

3RD TOURISM OUTLOOK CONFERENCE

in conjunction with the

GLOBAL EVENTS CONGRESS II

Date : JULY 16-18, 2007
Venue : HILTON KUALA LUMPUR
3 Jalan Stesen Sentral
Kuala Lumpur, MALAYSIA

MALAYSIA WELCOMES THE WORLD

CONFERENCE OBJECTIVES

The main objective of the Conference is to bring together tourism and heritage organizations in determining various areas in the development of tourism and heritage alliances and building network relationships for the future of the tourism and heritage industry. The conference aims to explore the new concept in tourism and heritage and to further strengthen the relationships and networking possibilities amongst educators and practitioners locally and internationally.

WHO SHOULD ATTEND?

- Tourism educators
- Architects
- Planner
- Heritage Consultants
- Researchers
- Members of tourism and heritage associations
- Tourism and heritage industry executives and employers
- Travel agencies
- Government officer/tourism ministry/heritage and arts ministry
- Students
- And others with interest in tourism and heritage industry



Global Events Congress

CALL FOR PAPERS

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JULY 16-18, 2007, HILTON KUALA LUMPUR, MALAYSIA

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The 3rd *Tourism Outlook Conference* and *Global Event Congress* in conjunction with Visit Malaysia Year 2007, is jointly organized by the Faculty of Hotel and Tourism Management, the Faculty of Architecture, Planning & Surveying at the Universiti Teknologi MARA (UiTM) Malaysia, and School of Tourism, at the University of Queensland, Australia.

Conference Themes: Heritage & Tourism in the Built Environment, Tourism Alliances & Network Relationships, Event Management & Event Tourism

The tourism sector is now facing the challenges of globalization and world crisis that brought about the formulation of cooperative strategies, collaboration, partnerships and alliances between the components of the tourism sectors. This conference aims to bring together tourism organizations in determining various areas in the development of tourism alliances and building network relationships for the future of the tourism industry. International and local prominent speakers will be invited to deliver keynote addresses during the conference.

The Global Events Congress is the premier international meeting for discussing the different perspectives and the various contexts of events. This meeting brings together representatives from academia, government, industry and professional associations to discuss current issues and trends, teaching and learning methods, and developments for the future.

The joint conference will take place over three days and includes a combination of plenary and break-out sessions devoted to research issues on the suggested (and related) topics. We to invite authors to submit either an abstract or a full paper in the following areas:

- Heritage and Tourism in the Built Environment
- Rural Tourism
- Urban Tourism
- Tourism Strategic Management
- Tourism Marketing
- Tourism Planning and Development
- Tourism Policies
- Tourism Education
- Event Management
- Event Tourism

- Cultural Events
- Event Risk Management
- Event Sponsorship
- Event Economics
- Corporate Events and Hospitality
- Case Studies
- Other topics related to alliances and network relationships in tourism.
- Other topics related to event management and event tourism

Abstracts

Abstracts should be approximately 300-350 words in length with title page containing full name, institution and contact information. Deadline for submission of abstracts is March 5, 2007. Authors will receive feedback by April 1, 2007.

Full Papers

The conference organizer will produce a refereed proceeding with ISBN number for all submitted papers. Full papers shall be submitted for double blind review for this purpose. Please submit up to 8 page (single-spaced) papers in APA format by March 5, 2007. The author will receive notification of acceptance by April 9, 2007. The paper should include a title page with author name and affiliation, introduction, methods, findings, application of results, conclusions and references. The author's name should appear only on the title page. The submission of a paper or abstract requires that at least one author attends the conference to present the paper. Best papers will be selected for publication in the *Journal of Tourism and Hospitality* or the *International Journal of Event Management Research*.

Please submit your electronic abstract or paper (as an attachment) to:

Dr. Nor'Ain Othman : drnorain@gmail.com or dzul_ain@yahoo.com
Dr Charles Arcodia : c.arcodia@uq.edu.au

REGISTRATION FORM

THE 3rd. TOURISM OUTLOOK CONFERENCE in conjunction with the GLOBAL EVENTS CONGRESS II

JULY 16 – 18, 2007
HILTON KUALA LUMPUR, MALAYSIA

DELEGATE PARTICULARS

Delegate 1 Dr/Mr/Mrs/Ms: _____ Occupation: _____

Delegate 2 Dr/Mr/Mrs/Ms: _____ Occupation: _____

Organisation's name: _____

Mailing Address : _____

Tel: _____ Fax: _____ E-mail: _____

CONFERENCE REGISTRATION (Please tick)

	Early Bird	After May 14, 2007
International delegates	<input type="checkbox"/> USD300	<input type="checkbox"/> USD350
Malaysian delegates	<input type="checkbox"/> RM700	<input type="checkbox"/> RM750
Associations	<input type="checkbox"/> RM700	
Students	<input type="checkbox"/> RM500	

TERMS AND CONDITIONS

Payment

- The fees must be paid in advance of the event. Walk in delegates will be admitted with payment, on space availability basis.
- Payment of the fee can be made by crossed cheque/bank draft/money order/postal order payable to BENDAHARI UiTM.
- Registration will include a copy of conference proceeding, welcoming dinner, lunch and refreshments.

Cancellation

A refund minus RM50 service charge will be sent to the delegate if the cancellation is received in writing by May 15, 2007. No refund will be made for cancellation received after the date.

Fax this form to:

The 3rd. Tourism Outlook Conference
Faculty of Hotel and Tourism Management
Universiti Teknologi MARA
40450 Shah Alam
Selangor, MALAYSIA.
Tel: 603-5543 5689
Fax: 603-5543 5698

For more information, please contact:
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