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Conference Abstract

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Tourism Education Press
6D-4. THE EMERGENCE OF CULINARY TOURISM IN PRINCE EDWARD COUNTY // 169
   Wade R. I.*, Jacobs H. and Martin D.

6D-5. ECONOMIC EVALUATION OF SPECIAL EVENTS: A CASE OF THE 9TH FESPIC GAMES 2006 // 170
   Norain Othman, Rezian-Na Muhammed Kassim And Ahmad Kamil Mohamed

RESEARCH SESSION 6E: Hospitality & Tourism Education III

6E-1. DESIGNING AN INDUSTRY-LED CURRICULUM FOR FOOD AND BEVERAGE COURSES: A STRATEGIC APPROACH TO HOSPITALITY AND TOURISM EDUCATION // 171
   Guggenheim L. J. and Tumanan M. A. R.

6E-2. THE INVESTIGATION OF STUDENTS’ KNOWLEDGE, ATTITUDE, AND PRACTICE TOWARD THE PROHIBITION OF DISPOSABLE UTENSILS USAGE IN THE ON-CAMPUS RESTAURANTS // 172
   Yahui Shih, Yu Ping Wei and Chin-Hsun “Ken” Tsai*

6E-3. EXAMINATION OF STUDENT LOYALTY IN TOURISM AND HOSPITALITY PROGRAMS: INTEGRATIVE STUDENT LOYALTY (ISL) MODEL // 173
   Seoki Lee* and Ulhas Rao

6E-4. CONCEPTUALISING “TOURISM FOR ALL” STUDENT PROJECT IN THE DEVELOPMENT & WELFARE OF VULNERABLE COMMUNITIES IN MALAYSIA // 174
   Hurnath Chaya* and Nair, Vikneswaran

6E-5. THE DEVELOPMENT OF HOSPITALITY MANAGEMENT CURRICULUM IN VOCATIONAL EDUCATION FROM THE VIEW OF GRADUATES’ EMPLOYABILITY AND COMPETENCY: A CASE STUDY FROM TAIWAN // 175
   Ching-Hsu Huang and Yu-Chuan Huang

RESEARCH SESSION 6F: Hospitality & Tourism Education IV

6F-1. STUDENTS’ PERCEPTIONS OF THE BENEFITS IN JOINING A PROFESSIONAL ORGANIZATION AND THE RESULTING OUTCOMES: A GAP ANALYSIS // 176
   Jeffrey C. Lolli, Joy P. Dickerson and Shiang Lih Chen Mccain *

6F-2. REINVENTING THE HOSPITALITY EDUCATIONAL PARADIGM // 177
   Jovel Bernardo M. Cuaresma

6F-3. ATTITUDES TO WORK OF GENERATION Y HOSPITALITY MANAGEMENT STUDENTS IN
CONCEPTUALISING “TOURISM FOR ALL” STUDENT PROJECT IN THE DEVELOPMENT & WELFARE OF VULNERABLE COMMUNITIES IN MALAYSIA

Hurnath, Chaya*, Nair, Vikneswaran

ABSTRACT

The tourism industry has transformed itself today and represents one of the most dynamic economic sectors in the world. All economic sectors of the world including tourism can play eminent role in reducing poverty by developing the welfare and capacity building of vulnerable communities. It is essential to have an overview of the different types of communities that could be deemed as vulnerable communities in Malaysia before strategising the poverty alleviation plan. Thus, the main purpose of this paper is to conceptualise a student project entitled, “Tourism for All” which will demonstrate the role that Institution of Higher Learning (IHL) in the field of tourism can play, in developing the welfare and capacity building of vulnerable communities via the industry. This programme will instil strong community sense among the students and create clear awareness of the essential role tourism can play in educating the youths of the world to take their productive place as leaders in the global community.

Keywords: MGD, poverty alleviation, institution of higher learning, vulnerable communities, capacity building