia
15	<b>Evette Dela Cruz</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
16	<b>Camille M. Meneses</b>	<b>Value For Money Local Weekend Get-Away Destination in Quezon City, Philippines: The Case of Quezon City Memorial Circle</b>	Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
17	<b>Shenna Suan Reyes</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
18	<b>Dianne C. Salvador</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines

No	Name	Paper Title	Affiliation
19	<b>Ronacin P. Sespeñe</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
20	<b>Shaira D. Sison</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
21	<b>Michelle C. Yutuc</b>		Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
22	<b>Ephraimuel Jose Loperez Abellana</b>		Hotel and Restaurant Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
23	<b>Dr Paul Green</b>	<b>A Comparative Analysis of (yet beyond) International Retirement/Second Home Programmes in Southeast Asia</b>	Lecturer in Social Anthropology, School of Social and Political Sciences, University of Melbourne, Australia
24	<b>Sin Min-Cheol</b>	<b>Preservation and Application of the Iksan Historic Areas: Based on Archaeological Documents</b>	Chonbuk National University Dept. Archaeology & Cultural Anthropology S. Korea
25	<b>Lee Taek-Gu Doctor</b>		Chonbuk National University Dept. Archaeology & Cultural Anthropology S. Korea
26	<b>Jamil Jusoh</b>	<b>Excellence Commodification of Malay Cultural Heritage in Melaka</b>	School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia
27	<b>Nor Fatimah Abd Hamid</b>		School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia
28	<b>Evette Dela Cruz</b>	<b>Session Chair</b>	Tourism Management Department Far Eastern University-Institute of Tourism and Hotel Management Philippines
29	<b>Jayasinghe J. D. D. P</b>	<b>Session Chair</b>	Sri Lanka Institute of Advanced Technological Education, Sri Lanka

No	Name	Paper Title	Affiliation
30	<b>Makinde David Olajide</b>	<b>Preservation of Near-Extinct African Culture: The Case of Yoruba Proverbs</b>	Department of Fine And Applied Arts, Obafemi Awolowo University, Ile-Ife, Nigeria
31	<b>Lee, Donghee</b>	<b>A Study on the Measurement for the Site of Songguk-ri of Buyeo As Tourism Resources</b>	Chonbuk National Univ., Ph.D. Program Chonbuk National University Dept. Archaeology, S. Korea
32	<b>Park, Seohyeon</b>		Chonbuk National Univ., Ph.D. Program Chonbuk National University Dept. Archaeology, S. Korea
33	<b>Tong Mingjia</b>	<b>A Study of Hangzhou's Tourism Image on International Social Media</b>	Tourism English Department, Zhejiang Tourism College; China
34	<b>Liu Xi</b>		<b>Liu Xi</b> Culture Communication Department, Zhejiang Sci-tech University, China
35	<b>Wang Chyi</b>	<b>A Study on Implementation and Development of Big Data on O2O Model in China Catering Industry</b>	Arts of Culinary Department Tourism College of Zhejiang, China
36	<b>Carl Francis T. Castro</b>	<b>Session Chair</b>	Tourism Department College of International Tourism and Hospitality Management Lyceum of the Philippines University Philippines
37	<b>Dr. D.A.C. Silva</b>	<b>Session Chair</b>	Ph.D (Vrije University Amsterdam); M.Phill (Maastricht School of Management); MA (Colombo University); Dip (New England); B.A (Colombo University) Founder and Coordinator of Masters in Tourism Economics and Hotel Management, University of Colombo, Sri Lanka
38	<b>Sun Xu</b>	<b>Research on the Promotion Strategies of the Tourism Brand Images of Chinese Old Towns Based on the Tourists' Cognition</b>	The Department of Travel Agency Management, Tourism College of Zhejiang, China

No	Name	Paper Title	Affiliation
39	<b>Carl Francis T. Castro</b>	<b>Host Community's Attitudes and Perceptions towards Tourism: The Case of the Municipality of Caramoan, Province of Camarines Sur, Philippines</b>	Tourism Department College of International Tourism and Hospitality Management Lyceum of the Philippines University Philippines
40	<b>YI, Jeong Duk</b>	<b>An Analysis of Cultural Marketing of Hanok Village by Jeonju City</b>	Dept. of Cultural Anthropology, Chonbuk National University, S. Korea
42	<b>Lee, Hansu</b>		Dept. of Cultural Anthropology, Chonbuk National University, S. Korea
43	<b>Seo Ki-Chun</b>		Dept. of Cultural Anthropology, Chonbuk National University, S. Korea
44	<b>Daosiree Chayasirisobhon</b>	<b>Perspectives And Preparation Of International Institutions Towards AEC: A Comparative Study On Selected Tourism And Hospitality Educational Institutions In Bangkok</b>	Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University of Thailand, Thailand
45	<b>Tong Mingjia</b>	<b>Session Chair</b>	Tourism English Department, Zhejiang Tourism College; Culture Communication Department, Zhejiang Sci-tech University China
46	<b>Sun Xu</b>	<b>Session Chair</b>	The Department of Travel Agency Management, Tourism College of Zhejiang, China
47	<b>Dr. D.A.C. Silva</b>	<b>Tourism Education for Human Resource Development: A Comparative Study for Sri Lanka Tourism Development</b>	Ph.D (Vrije University Amsterdam); M.Phill (Maastricht School of Management); MA (Colombo University); Dip (New England); B.A (Colombo University) Founder and Coordinator of Masters in Tourism Economics and Hotel Management, University of Colombo, Sri Lanka
48	<b>Viranthi Cooray</b>		Following Diploma in Travel & Tourism and Hospitality Management University of Colombo, Sri Lanka



No	Name	Paper Title	Affiliation
49	<b>Yi-En Tsai</b>	<b>Study of the Content Analysis on Cultural Art Stained in the Old Street of Jiadong Township, Pingtung County, Taiwan</b>	Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan
50	<b>Shiunn- Der Kuo</b>		Professor, Institute of Hakka Cultural Industry, National Pingtung University of Science and Technology, Taiwan
51	<b>Hyun A Oh</b>	<b>Role of Festival by Government Office for the Promotion of Hanok Village in Jeonju</b>	Dept. of Archaeology and Cultural Anthropology, Chonbuk National University, Jeonju, S.Korea
52	<b>Da Hui Kim</b>		Dept. of Archaeology and Cultural Anthropology, Chonbuk National University, Jeonju, S.Korea
53	<b>Anna Pamela Ordiales Jonson</b>	<b>The Economic and Social Contribution of the Selected Resorts in Nasugbu Batangas Philippines to it's Local Community : It's Impact to the Resort Industry</b>	Far Eastern University, Republic of the Philippines
54	<b>Anna Pamela Ordiales Jonson</b>	<b>Session Chair</b>	Far Eastern University, Republic of the Philippines
55	<b>Shiunn- Der Kuo</b>	<b>Session Chair</b>	Professor, Institute of Hakka Cultural Industry, National Pingtung University of Science and Technology, Taiwan
56	<b>Nan Hua</b>	<b>Embracing Aec: A Brief Assessment Of Mice Sector In Thailand</b>	Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University of Thailand, Thailand
57	<b>Dr. Adarsh Batra</b>		Director of Research in Sustainable Business Faculty, Graduate School of Business, Assumption University, Thailand
58	<b>Arun Kumar Poonia</b>	<b>The Significance and Role of Tourism Advertising in Destination Image Formation: Time for a Proper Research</b>	Research Scholar, Department of Humanities and Social Sciences BITS Pilani, Pilani Campus, India
59	<b>Dr. Gajendra Singh Chauhan</b>		Assistant Professor, Department of Humanities and Social Sciences BITS Pilani, Pilani Campus, India

No	Name	Paper Title	Affiliation
60	<b>Rosita G. Santos</b>	<b>Effectiveness of Bayleaf as a Teaching Hotel along the 2015 Asean Economic Community Paradigm</b>	Ph.D., Researcher-Consultant, Philippines
61	<b>Enrico Amon Cruzada</b>		Ed.D., Co-Researcher, Philippines
62	<b>Dr. Gajendra Singh Chauhan</b>	<b>Session Chair</b>	Assistant Professor, Department of Humanities and Social Sciences BITS Pilani, Pilani Campus, India
63	<b>Rosita G. Santos</b>	<b>Session Chair</b>	Ph.D., Researcher-Consultant, Philippines
64	<b>Yue Teng</b>	<b>Green Tourism in Floating Markets in Thailand: A Case Study of Bang Nam Pheung Floating Market</b>	Business Administration in Tourism Management, Graduate School of Business, Assumption University,  Thailand
65	<b>Simon Potter</b>	<b>Asuka, Japan, in Its Historical Context: An Example of Cultural Tourism as Education</b>	Graduate School of Languages and Cultures Nagoya University, Japan
66	<b>Dr. Tamer Hamdy Abd El Latif Ayad</b>	<b>An Examination of Travel Motivation and the Influential Factors of Mainland Chinese Grey Tourism Market</b>	Faculty of Tourism and Hotel Management, Suez Canal University, Egypt
67	<b>Dr. Sunil</b>	<b>E-Marketing Vs Traditional Marketing: A Making of Appropriate Marketing Strategies for Tourism Products</b>	Department of Tourism College of Vocational Studies University of Delhi New Delhi, India
68	<b>Dr Thuy-Huong Truong</b>	<b>Tourism Service Encounter in the Cross-Cultural Context</b>	College of Business Victoria University, Australia
69	<b>2<sup>nd</sup> World Tourism Conferebce , Organizing Committee Staff</b>	<b>Session Chair</b>	<b>World Tourism Association</b>
70	<b>16<sup>th</sup> International Joint World Cultural Tourism Conference , Organizing Committee Staff</b>	<b>Session Chair</b>	<b>World Cultural Tourism Association</b>
71	<b>Dr. Kumar Ashutosh</b>	<b>Strategic Planning for Effective Hospitality and Tourism Rducation: Some Observations and Suggestion</b>	Department of Tourism College of Vocational Studies University of Delhi New Delhi, India

No	Name	Paper Title	Affiliation
72	<b>Mohsen Ranjbar,</b>	<b>Potentials of Historical and Cultural Tourism of the Route of Silk Road in Iran</b>	Faculty Member of Islamic Azad University Rey Branch (yadegar e emam), Iran
73	<b>Samira Asghari ,</b>		Geography and Rural Planning , Islamic Azad University of Mashhad branch, Iran
74	<b>Ming Chen</b>	<b>Comparative Research on the Development of Ajisen China, Korean Ramen and Lanzhou Ramen Enterprises in China</b>	The Institute of South China Tourism Research in Guangdong Polytechnic Normal University, Taiwan
75	<b>Dr. Syed Rashidul Hasan</b>	<b>Value Chain Analysis for Tourism Services in Bandarban District, Bangladesh</b>	Department of Tourism and Hospitality Management, University of Dhaka, Bangladesh
76	<b>Md. Kamrul Hassan</b>		Department of Tourism and Hospitality Management, University of Dhaka, Bangladesh
77	<b>2<sup>nd</sup> World Tourism Conference , Organizing Committee Staff</b>	<b>Session Chair</b>	<b>World Tourism Association</b>
78	<b>16<sup>th</sup> International Joint World Cultural Tourism Conference , Organizing Committee Staff,</b>	<b>Session Chair</b>	<b>World Cultural Tourism Association</b>
79	<b>PhD Ivana Blešić</b>	<b>The Importance of the Culture of National Minorities for Tourism Development in Vojvodina Province (Serbia)</b>	Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad, Serbia
80	<b>PhD Tatjana Pivac</b>		Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad, Serbia
81	<b>PhD Snežana Besermenji</b>		Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad, Serbia
82	<b>MSc Igor Stamenković</b>		Department of Geography, Tourism and Hotel Management, Faculty of Sciences, Novi Sad, Serbia
83	<b>Mr. Ranjan Kumar Mallick</b>		Environment, IDIPT , UTDB, Nimbuwala, Garhiccantt , Deheradun, India
84	<b>Mr Rajesh Kumar Joshi</b>	<b>Planning for Rural Tourism Promotion and Infrastructure Development in Uttrakhad, India-an Experiment</b>	Additional Program Director, IDIPT , UTDB, Nimbuwala, Garhiccantt, Dehradun, India
85	<b>Yasuhiro Watanabe</b>	<b>Relationship between Travel Distance and Expenditure</b>	School of Business Management J.F. Oberlin University, Japan

No	Name	Paper Title	Affiliation
86	Meltina Masanti	<b>Younger Generation Participation in Turtle Conservation and Awareness Programme: Study on the Illegal Trading, Consumption and Poaching of Turtle Eggs in Nearby Town of Turtle Island Park, Sandakan, Sabah Malaysia</b>	Kolej Komuniti Sandakan Kementerian Pendidikan Malaysia, Malaysia
87	Junainah Binti Justin @ Johari		Kolej Komuniti Sandakan Kementerian Pendidikan Malaysia, Malaysia
88	Helen Binti Lau @ Abd Kadir		Politeknik Sandakan Sabah Kementerian Pendidikan Malaysia, Malaysia
89	<b>2<sup>nd</sup> World Tourism Conference, Organizing Committee Staff</b>	<b>Session Chair</b>	<b>World Tourism Association</b>
90	<b>16<sup>th</sup> International Joint World Cultural Tourism Conference, Organizing Committee Staff</b>	<b>Session Chair</b>	<b>World Cultural Tourism Association</b>
91	Haneul Park	Staff	World Tourism Association
92	Gyungeun Kim	Staff	World Cultural Tourism Association
93	Danbi Jung	Staff	World Tourism Association
94	Sungchae Jung	<b>Keynote Speaker Manegerial and Political Implications for Tourism Development</b>	Dept. of Tourism Management, Honam University Korea
95	Zhen Lu	<b>Keynote Speaker Strategic Issues in China State Owned Hotels</b>	Ted Rogers School of Hospitality and Tourism Management Ted Rogers School of Management Ryerson University Canada
96	Kuo Min		Tourism Management Department Xian Science University China
97	Panelist	Jamil Jusoh	School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia
98	Panelist	Carl Francis T. Castro	Tourism Department College of International Tourism and Hospitality Management Lyceum of the Philippines University Philippines

No	Name	Paper Title	Affiliation
99	<b>Panelist</b>	<b>Dr. D.A.C. Silva</b>	Ph.D (Vrije University Amsterdam); M.Phill (Maastricht School of Management); MA (Colombo University); Dip (New England); B.A (Colombo University) Founder and Coordinator of Masters in Tourism Economics and Hotel Management, University of Colombo, Sri Lanka
100	<b>Panelist</b>	<b>Chinda Tejavaniya Chang</b>	Assistant to the President - International Affairs Founder & Director - Sripatum International College, Sripatum University, Thailand
101	<b>Panelist</b>	<b>Shiunn- Der Kuo</b>	Professor, Institute of Hakka Cultural Industry, National Pingtung University of Science and Technology, Taiwan
102	<b>Prof. Sung-chaе Jung, Ph.D.</b>	<b>Opening Address</b>	Chairman, Organizing Committee 2nd World Tourism Conference and 16th International Joint World Cultural Tourism Conferences
103	<b>Prof. Dr. Miroslav Verkovic</b>	<b>Congratulatory Remarks</b>	Rector University of Novi Sad Member of Conference Organizing Committee Serbia
104	<b>Shinae Choi</b>	<b>Staff</b>	World Cultural Tourism Association
105	<b>Wang Kunxin</b>	<b>Opening Address</b>	Tourism College of Zhejiang Hangzhou, China
106	<b>Mike Y. K. Guu, PhD</b>	<b>Congratulatory Remarks</b>	Professor & President NPUST, Pingtung, Taiwan
107	<b>Dr. Luis de Borja Solé</b>	<b>Congratulatory Remarks</b>	President CETA University College of Tourism, Spain
108	<b>Prof.Dr. Murat Barkan</b>	<b>Congratulatory Remarks</b>	Rector Yaşar University, İzmir Turkey

No	Name	Paper Title	Affiliation
109	<b>Nicholas T.A. Bangu</b>	<b>Congratulatory Remarks</b>	Provost, Tumaini University at Iringa, Tanzania
110	<b>H. John Harker, LL.D</b>	<b>Opening Address</b>	President & Vice-Chancellor Cape Breton University, Canada
111	<b>Bishimbayev Valikhan Kozykeyevich</b>	<b>Opening Address</b>	Rector South Kazakhstan State University named after M. Auezov, Shymkent, Kazakhstan
112	<b>Alan Williams</b>	<b>Congratulatory Remarks</b>	President Technological Education Institute of Piraeus Greece
113	<b>Vrizidis, Lazarus, Ph.D.</b>	<b>Opening Address</b>	Department geography – Faculty of humanities – Zanjan university- Zajan- Iran
114	<b>Prof. Dr. Miroslav Verkovic</b>	<b>Opening Address</b>	Rector University of Novi Sad Member of Conference Organizing Committee Serbia
115	<b>Chinda Tejavaniya Chang</b>	<b>Thailand's Curriculum Design for Hospitality Management based on the Thai Qualifications Framework ( TQF )</b>	Assistant to the President - International Affairs Founder & Director - Sripatum International College, Sripatum University, Thailand
116	<b>Bui Kim Luan</b>	<b>A Study on The Strategies for Development of Marine Tourism in Vietnam</b>	<b>Bui Kim Luan</b> Graduate School of International Studies, Dong-A University, S. Korea
117	<b>Dr. Simin Armaghan</b>	<b>Reconstruction and Renewal of Traditional Houses and its Impact on Tourism Development in Rasht</b>	Department of Geography, Collrge of Faculty of Science Yadegar -e- Imam Khomeini (RAH) Branch, Islamic Azad University, Tehran, Iran
118	<b>Dr. S.R. Sepalika Nayanie Sudasinghe</b>	<b>Tourism Education for Human Resource Development: A Comparative Study for Sri Lanka Tourism Development</b>	National Institute of Development Administration, Thailand
119	<b>Dr. Kumar Ashutosh</b>	<b>Manpower In Tourism Industry- Trends &amp; Issues</b>	Dept. of Tourism College of Vocational Studies University of Delhi New Delhi, India.

## 联合举办学术会议协议书

### 第一条 宗旨

本协议旨在韩国文化旅游学会、中国浙江旅游职业学院在下述事项上组织经费、运作，动员技术力量与人员、器材等，采取隔年制，分别在中国和韩国准备和组织中韩学术会议的计划与召开。

### 第二条 联合举办成员

1. 中国浙江旅游职业学院
2. 韩国文化旅游学会
3. 联合举办代表人是举办地的学会会长。
4. 代表人代表中韩联合学术会议，具有经费管理及提议等权利。

### 第三条 义务

双方为履行第一条规定的目的，将以诚实、勤奋、信任为基础，动用所需的一切知识与技术。

### 第四条 责任

1. 双方根据中韩联合学术会议约定的义务和承担的内容，各负其责。
2. 中韩联合学术会议促进委员会的构成和委员长的任命由主办者负责。

### 第五条 代行业务

联合学术会议各成员在各自责任下，可以代行分担部分的业务。

### 第六条 参加费用

参加中韩联合学术会议人员的费用原则上由本人承担，但在特别邀请的情况下，由主办地成员承担。

### 第七条 成员分担费用

1. 韩联合学术会议主办地成员约定如下：
  - ① 设置学术会议促进委员会办公室
  - ② 学术会议的策划与组织
  - ③ 学术会议举办场所的落实
  - ④ 出版论文集、制作代表证、桌牌、纪念品等
  - ⑤ 为参加人员安排住宿
  - ⑥ 其他有关中韩学术会议顺利召开之事项
2. 中韩联合学术会议成员约定如下：
  - ① 在本国宣传与联络业务
  - ② 收集论文并发送给主办方
  - ③ 其他有关参加会议所产生的交通及滞留费用由本人承担



## 第八条 费用的分担

为履行本协议而产生的共同费用由各成员分担。

## 第九条 成员相互间的责任

1. 成员因组办联合学术会议而给第三者造成损失的，由有关成员承担
2. 一方成员给其他成员造成损失的，由双方协商解决。协商不果的情况下，依据主办地的法律解决。

## 第十条 权利义务的转让

成员不得将该协议所规定的权利、义务转让给第三方。

## 第十一条 中途解散措施

1. 中韩联合学术会议成员可以根据双方代表的协商而解散
2. 一方成员因重要原因而不能履行协议时，通过解散程序协商解散

## 第十二条 瑕疵责任

中韩联合学术会议召开之后发生瑕疵时，由主办地成员负责。

## 第十三条 促进委员会

中韩联合学术会议主办地成员设立促进委员会履行协议所规定的诸事项。

## 第十四条 中韩联合学术会议促进委员会

中韩联合学术会议促进委员会的名称、主办公室所在地、委员长如下：

1. 名 称：中韩联合旅游学术会议
2. 主办公室所在地：主办地学会会长指定
3. 委员长姓名：主办地学会会长指定

## 第十五条 有效期及终止

1. 本协议有效期4年，期满6个月之前双方如果不提出修改、终止意思，则自动延长4年。
2. 如一方提出终止协议，须于6个月之前通知对方，经双方同意终止。但只要与中韩学术会议有关的权利与义务存在，本协议仍有效。

## 第十六条 其它

1. 未尽事宜或解释上产生异议时，由双方协商或依据一般惯例解决。
2. 本协议以中、韩两种文字书写，双方各执一份，两种文字的文本具有同等效力。
3. 本协议自双方代表签字之日起生效。

**中国浙江旅游职业学院**

院长：**王昆欣**

签字：



2005年8月18日

**韩国文化旅游学会**

会长：**郑圣彩**

签字：



2005年8月18日



# Bilateral Agreements of Academic Relationship with the Korean Academic Society of Culture and Tourism

## 韓・日共同學術大會開催の協定書

### 第1條(目的)

本協定書は韓國文化觀光學會と北海道觀光學會によって行われる共同學術大會に關して、下記の通り、財政、運営及び支援、人員及び機資材などを利用し、1年置きに韓國と日本での兩學會主催の大會開催についての計劃及び運営の規定を目的とする。

### 第2條(共同開催の構成員)

① 共同開催の構成員は下記の通りである。

1. 韓國文化觀光學會
2. 北海道觀光學會

② 共同開催の代表者は開催地の學會長が務める。

③ 學會長は韓・日共同學術大會を代表し、共同開催についての財政管理及び請求などの権限を持つ。

### 第3條(有効期間)

本協定書は當事者間の署名と共に、有効であり、兩學會の合意によって終結される。

但し、韓・日共同學術大會に關する權利義務のある限り、本協定書は有効である。

### 第4條(義務)

共同開催の構成員は第1條で規定した目的を達成するため、誠實、勤勉及び信義に基づいて、必要なすべての措置を取ることを約束する。

### 第5條(責任)

① 共同開催の構成員は韓・日共同學術大會に對する契約上の義務移行の分担内容に従い、各々の責任を受け持つ。

② 韓・日共同學術大會推進委員會の構成と委員長についても開催地の構成員が責任を受け持つ。

### 第6條(業務代行)

共同開催の各構成員は責任を持って、分担した業務の一部を代行することができる。

### 第7條(参加費用)

韓・日共同學術大會の参加の費用は本人負擔を原則とし、特別招待の場合は開催地の構成員が負擔する。

### 第8條(構成員の分担内容)

① 韓・日共同學術大會開催地の構成員の任務は、下記の通り、規定する。

1. 學術大會推進委員會の事務局設置
2. 學術大會の企画と演出
3. 學術大會の開催場所の交渉
4. 發表論文集、参加證、名刺、紀念品などの製作
5. 参加構成員のための宿泊先の手配
6. 韓・日共同學術大會の圓滑な開催のためのその他の事項

② 韓・日共同學術大會の参加構成員は、下記の通り、規定する。

1. 自國? の広報及び連絡業務
2. 發表論文の収集及び開催構成員の發送
3. その他の参加に伴う交通及び滞在等の費用は本人負擔

### 第9條(費用の分擔)

本契約の移行上に發生した共同費用などについては各構成員が分擔する。

### 第10條(構成員の相互間の責任)

① 構成員の共同開催によって生じた第三者への損害は當該構成員が分擔する。

② 構成員が他の構成員に損害を與えた場合は、お互い協議して處理するが、協議が成立されない場合は開催地の法的處分に従う。

### 第11條(權利義務の譲渡制限)

構成員はこの協定書による權利・義務を第三者に譲渡できない。

**第 11 條 (權利義務の譲渡制限)**

構成員はこの協定書による權利・義務を第3者に譲渡できない。

**第 12 條 (中途解散についての措置)**

① 韓・日共同學術大會の構成員は兩國の代表者の合意によって解散することができる。

② 構成員の中、一方の重大な問題で契約が移行できない場合には解散の合議手続を踏まえて、解散する。

**第 13 條 (開催後の責任)**

韓・日共同學術大會の開催後、それについての責任問題が生じた場合は開催地の構成員がその責任を受け持つ。

**第 14 條 (推進委員会)**

韓・日共同學術大會は開催地の構成員が推進委員会を設け、契約移行と関連した諸事項を行うことができる。

**第 15 條 (韓・日共同學術大會の推進委員会)**

韓・日共同學術大會推進委員会の名称、主な事務局の所在地、委員長は、下記の通りである。

1. 名 称: 韓・日共同學術大會
2. 主な事務局所在地: 開催地の學會長が指定する。
3. 委員長姓名: 開催地の學會長が指定する。

**第 16 條 (その他)**

この協定書に規定されていないことまたは解釈上、意義のある事項は各構成員の相互合議によるか一般の慣例に従うことにする。

上述のように、韓・日共同學術大會の協定書を締結し、その證據として韓国語と日本語で、各 2部ずつ作成し、韓・日共同學術大會構成員の代表者が記名捺印し、韓国語と日本語の協定書各1部を兩學會で保管することにする。

2002年 6月 日

**韓國文化觀光學會**

(506-090)光州光域市 鎭山區 西峰洞59-1番地  
嶺南大學校 觀光學部 鄭成采教授 研究室  
韓・日共同學術大會 構成員 代表者



**北海道 觀光學會**

(004-0844)札幌市清田区清田4条1丁目 4-1  
札幌國際大學 地域総合研究センター内北海道觀光學會事務局  
札幌國際大學觀光學部學部長  
北海道觀光學會 會長

吳平忠志



韓・日共同學術大會 構成員 代表者

# 한 일 공동학술대회개최 협정서

## 제 1 조 (목적)

이 협정서는 아래 사업을 한국문화관광학회, 홋카이도관광학회가 재정, 운영 및 기술능력과 인원 및 기자재 등을 동원하여 한국과 일본에서 격년제로 한일 공동학술대회에 대한 계획연출 등을 영위할 것을 약속하는 협약을 정함에 있다.

## 제 2 조 (공동개최의 구성원)

- ① 공동개최의 구성원은 다음과 같다.
  1. 한국문화관광학회
  2. 홋카이도관광학회
- ② 공동개최 대표자는 개최지 학회장으로 한다.
- ③ 대표자는 한일공동 학술대회를 대표하며, 공동개최에 대한 제정 관리 및 청구 등의 권한을 가진다.

## 제 3 조 (효력기간)

본 협정서는 당사자간의 서명과 동시에 발효하며 두 학회의 합의에 따라 종결된다. 다만, 한일공동 학술대회와 관련한 권리의무 관계가 남아 있는 한 본 협정서의 효력은 존속된다.

## 제 4 조 (의무)

공동개최 구성원은 제 1 조에서 규정한 목적을 수행하기 위하여 성실 근면 및 신의를 바탕으로 하여 필요한 모든 지식과 기술을 활용할 것을 약속한다.

## 제 5 조 (책임)

- ① 공동개최의 구성원은 한일공동 학술대회에 대한 계약상의 의무이행 분담내용에 따라 각자 책임을 진다.
- ② 한일공동 학술대회 추진위원회의 구성과 위원장에 대해서도 개최지 구성원이 책임을 진다.

## 제 6 조 (업무대행)

공동개최의 각 구성원은 자기 책임하에 분담부분의 일부를 대행 할 수 있다.

## 제 7 조 (참가비용)

한일공동 학술대회에 참가자는 본인부담으로 하며, 특별 초청이 있을 때에는 개최지의 구성원이 부담을 원칙으로 한다.

## 제 8 조 (구성원의 분담내용)

- ① 한일공동 학술대회 개최지 구성원은 다음과 같이 정한다.
  1. 학술대회 추진위원회 사무실 설치
  2. 학술대회 기획과 연출
  3. 학술대회 개최장소 섭외
  4. 발표논문집, 참가증, 이름표, 기념품 등 제작
  5. 참가 구성원을 위한 숙박시설 수배
  6. 한일공동 학술대회의 원활한 개최를 위한 기타사항
- ② 한일공동 학술대회 참가 구성원은 다음과 같이 정한다.
  1. 자국내 홍보 및 연락업무
  2. 발표논문 수집 및 개최 구성원에게 발송
  3. 기타 참가에 따른 교통 및 체재등 비용은 본인부담

## 제 9 조 (비용의 부담)

본 계약이행을 위하여 발생한 공동의 경비 등에 대하여는 각 구성원이 부담한다.

## 제 10 조 (구성원 상호간의 책임)

- ① 구성원이 공동개최와 관련하여 제3자에게 끼친 손해는 당해 구성원이 부담한다.
- ② 구성원이 다른 구성원에게 손해를 끼친 경우에는 상호 협의하여 처리하되, 협의가 성립되지 아니하는 경우에는 개최지의 법 결정에 따른다.

## 제 11 조 (권리 의무의 양도 제한)

구성원은 이 협정서에 의한 권리의무를 제3자에게 양도할 수 없다.

**제 12 조 (중도해산에 대한 조치)**

- ① 한일공동 학술대회의 구성원은 대표자의 합의에 의해 해산할 수 있다.
- ② 구성원중 일부가 중대한 사유로 계약을 이행할 수 없는 경우에는 해산 절차를 통해 합의해산을 한다.

**제 13 조 (하자책임)**

한일공동 학술대회 개최 후 하자가 발생하였을 경우에는 개최지 구성원이 그 책임을 진다.

**제 14 조 (추진위원회)**

한일공동 학술대회는 개최지 구성원이 추진위원회를 설치하여 계약이행에 관한 제반사항을 수행할 수 있다.

**제 15 조 (한일공동학술대회 추진위원회)**

한일공동 학술대회 추진위원회의 명칭, 주사무소소재지, 위원장은 다음과 같다.

- 1. 명 칭 : 한일 공동 관광학술대회
- 2. 주사무소소재지 : 개최지 학회장이 지정
- 3. 위 원 장 성 명 : 개최지 학회장이 지정

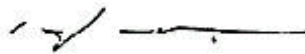
**제 16 조 (기타)**

이 협정서에 규정되어 있지 않거나 해석상 이견이 있는 사항은 양 구성원의 상호 합의에 의하거나 일반 관례에 따르기로 한다.

위와 같이 한일공동 학술대회를 체결하고 그 증거로서 협정서 2통을 작성하여 각통에 한일공동 학술대회 구성원이 기명날인하여 각자 보관한다.



일본홋카이도 관광학회  
회 장  
오쿠다이카 타다시



한국문화관광학회  
회 장  
정 성 채

# Tourism College of Zhejiang, China

## Memorandum of Understanding on Cooperation

between

Tourism College of Zhejiang, China

and

the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, Tourism College of Zhejiang, China and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

2.1. Exchange of institutions' members and research personnel

2.2. Collaboration of research and other projects

2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of Tourism College of Zhejiang, China and the president of the Korean Academic Society of Culture and Tourism, Korea.

June 07, 2006

June 07, 2006



=====  
Prof. Wang, Kunxin

President

Tourism College of Zheniang, China

=====  
Prof. Jung, Sung-chae

President

the Korean Academic Society  
of Culture and Tourism, Korea

# Philippine Society for Culture and Tourism, Philippines

Agreement of Cooperation between  
the Korean Academic Society of Culture and Tourism, Korea  
and  
Philippine Society for Culture and Tourism, the Philippines

Philippine Society for Culture and Tourism and the Korean Academic Society of Culture and Tourism, wishing to enhance relations between the two academic societies and to develop academic exchanges in all areas of academic activities and other researches and work mutually toward the internationalization of academic relationships.

The areas of cooperation will include any program offered at either institution which is felt to be desirable and feasible for the development and strengthening of cooperate relationship between the two academic societies.

However, any specific program shall be subject to mutual consent availability of funds and approval of each institution.

The following program may include :

1. Joint conferences
2. Joint research projects
3. Joint cultural programs
4. Exchange of society members

The terms of such mutual assistance and cooperation shall be discussed and agreed upon in writing by the appropriate responsible officers of both parties prior to the initiation of any particular program and activity.

The agreement shall be effective upon approval by both parties and signed in two copies.

June 07, 2006



-----  
Prof. Ramon A. Alampay, Ph.D.  
President  
Philippine Society for Culture and Tourism,  
Philippines

June 07, 2006



-----  
Prof. Jung, Sung-chae, Ph.D.  
President  
The Korean Academic Society of the  
Culture and Tourism, Korea

# **CETA University College of Tourism and Hotel, Spain**

Memorandum of Understanding on Cooperation  
between  
CETA University College of Tourism and Hotel, Spain  
and  
the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, CETA University, College of Tourism, Spain and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

- 2.1. Exchange of institutions' members and research personnel
- 2.2. Collaboration of research and other projects
- 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of Tourism College of Zhejiang, China and the president of the Korean Academic Society of Culture and Tourism, Korea.

June 05, 2006



**Prof. Luis Borja Sole, Ph.D.**  
**President**  
**CETA University College of Tourism**  
**and Hotel, Spain**

June 05, 2006



**Prof. Jung, Sung-chaeh, Ph.D.**  
**President**  
**the Korean Academic Society**  
**of Culture and Tourism, Korea**

# University of Novi Sad, Serbia

УНИВЕРЗИТЕТ У НОВОМ САДУ  
ПРИРОДНО-МАТЕМАТИЧКИ ФАКУЛТЕТ  
Број: 0601-75113  
Датум: 1. ФЕБ. 2008  
НОВИ САД  
Тог Доситеја Обрадовића 3

**Memorandum of Understanding on Cooperation**  
**between**  
University of Novi Sad, Serbia  
**and**  
**World Cultural Tourism Association**  
**the Korean Academic Society of Culture and Tourism, Korea**

In order to encourage academic exchange and collaboration between two institutions, University of Novi Sad, Serbia, and World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

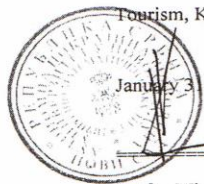
2.1. Exchange of institutions' members and research personnel

2.2. Collaboration of research and other projects

2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of University of Novi Sad, Serbia and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.



January 31, 2008

Prof. Miroslav Vesković, Ph.D.

Dean

Faculty of Natural Sciences and Mathematics

University of Novi Sad, Serbia

January 31, 2008

Prof. Jung, Sung-chaе, Ph.D.

President

World Cultural Tourism Association

the Korean Academic Society of

Culture and Tourism, Korea



# Tumaini University-Iringa University College, Tanzania

## Memorandum of Understanding on Cooperation between Tumaini University -Iringa University College and

### World Cultural Tourism Association

#### The Korean Academic Society of Culture and Tourism, Korea

\*\*\*\*\*

Tumaini University -Iringa University College, Tanzania and the World Cultural Tourism Association, Korean Academic Society of Culture and Tourism, Korea, agree to do the following terms of cooperation in order to encourage academic exchange and collaboration between two institutions.

1. Both institutions consent to establish a cooperation relationship through which each institution will encourage academic exchange and collaboration between our institutions
2. The following programs may be pursued by the two parties by mutual agreement
  - 2.1. Exchange of institutions members and research personnel
  - 2.2. Collaboration of research and other projects
  - 2.3. Collaboration in organizing symposia and other academic meetings and conferences

To assist developing enhanced cooperative relationship between our institutions, each institution will be subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the Provost of Tumaini University-Iringa University College, Tanzania and the President of the World Cultural Tourism Association, Korean Academic Society of Culture and Tourism, Korea.

January 27, 2008



Prof. Nicholas Bangu, Ph.D  
Provost  
Tumaini University-Iringa College

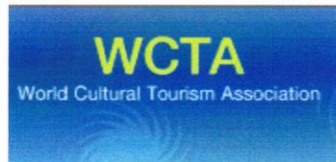
**PROVOST  
TUMAINI UNIVERSITY  
IRINGA UNIVERSITY COLLEGE  
P. O. BOX 200-IRINGA  
TANZANIA**

January 27, 2008



Prof. Jung, Sung-chaе, Ph.D.  
President  
World Cultural Tourism Association  
The Korean Academic Society of Culture  
and Tourism, Korea

# National Pingtung University of Science and Technology, Taiwan



Memorandum of Understanding on Cooperation  
between  
Graduate Institute of Hakka Cultural Industry  
National Pingtung University of Science and Technology, Taiwan  
and  
World Cultural Tourism Association  
the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science and Technology, Taiwan and World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.
2. The following programs may be pursued by the two parties by mutual agreement:
  - 2.1. Exchange of institutions' members and research personnel
  - 2.2. Collaboration of research and other projects
  - 2.3. Collaboration in organizing symposia, other academic meetings, and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement and provide access to academic activities.

The memorandum will become valid upon signing by the president of National Pingtung University of Science and technology, Taiwan and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

February 1, 2008

February 1, 2008

A handwritten signature in black ink, appearing to read 'Miao Guu', written over a horizontal dashed line.

Prof. Guu, Yuan-Kuang, Ph.D.  
President  
National Pingtung University of  
Science & Technology, Taiwan

A handwritten signature in black ink, appearing to read 'Jung Sung-chaeh', written over a horizontal dashed line.

Prof. Jung, Sung-chaeh, Ph.D.  
President  
World Cultural Tourism Association  
the Korean Academic Society of  
Culture and Tourism, Korea

# Yasar University, Turkey

**Memorandum of Understanding on Cooperation  
between  
Cape Breton University  
and  
World Cultural Tourism Association  
and  
the Korean Academic Society of Culture and Tourism, Korea**

In order to encourage academic exchange and collaboration between two institutions, Cape Breton University, Canada and World Cultural Tourism Association, and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1 Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions

2 The following programs may be pursued by the two parties by mutual agreement:

- 2.1 Exchange of institutions' members and research personnel
- 2.2 Collaboration of research and other projects
- 2.3 Collaboration in organizing symposia and other academic meetings and conferences

To assist developing enhanced cooperative relationships between our two institutions, each institution will subject to prior written agreement, provide access to academic activities

is, Yasar  
society of

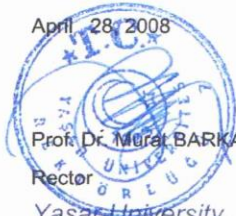
itution will

- 2.1. Exchange of institutions' members and research personnel
- 2.2. Collaboration of research and other projects
- 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of *Yasar University, Turkey* and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

April 28, 2008



Prof. Dr. Murat BARKAN  
Rector

*Yasar University, Turkey*

April 28, 2008

Prof. Jung, Sung-chaе, Ph.D.  
President

World Cultural Tourism Association  
the Korean Academic Society of  
Culture and Tourism, Korea



**Memorandum of Understanding on Cooperation  
between  
Cape Breton University  
and  
World Cultural Tourism Association  
and  
the Korean Academic Society of Culture and Tourism, Korea**

In order to encourage academic exchange and collaboration between two institutions, Cape Breton University, Canada and World Cultural Tourism Association, and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1 Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

- 2.1. Exchange of institutions' members and research personnel
- 2.2. Collaboration of research and other projects
- 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationships between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the President of Cape Breton University, Canada and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

January 7, 2009




H. John Harker LL.D.  
President and Vice-Chancellor  
Cape Breton University



Prof. Keith Brown  
Vice President  
Cape Breton University

January 7, 2009



Prof. Jung, Sung-chaeh, Ph.D.  
President  
World Cultural Tourism Association  
And the Korean Academic Society  
of Culture and Tourism

**Australian School of Tourism and Hotel Management, Australia**

Agreement of Cooperation between  
the World Cultural Tourism Association  
and

**Australian School of Tourism and Hotel Management, Australia**

Australian School of Tourism and Hotel Management, Australia and World Cultural Tourism Association wishing to enhance relations between the two academic societies and to develop academic exchanges in all areas of academic activities and other researches and work mutually toward the internationalization of academic relationships.

The areas of cooperation will include any program offered at either institution which is felt to be desirable and feasible for the development and strengthening of cooperate relationship between the two academic societies.

However, any specific program shall be subject to mutual consent availability of funds and approval of each institution.


The following program may include :

1. Joint conferences
2. Joint research projects
3. Joint cultural programs
4. Exchange of society members


The terms of such mutual assistance and cooperation shall be discussed and agreed upon in writing by the appropriate responsible officers of both parties prior to the institution of any particular program and activity.

The agreement shall be effective upon approval by both parties signed in two copies.

November 15, 2008

  
\_\_\_\_\_  
Dr. Abhijit Ghosh  
Director of academic Studies  
Australian School of Tourism and  
Hotel Management

November 15, 2008

  
\_\_\_\_\_  
Prof. Jung, Sung-Chae  
President  
The World Cultural Tourism Association

School of Hospitality, Tourism & Culture and The Culture & Heritage  
Institute, Canada

Agreement of Cooperation between  
the World Cultural Tourism Association  
and

School of Hospitality, Tourism & Culture and The Culture & Heritage Institute

School of Hospitality, Tourism & Culture and The Culture & Heritage Institute, Canada and World Cultural Tourism Association wishing to enhance relations between the two academic societies and to develop academic exchanges in all areas of academic activities and other researches and work mutually toward the internationalization of academic relationships.

The areas of cooperation will include any program offered at either institution which is felt to be desirable and feasible for the development and strengthening of cooperate relationship between the two academic societies.

However, any specific program shall be subject to mutual consent availability of funds and approval of each institution.

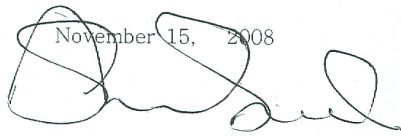
The following program may include :

1. Joint conferences
2. Joint research projects
3. Joint cultural programs
4. Exchange of society members

The terms of such mutual assistance and cooperation shall be discussed and agreed upon in writing by the appropriate responsible officers of both parties prior to the institution of any particular program and activity.

The agreement shall be effective upon approval by both parties signed in two copies.

November 15, 2008



Shyam Ranganathan, MS, CHA  
Dean  
School of Hospitality, Tourism & Culture  
and The Culture & Heritage Institute,  
Canada

November 15, 2008



Prof. Jung, Sung-Chae  
President

The World Cultural Tourism Association

THE AGREEMENT ABOUT DEVELOPMENT OF ACADEMIC  
COOPERATION

Between

And

THE M.Auezov SOUTH-KAZAKHSTAN STATE UNIVERSITY  
(Republic of Kazakhstan)

The M.Auezov South-Kazakhstan State University represented by Rector V.Bishimbaev acting on the ground of the Charter, and ~~President Jung-Sung-shae~~ represented by ~~World Cultural Forum~~ *guided by a* desire to strengthen friendship between universities and promote mutually advantageous cooperation in the educational and scientific areas, enter into the present Agreement about following:

1. THE PURPOSE OF COOPERATION

The purpose of the present Agreement is to prepare conditions and legal base for joint Master and PhD preparation and cooperation in the sphere of education and science.

2. JOINT PREPARATION OF SPECIALISTS

1. The realization of programs in Master and PhD preparation on priority specializations.
2. Parties will select the perspective candidates for participation in the program of Master and PhD preparation according to the norms and principles accepted in every educational institution.
3. Every party will appoint a person, coordinating these programs and possessing relevant authorities, delegated by the parties.
4. The parties agree to confer diploma to Masters and PhD students, successfully completed the educational programs.
5. Expense on realization of Master and PhD exchange and preparation program will be conducted in the following ways:
  - financial means assigned by governments of both states;
  - financial means of students desiring to study on this program or by means of their sponsors;
  - currency-free exchange of students, candidates for a master's and PhD degrees;
  - in special cases, financial problem may be resolved by additional agreements between parties.

3. COOPERATION OF PARTIES IN THE RESEARCH SPHERE

1. Realization of joint research and development, exchange of scientific and technical literature, joint participation in the competition for the international grants and research projects, preparation of different level specialists.
2. Exchange of the scientific and technical, educational and methodical literature.



3. Exchange of faculty members for participation in educational and research programs.

4. THE ORDER OF CHANGE AND CANCELLATION OF THE AGREEMENT

- 1. The present Agreement may be amended by mutual consent of parties.
- 2. Disputes and disagreements of the application and/or interpretation of the present Agreement are resolved according to legal systems of Republic of Kazakhstan and \_\_\_\_\_.

5. VALIDY of the AGREEMENT

- 1. The present Agreement is concluded for three years' term and inures from the moment of its signing. The Agreement is prolonged for the following one year if any of parties has not expressed wish of its termination not later, than 3 months prior to its cancellation.
- 2. The Agreement is drawn up in Russian and English languages; both texts of the Agreement are valid equally.

Rector of the South-Kazakhstan  
 State University  
 Academician of National Academy  
 of Sciences  
 V. Bishimbaev



*[Handwritten Signature]*  
 Date 15.11.2008

*[Handwritten Signature]*  
 President  
 World Cultural  
 Tourism Association  
 Prof. Jung. Sung-chae, Ph.D.

Signature *[Handwritten Signature]*  
 Date 15.11.2008

Prof. Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Association

Shymkent city  
 Republic of Kazakhstan

5. Tauke-han str

SKSU the M. Auezov

tel: 007-725-2-21-16-40

fax: 007-725-2-21-07-47

e-mail: abek@gmail.ru



# **Technological Education Institute of Piraeus/Greece Department of Tourism Industry Management**

Memorandum of Understanding on Cooperation

between

Technological Education Institute (TEI) of Piraeus/Greece

and

the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, Technological Education Institute (TEI) of Piraeus and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.
2. The following programs may be pursued by the two parties by mutual agreement:
  - 2.1. Exchange of institutions' members and research personnel
  - 2.2. Collaboration of research and other projects
  - 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of Technological Education Institute (TEI) of Piraeus, Greece and the president of the Korean Academic Society of Culture and Tourism, Korea.

November 13, 2009

November 13, 2009

.....  
**Prof. Vrizidis, Lazarus, Ph.D.**

**President**

**Technological Education Institute of Piraeus**

**Greece**

.....  
**Prof. Jung, Sung-chaе, Ph.D.**

**President**

**The Korean Academic Society  
of Culture and Tourism, Korea**



**Memorandum of Understanding  
on Academic Cooperation  
between  
College of Management Bangkok, University of Phayao, Thailand  
and  
World Cultural Tourism Association  
The Korean Academic Society of Culture and Tourism, Korea**

In order to encourage academic exchange and collaboration between two institutions, College of Management Bangkok, University of Phayao, Thailand and World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.
2. The following programs may be pursued by the two parties by mutual agreement:
  - 2.1. Exchange of institutions' members and research personnel
  - 2.2. Collaboration of research and other projects
  - 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by **Dr. Srisuda Chongsithiphol**, Dean, College of Management Bangkok, University of Phayao, Thailand and **Professor Dr. Sung-chaе Jung**, President, World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

2<sup>nd</sup> January 2012

**Srisuda Chongsithiphol, D.B.A.**  
Dean  
College of Management Bangkok  
University of Phayao  
Thailand

2<sup>nd</sup> January 2012

**Prof. Jung, Sung-chaе, Ph.D.**  
President

**Prof. Jung, Sung-chaе, Ph.D.**  
President  
World Cultural Tourism Association  
World Cultural Tourism Association  
the Korean Academic Society of  
Culture and Tourism, Korea







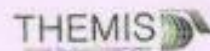
## CENTRE FOR TOURISM STUDIES

(AN INITIATIVE OF RAJASTHAN CHAMBER OF COMMERCE AND INDUSTRY)

THE ONLY INSTITUTE IN INDIA

Accredited by

UNITED NATIONS WORLD TOURISM ORGANIZATION



and



## WCTA

World Cultural Tourism Association

### Memorandum of Understanding on Academic Cooperation

between

**Center for Tourism Studies, India**

and

**World Cultural Tourism Association**

**The Korean Academic Society of Culture and Tourism, Korea**

**World Tourism Association**

In order to encourage academic exchange and collaboration between two institutions, Center for Tourism Studies, India and World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea, World Tourism Association agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.
2. The following programs may be pursued by the two parties by mutual agreement:
  - 2.1. Exchange of institutions' members and research personnel
  - 2.2. Collaboration of research and other projects
  - 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by **Dr.K.L.Jain Hony. Secretary General** and **Professor Dr. Sung-chaе Jung, Ph.D. President, World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea, World Tourism Association**

22 September 2014

**Dr.K.L.Jain Hony..**

**Secretary General**

Center for Tourism Studies, India

22 September 2014

**Prof. Sung-chaе Jung, Ph.D.**

**President**

World Cultural Tourism Association

the Korean Academic Society of

Culture and Tourism, Korea

# World Cultural Tourism Association

---

## Worldwide Bureaus

### KOREA

World Cultural Tourism Association

Prof, Jung, Sung-chaе, Ph.D. President

Dept. of Tourism Management, Honam University,

TEL. 062-940-5582, FAX: 062-940-5582

E-mail: scjung@honam.ac.kr , scjung50@hanmail.net, scjung19@yahoo.co.kr

Homepage: <http://www.kasct.co.kr>

### JAPAN

Hokkaido Academic Society of Tourism, Japan Chubachi Reiji

(004-0844) 4-1 Kiyota Kiyota-gu, Sapporo Hokkaido, Japan

### CHINA

President, Wang Kunxin

(311231) 中國 浙江省 杭州市 蕭山區 蕭山高教園區 海路 324號 浙江 旅游職業學院

### PHILIPPINES

Ramon Benedicto A. Alampay, Ph.D.

Asian Institute of Tourism University of the Philippines Diliman, Quezon City 1101, the Philippines

### SPAIN

President, Prof. Luis de Borja, Ph.D.

CETA University College of Tourism and Hotel Management

Padua, 11-13, 08023 Barcelona, Spain

E-mail : [infomacio@cetaturismo.com](mailto:infomacio@cetaturismo.com)

### THAILAND

Dr. Srisuda Chonsithiphol , Dean of College of Management Bangkok, University of Phayao, Thailand

### USA

Walter Jamison, Ph.D.

Dean, School of Travel Industry Management, University of Hawaii at Manoa

2560 Campus Road, George Hall 345 Honolulu, HI 96822 USA

### MALAYSIA

Prof, Hamidah Abd Hamid,

School of Communication, Universiti Sains Malaysia, Penang, 11800 USM, Pulau Pinang Malaysia

### TANZANIA

Prof. Melubo KOKEL

Dept. of Cultural Anthropology and Tourism, Iringa University, Tanzania

### SERBIA

Prof.Snezana Besermenji

Department of Geography, Tourism and Hotel Management Faculty of Natural Sciences and Mathematics University of Novi Sad, Serbia

### TAIWAN

Prof. Shiunn-Der Kuo

Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology, Taiwan

## TURKEY

Prof. Sabah BALTA, , Dept. of Tourism and Hotel Management, Yasar University, Turkey

## AUSTRALIA

Prof. Abhijit GHOSH, Director of Academic Studies,  
Australian School of Tourism & Hotel Management, Australia

## Scientific Committee Members

1. Prof. Nikolay V. SOKOLOV  
Professor, Saint Tikhon Orthodox University, Russia
2. Prof. Melubo KOKEL  
Dept. of Cultural Anthropology and Tourism, Iringa University, Tanzania
3. Prof. Snezana Besermenji.  
Department of Geography, Tourism and Hotel Management Faculty of Natural Sciences and Mathematics University of Novi Sad, Serbia
4. Prof. Shiunn-Der Kuo  
Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology, Taiwan
5. Prof. T. Keiser TANAHASHI,  
Faculty of Business Administration, Tokyo Keizai University, Japan
6. Prof. Chan Ngai WENG  
Geography Section, University Sains Malaysia, Maysia
7. Prof. Mohd. Rosli MOHAMAD  
Dept. of Development Studies, Faculty of Economics and Administration, University of Malaya, Malaysia
8. Prof. Gunter SPREITZHOFER  
Dept. of Geography and Regional Research, University of Vienna, Austria
9. Prof. Kullada PHETVAROON  
Faculty of Service Industries, Prince of Songkla University, Phuket Campus, Thailand
10. Prof. Sabah BALTA  
Professor, Yasar University, Dept. of Tourism and Hotel Management, Turkey
11. Prof. Nikitina Olga ALEXANDROVNA  
Deputy Director of Scientifically-methodical Work and International Activity, The Branch of the Saint Petersburg State University of Economics and Engineering in Cheboksary, Russia
12. Prof. Klodiana GORICA  
Dept. of Marketing and Tourism, University of Tirana, Albania
13. Prof. Chutima TORCHAREON  
Faculty of Environment and Technology, Prince of Songkla University, Thailand
14. Prof. Adman Hussein  
School of communication University Sains Malaysia, Malaysia
15. Prof. W.Packiaraja Robinson  
Faculty of Management, School of Finance and Banking 1514, Mburabutoro, Rwanda
16. Prof. Him Lal Ghimire  
Central Department of Statistics Tribhuwan University, Kathmandu Nepal
17. Prof. Abhijit GHOSH  
Director of Academic Studies, Australian School of Tourism & Hotel Management, Australia

18. Prof. Ovan Stojanoski  
Ohrid, Univ. Macedonia
19. Prof. Cheng, Soo May  
Professor, Institute for Tourism Studies, Macau SAR
20. Prof. Contra Fees-Our/Our  
University of Philippines, the Philippines
21. Prof. Prateep Wetprasit  
Faculty of Service Industries, Prince of Songkla University, Phuket Campus, Thailand
22. Prof. Ching-Chi LAM, (Cindia Lam), .  
Institute For Tourism Studies, Macau, China
23. Prof. Xie Zheng  
Vice-president, Associate Professor, Tourism College of Zhejiang, China
24. Prof. Sarinya La-ong-in  
Academic Advisor, Hotel and Tourism Management Major Bangkok University International College, Bangkok, Thailand
25. Prof. Yasin BOYLU  
Professor, School of Tourism and Hospitality Management, Mugla University, Turkey
26. Prof. Akmal AHMEDJONOV  
Dept. of Foreign Languages, Tashkent University of Information Technologies, Samarkand Branch, Samarkand, Uzbekistan
27. Prof. Mark EWEN  
Dept. of Marketing and Tourism, University of Hertfordshire, U.K.
28. Prof. S.C. Bagri Sanjay Mahar. I. KATHIRVEL  
Centre for Mountain Tourism and Hospitality Studies, NHB Garhwal University, India
29. Prof. Zhang YUEHONG  
School of Foreign Languages, South China Agriculture University, China
30. Prof. Fusun CURAOGLU  
Ass. Prof. Interior Design Department, Fine Arts Faculty, Anadolu University, Turkey
31. Prof. Ravinder N.Batta  
Additional Secretary Tourism, Government of Himachal Pradesh, India
32. Prof. Nur Undey Kalpaklioglu  
Istanbul Aydin University, Public Relations and Advertising Department Head, Turkey
33. Prof. Vivienne Pitter, PhD  
West Indies, Mona, Jamaica
34. Prof. Um, Bahadur Tamang  
Prof. Asian Center for Peace and Development Center, Post Box Number 11843, Lazimpat Khathmandu, Nepal
35. Prof. Reiji Chuubachi,  
Sapporo International Univ. Japan
36. Prof. Keith Brown  
Vice President Development, Cape Breton University, Canada.
37. Prof. Joldasbekov Abdimanap Abdrazakovich  
Doctor of Pedagogical Sciences, Head of International Tourism and Service Department, Kazakhstan
38. Prof. Alexandru Nedelea  
Stefan Cel Mare Univ.Suceava, Romania

39. Prof. Aswin Sangpikul  
Dhurakij Pundit Univ. Bangkok, Thailand

40. Prof. Adman Hussein  
School of communication, University Sains Malaysia, Malaysia



# CONFERENCE ANNOUNCEMENT & CALL FOR PAPERS

**17th International Joint World Cultural Tourism Conference 2015  
October 16- 18, 2015**

**Organized by**

- **University of Novi Sad, Serbia**
- **University of Phayao, Thailand**
- **Istanul Arel University, Turkey**
- **Tourism College of Zhejiang, China**
- **Cape Breton University, Canada**
- **CETA University of College of Tourism, Spain**
- **Yasar University of Turkey**
- **Education University of Indonesia,Indonesia**
- **University of Hawai, USA**
- **National Pintung University of Science and Technology, Taiwan**
- **Tumaini University at Ireinga, Tanzania**
- **South Kazakhstan State University, Kazakhstan**
- **Australian School of Tourism and Hotel Management, Australia**
- **School of Hospitality, Tourism & Culture Heritage Institute, Canada**
- **Technological Education Institute of Piraeus, Greece**
- **Philippine Society for Culture and Tourism, the Philippines**
- **the Hokkaido Academic Society of Tourism, Japan**
- **Centre for Tourism Studies, India**
- **the Korean Academic Society of Culture and Tourism , Korea**
- **World Cultural Tourism Association**
- **World Tourism Conference**

World Cultural Tourism Association, the Korean Academic Society of Culture & Tourism, University of Phayao, Thailand, the Hokkaido Academic Society of Tourism, Japan, the Tourism College of Zhejiang , China, CETA University College of Tourism, Spain, Philippine Academic Society of Culture and Tourism, the Philippines, University, of Hawaii, USA, Yasar University, Turkey, National Pungting University of Science and Technology, Taiwan, Tumaini Iringa University, Tanzania, Cape Breton Universoty, Canada, University of Novi Sad, Serbia, South Kazakhstan State University, Kazakhstan, Australian School of Tourism and Hotel Management, Australia, School of Hospitality, Tourism & Culture and the Culture Heritage Institute, Canada are pleased to announce 15<sup>th</sup> International joint World Cultural Tourism Conference 2015.

## **CONFERENCE REGISTRATION:**

All presenters and participants are requested to register for the conference. Registration fees are US\$350 per person for registration before August 31, 2015 and US\$400 thereafter.

Conference registration fee includes participation in all conference sessions in threedays, participation in all scheduled

meal functions and refreshment breaks, opening reception, and a copy of conference proceedings.

### **CALL FOR PAPERS:**

The Conference will focus on a broad range of topics related to education and research in cultural tourism and tourism/hospitality. The Conference organizers invite papers, abstracts and presentation proposals relevant to cultural tourism and tourism, hospitality management. Considering the theme of the conference, A paper with any of the following or related subjects would be appropriate for presentation:

#### **Any kind of issues in culture/heritage and tourism/hospitality/food service/convention/events.**

- Cross-cultural studies in tourism/hospitality.
- Emerging issues in education and training.
- Studies and case studies on tourism/hospitality development/management/administration.
- Studies related to marketing and promotion of tourism/hospitality.
- Studies related to tourism/hospitality forecasting and economic aspects of industry.
- Studies on social, cultural, economic and environmental impact of tourism/hospitality.
- Tourism/hospitality and environmental sustainability.
- Human resources development and educational issues in industry.
- Financial models or econometrics of tourism/hospitality.
- Operation of tourism and hospitality businesses at both macro and micro levels.
- The gaming and casino industry.
- The festival and event industry
- Community tourism development and rural/farm tourism.
- Post-modern tourism/hospitality and contemporary issues in tourism/hospitality.
- IT and Internet aspects of tourism/hospitality.
- Culture and heritage
- Innovation in Tourism
- Historic and geographic tourism evolution
- Entrepreneurism, marketing and tourism businesses
- Tourist itineraries management
- Planning, sustainability and impacts of tourism
- Preservation in nature
- Human practices of material culture preservation
- Preserving the intangible
- Aesthetics, ethics, prescriptions, politics and theory of preservation, conservation, and restoration of material culture.
- Meaningful objects and the museum
- Heritage and governance for development
- Heritage and education Policies
- Heritage and culture
- Heritage and economics
- Heritage and environment
- Heritage and society
- Other papers related to the theme of the Conference.

#### **Submission Guidelines**

- 10 pages abstract of papers should be submitted for the final selection process.
- The paper should be submitted to the following email: [scjung@honam.ac.kr](mailto:scjung@honam.ac.kr).
- Deadline for submitting paper is August 31, 2014
- Paper Review Committee will conduct a refereed screening of papers.

**Format of Presentations:**

-Paper sessions will have about 4 papers presented in each 90 minute session, giving each presenter 15 Minutes..

-Panel sessions will provide an opportunity for about four presenters to speak in a more open and conversational setting with conference attendees.

**Submitting a Proposal:**

1. Create a title page for your submission. The title page should include:

- a. title of the submission
- b. name(s) of the author(s)
- c. department(s) and affiliation(s)
- d. mailing address(es)
- e. e-mail address(es)
- f. phone number(s)
- g. fax number(s)

2. Email your paper, along with a title page, to [scjung@honam.ac.kr](mailto:scjung@honam.ac.kr).

Receipt of submissions will be acknowledged via email within 48 hours.

If you do not wish to email your submission, you may send it via regular mail or fax to:

**Prof, Jung, Sung-chaе, Ph.D.**

**President**

**World Cultural Tourism Association**

**Dept. of Tourism Management, Honam University,**

**59-1 Seobong-dong Gwangsan-gu**

**Gwang-ju, Korea 506-714**

**Tel : 062-940-5582 / Fax : 062-940-5582**

3. Submissions will only be published in the conference proceedings if at least one of the authors registers and attends the conference.

Final copies of accepted papers will be professionally published with ISSN number PRIOR To the Conference.

**CONFERENCE ADMINISTRATION**

Please direct paper submissions and enquires to:

**Prof, Jung, Sung-chaе, Ph.D.**

**President**

**World Cultural Tourism Associatiomn**

**Dept. of Tourism Management, Honam University,  
59-1 Seobong-dong Gwangsan-gu  
Gwang-ju, Korea 506-090**

**Tel : +82-62-940-5582 / Fax : +82-62-940-5582 /**

**E-mail : [scjung@honam.ac.kr](mailto:scjung@honam.ac.kr), [scjung50@hanmail.net](mailto:scjung50@hanmail.net), [wctaabstract@gmail.com](mailto:wctaabstract@gmail.com), [wctapaper@gmail.com](mailto:wctapaper@gmail.com)  
<http://www.kasct.co.kr/eng>**

# CONFERENCE ANNOUNCEMENT & CALL FOR PAPERS

**3<sup>rd</sup> World Tourism Conference 2015**  
**October 16- 18, 2015**

**Organized by**

- **University of Novi Sad, Serbia**
- **University of Phayao, Thailand**
- **Istanul Arel University, Turkey**
- **Tourism College of Zhejiang, China**
- **Cape Breton University, Canada**
- **CETA University of College of Tourism, Spain**
- **Yasar University of Turkey**
- **Education University of Indonesia,Indonesia**
- **University of Hawaii, USA**
- **National Pintung University of Science and Technology, Taiwan**
- **Tumaini University at Ireinga, Tanzania**
- **South Kazakhstan State University, Kazakhstan**
- **Australian School of Tourism and Hotel Management, Australia**
- **School of Hospitality, Tourism & Culture Heritage Institute, Canada**
- **Technological Education Institute of Piraeus, Greece**
- **Philippine Society for Culture and Tourism, the Philippines**
- **the Hokaido Academic Society of Tourism, Japan**
- **Centre for Tourism Studies, India**
- **the Korean Academic Society of Culture and Tourism , Korea**
- **World Cultural Tourism Association**
- **World Tourism Conference**

World Tourism Association, World Cultural Tourism Association, the Korean Academic Society of Culture & Tourism, University of Phayao, Thailand, the Hokkaido Academic Society of Tourism, Japan, the Tourism College of Zhejiang , China, CETA University College of Tourism, Spain, Philippine Academic Society of Culture and Tourism, the Philippines, University, of Hawaii, USA, Yasar University, Turkey, National Pungting University of Science and Technology, Taiwan, Tumaini Iringa University, Tanzania, Cape Breton Universoty, Canada, University of Novi Sad, Serbia, South Kazakhstan State University, Kazakhstan, Australian School of Tourism and Hotel Management, Australia, School of Hospitality, Tourism & Culture and the Culture Heritage Institute, Canada and Centre for Tourism Studies, India are pleased to announce 17<sup>th</sup> International joint World Cultural Tourism Conference and 3<sup>rd</sup> World Tourism Conference 2015.

## **CONFERENCE REGISTRATION:**

All presenters and participants are requested to register for the conference. Registration fees are US\$350 per person for registration before August 31, 2015 and US\$400 thereafter.

Conference registration fee includes participation in all conference sessions in threedays, participation in all scheduled

meal functions and refreshment breaks, opening reception, and a copy of conference proceedings.

### **CALL FOR PAPERS:**

The Conference will focus on a broad range of topics related to education and research in cultural tourism and tourism/hospitality. The Conference organizers invite papers, abstracts and presentation proposals relevant to cultural tourism and tourism, hospitality management. Considering the theme of the conference, A paper with any of the following or related subjects would be appropriate for presentation:

#### **Any kind of issues in culture/heritage and tourism/hospitality/food service/convention/events.**

- Cross-cultural studies in tourism/hospitality.
- Emerging issues in education and training.
- Studies and case studies on tourism/hospitality development/management/administration.
- Studies related to marketing and promotion of tourism/hospitality.
- Studies related to tourism/hospitality forecasting and economic aspects of industry.
- Studies on social, cultural, economic and environmental impact of tourism/hospitality.
- Tourism/hospitality and environmental sustainability.
- Human resources development and educational issues in industry.
- Financial models or econometrics of tourism/hospitality.
- Operation of tourism and hospitality businesses at both macro and micro levels.
- The gaming and casino industry.
- The festival and event industry
- Community tourism development and rural/farm tourism.
- Post-modern tourism/hospitality and contemporary issues in tourism/hospitality.
- IT and Internet aspects of tourism/hospitality.
- Culture and heritage
- Innovation in Tourism
- Historic and geographic tourism evolution
- Entrepreneurism, marketing and tourism businesses
- Tourist itineraries management
- Planning, sustainability and impacts of tourism
- Preservation in nature
- Human practices of material culture preservation
- Preserving the intangible
- Aesthetics, ethics, prescriptions, politics and theory of preservation, conservation, and restoration of material culture.
- Meaningful objects and the museum
- Heritage and governance for development
- Heritage and education Policies
- Heritage and culture
- Heritage and economics
- Heritage and environment
- Heritage and society
- Other papers related to the theme of the Conference.

#### **Submission Guidelines**

- 10 pages abstract of papers should be submitted for the final selection process.
- The paper should be submitted to the following email: [scjung@honam.ac.kr](mailto:scjung@honam.ac.kr).
- Deadline for submitting paper is August 31, 2014
- Paper Review Committee will conduct a refereed screening of papers.

**Format of Presentations:**

-Paper sessions will have about 4 papers presented in each 90 minute session, giving each presenter 15 Minutes..

-Panel sessions will provide an opportunity for about four presenters to speak in a more open and conversational setting with conference attendees.

**Submitting a Proposal:**

1. Create a title page for your submission. The title page should include:

- a. title of the submission
- b. name(s) of the author(s)
- c. department(s) and affiliation(s)
- d. mailing address(es)
- e. e-mail address(es)
- f. phone number(s)
- g. fax number(s)

2. Email your paper, along with a title page, to [scjung@honam.ac.kr](mailto:scjung@honam.ac.kr).

Receipt of submissions will be acknowledged via email within 48 hours.

If you do not wish to email your submission, you may send it via regular mail or fax to:

**Prof, Jung, Sung-chaе, Ph.D.**

**President**

**World Tourism Association**

**Dept. of Tourism Management, Honam University,**

**59-1 Seobong-dong Gwangsan-gu**

**Gwang-ju, Korea 506-714**

**Tel : 062-940-5582 / Fax : 062-940-5582**

3. Submissions will only be published in the conference proceedings if at least one of the authors registers and attends the conference.

Final copies of accepted papers will be professionally published with ISSN number PRIOR To the Conference.

**CONFERENCE ADMINISTRATION**

Please direct paper submissions and enquires to:

**Prof, Jung, Sung-chaе, Ph.D.**

**President**

**World Tourism Associatiomn**

**Dept. of Tourism Management, Honam University,  
59-1 Seobong-dong Gwangsan-gu  
Gwang-ju, Korea 506-090**

**Tel : +82-62-940-5582 / Fax : +82-62-940-5582 /**

**E-mail : [scjung@honam.ac.kr](mailto:scjung@honam.ac.kr), [scjung50@hanmail.net](mailto:scjung50@hanmail.net), [wctaabstract@gmail.com](mailto:wctaabstract@gmail.com), [wctapaper@gmail.com](mailto:wctapaper@gmail.com)  
<http://www.worldtourismassociation.org>**



## Call for Papers(Journals)

# International Journal of Culture and Tourism Research

Journal of World Cultural Tourism Association

# Journal of Culture and Tourism Research

Journal of the Korean Academci Society of Culture and Tourism

## Specifications and Instructions for Submitting Final Papers for Journal

### I. General Text Requirements:

- A. All manuscripts must be prepared in English and **free of grammatical, spelling and/or punctuation errors**. Please make sure your paper is thoroughly edited and proof read before submission.
- B. All manuscripts must be the original work not yet submitted to any other journals or publications prior to the Conference. Following the Conference, authors are free to submit the manuscript for publication in any journals.
- C. The conference proceedings will be professionally reproduced on CD with an appropriate ISBN/ISSN number. Final copies of all manuscript prepared based on the following specifications must be submitted **to Scjung50@hanmail.net, scjung@honam.ac.kr , wctaabstract@gmail.com and wctapaper@gmail.com**.

### D. Page Limitations:

1. Authors are allowed to submit **a final paper of up to 20 single spaced pages, inclusive of everything (e.g., any tables, figures, references and appendices)** for inclusion in the Journal.
2. Papers exceeding this page limit can be accepted with an additional production charge of **US\$10 for every additional single spaced page**. Papers exceeding the page limit and submitted without the additional production charges will not be included in the journal.

Prepare your paper using **Microsoft Word software on PC only**. Submit your paper to the Director of Paper Review, Dr, Jung, as an email attachment ([scjung@honam.ac.kr](mailto:scjung@honam.ac.kr)) .

### II. Paper Format (also see sample below).

The paper should follow the following format:

- Up to **20 single-sided pages** inclusive of all tables, figures, references, appendices and so on. The text should be **single-spaced within each paragraph** but **double spaced between paragraphs**. **Do not number the pages** but make sure the pages are in correct order. Pages will be numbered by the editor.
- Font Type: **Times New Roman**
- Font size **11 point**.

- The paper must be formatted for **A4 size** (210mm x 297mm).
- Set the page margins exactly as follows: top, bottom, left and right for **1 inch**.
- Indent the first sentence of each paragraph with  $\frac{1}{2}$  **inch** and align text **justify**.
- All manuscripts must be accompanied by a short **abstract of about 100 words** and a list of no more than **six key words**, which define the subject matter.
- **Consistency in presentation** must be maintained throughout the paper.
- Use tables and simple diagrams which are clearly presented. Please **do NOT use colour graphics**.
- Please **do NOT use footnotes** and **do NOT list references as footnotes** at the end of each page.
- If the paper does not follow these specifications, it will be returned!

**For other details, please see the example format below.**

TITLE OF YOUR PAPER CENTERED LIKE THIS

\* Your Name James Bond  
 Your Department's Name  
 Your Organization (University's) Name

Your co-author's name  
 Your co-author's Department Name  
 Your co-author's Organization (University's) Name  
 and

Your co-author's name  
 Your co-author's Department Name  
 Your co-author's Organization (University's) Name

**[Mark \* in front of the name of the presenting author]**

#### ABSTRACT

Starting with "Abstract," your paper needs to be typed in one column as shown in this example. **Indent** the first sentences of each paragraph with  $\frac{1}{2}$  **inch**. Use **single space within each paragraph** but **double space between paragraphs** as shown in this example. **Do not number the pages** but make sure the pages are in the correct order. Pages will be numbered by the editor. **(All papers must be prepared and submitted in English).**

Key Words: identify and list key words (maximum 6) which represent the content of your paper.

#### INTRODUCTION

The paper title, author names (full names and institution only), titles (e.g., Assistant Professor or Assistant Dean or Head of School, etc.) and degrees (e.g., Ph.D., etc.) are not necessary. Title and author affiliations must be centered as shown above.

Submit your final paper to the Director of Paper Review as indicated in the accompanying instruction sheets. All papers need to be prepared in **Microsoft Word** and submitted as an email attachment.

## TABLES AND FIGURES

Tables and figures must appear **within the text** (not at the end of the text). Tables and figures need to be **numbered sequentially** (e.g., Table 1, Table 2, Table 3, etc.) and they should **bear a title** (with appropriate upper and lower case letters) which explains their contents. For example:

**Table 1. Profile of Conference Participants**

Profile	Frequency	Percentage
Male	98	49.00
Female	102	51.00
Total	200	100

## REFERENCES

References must be listed immediately following the CONCLUSION or SUMMARY of the paper. Use **APA style** (<http://www.apastyle.org/>). Alphabetize by author, and for each author list in chronological sequence. List the author's names exactly as written in the source cited. **(Please do NOT list references as footnotes at the end of each page).**

### See example below:

Aaker, D. A., Kumar, V. and Day, G.S. (1995), Marketing Research. 5<sup>th</sup> ed. John Wiley, New York.

Diaz, A. B. C. and Ruiz, F. J. M. (2002), The Consumer's Reaction to Delays in Service, International Journal of Service Industry Management, 13(2), 118-140.

Pritzker, T.J. (n.d.). An Early Fragment from Central Nepal [Online]. Retrieved June 8, 1995, from <http://www.ingress.com/~astanart/pritzker/pritzker.html>

Smith, P.S. (2001, October 23). The Finest Dining places in Hong Kong. South China Morning Post, B1, B3.

## ACKNOWLEDGEMENT

Acknowledgement is optional and should appear after the references and before the appendices.

Any "APPENDICES" should appear at the end of the article after the list of references and acknowledgement(if applicable).

**Website: [www://kasct.co.kr](http://www.kasct.co.kr)**

## Editorial Board

**World Cultural Tourism Association**

**The Korean Academic Society of Culture and Tourism**

## Call for Papers(Journals)

# International Journal of Tourism Research

Journal of World Tourism Association

### Specifications and Instructions for Submitting Final Papers for Journal

#### III. General Text Requirements:

- A. All manuscripts must be prepared in English and **free of grammatical, spelling and/or punctuation errors**. Please make sure your paper is thoroughly edited and proof read before submission.
- B. All manuscripts must be the original work not yet submitted to any other journals or publications prior to the Conference. Following the Conference, authors are free to submit the manuscript for publication in any journals.
- C. The conference proceedings will be professionally reproduced on CD with an appropriate ISBN/ISSN number. Final copies of all manuscript prepared based on the following specifications must be submitted **to Scjung50@hanmail.net, scjung@honam.ac.kr , wctaabstract@gmail.com and wctapaper@gmail.com.**

#### D. Page Limitations:

1. Authors are allowed to submit **a final paper of up to 20 single spaced pages, inclusive of everything (e.g., any tables, figures, references and appendices)** for inclusion in the Journal.
2. Papers exceeding this page limit can be accepted with an additional production charge of **US\$10 for every additional single spaced page**. Papers exceeding the page limit and submitted without the additional production charges will not be included in the journal.

Prepare your paper using **Microsoft Word software on PC only**. Submit your paper to the Director of Paper Review, Dr, Jung, as an email attachment (scjung@honam.ac.kr) .

#### IV. Paper Format (also see sample below).

The paper should follow the following format:

- Up to **20 single-sided pages** inclusive of all tables, figures, references, appendices and so on. The text should be **single-spaced within each paragraph** but **double spaced between paragraphs**. **Do not number the pages** but make sure the pages are in correct order. Pages will be numbered by the editor.
- Font Type: **Times New Roman**
- Font size **11 point**.
- The paper must be formatted for **A4 size** (210mm x 297mm).

- Set the page margins exactly as follows: top, bottom, left and right for **1 inch**.
- Indent the first sentence of each paragraph with  $\frac{1}{2}$  **inch** and align text **justify**.
- All manuscripts must be accompanied by a short **abstract of about 100 words** and a list of no more than **six key words**, which define the subject matter.
- **Consistency in presentation** must be maintained throughout the paper.
- Use tables and simple diagrams which are clearly presented. Please **do NOT use colour graphics**.
- Please **do NOT use footnotes** and **do NOT list references as footnotes** at the end of each page.
- If the paper does not follow these specifications, it will be returned!

**For other details, please see the example format below.**

TITLE OF YOUR PAPER CENTERED LIKE THIS

\* Your Name James Bond  
 Your Department's Name  
 Your Organization (University's) Name

Your co-author's name  
 Your co-author's Department Name  
 Your co-author's Organization (University's) Name  
 and

Your co-author's name  
 Your co-author's Department Name  
 Your co-author's Organization (University's) Name

[Mark \* in front of the name of the presenting author]

ABSTRACT

Starting with "Abstract," your paper needs to be typed in one column as shown in this example. **Indent** the first sentences of each paragraph with  $\frac{1}{2}$  **inch**. Use **single space within each paragraph** but **double space between paragraphs** as shown in this example. **Do not number the pages** but make sure the pages are in the correct order. Pages will be numbered by the editor. **(All papers must be prepared and submitted in English).**

Key Words: identify and list key words (maximum 6) which represent the content of your paper.

### **INTRODUCTION**

The paper title, author names (full names and institution only), titles (e.g., Assistant Professor or Assistant Dean or Head of School, etc.) and degrees (e.g., Ph.D., etc.) are not necessary. Title and author affiliations must be centered as shown above.

Submit your final paper to the Director of Paper Review as indicated in the accompanying instruction sheets. All papers need to be

prepared in **Microsoft Word** and submitted as an email attachment.

## **TABLES AND FIGURES**

Tables and figures must appear **within the text** (not at the end of the text). Tables and figures need to be **numbered sequentially** (e.g., Table 1, Table 2, Table 3, etc.) and they should **bear a title** (with appropriate upper and lower case letters) which explains their contents. For example:

**Table 1. Profile of Conference Participants**

Profile	Frequency	Percentage
Male	98	49.00
Female	102	51.00
Total	200	100

## **REFERENCES**

References must be listed immediately following the CONCLUSION or SUMMARY of the paper. Use **APA style** (<http://www.apastyle.org/>). Alphabetize by author, and for each author list in chronological sequence. List the author's names exactly as written in the source cited. **(Please do NOT list references as footnotes at the end of each page).**

### **See example below:**

Aaker, D. A., Kumar, V. and Day, G.S. (1995), Marketing Research. 5<sup>th</sup> ed. John Wiley, New York.

Diaz, A. B. C. and Ruiz, F. J. M. (2002), The Consumer's Reaction to Delays in Servic, International Journal of Service Industry Management, 13(2), 118-140.

Pritzker, T.J. (n.d.). An Early Fragment from Central Nepal [Online]. Retrieved June 8, 1995, from <http://www.ingress.com/~astanart/pritzker/pritzker.html>

Smith, P.S. (2001, October 23). The Finest Dining places in Hong Kong. South China Morning Post, B1, B3.

## **ACKNOWLEDGEMENT**

Acknowledgement is optional and should appear after the references and before the appendices.

Any "APPENDICES" should appear at the end of the article after the list of references and acknowledgement(if applicable).

**Website: [www://worldtourismassociation.org](http://worldtourismassociation.org)**

## **Editorial Board**

**World Tourism Association**

**<http://worldtourismassociation.org>**