



National Economics University
207 Giai Phong Street, Hai Ba Trung District, Hanoi, Vietnam

Hanoi, July 24th 2018

Subject: CALL FOR PAPERS
“New tourism: local to global initiatives”

As one of the world’s largest economic sectors, tourism creates jobs, drives exports, and generates prosperity across the world. 2017 was one of the strongest years of GDP growth in a decade with robust consumer spending worldwide. This global growth transferred again into tourism with the sector’s direct growth of 4.6% outpacing the global economy for the seventh successive year. As in recent years, performance was also particularly strong across Asia (WTTC, 2018)¹.

In Vietnam, tourism is considered a powerful driving force of the national economy. Within the same report by WTTC (2018), in 2017, the direct contribution of Tourism to GDP and employment was 12.966 billions US dollars (5.9% of total GDP) and 2,467,500 jobs (4.6% of total employment), respectively. According to Vietnam National Tourism Administration (VNTA), the year 2017 saw a surge of roughly 30% of inbound tourist arrivals to Vietnam with nearly 13 millions tourist arrivals. Besides, the domain of domestic tourism welcomed 75 millions of tourist arrivals, i.e. a yearly growing rate of 7%. As for investment, tourism attracted roughly 5.139 billions US dollars, accounting for 8.5% of total investment.

The contemporary context of tourism refers to international integration, global competition, pressures for environmental and cultural preservation and protection, and considerable changes in tourism consumer behaviors, coupled with the widespread application of information and communication technologies (ICTs). From this context emerged a variety of opportunities, challenges and even threats with which the tourism sector of each nation must learn to cope. Nevertheless, the tourism sector does not react to these influences in a passive manner but there exist several initiatives concerned with management practices, business models and notably tourism consumption, progressively reshaping the scene of contemporary tourism. The emphasis has been shifted from exploiting available tourism resources to fostering innovation and initiatives so that effectiveness and efficiency in tourism administration, policy-making, business

¹ World Travel and Tourism Council, (2018). Travel and Tourism Economic Impact - Vietnam

management and development can be achieved in the light of sustainable tourism development.

In order to discuss and share expertises on the contemporary issues in tourism development in Vietnam and in the world, Faculty of Tourism and Hospitality (National Economics University) is to hold the international conference on “*New tourism – local to global initiatives*”. We would like to invite researchers, practitioners and policy-makers to participate and contribute to the conference.

1. CONFERENCE DATE AND LOCATION

Date & Time: October 26th – 27th, 2018

Location: Conference Room, Bai Dinh Hotel, Bai Dinh Pagoda Area, Gia Sinh Village, Gia Sinh, Gia Vien, Ninh Binh

2. CONFERENCE TOPICS

Abstracts and papers may be submitted under the following topics:

1. Issues, opportunities and challenges posed by the new tourism context;
2. Visions for tourism development and competition in the new context;
3. Initiatives, innovation and entrepreneurship from local to global scale;
4. Sustainable tourism development: tourism and society and environment;
5. Information and communication technologies in tourism;
6. Developing human resources in tourism;
7. Current changes and trends in tourism consumption behavior.

3. SUBMISSION

- A full paper should be written in Time New Roman font, 13 point, 1.5 line space, page size corresponding to A4, using Unicode; margins: left margin: 3 cm; right, top and bottom margin: 2cm.
- Language: Only papers written in English are accepted.
- Full paper should comply with submission guidelines including:
 - Author(s') name, author(s') affiliation (university, company...), phone number, email address.
 - Title of paper, short abstract (not exceeding 250 words), key words (not exceeding 5 words);
 - Paper Content (using heading 1,2,3...);
 - Bibliography (using APA style);
 - For a sample paper format, see the appendix attached in this letter;
- Important dates:
 - Submission deadline: **August 30th, 2018**
 - Reply: **September 28th, 2018**
 - Conference: **October 26th, 2018.**
- Abstracts and full papers are to be sent to: **tourismconference@neu.edu.vn**

- Full papers can be written either in English or Vietnamese. However, a full paper in Vietnamese must include an abstract in English and Vietnamese.
- For more information, please contact Ms. Phung Thi Hang. Tel: +84 945 959 268.
- All papers will be subject to the peer-review procedure. All accepted papers will be published in the conference proceedings with an ISBN number.

4. CONFERENCE FEE

- 150 USD/author (1 lunch included)

**FOR THE PRESIDENT OF
NATIONAL ECONOMICS UNIVERSITY
VICE PRESIDENT**



Assoc.Prof. Dr. TRAN THI VAN HOA

International Conference on Tourism in Vietnam
“Tourism beyond borders”
At National Economics University, Hanoi, Vietnam

Title:

(Please Start Each Word with a Capital Letter and Continue with Lowercase.)

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Faculty of Humanities and Social Sciences, KhonKaen University, Thailand

Abstract (English)

Replace the content of this template with your accepted abstract.

Keywords: *Please include 3 – 4 appropriate keywords. They should be in an alphabetical order and be separated by commas.*

1. Introduction

The introduction should include the rationale of the study, theory, framework, related literature reviews, objectives of the study, and so on.

2. Methodology

This section describes the methodology of the study. It may include sub-sections such as participants, research instruments, data collection, and data analysis.

3. Results

This section should be organized in order to answer each of your research questions.

Table 1: Font size and format of the full paper

No.		Notes
1.	The full paper should be between 7-10 pages including maps, charts, diagrams, references.	
2.	Please use 13-point Times New Roman font and 1.3 line spacing for the whole document.	
3.	Paragraphs must be justified (fully aligned).	

4. Discussion and Conclusion

The section should contain a summary of the study, discussions of the results, recommendations and the conclusion.

Please note that large attachments may not always send successfully, so please carefully limit the size of your attachment.

5. References

For citations, please follow an APA style.

1. Carolyn Kousky and Roger M. Cooke (8/2009), *Climate Change and Risk Management: Challenges for Insurance, Adaption, and Loss Estimation*, AIG Climate Change and the Insurance Industry, Discussion paper.
2. Geneva Association, (7/2009), *The Insurance Industry and Climate Change – Contribution to the Global Debate*, The Geneva reports: Risk and Insurance Research No2.