

Call for Papers



2nd Australia-China Tourism Forum
**“Promoting Cultural Exchanges and Mutual Understanding
through Tourism: New Ties in New Norms”**

21-24 November, 2018

Chengdu, CHINA

We are pleased to announce that after the successful convening of the 1st Australia-China Tourism Forum from 15 to 17 December, 2016 in Adelaide, Australia, the 2nd Australia-China Tourism Forum will be held in Chengdu, China from 21 to 24 November 2018. The 2nd Australia-China Tourism Forum is jointly organised by Sichuan University in China and Edith Cowan University in Australia, and supported by Australia-China Tourism Research Network (ACTReNet). The Forum provides an invaluable platform for tourism academics, industry leaders and government officials in both Australia and China to exchange their views and perspectives on a variety of topics pertaining to Australia-China tourism relations.

Forum Topics

The Forum will be organised around, but not limited to, the following topics:

- Nurturing Australia’s cultural image in China
- Chinese investment in Australia and tourism growth
- Promoting cultural exchanges and closer trade relations through tourism

- Tourism impact on China-Australia mutual understanding
- Impact of China-Australia Free Trade Agreement (ChAFTA) on tourism
- Australian tourist behaviour in China
- Australian local residents' attitude towards Chinese tourists
- China's tourism innovation in the New Normal
- Australia's tourism opportunities brought by the New Normal
- China's tourism transformation and industrial upgrading
- Tourism as a driver of sustainable community development
- Tourism and hospitality education in China and Australia
- Social and wellbeing contributions of tourism in Australia and China
- Indigenous tourism in China or/and Australia
- Ecotourism, rural-tourism, and nature-based tourism in China and Australia
- Food and wine tourism in China and Australia
- Innovation and product development in tourism and hospitality
- Government intervention and impact on tourism
- Smart tourism and urban development
- Linking Artificial Intelligence (AI) to tourism future
- Tourism policies in Australia and China
- Social media and tourism
- Niche tourism and emerging markets
- Other topics related to Australia and China tourism

Forum Venue

Chengdu Cynn Hotel, Chengdu City, Sichuan Province, CHINA

Who should attend?

- Tourism academics, researchers and research students
- Research Institutes, centres working on China-Australia issues
- Tourism policy makers
- Government officials
- Regional and local tourism authorities and destination marketing organisations (DMOs)
- Tourism industry practitioners, hoteliers, restaurant and winery operators
- Tourism investors and investment institutions

Submission Information

- Participants who would like to present at the concurrent sessions should submit a 500-word English abstract of the proposed paper or presentation topic by email to the Forum Secretary-General: Dr. WEN, Junjie (junjie.wen@scu.edu.cn), or via the Forum online registration system.
- Abstract submission deadline is 31 August, 2018. Please also include such information as title, keywords (4-6), author name, and author affiliation in your submission.
- Online registration and submission system will be available on the Forum website soon. All the abstracts will be reviewed by the Scientific Paper Review Committee and authors of accepted abstracts will be invited to submit full papers. Authors will receive the acceptance of abstract and letter of invitation after 1st September, 2018.
- Once the submission is accepted, at least one of the authors must register and present at the Forum.
- Only papers written in English will be reviewed and accepted.

Co-organisers



歷史文化學院 旅遊學院
SCHOOL OF HISTORY & CULTURES (TOURISM)

Tourism School, Sichuan University,
Chengdu, CHINA

School of
Business & Law



School of Business and Law, Edith
Cowan University,
Perth, AUSTRALIA

Forum Supporter



Australia-China Tourism Research Network