

Agenda

2012 年 6 月 6 日(星期三)

Time	Activities		
08:30-09:00	Registration		
09:00-09:20	Open Ceremony		
09:20-10:30	<p><u>Keynote Speech I</u></p> <p>Destination Marketing and Management: International Best Practices; Local Realities</p> <p><u>Professor Alastair M. Morrison</u></p> <p>(Distinguished Professor of Hospitality and Tourism Management Purdue University)</p> <p>Moderator: <u>President Chi-Yeh Yung</u></p> <p>(National Kaohsiung University Of Hospitality and Tourism)</p>		
10:30-10:50	Tea Time		
10:50-12:00	<p><u>Keynote Speech II</u></p> <p>Excellence in Tourism & Hospitality Education & Research: Experiences of Three Continents</p> <p><u>Professor Brian King</u></p> <p>(Head of School of Hospitality, Tourism and Marketing Victoria University)</p> <p>Moderator: <u>President Ming-Huei Lee</u></p> <p>(Taiwan Hospitality and Tourism College)</p>		
12:00-13:00	Lunch Time		
13:10-14:40	Session A	Consumers’ perception and satisfaction in Hospitality and Tourism industry- Library I205	Poster
	Session B	Hospitality and Tourism Marketing Strategies- Library I206	
	Session C	Policy planning and sustainable management in Tourism and Hospitality- Art & Design Building L403	
	Session D	Understanding Consumer Behavior- Art & Design Building L404	
14:40-15:10	Tea Time		
15:10-16:40	Session E	Trends and Development of the Tourism Education and Industry- Library I205	
	Session F	Other Important Issues of Hospitality and Tourism Industry-Library I206	
	Session G	Human Resources Issues in Hospitality and Tourism Industry- Art & Design Building L403	
	Session H	Organizational Behavior of Hospitality and Tourism- Art & Design Building L404	
17:00	賦歸		

議程

2012 年 6 月 6 日(星期三)

時 間	活動內容		
08:30-09:00	報到、資料領取		
09:00-09:20	主席、貴賓致詞		
09:20-10:30	<p><u>專題演講一</u></p> <p>Destination Marketing and Management: International Best Practices; Local Realities</p> <p><u>Professor Alastair M. Morrison</u></p> <p>(Distinguished Professor of Hospitality and Tourism Management Purdue University)</p> <p>主持人: 容校長 繼業</p> <p>(國立高雄餐旅大學)</p>		
10:30-10:50	茶敘		
10:50-12:00	<p><u>專題演講二</u></p> <p>Excellence in Tourism & Hospitality Education & Research: Experiences of Three Continents</p> <p><u>Professor Brian King</u></p> <p>(Head of School of Hospitality, Tourism and Marketing Victoria University)</p> <p>Moderator: 李校長 銘輝</p> <p>(台灣觀光學院)</p>		
12:00-13:00	中午休息		
13:10-14:40	Session A	Consumers' perception and satisfaction in Hospitality and Tourism industry (圖書館 I205)	壁 報 發 表
	Session B	觀光餐旅休閒產業行銷管理與策略管理(圖書館 I206)	
	Session C	觀光餐旅休閒政策規劃與永續經營(設計館 L403)	
	Session D	觀光餐旅休閒產業消費者行為(設計館 L404)	
14:40-15:10	茶敘		
15:10-16:40	Session E	觀光餐旅休閒教育與產業發展趨勢(圖書館 I205)	
	Session F	觀光餐旅休閒產業其他相關議題(圖書館 I206)	
	Session G	觀光餐旅休閒產業人力資源管理與服務品質管理(設計 館 L403)	
	Session H	觀光餐旅休閒產業組織行為(設計館 L404)	
17:00	賦歸		