

14^h International Joint World Cultural Tourism Conference

Cultural Tourism : New and Different Way

Organized by

- University of Novi Sad, Servia
- University of Phayao, Thailand
- Istanbul Arel University, Turkey
- Tourism College of Zhejiang, China
- Cape Breton University, Canada
- CETA University of College of Tourism, Spain
- Yasar University of Turkey
- University of Hawai, USA
- National Pintung University of Science and Technology, Taiwan
- Tumaini University at Ireinga, Tanzania
- South Kazakhstan State University, Kazakhstan
- Australian School of Tourism and Hotel Management, Australia
- School of Hospitality, Tourism & Culture Heritage Institute, Canada
- Technological Education Institute of Piraeus, Greece
- Philippine Society for Culture and Tourism, the Philippines
- the Hokaido Academic Society of Tourism, Japan
- Education University of Indonesia, Indonesia
- the Korean Academic Society of Culture and Tourism , Korea
- World Cultural Tourism Association

Date: October 28-30, 2013

Venue: Hotel Park, Novi Sad, Serbia

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The Korean Academic Society of Culture and Tourism

Organization of World Cultural Tourism Association

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2014

International Journal of Culture and Tourism Research

(Journal of World Cultural Tourism Association)

Journal of Culture and Tourism Research

(Journal of the Korean Academic Society of Cultural and Tourism)

14th International Joint World Cultural Tourism Conference

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**October 28, 2013 - October 30, 2013
Hotel Park, Novi Sad, Serbia**



World Cultural Tourism Association and our 23 international academy collaborations are pleased to announce 13th International Joint World Cultural Tourism Conference. This event has been scheduled to take place at college of Hotel park, Novi Sad, Serbia.

On behalf of organizing committee of 14th International joint World Cultural Tourism Conference and president of World Cultural Tourism Association, I warmly welcome you all to the 14th International Joint World Cultural Tourism Conference. We are pleased to see all of you, and are excited of what we expect will be an exciting and productive discussion of cultural tourism marketing, strategy, management and policy and other relating issues on cultural tourism.

The aim of this conference is to provide a forum for international educators, scholars, researchers, industry professionals, policy-makers and graduate students with opportunity to explore and discuss issues in the topics on cultural tourism.

Over the few days, we will share ideas and suggestions on how to manage cultural tourism. The obtained informations will be useful for managerial implications.

Let me begin by thanking all of you for attending the conference, and extending a special thanks to Prof. Dr. Snezana Besermenji, Head of Chair of Tourism, Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad, Serbia and her staffs for jointly cooperating this conference.

I would like to express our hearty welcome to all the participants, especially to many of our guests who have come here far from abroad.

Finally I would like to thank all of you for coming to participate this Conference and I sincerely hope that the present meeting gives you a good opportunity to discuss various new cultural tourism development and new directions of the applications and serve you as a place of communication and international collaboration.

On behalf of our organizing committee, it is our great pleasure to welcome all of you to this conference. We welcome you all of VIP guests, educators, policy-makers and students to this conference, again

Please enjoy the conference in Novi Sad, Serbia

Chairman

Prof. Sung-chae, Jung Ph.D.

14th International Joint World Cultural Tourism Conference

**President
World Cultural Tourism Association
The Korean Academic Society of Cultural and Tourism**

14th International Joint World Cultural Tourism Conference

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Универзитет у Новом Саду
Ул. Др Војводе Остојића 5
21000 Нови Сад
Србија



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Distinguished colleagues,

We have the pleasure to invite you to support and participate in the 13th International Joint World Cultural Tourism Conference, which will be held from 12 to 14 October in Bangkok, Thailand.

Cultural tourism is a form of tourist movement, which has increasing importance. Based on the fact that tourism is a socio-economical phenomenon, which is intertwined with elements of spiritual and material life and has a direct political role, that is contributes to the feeling of connection between nations, through exploring their culture. Development of cultural tourism in the world would contribute to political stabilization on the global level.

Cultural tourism is the fastest growing market in today's Europe. European countries, regions and cities are increasingly struggling to attract producers and consumers and thus mitigate the economic consequences of restructuring and globalization of the market. Going through a phase of economy of experience, urban and rural areas are becoming the important places where experiences and products for mass consumption are being produced. Culture is turning into the basic "raw material" experience" of the economy of experience, and cultural tourism is particularly important part. Therefore, the University of Novi Sad, as a part of their research and practical work, in particular the Department of Geography, Tourism and Hotel Management, contributes to the development of cultural tourism.

The 13th International Joint World Cultural Tourism Conference will contribute to sustainable development of cultural tourism on a global scale. Exchange of opinions and experiences will result in formation of new strategies in cultural tourism.

We wish you a successful participation at the conference and a pleasant stay in beautiful Bangkok.



Rector of the University Novi Sad

Miroslav Veskovici, PhD

14th International Joint World Cultural Tourism Conference

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Dear Delegates: It is my great pleasure to welcome you to the 14th International Joint World Cultural Tourism Conference co-organized by College of Management, University of Novi sad, Serbia . I highly acknowledge the presence of Professor Sung-Chae, Jung, Ph.D., President of the Korean Academic Society of Culture and Tourism, World Cultural Tourism Association for providing the University of Phayao an opportunity to be a part of this conference. The theme of the 14th International Joint World Cultural Tourism Conference -- Cultural Tourism: New and Different way is suitable for this region where cultural tourism destinations are obvious.

I am confident that during this period of three days of the conference, there will be “New and Different Ways” found and become beneficial to the world of tourism. One underlying factor of a country’s progress is tourism. Every country has an unstoppable determination by countlessly promoting its top tourist destinations, thus enabling it to wave its flag high and be known to the rest of the world.

Despite the fact that there will always be challenges that meet our efforts, we still rise above those and there comes the creativity to work on those things. And I believe that you, ladies and gentlemen, have got that potential to create new possibilities. Allow me to quote this cliché “Two heads are better than one.” We are in fact, more than that if we do a headcount. It is delightful to know that through our passion and cooperation, we would be able to come up with countless bright ideas. We may not guarantee ourselves of success towards the end of the conference. But one thing is for sure: we are on our way there.

In conclusion, I wish the conference great success and all participants have a great time in Novi Sad, Serbia

2nd January 2012

A handwritten signature in blue ink, appearing to read 'Srisuda'.

Srisuda Chongsithiphol, D.B.A.

Dean

College of Management Bangkok

University of Phayao

Thailand

Prof. Mondhon Saguanserm Sri, Ph.D
President University of Phayao, Thailand



**T.R.
ISTANBUL AREL UNIVERSITY**



Dear Colleague,

It was a great honor to have the 12th International Joint World Cultural Tourism Conference 2011 hosted by our university, Istanbul Arel University, in Istanbul, Turkey.

I attended the conference as a Vice Rector last year. The conference was successful in attracting outstanding guests from all over the world: academicians from the countries such as Malaysia, America, Greece, Japan, India, Iran, Kazakhstan, Egypt, Korea, Oman , researchers from Iran, England, professionals from Australia, policy makers from Turkey and graduate students from Greece, China, Italy, Check Republic. All had a chance to share their knowledge, ideas and experience.

I would like to express my thanks to my colleague Prof.Sung-chae, Jung, Ph.D. from the Department of Tourism at Honam University and the President of the Korean Academic Society of Culture and Tourism, World Cultural Tourism Association (WCTA), for making this conference a success through his great effort, experience and discipline.

I would like to again thank all the participants for their many valuable contributions.

I hope you have great success this year and for many more years to come.

Sincerely,

Prof. Dr. Nihat KÜÇÜKSAVAŞ
Rector

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Distinguished Ladies and Gentlemen

It's my pleasure to welcome you to attend the 14th International Joint World Cultural Tourism Conference, held here in Novi Sad, Serbia, 2013. As one of the sponsors of the Conference, I would like to extend our warmest welcome to experts and scholars from South Korea, Thailand, Turkey, the Philippines, Spain, the United States and China. And I would also like to express my hearty thanks to Professor Jung Sung-chae, President of the Korean Academic Society of Culture and Tourism, and the organizing staff for the great efforts they have made to the conference.

The 21st Century has seen the ever-changing development of tourism in China, tourism has become the new growth power in China's economy. With varieties of tourism products and improving facilities, China tourism keeps a sustainable growth trend. In 2020, the objective of China tourism is that the entry overnight tourists totaled 64 million and the tourism foreign exchange income reach \$42.6 billion. As predicted by the World Tourism Organization, in 2015, China tourism will reach the senior stage--outbound tourism stage. The outbound tourists will amount to 1 billion. China is becoming a potential source country.

The rapid tourism development needs a great number of professionals. Tourism College of Zhejiang is a higher learning institution of specializing in fostering international professionals in tourism. In 2009, our school obtained the the honour of Provincial Demonstration Vocational College. Located in the beautiful city--Hangzhou, it boasts 8500 students and a teaching staff of 400. Featured by its international tourism education, it has established friendly and cooperative relations with over 25 universities and colleges in South Korea, the United States, Japan, France, Austria, Switzerland and Ukraine. It has made notable achievements in the international education exchanges and cooperative programs.

As a fashionable society action, we not only encounter with different cultures and meet with different people but also need further mutual understanding in tourism. I believe that through the conference, we can enhance our friendship, get a deeper understanding of each other, increase the exchanges and cooperation and therefore further promote the development of the world tourism industry.

Finally, I sincerely wish the conference success!

Thank you

A handwritten signature in black ink, appearing to be 'Wang Kunxin'.

President: Wang Kunxin

Tourism College of Zhejiang

Hangzhou, China

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Greetings from the National Pingtung University of Science and Technology (NPUST), Taiwan!

It's my great pleasure to welcome you all to attend the 14th International Joint World Cultural Tourism Conference, Novi Sad, Serbia, 2013.

This conference provides an excellent platform for scholars, researchers, industrial experts, policy-makers and students coming from all over the world to present their papers on the related topics of cultural tourism. Participants discuss issues and challenges that may impact tourism development in local or global markets, and share experiences and exchange views in areas of mutual interest.

No doubt, cultural tourism, a green industry, has been included as a leading policy and is being actively promoted in many countries. Consequently, it has been a boom to local and regional economic development in recent years. Yet, as we are members of the international community, there are some issues to which we must pay more attention. Such issues include how to achieve high quality tourism while simultaneously protecting and conserving both the natural and cultural resources of the community amid this rapid commercial development. Additionally, continuous international exchange and cooperation are necessary in order to make the cultural tourism industry even better.

Finally, once again, I would like to convey my sincere regards to every participant for your efforts in the promotion of cultural tourism. I also wish the conference great success in 2013 at Novi Sad, Serbia.

A handwritten signature in black ink, appearing to read 'Mike Guu'.

Prof. Guu, Yuan-Kuang, Ph.D.
President
National Pingtung University of
Science & Technology, Taiwan

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It is a great honour for me to welcome you to the **2013 INTERNATIONAL JOINT WORLD CULTURAL TOURISM CONFERENCE** in Novi Sad, Serbia..

As the president of CETA University College of Tourism in Barcelona Spain, I am proud to participate in this, the 14th International Joint World Cultural Tourism Conference, being held in Novi Sad, Serbia.

The conference programme offers interesting and innovative aspects of the sector which are especially worthwhile with the added benefit of being celebrated in Serbia, country which has great potential as a tourism destination due to its most impressive natural, historical and cultural heritage. Its cultural richness and diversity is evident in its different languages, customs, gastronomy, and lifestyles which all serve to make it fascinating to the rest of the world.

This focus on cultural tourism contributes to the paradigm changes needed in this world in order to achieve more sustainable development on all levels as we continue into the second decade of the new millennium. Our centre is particularly committed to this: we aim to prepare students for these necessary changes and encourage them to be responsible leaders and professionals within the industry which is of great importance to the Spanish economy.

As an important destination for tourism, Spain also offers a wide variety of cultural attractions and activities to enrich and complement our traditional offer of sun and beach tourism. Gastronomy and enology, bird watching, pilgrimages along the Camino de Santiago, being just a few examples. And with more than 30 UNESCO World Heritage Sites spread around the country, it is easy to understand why we receive almost 60 million tourists a year.

I am confident that this year's conference programme will meet the needs and expectations of tourism professionals, policy makers, researchers and academics, as we come together to consider, discuss, analyse the importance of existing and emerging trends in cultural tourism on a local, national and global level and the opportunities that they offer to the world on a whole.

Hence, I wish to send my most sincere congratulations to the conference organizers and extend a very warm welcome to participants to this most significant edition of the International Joint World Cultural Tourism Conference 2013.



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I would like to express our appreciation to the collaboration of WCTA, World Cultural Tourism Association, The Korean Academic Society of Culture and Tourism, to my colleagues around the Turkey, whose support and contribution made it possible to bring scholars together in this conference.

I would like to thank all the authors of submitted papers and attendees for their contributions and participation.

In addition, I hope that you will take the opportunity to enjoy the scientific and social program. And also I hope that developing enhance cooperative relationship between two institutions.



Prof. Dr. Murat Barkan
Rector
Yaşar University, İzmir Turkey

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Two years ago at about this time we had the privilege and pleasure to listen and discuss a wide range of presentations on innovations and strategies in cultural tourism at the 11th International Joint World Cultural Tourism Conference in China. Happily some of the ideas from the conference are already being reflected in our curriculum reviews and research topics.

I look forward to forward to futher incursions in this rapidly growing field of endeavour at this year's 14th conference in Serbia and it is my singular pleasure to welcome you to this event.

Yours Sincerely

Prof. Nicholas Bangu
Provost(CEO), Tumaini University, Iringa, Tanzania



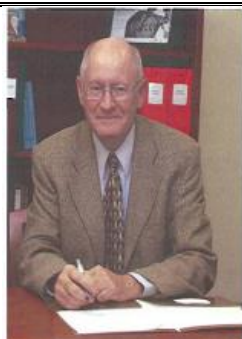
PROVOST
TUMAINI UNIVERSITY
IRINGA UNIVERSITY COLLEGE
P. O. BOX 200-IRINGA
TANZANIA

Professor Nicholas T.A. Bangu,
Provost, Tumaini University at Iringa, Tanzania

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I am delighted to once again extend congratulations from Cape Breton University (CBU) to the 14th International Joint World Cultural Tourism Conference. Cape Breton Island, located in Nova Scotia, Canada, is renowned for its beauty and deeply rooted diversity of cultures. It is a wonderful backdrop for CBU students to learn and be inspired. Culture is most definitely celebrated on Cape Breton Island, and at Cape Breton University we are committed to sustaining that culture while fostering innovation. This is accomplished in many ways, one being through interesting research being conducted by CBU faculty and students that is specific to Cape Breton Island, such as Mi'kmaw language and traditions, and Celtic culture and history. Our faculty are experienced professionals and academics who have published research in the area of cultural tourism, identifying possibilities and challenges that resonate world-wide.

The business of tourism and hospitality is global and CBU plays a significant role in educating that industry. Our established and respected Bachelor of Hospitality and Tourism Management program equips students with industry knowledge and the skills needed to thrive in this fast-paced global sector. In addition to celebrating the rich culture of Cape Breton Island, CBU has also attracted a highly diverse student body, with students coming from more than 30 countries. These students are committed to attaining a quality post-secondary education while receiving an education in Canadian culture as well.

Cape Breton Island is home to National parks and historic sites and music, dance and food festivals. The Island's identity is vibrant, scattered with communities that hold strong Acadian, Aboriginal, Scottish, and Ukrainian traditions, among other cultures. Each community offers its own unique experience and the University plays a role in sharing that experience with the world.

I trust that like past conferences, this Cultural Tourism Conference will stimulate thought-provoking dialogue amongst academics and practitioners that is borne out of valued presentations, great debate and most importantly collaboration.

H. John Harker, LL.D.
President & Vice-Chancellor

Cape Breton University, Canada



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Distinguished Ladies and Gentlemen,

It is great honour for me to welcome you to participate in the 14th International Joint World Cultural Tourism Conference.

Tourism continually gains in scope in the modern world. It extends the sphere of geographical influence, forms of service are changed and different groups of population are involved in travelling and trips. People all over the world get perfect chance to satisfy different requirements of the recreation, physical training, perception and improvement of cultural level. They take part in international business contacts, which are be conducive to political stability and to consolidation of international cooperation. Therefore, such topics are really worthy of discussions in this conference contributed by hundreds of scholars, educators and policy-makers coming from all around the world.

I would like to thank all the members of the conference for contribution and participation. I wholeheartedly wish the conference success



Prof. Dr. Bishimbayev Valikhan Kozykeyevich
Rector
South Kazakhstan State Universit

14th International Joint World Cultural Tourism Conference

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I take great pleasure in welcoming each delegate to the 14th International Joint World Tourism Conference 2013 hosted in the city of Novi Sad, Serbia. The World Cultural Tourism Association can certainly be proud to have attracted tourism champions, academicians and aspiring industry professionals from the world over to congregate share their latest research and insights on the importance of Cultural Tourism on the global stage.

The Australian School of Tourism and Hotel Management (ASTHM) has been enthusiastically involved with this conference since 2006 and we are equally delighted to continue our association with WTC. The core values and beliefs that ASTHM Management share with its stakeholders are underpinned by the mission to uplift the prestige and vitality of the hospitality and tourism industries, are congruent with that of WCTA.

I am confident that the 2013 conference will stimulating, challenging and informative about trends in Cultural Tourism particularly in an era of major global changes. There is no doubt that as the world continues to shrink figuratively by way of globalization, nations naturally seek to retain a sense of identity through their very unique cultures and history. It is also the notion of culture and history is significant drivers of tourism which hopefully encourages open mindedness leading ultimately to tolerance and empathy.

I wish the conference a grand success this year and for many more years to come.



Dr. Abhijit Ghosh
Director of academic Studies
Australian School of Tourism and
Hotel Management

Alan Williams

Managing Director

Australian School of Tourism and Hotel Management

Perth, Western Australia

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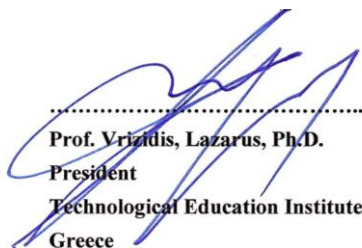
Distinguished guests, Delegates, dear Colleagues,

I take great pleasure in welcoming you all to the 14th International Joint World Cultural Tourism Conference 2013 in Novi Sad, Serbia.

The Technological Education Institute of Piraeus is delighted to continue its collaboration with the World Cultural Tourism Association for a forth consecutive year as our values and principles correspond with those endorsed by WCTA. The sector of Tourism Business and Hospitality Services of the Technological Education of Piraeus is nationally respected for preparing students for the practical and business related facets of the travel and tourism industry. Culture and cultural tourism is a fundamental course of the core curriculum of the Sector as Greece has a rich history and abundance of cultural heritage attractions drawing tourists from all over the world.

I hope that this conference will offer once again a platform for discussion, knowledge-sharing and close cooperation among scholars, researchers, policy makers and tourism professionals, which is indispensable nowadays in the light of the negative impact that the global economic slowdown has had on the travel and tourism industry over the last years.

I am confident that the time and effort that the scientific and the organizing committee have spent for preparing this conference will be rewarded and I wish this conference every success.


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Prof. Vrizdis, Lazarus, Ph.D.
President
Technological Education Institute of Piraeus
Greece

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- **Philippine Society for Culture and Tourism, the Philippines**
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- **Education University of Indonesia, Indonesia**
- **the Korean Academic Society of Culture and Tourism , Korea**
- **World Cultural Tourism Association**

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World Cultural Tourism Association, University of Novi Sad, Servia, Univeristy of Phayao, Thailand, Istanbul Arel University, Turkey, the Korean Academic Society of Culture & Tourism, the Hokkaido Academic Society of Tourism, Japan, the Tourism College of Zhejiang , China, CETA University College of Tourism, Spain, Philippine Academic Society of Culture and Tourism, the Philippines, University, of Hawaii, USA, Yasar University, Turkey, National Pungting University of Science and Technology, Taiwan, Tumaini Iringa University, Tanzania, Cape Breton Universoty, Canada, South Kazakhstan State University, Kazakhstan, Australian School of Tourism and Hotel Management, Australia, School of Hosplity, Tourism & Culture and the Culture Heritage Institute, Canada, Technological Education Institute of Piraeus, Greece, Education University of Indonesia, Indonesia are pleased to announce 14th International joint World Cultural Tourism Conference 2013.

Aim of the Conference

The aim of this conference is to provide a forum for international educators, scholars, researchers, industry professionals, policy-makers and researchers, graduate students with opportunity to explore and discuss issues in the topics on cultural tourism promotion. We are sure that it is clear the findings of this conference can be effective and insightful directions for cultural tourism industry.

Program at a Glance

Date : 28 - 30 October, 2013

Venue : Hotel Park, Novi Sad, Serbia

Time		Subjects	Place
28 Oct.	13:00 - 18:00	Registration Opens	Lobby of Hotel Park Novi Sad, Serbia

Time		Subjects	Place
13:00-14:00	International Conference: Part 1 : Opening Ceremony 1. Ceremony 2. Ceremony Addresses : Co-chairman, Organizing Committee Dr. Snezana Besermenji, Head of Chair of Tourism, Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad, Serbia Dr Dragoslav Petrovic, Provincial Secretary for Science and Technology Miroslav Vasin, Provincial Secretary of Economy, Employment and Gender Equality Dr Pavle Sekeruš, Vice-Rector for Science and International Cooperation Dr Neda Mimica-Dukić, Dean of Faculty of Sciences Dr Branislav Đurđev, director of Department of Geography, Tourism and Hotel Management : Chairman, President, World Cultural Tourism Association 3. Welcome Remarks : President, National Pingtung University of Science and Technology, Taiwan : President, Tourism College of Zhejiang, China : President, South Kazakhstan, State University, Kazakhstan 4. Awards : Presentation of Gratitue Plaque		Venue: Amphitheater 1, Convention Center Hotel Park, Novi Sad, Serbia
	14:00 –15:30	International Conference : Part 2 : Concurrent Session I : Venue 1-2	Hotel Park, Novi Sad, Serbia Convention center Venue 1: Hall 1 Venue2: Hall 2
	15:30- 16:00	Coffee Break :	Hotel Park, Novi Sad, Serbia “Gallery” located in the Convention Center
	16:00 –17:30	International Conference Part 3 : Cuncurrent Session Concurrent Session I : Venue 3-4	Hotel Park, Novi Sad, Serbia Convention center Venue 1: Hall 1 Venue2: Hall 2

Time		Subjects	Place
	17:30-	International Conference Part 4 : Welcoming Dinner and Cultural Show	Hotel Park, Novi Sad, Serbia
29, Oct.	08:00 - 18:00	Reception Opens	Lobby of Hotel Park Novi Sad, Serbia
29, Oct .	09:00-10: 30	International Conference Part 5 Concurrent Session I : Venue 5-6	Hotel Park, Novi Sad, Serbia Convention center Venue 1: Hall 1 Venue2: Hall 2
	10:30-11:00	Coffee Break	Gallery" located in the Convention Center, Hotel Park, Novi Sad, Serbia

Time		Subjects	Place
29, Oct.	11:00-12:00	<p>International Conference Part 6</p> <p>Keynote Speech</p> <p>Moderator: Prof. Sung-chaе Jung, Ph.D. President, World Cultural Tourism Association</p> <p>Theme Proposal : Cultural Tourism : New and Different Way</p> <p>Subject : The New Architourist Destination: Dallas/Fort Worth, Texas</p> <p>Speaker</p> <p>1. Sedef Doganer, PhD Assistant Professor The University of Texas at San Antonio College of Architecture, USA</p> <p>Panelists</p> <p>1. Yasuhiro Watanabe Professor J.F. Oberlin University Tokyo, Japan</p> <p>2. Sutsan Suttipisan Graduatr School of Tourism Management National Institute of Development Administration, Thailand</p> <p>3. Dr. Tatjana Pivac Department of Geography, Tourism and Hotel Managemen, University of Novi Sad, Serbia</p> <p>4. Claudia Melis University of Cagliari – Department of Business Economics, Sardinia, Italy</p>	Venue: Hall1 Hotel Park, NoviSad, Serbia
	12:00- 13:00	<p>International Conference 7</p> <p>Lunch</p>	Hotel Leopold, Petrovaradin Fortress

Time		Subjects	Place
29, Oct	13:00- 14:30	International Conference Part 8 Concurrent Session II : Venue 7-8	Hotel Park, Novi Sad, Serbia Convention center Venue 1: Hall 1 Venue2: Hall2
29, Oct.	14:30 –16:00	International Conference Part 9 Concurrent Session III : Venue 9-10	Hotel Park, Novi Sad, Serbia Convention center Venue 1: Hall 1 Venue2: Hall2
30, Oct.	10:00	International Conference Part 13 Conference Cultural Tour Old City Center, The Museum of Vojvodina, Petrovaradin Fortress and have a Lunch at Some Ethno-House (on Outskirts of the City in more Rural Surrounding). Meet at Lobby	Departure : Hotel Park, Novi Sad, Serbia City Tour

Presentation Schedule, International Conference Part 2 : Concurrent Session

Time		Subjects		
Oct.28	14:00-15:30	International Conference Part 2: Concurrent Session Venue 1 : Hall 1 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcovision, DVD/ VCD Player, TV, Wirelesshigh-Speed Internet Connection, Smart Board, Microphone, Fax, Sound System		
		Speaker	Theme	Chair
		Farok Zakaria Universiti Malaysia Kelantan ,Malaysia	Promoting Cultural Tourism through Intercultural Learning and Community Engagement Programme	Yasuhiro Watanabe Professor J.F. Oberlin University, Japan / Claudia Melis University of Cagliari – Department of Business Economics, Sardinia, Italy
		Claudia Melis Ph.D. Candidate University of Cagliari – Department of Business Economics, Sardinia, Italy	Exploring Existenial Authenticity in Sardinian’ Mamuthones and Issohadores Carnival	
		Ernestina Giudici Full Professor of Management Member of the Board of Directors of the University of Cagliari University of Cagliari - Department of Business Economics, Sardinia, Italy		
		Ms Maiga Kruzmetra, The Academy of Agricultural and Forestry Sciences of Latvia Faculty of Economics and Social Development, Latvia University of Agriculture, Latvia	Culture Heritage as Product of Rural/Farm Tourism: Case of Latvia	
		Ms Laura Rivza, The Academy of Agricultural and Forestry Sciences of Latvia Faculty of Economics and Social Development, Latvia University of Agriculture, Latvia		
		Sandija Rivza. Latvia University of Agriculture, Latvia		
		Ms Baiba Rivza, The Academy of Agricultural and Forestry Sciences of Latvia Faculty of Economics and Social Development, Latvia University of Agriculture, Latvia		
		Yasuhiro Watanabe Professor J.F. Oberlin University, Japan	Rediscovering the Racket Theory : The Relation between the Trunk Transportation Distance and the Tourist’s Touring Area.	

Time		Subjects		
Oct.28	14:00-15:30	International Conference Part 2: Concurrent Session Venue 2 : Hall 2 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcovision, DVD/ VCD Player, TV, Wirelesshigh-Speed Internet Connection, Smart Board, Microphone, Fax, Sound System		
		Speaker	Theme	Chair
		Tzu-Yu Lai Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan	Art Installations for Community Development Jiadong Township, Pingtung County, Taiwan as an Example	Srecko Favro Department of National Economy University of Split, Faculty of Economics, 21000 Split, Croatia / Shiunn- Der Kuo Professor,Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan
		Yi-En Tsai Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan		
		Shiunn- Der Kuo (co-responding author) Professor,Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan		
		Srecko Favro Department of National Economy University of Split, Faculty of Economics, 21000 Split, Croatia	Croatian Maritime Tradition as Origin for Modern Cruising Product	
		Sandra Punda Department of National Economy, University of Split, Faculty of Economics, 21000 Split, Croatia		
		Uglješa STANKOV Assistant professor, University of Novi Sad, Faculty of Sciences, Serbia	Thematic Brand-Based Differentiation of Rural Tourism in Europe: A Conceptual Proposal	
		Vanja DRAGIĆEVIĆ Assistant professor, University of Novi Sad, Faculty of Sciences, Serbia		
		Tamara Lj. PAVLOVIĆ Assistant, Higher School of Professional Business Studies in Novi Sad, Serbia		
		Nataša DRAKULIĆ-KOVAČEVIĆ PhD student, University of Novi Sad, Faculty of Science, Serbia		
		Tzu-Yu Lai Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan	The Industrial Restructuring Promote Community Activation and Marketing Hakka Villages A Case Study of Laijia Community, Jiadong Township, Pingtung County	
		Yi-En Tsai Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan		
		Shiunn- Der Kuo (co-responding author) Professor,Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan		

Time		Subjects		
Oct.28	16:00-17:30	International Conference Part 2: Concurrent Session Venue 3 : Hall 1 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcovision, DVD/ VCD Player, TV, Wirelesshigh-Speed Internet Connection, Smart Board, Microphone, Fax, Sound System		
		Speaker	Theme	Chair
		Dr Eugenia Wickens Reader in Tourism Studies BUCKS New University England, UK	The Consumption of Cultural Experiences in City Tourism	De. Hassan Esmaeilzadeh Assistant Professor in Grography Department, Shahid Beheshti University, Iran / Dr Eugenia Wickens Reader in Tourism Studies BUCKS New University England, UK
		Mehdi Baharvand M.A Graduated in Tourism Planning, Islamic Azad University, Olom Tahghighat Branch, Tehran, Iran	Tourism Strategic Planning (A Case Study of Alborz Central Region)	
		Mahdiyeh Mirzajani, M.A Graduated in Executive Management (Strategic), Department of Executive Management, Electronic Branch, Islamic Azad University, Tehran, Iran		
		De.Hassan Esmaeilzadeh Assistant Professor in Grography Department, Shahid Beheshti University, Iran	Tourists' Satisfaction with Spply of Product :A Case of Darake's Cherry	
		Yaghoob Esmaeilzadeh M A Student in Urban Planing Department,Technical Sciences Faculty, Gilan University, Iran		
		De.Hassan Esmaeilzadeh Assistant Professor in Grography Department, Shahid Beheshti University, Iran	Citizen's Participation in Developing Cultural Tourism :A Case Study: Teheran City	
		Yaghoob Esmaeilzadeh M A Student in Urban Planing Department,Technical Sciences Faculty, Gilan University, Iran		

Time		Subjects		
Oct.28	16:00-17:30	International Conference Part 3: Concurrent Session Venue 4: Hall 2 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcoveision, DVD/ VCD Player, TV, Wirelesshigh-Speed Internet Connection, Smart Board, Microphone, Fax, Sound System		
		Speaker	Theme	Chair
		Dr. Mostafa Ghadami Assistant Professor at University of Mazandaran, Geography and Urban Planning Department, Iran	Investigation on Main Factors in Agricultural Land use Changes in Touristic Destinations Noushahr and Chalous Counties as Case Study, Iran	Dr. Mostafa Ghadami Assistant Professor at University of Mazandaran, Geography and Urban Planning Department, Iran / Ş. Gülin B Assoc. Prof. Dr., Süleyman Demirel University, Faculty of Architecture, Department of Architecture, ISPARTA, Turkey
		Samira Alizadeh Ms. Student in Geography at University of Payame Noor , Iran		
		Maryam Salmanian MA in Semnan Cultural Heritage, Handicraft and Tourism Organization, Iran	Role of the Historic Castles of the Southern Margins of Central Alborz in Sustainable Tourism Development (Qazvin to Semnan)	
		Dr. Haydar Lotf MA in Tourism Planning, Handicraft and Tourism Organization Iran		
		Dr. Hamideh Goobak MA in Tourism Planning, Handicraft and Tourism Organization Iran		
		Muhammad Usman Ghani Survive Welfare Organization, Pakistan	Tourism in Pakistan	
		Ş. Gülin B Assoc. Prof. Dr., Süleyman Demirel University, Faculty of Architecture, Department of Architecture, ISPARTA, Turkey	Sustanable Toutism of Sustain of the Toutism: Isparta-Egirdir Case	
		Pervin Şenol Assist. Prof. Dr. Süleyman Demirel University, Faculty of Architecture, Department of Urban and Regional Planning, ISPARTA, Turkey		
		Erkan Polat Assoc. Prof. Dr. Süleyman Demirel University, Faculty of Architecture, Department of Urban and Regional Planning, ISPARTA, Turkey		
		Mehmet Beyhan Assist. Prof. Dr. Süleyman Demirel University, Faculty of Engineering, Department of Environmental Engineering, ISPARTA,Turkey		

		Subjects		
Oct.29	09:00-10:30	International Conference Part 3: Concurrent Session Venue 5: Hall 1 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcoveision, DVD/ VCD Player, TV, Wirelesshigh-Speed Internet Connection, Smart Board, Microphone, Fax, Sound System		
		Speaker	Theme	Chair
		Dijana Madžarac Department of International Relations Municipality of Maribor, Slovenia	European Capital of Culture as a Generator of Cultural Tourism Developmrnt	Dijana Madžarac Department of International Relations Municipality of Maribor, Slovenia / Sedef Doganer, PhD Assistant Professor The University of Texas at San Antonio College of Architecture,USA
		Dr. Roxana Michaelides PhD Leadership Education MA International Hospitality Management with concentration in Quality of Services, Cyprus	Quality of Services of Cultural Tourism- Influences on Guest’s Satisfaction and the Subsequent Implications for Cultural Tourism in Cyprus	
		Sedef Doganer, PhD Assistant Professor The University of Texas at San Antonio College of Architecture, USA	Reviving Hemis Fair Park as a Tourist Destination	
		Angela Lombardi, PhD Assistant Professor The University of Texas at San Antonio College of Architecture, USA		
Zahra Yadali Jamaloe .Iran	The Relationship between Mental Well-Being and Marital Satisfaction among Married Women over the Course of Life in Modern and Traditional Cities			

Time		Subjects		
Oct.29	09:00-10:30	International Conference Part 3: Concurrent Session(Chinese Session) Venue 6: Hall 2 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcovision, DVD/ VCD Player, TV, Wirelesshigh-Speed Internet Connection, Smart Board, Microphone, Fax, Sound System		
		Speaker	Theme	Chair
		Bei Chu Associate Professor, Faculty of Business Administration Tourism College of Zhejiang, China	Countermeasures on Continuous Improvement of Quality of Hotel Industry	Aiying Lu Associate Professor, Faculty of Tourism Management Tourism College of Zhejiang, China / Xiao-Ping Yu Associate Professor, Faculty of Society Science Tourism College of Zhejiang, China
		Aiying Lu Associate Professor, Faculty of Tourism Management Tourism College of Zhejiang China	Discussion on Heritage and Cultural Education	
		Xiao-Ping Yu Associate Professor, Faculty of Society Science Tourism College of Zhejiang China	Water Culture of the Grand Canal : Hangzhou Section	
		Zhenyi Wu Teaching Assistant, Faculty of Hospitality Tourism College of Zhejiang China	Analysis of Enterprise Human Resources Development and Training	
		Wei He Lecturer, Faculty of Hospitality Tourism College of Zhejiang Hangzhou, China	A Research on the Development of Cultural Tourism of Zhejiang Province by the Perspective of Chinese Ancient Poetry, Painting and Calligraphy	

Time		Subjects			
Oct.29	13:00-14:30	International Conference Part 9: Concurrent Session Venue 7 : Hall 1 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcoveision, DVD/ VCD Player, TV, Wirelesshigh-Speed Internet Connection, Smart Board, Microphone, Fax, Sound System			
		Speaker	Theme	Chair	
		Dr. Snežana Besermenji, Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia	Application of Amalytic Hierarchy Process (AHP) on Market Apeal Evaluation – Case Stdudy of Archeological Sites in Eastern Serbia	Dr. Snežana Besermenji, Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia / Sutsan Suttipisan Graduatr School of Tourism Management National Institute of Development Administration, Thailand	
		MSc Sanja Stojanov Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia			
		MSc. Miroslav Vujičić Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia			
		Mr. Igor Stamenković Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia			
		Mirooslav.Vujicic Corresponding Author Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia			
		Sutsan Suttipisan Graduatr School of Tourism Management National Institute of Development Administration, Thailand	Adaptive Uses of Local Textiles for Creative Tourism Product Development in Thailand		
		Dr. Pervin Şenol, Süleyman Demirel Ü niversity, Faculty of Architecture, Urban and Regional Planning Department, Isparta, Turkey	A Discussion on Equilibrium Between Tourism Development and Protection of Archeological Sites: Case of Southern Part of Türkiye		
		Dr. Ayça Gerçek, Süleyman Demirel Ü niversity, Faculty of Arts and Science, Department of Archaeology, Isparta, Turkey			
		Manuela Graf Cluster of Cultural Routes, Belgrade Dimitrija Tucovića 16/21, 11000 Belgrade, Serbia	Dragon Route – High Potential Cultural Tourism Product in South East Europe 		

Time		Subjects		
Oct.29	13:00-14:30	International Conference Part 9: Concurrent Session Venue 8: Hall 2 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcovision, DVD/ VCD Player, TV, Wirelesshigh-Speed Internet Connection, Smart Board, Microphone, Fax, Sound System		
		Speaker	Theme	Chair
		Fadina Othman, Universiti Sains Malaysia, Penang, Malaysia	Perception of Tourism Impacts on Social Qualities: A Case Study on Local Community of Perhentian Island	Dr. Tatjana Pivac Department of Geography, Tourism and Hotel Management in Novi Sad, Serbia / Milena Taleska, PhD Institute of Geography, Faculty of Natural Science and Mathematics "Ss Cyril and Methodius" University - Skopje Gazi Baba bb, 1000 Skopje, Republic of Macedonia
		Muhammad Ferdhaus Sazali Universiti Sains Malaysia, Penang, Malaysia		
		Rezza Petra Azlan Universiti Sains Malaysia, Penang, Malaysia		
		Prof. Dr. Badaruddin Mohamed Universiti Sains Malaysia, Penang, Malaysia		
		Zholdasbekov Abdimanap Abdrazakovich Professor, Doctor or Pedagogical Sciences South Kazakhstan State University named after M.Auezov, Kazakhstan, Kazakhstan	Importance of Using Internet in the Tourist Industry	
		Seilov Galimjan Candidate of Pedagogical Sciences South Kazakhstan State University named after M.Auezov, Kazakhstan, Kazakhstan		
		Zholdasbekova Bibisara Candidate of Pedagogical Sciences South Kazakhstan State University named after M.Auezov, Kazakhstan, Kazakhstan		
		Milena Taleska, PhD Institute of Geography, Faculty of Natural Science and Mathematics "Ss Cyril and Methodius" University - Skopje Gazi Baba bb, 1000 Skopje, Republic of Macedonia	Macedonia's Cultural Tourism – Are We Treasuring Our Past And Looking To The Future	
		Dr. Tatjana Pivac Department of Geography, Tourism and Hotel Managemen, Univ.of Novi Sad.Serbia	Creation of a New Tourism Product - Thematic Routes ‘Along the Beer Roads in the Vojvodina Province’ (Serbia)	
		MSc Tamara Tanasić Department of Geography, Tourism and Hotel Managemen, Univ.of Novi Sad.Serbia		
		Mr. Igor Stamenković Department of Geography, Tourism and Hotel Managemen, Univ.of Novi Sad.Serbia		
		Dr. Ivana Blešić Department of Geography, Tourism and Hotel Managemen, Univ.of Novi Sad.Serbia		
		MSc Mirjana Penić Department of Geography, Tourism and Hotel Managemen, Univ.of Novi Sad.Serbia		

Time		Subjects		
Oct.29	14:30-16:00	International Conference Part 9: Concurrent Session(Chinese Session) Venue 9: Hall 1 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcoveision, DVD/ VCD Player, TV, Wirelesshigh-Speed Internet Connection, Smart Board, Microphone, Fax, Sound System		
		Speaker	Theme	Chair
		Concepcion, M.H. College of Arts and Sciences (Caloocan Campus) Samson Road, Caloocan City, Philippines	Tourism Industry in the Province of Batangas, Philippines : A Model for Sustainable Development	Concepcion, M.H. College of Arts and Sciences (Caloocan Campus) Samson Road, Caloocan City, Philippines / Dr. Sc. Fetah Reçica Faculty of Applied Science of Business in Peja, Kosovo
		Gayeta, M. G. College of Arts and Sciences (Caloocan Campus) Samson Road, Caloocan City, Philippines		
		Ilaga, I.M. College of Arts and Sciences (Caloocan Campus) Samson Road, Caloocan City, Philippines		
		Dr. Sc. Fetah Reçica Faculty of Applied Science of Business in Peja, Kosovo	Importance of Internet to Promote Tourism	
		Dr. Sc. Bedri Millaku Faculty of Education Pristine , Kosovo		
		Olomo Jerome Abiola Federal Polytechnic Ede Nigeria	Perfecting Effective Hotel Operations Utilizing Modern E-Technological Methods	
		Babu Professor Vijaya Kumaar, Avadhaanula, India	Cultural Tourism of Andhra Pradesh-Buddhist Centers Depiction of Socio-Cultural Life in Andhra Buddhist Art A Select and Critical Study	

Time		Subjects		
Oct29	14:30-16:00	International Conference Part 2: Concurrent Session Venue 10: Hall 2 Convention Center, Hotel Park, Novi Sad, Serbia Projection Screen, Flipchart, Overhead Projector, Barcoveision, DVD/ VCD Player, TV, Wirelesshigh-speed Internet Connection, Smart Board, Microphone, Fax, Sound System		
		Speaker	Theme	Chair
		Medhi Karrobi Department of Tourism Management, Allameh Tabataba’i University, Nezami Ganjavi St., Tavanir St. Tehran, Iran	The Impacts of Tourism Owners' Demographic Characteristics on Their Perceptions of Economical and Social-Cultural Impacts of Tourism Development (Kelardasht as a Case Study)	Medhi Karrobi Department of Tourism Management, Allameh Tabataba’i University, Nezami Ganjavi St., Tavanir St. Tehran, Iran / Enrico A. Cruzada College of International Tourism and Hospitality Management Lyceum of the Philippines University, Manila, Philippines
		Mehdi Ebrahimi Department of Business Management, Allameh Tabataba’i University, Nezami Ganjavi St., Tavanir St. Tehran, Iran		
		Mehrnoosh Mirzaei Department of Tourism Management, Allameh Tabataba’i University, Nezami Ganjavi St., Tavanir St. Tehran, Iran		
		Enrico A. Cruzada College of International Tourism and Hospitality Management Lyceum of the Philippines University, Manila, Philippines	Public Transportation, Necessity in the Megalopolis (The Case Study of Tehran)	
		Marilyn L. Ngales Community Outreach and Service Learning Center Lyceum of the Philippines University, Manila, Philippines		
		Mohsen Hatami Nia M.A in international fields, Ministry of Foreign Affairs, Islamic Republic of Iran	Religious Tourism as a Essential Tools in Peace & Friendships on Islamic Countries	
		Mohsen Hatami Nia M.A in international fields, Ministry of Foreign Affairs, Islamic Republic of Iran	Tourism, World Peace and International Relations	
		Dr. Jati Kasuma Ali Faculty of Business Management Universiti Teknologi MARA, Malaysia	Sarawak Layer Cake: A Culinary Icon OF Sarawak, Borneo	
		Johanna Adlin Ahmad Faculty of Hotel & Tourism Management Univerisit Teknologi MARA, Sarawak, Malaysia		
Oct. 30	10:00 -	International Conference Part 13 City Tour Old City Center, The Museum of Vojvodina, Petrovaradin Fortress and have a Lunch at Some Etno-House (on Outskirts of the City in more Rural Surrounding). Meet at Lobby	Departure : Hotel Park, Novi Sad, Serbia	

Keynote Speakers, Commentators, Panelists, Moderators and Paper Presenters

No	Name	Paper Title	Affiliation
1	Yasuhiro Watanabe	Session Chair	Professor J.F. Oberlin University , Japan
2	Claudia Melis	Session Chair	University of Cagliari – Department of Business Economics, Sardinia, Italy
3	Medhi Karrobi	the Impacts of Tourism Owners' Demographic Characteristics on Their Perceptions of Economical and Social- Cultural Impacts of Tourism Development : Kelardasht as a Case Study	Department of Tourism Management, Allameh Tabataba'i University, Nezami Ganjavi St., Tavanir St. Tehran, Iran.
4	Mehdi Ebrahimi		Department of Business Management, Allameh Tabataba'i University, Nezami Ganjavi St., Tavanir St. Tehran, Iran
5	Mehrnoosh Mirzaei		Department of Tourism Management, Allameh Tabataba'i University, Nezami Ganjavi St., Tavanir St. Tehran, Iran
6	Enrico A. Cruzada	Public Transportation, Necessity in the Megalopolis : the Case Study of Tehran	College of International Tourism and Hospitality Management Lyceum of the Philippines University, Philippines
7	Marilyn L. Ngales		Community Outreach and Service Learning Center Lyceum of the Philippine University, Philippines
8	Mohsen Hatami Nia	Religious Tourism as a Essential Tools in Peace & friendships on Islamic Countrie	M.A in International Fields, Ministry of Foreign Affairs, Islamic Republic of Iran
9	Mohsen Hatami Nia	Tourism, World Peace and International Relations	M.A in international fields, Ministry of Foreign Affairs, Islamic Republic of Iran
10	Srecko Favro	Session Chair	Department of National Economy University of Split, Faculty of Economics, 21000 Split, Croatia
11	Shiunn- Der Kuo	Session Chair	Professor, Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan

No	Name	Paper Title	Affiliation
12	Zahra Yadali Jamaloe	the Relationship between Mental Well-Being and Marital Satisfaction among Married Women over the Course of Life in Modern and Traditional Cities	Iran
13	Farok Zakaria	Promoting Cultural Tourism through Intercultural learning and community Engagement programme	Universiti Malaysia Kelantan ,Malaysia
14	Babu	Cultural Tourism of Andhra Pradesh-Buddhist Centers Depiction of Socio-Cultural Life in Andhra Buddhist Art A Select and Critical Study	Professor Vijaya Kumaar, Avadhaanula, India
15	Ms Maiga Kruzmetra,	Culture Heritage as Product of Rural/Farm Tourism: Case of Latvia	The Academy of Agricultural and Forestry Sciences of Latvia Faculty of Economics and Social Development, Latvia University of Agriculture, Latvia
16	Ms Laura Rivza		The Academy of Agricultural and Forestry Sciences of Latvia Faculty of Economics and Social Development, Latvia University of Agriculture, Latvia
17	Ms Baiba Rivza,		The Academy of Agricultural and Forestry Sciences of Latvia Faculty of Economics and Social Development, Latvia University of Agriculture, Latvia
18	De. Hassan Esmaeilzadeh	Session Chair	Assistant Professor in Grography Department, Shahid Beheshti University, Iran
19	Dr Eugenia Wickens	Session Chair	Reader in Tourism studies BUCKS New University England, UK
20	Tzu-Yu Lai	Art Installations for Community Development Jiadong Township, Pingtung County, Taiwan as an Example	Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan
21	Yi-En Tsai		Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan

No	Name	Paper Title	Affiliation
22	Shiunn- Der Kuo		Professor, Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan
23	Muhammad Usman Ghani	Tourism in Pakistan	Survive Welfare Organization ,Pakistan
24	Uglješa STANKOV	Thematic Brand-Based Differentiation of Rural Tourism in Europe: A Conceptual Proposal	Assistant professor, University of Novi Sad, Faculty of Sciences, Serbia
25	Vanja DRAGIĆEVIĆ		Assistant professor, University of Novi Sad, Faculty of Sciences, Serbia
26	Tamara Lj. PAVLOVIĆ		Assistant, Higher School of Professional Business Studies in Novi Sad, Serbia
27	Nataša DRAKULIĆ-KOVAČEVIĆ		PhD Student, University of Novi Sad, Faculty of Science, Serbia
28	Tzu-Yu Lai	The Industrial Restructuring Promote Community Activation and Marketing Hakka Villages A Case Study of Laijia Community, Jiadong Township, Pingtung County	Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan
29	Yi-En Tsai		Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan
30	Shiunn- Der Kuo		Professor, Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan
31	Dr. Mostafa Ghadami	Session Chair	Assistant Professor at University of Mazandaran, Geography and Urban Planning Department, Iran
32	Ş. Gülin B	Session Chair	Assoc. Prof. Dr., Süleyman Demirel University, Faculty of Architecture, Department of Architecture, ISPARTA Turkey
33	Dr Eugenia Wickens	The Consumption of Cultural Experiences in City Tourism	Reader in Tourism studies BUCKS New University England, UK
34	Mehdi Baharvand	Tourism Strategic Planning (A Case Study of Alborz Central Region	M.A Graduated in Tourism Planning, Islamic Azad University, Olom Tahghighat Branch, Tehran, Iran

No	Name	Paper Title	Affiliation
35	Mahdiyeh Mirzajani		M.A Graduated in Executive Management (Strategic), Department of Executive Management, Electronic Branch, Islamic Azad University, Tehran, Iran
36	De.Hassan Esmailzadeh	Tourists' Satisfaction with Spplly of Product :A Case of Darake's Cherry	Assistant Professor in Grography Department, Shahid Beheshti University, Iran
37	Yaghoob Esmailzadeh		M A Student in Urban Planing Department, Technical Sciences Faculy, Gilan University, Iran
38	De.Hassan Esmailzadeh	Citizen's Participation in Developing Cultural Tourism :A Case Study: Teheran City	Assistant Professor in Grography Department, Shahid Beheshti University, Iran
39	Yaghoob Esmailzadeh		M A Student in Urban Planing Department, Technical Sciences Faculy, Gilan University, Iran
40	Dijana Madžarac	Session Chair	Department of International Relations Municipality of Maribor, Slovenia
41	Sedef Doganer, PhD	Session Chair	Assistant Professor The University of Texas at San Antonio College of Architecture, USA
42	Dr. Mostafa Ghadami	Investigation on Main Factors in Agricultural Land use Changes in Touristic Destinations Noushahr and Chalous Counties as Case Study , Iran	Assistant Professor at University of Mazandaran, Geography and Urban Planning Department, Iran
43	Samira Alizadeh		Ms. Student in Geography at University of Payame noor, Iran
44	Maryam Salmanian	Role of the Historic Castles of the Southern Margins of Central Alborz in Sustainable Tourism Development : Qazvin to Semnan	MA in Semnan, Cultural Heritage, Handicraft and Tourism Organization, Iran
45	Dr. Haydar Lotf		MA in Tourism Planning, Handicraft and Tourism Organization Iran
46	Dr. Hamideh Goobak		MA in Tourism Planning, Handicraft and Tourism Organization Iran
47	Adriana Lubishtani	Climatic Conditions of Republic in Kosovo and Their Importance for Tourism Development	Faculty of Education in Pristine, Kosovo
48	Fitim Thaqi		Faculty of Education in Pristine, Kosovo
49	Armend Regjepi		Faculty of Education in Pristine, Kosovo

No	Name	Paper Title	Affiliation
50	Srecko Favro	Croatian Maritime Tradition as Origin for Modern Cruising Product	Department of National Economy University of Split, Faculty of Economics, 21000 Split, Croatia
51	Sandra Punda		Department of National Economy, University of Split, Faculty of Economics, 21000 Split, Croatia
52	Ş. Gülin B	Sustainable Tourism of Sustain of the Tourism: Isparta-Egirdir Case	Assoc. Prof. Dr., Süleyman Demirel University, Faculty of Architecture, Department of Architecture, ISPARTA, Turkey
53	Pervin Şenol		Assist. Prof. Dr. Süleyman Demirel University, Faculty of Architecture, Department of Urban and Regional Planning, ISPARTA, Turkey
54	Erkan Polat		Faculty of Applied Science of Business in Peja – Kosovo Assoc. Prof. Dr. Süleyman Demirel University, Faculty of Architecture, Department of Urban and Regional Planning, ISPARTA, Turkey
55	Mehmet Beyhan		Assist. Prof. Dr. Süleyman Demirel University, Faculty of Engineering, Department of Environmental Engineering, ISPARTA, Turkey
56	Sung-chae Jung	Opening Address	Chairman, Organizing Committee 14 th International Joint World Cultural Tourism Conferences S,Korea
57	Dr. Snežana Besermenji	Opening Address	Co-Chairman, Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia
58	Prof. Dr. Miroslav Verkovic	Opening Address	Rector University of Novi Sad Member of Conference Organizing Committee Serbia
59	Kim Tae Yang	Staff	World Cultural Tourism Association
60	Sung-chae Jung	Cultural Tourism :New and Different Way	Proposal: Cultural Tourism : New and Different Way President World Cultural Tourism Association
61	Sedef Doganer, PhD	Keynote Speaker: The New Archi-tourist Destination: Dallas/Fort Worth, Texas	Assistant Professor The University of Texas at San Antonio College of Architecture, USA

No	Name	Paper Title	Affiliation
62	Yasuhiro Watanabe	Panelist	Professor J.F. Oberlin University Japan
63	Sutsan Suttipisan	Panelist	Graduatr School of Tourism Management National Institute of Development Administration, Thailand
64	Dr. Tatjana Pivac	Panelist	Department of Geography, Tourism and Hotel Management in Novi Sad. Serbia
65	Claudia Melis	Panelist	University of Cagliari – Department of Business Economics, Sardinia, Italy
66	Dr. Snezana Besermenji	Opening Address	Head of Chair of Tourism, Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad, Serbia
67	Sung-chaе Jung	Opening Address	President World Cultural Tourism Association
68	Wang Kunxin	Opening Address	Tourism College of Zhejiang Hangzhou, China
69	Mike Y. K. Guu, PhD	Opening Address	Professor & President NPUST, Pingtung, Taiwan
70	Dr. Luis de Borja Solé	Opening Address	President CETA University College of Tourism, Spain
71	Prof.Dr. Murat Barkan	Opening Address	Rector Yaşar University, İzmir Turkey
72	Nicholas T.A. Bangu	Opening Address	Provost, Tumaini University at Iringa, Tanzania
73	H.John Harker, LL.D	Opening Address	President&Vice-Chancellor Cape Breton University, Canada
74	Bishimbayev Valikhan Kozykeyevich	Opening Address	Rector South Kazakhstan State University named after M.Auezov, Shymkent, Kazakhstan
75	Alan Williams		President Technological Education Institute of Piraeus Greece

No	Name	Paper Title	Affiliation
76	Vrizidis, Lazarus, Ph.D.	Opening Address	Department Geography – Faculty of Humanities – Zanzan University,Zajan, Iran
77	Prof. Dr. Miroslav Verkovic	Opening Address	Rector University of Novi Sad Member of Conference Organizing Committee Serbia
78	Aiying Lu,	Session Chair	Associate Professor, Faculty of Tourism Management Tourism College of Zhejiang China
79	Xiao-Ping Yu	Session Chair	Associate Professor, Faculty of Society Science Tourism College of Zhejiang China
80	Dr. Snežana Besermenji,	Application of Analytic Hierarchy Process (AHP) on Market Appeal Evaluation – Case Study of Archeological Sites in Eastern Serbia	Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia
81	MSc Sanja Stojanov		Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia
82	MSc. Miroslav Vujičić		Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia
83	Mr. Igor Stamenković		Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia
84	Miroslav.Vujicic (Corresponding Author)		Corresponding Author Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia
85	Sutsan Suttipisan	Adaptive Uses of Local Textiles for Creative Tourism Product Development in Thailand	Graduatr School of Tourism Management National Institute of Development Administration, Thailand
86	Dr. Pervin Şenol	A Discussion on Equilibrium Between Tourism Development and Protection of Archeological Sites: Case of Southern Part of Türkiye	Süleyman Demirel Ü niversity, Faculty of Architecture, Urban and Regional Planning Department, Isparta , Turkey
87	Dr. Ayça Gerçek		Süleyman Demirel Ü niversity, Faculty of Arts and Science, Department of Archaeology, Isparta , Turkey

No	Name	Paper Title	Affiliation
88	Manuela Graf	Dragon Route – High Potential Cultural Tourism Product in South East Europe	Cluster of Cultural Routes, Belgrade Dimitrija Tucovića 16/21, 11000 Belgrade, Serbia
89	Dr. Snežana Besermenji	Session Chair	Department of Geography, Tourism and Hotel Management University of Novi Sad, Serbia
90	Sutsan Suttipisan	Session Chair	Graduatr School of Tourism Management National Institute of Development Administration, Thailand
91	Fadina Othman, Muhammad	Perception of Tourism Impacts on Social Qualities: A Case Study on Local Community of Perhentian Island	Universiti Sains Malaysia, Malaysia
92	Muhammad Ferdhaus Sazali		Universiti Sains Malaysia, Malaysia
93	Rezza Petra Azlan		Universiti Sains Malaysia, Malaysia
94	Prof. Dr. Badaruddin Mohamed		Universiti Sains Malaysia, Malaysia
95	Claudia Melis	Exploring Existential Authenticity in Sardinian' Mamuthones and Issohadores Carnival	Ph.D. Candidate University of Cagliari – Department of Business Economics, Sardinia, Italy
96	Ernestina Giudici		Full Professor of Management Member of the Board of Directors of the University of Cagliari University of Cagliari - Department of Business Economics, Sardinia, Italy
97	Milena Taleska, PhD	Macedonia's Cultural Tourism – Are We Treasuring Our Past And Looking To The Future	Institute of Geography, Faculty of Natural Science and Mathematics "Ss Cyril and Methodius" University - Skopje Gazi Baba bb, 1000 Skopje, Republic of Macedonia
98	Dr. Tatjana Pivac	Creation of a New Tourism Product - Thematic Routes 'Along the Beer Roads in the Vojvodina Province' (Serbia)	Department of Geography, Tourism and Hotel Management in Novi Sad. Serbia
99	MSc Tamara Tanasić		Department of Geography, Tourism and Hotel Management in Novi Sad. Serbia
100	Mr. Igor Stamenković		Department of Geography, Tourism and Hotel Management in Novi Sad. Serbia

No	Name	Paper Title	Affiliation
101	Dr. Ivana Blešić		Department of Geography, Tourism and Hotel Management in Novi Sad. Serbia
102	MSc Mirjana Penić		Department of Geography, Tourism and Hotel Management in Novi Sad. Serbia
103	Medhi Karrobi	Session Chair	Department of Tourism Management, Allameh Tabataba'i University, Nezami Ganjavi St., Tavanir St. Tehran, Iran
104	Enrico A. Cruzada	Session Chair	College of International Tourism and Hospitality Management Lyceum of the Philippines University, Philippines
105	Concepcion, M.H.	Tourism Industry in the Province of Batangas, Philippines : A Model for Sustainable Development	College of Arts and Sciences (Caloocan Campus) Samson Road, Caloocan City, Philippines
106	Gayeta, M. G.		College of Arts and Sciences (Caloocan Campus) Samson Road, Caloocan City, Philippines
107	Illaga, I.M.		College of Arts and Sciences (Caloocan Campus) Samson Road, Caloocan City, Philippines
108	Dr. Sc. Fetah Reçica	Importance of Internet to Promote Tourism	Faculty of Applied Science of Business in Peja, Kosovo
109	Dr. Sc. Bedri Millaku		Faculty of Applied Science of Business in Peja, Kosovo
110	Olomo Jerome Abiola	Perfecting Effective Hotel Operations Utilizing Modern E-Technological Methods	Federal Polytechnic Ede Nigeria, Nigria
111	Zholdasbekov Abdimanap Abdrazakovich	Importance of Using Internet in the Tourist Industry	Professor, Doctor or Pedagogical Sciences South Kazakhstan State University named after M.Auezov, Kazakhstan
112	Seilov Galimjan		Candidate of Pedagogical Sciences South Kazakhstan State University named after M.Auezov, Kazakhstan
113	Zholdasbekova Bibisara		Candidate of Pedagogical Sciences South Kazakhstan State University named after M.Auezov, Kazakhstan

No	Name	Paper Title	Affiliation
114	Adeoje Abdulagi Adebola	Participant	Managing Director Zenat Travels and Tours Limited, Nigeria
115	ADEJOLA Oluranti Samson,	Participant	Tourism Consultant Executive, Oyo State Tourism Board, Oyo State Government, Ibadan, Oyo State, Nigeria
116	Dr. Jati Kasuma Ali	Sarawak Layer Cake: A Culinary Icon OF Sarawak, Borneo	Faculty of Business Management Universiti Teknologi MARA, Malaysia
117	Johanna Adlin Ahmad		Faculty of Hotel & Tourism Management Univerisit Teknologi MARA, Sarawak, Malaysia
118	Dr. Tatjana Pivac	Session Chair	Department of Geography, Tourism and Hotel Management in Novi Sad. Serbia
119	Milena Taleska, PhD	Session Chair	Institute of Geography, Faculty of Natural Science and Mathematics "Ss Cyril and Methodius" University - Skopje Gazi Baba bb, 1000 Skopje, Republic of Macedonia
120	Maiga Kruzmetra	Culture Heritage as Product of Rural/farm Tourism: Case of Latvia	Assistant Professor Emeritus The Academy of Agricultural and Forestry Sciences of Latvia, Latvia
121	Baiba Rivza		Professor, Dr. Hab. oec. Latvia University of Agriculture Latvia
122	Sandija Rivza		Phd Student Latvia University of Agriculture Latvia
123	Laura Rivza		Phd Student Latvia University Latvia of Agriculture Latvia
124	Concepcion, M.H.	Session Chair	College of Arts and Sciences (Caloocan Campus) Samson Road, Caloocan City, Philippines
125	Dr. Sc. Fetah Reçica	Session Chair	Faculty of Applied Science of Business in Peja, Kosovo
126	Bei Chu	Countermeasures on Continuo us Improvement of Quality of Hotel Industry	Associate Professor, Faculty of Business Administration Tourism College of Zhejiang, China
127	Aiying Lu	Discussion on Heritage and Cultural Education	Associate Professor, Faculty of Tourism Management Tourism College of Zhejiang, China

No	Name	Paper Title	Affiliation
128	Xiao-Ping Yu	Water Culture of the Grand Canal : Hangzhou Section	Associate Professor, Faculty of Society Science Tourism College of Zhejiang, China
129	Zhenyi Wu	Analysis of Enterprise Human Resources Development and Training	Teaching Assistant, Faculty of Hospitality Tourism College of Zhejiang, China
130	Wei He	A Research on the Development of Cultural Tourism of Zhejiang Province by the Perspective of Chinese Ancient Poetry, Painting and Calligraphy	Lecturer, Faculty of Hospitality Tourism College of Zhejiang, China
131	Bubacarr Manneh	Participant	KGS Consults Latrikunda Sabiji Serekunda The Gambia
132	Muhammed Gaye	Participant	Sonaba Enterprises Old Jeshwang, Banjul Highway The Gambia
133	Nnaemeka S. Iwejuo	Participant	Easypants Enterprises Latrikunda German The Gambia
134	Uyi Brown Amenghasihion	Participant	Oladet Global Resources Limited 4,IKosi Street , Ketu, Lagos Nigeria
135	Gabriel Folagbade	Participant	Gorf Exodus Bakoteh Sukuta Highway The Gambia
136	Saikou M. Tunkara	Participant	Gorf Exodus Bakoteh Sukuta Highway The Gambia
137	Moses Njole	Participant	CEO/Managing Director, The Managing Director of Segken Ventures Nigeria Limited, Nigeria
138	Dr. Roxana Michaelides,	Quality of Services of Cultural Tourism- Influences on Guest's Satisfaction and the Subsequent Implications for Cultural Tourism in Cyprus	PhD Leadership Education MA International Hospitality Management with Concentration in Quality of Services, Cyprus

No	Name	Paper Title	Affiliation
139	Oyewole Oluwatimilehin	Participant	Senior Tutor National College of Tourism, Tanzania
140	Muhammad Usman Ghani	Participant	Survive Welfare Organization 19-A, Abbot Road Lahore, Pakistan
141	Dr. Kranti P. Sawarkar,	Role of Organised Cultural Events as a Means of Inclusive Growth and Sustainable Tourism; Tribal Festival of Odisha, a Case Study	MBA, Ph.D India
142	Emoabino Mustapha	Participant	Association for Community Deverlopment and Human Technology, Nigeria
143	Dijana Madžarac	European Capital of Culture as a Generator of Cultural Tourism Developmrnt	Department of International Relations Municipality of Maribor, Slovenia
144	Dr Dragoslav Petrovic,	Opening Address	Provincial Secretary for Science and Technology, Serbia
145	Miroslav Vasin,	Opening Address	Provincial Secretary of Economy, Employment and Gender Equality, Serbia
146	Dr Pavle Sekeruš,	Opening Address	Vice-Rector for Science and International Cooperation, University of Novi Sad, Serbia
147	Dr Neda Mimica-Dukić,	Opening Address	Dean of Faculty of Scences, University of Novi Sad, Serbia
148	Dr Branislav Đurđev	Opening Address	Director of Department of Geography, Tourism and Hotel Management, University of Novi sad, Serbia
149	Prof. Wei He	Opening Address	Prof. Tourism College of Zhejiang, China

联合举办学术会议协议书

第一条 宗旨

本协议旨在韩国文化旅游学会、中国浙江旅游职业学院在下述事项上组织经费、运作，动员技术力量与人员、器材等，采取隔年制，分别在中国和韩国准备和组织中韩学术会议的计划与召开。

第二条 联合举办成员

1. 中国浙江旅游职业学院
2. 韩国文化旅游学会
3. 联合举办代表人是举办地的学会会长。
4. 代表人代表中韩联合学术会议，具有经费管理及提议等权利。

第三条 义务

双方为履行第一条规定的目的，将以诚实、勤奋、信任为基础，动用所需的一切知识与技术。

第四条 责任

1. 双方根据中韩联合学术会议约定的义务和承担的内容，各负其责。
2. 中韩联合学术会议促进委员会的构成和委员长的任命由主办者负责。

第五条 代行业务

联合学术会议各成员在各自责任下，可以代行分担部分的业务。

第六条 参加费用

参加中韩联合学术会议人员的费用原则上由本人承担，但在特别邀请的情况下，由主办地成员承担。

第七条 成员分担费用

1. 韩联合学术会议主办地成员约定如下：

- ① 设置学术会议促进委员会办公室
- ② 学术会议的策划与组织
- ③ 学术会议举办场所的落实
- ④ 出版论文集、制作代表证、桌牌、纪念品等
- ⑤ 为参加人员安排住宿
- ⑥ 其他有关中韩学术会议顺利召开之事项

2. 中韩联合学术会议成员约定如下：

- ① 在本国宣传与联络业务
- ② 收集论文并发送给主办方
- ③ 其他有关参加会议所产生的交通及滞留费用由本人承担

第八条 费用的分担

为履行本协议而产生的共同费用由各成员分担。

第九条 成员相互间的责任

1. 成员因组办联合学术会议而给第三者造成损失的，由有关成员承担
2. 一方成员给其他成员造成损失的，由双方协商解决。协商不果的情况下，依据主办地的法律解决。

第十条 权利义务的转让

成员不得将该协议所规定的权利、义务转让给第三方。

第十一条 中途解散措施

1. 中韩联合学术会议成员可以根据双方代表的协商而解散
2. 一方成员因重要原因而不能履行协议时，通过解散程序协商解散

第十二条 瑕疵责任

中韩联合学术会议召开之后发生瑕疵时，由主办地成员负责。

第十三条 促进委员会

中韩联合学术会议主办地成员设立促进委员会履行协议所规定的诸事项。

第十四条 中韩联合学术会议促进委员会

中韩联合学术会议促进委员会的名称、主办公室所在地、委员长如下：

1. 名 称：中韩联合旅游学术会议
2. 主办公室所在地：主办地学会会长指定
3. 委员长姓名：主办地学会会长指定

第十五条 有效期及终止

1. 本协议有效期4年，期满6个月之前双方如果不提出修改、终止意思，则自动延长4年。
2. 如一方提出终止协议，须于6个月之前通知对方，经双方同意终止。但，只要与中韩学术会议有关的权利与义务存在，本协议仍有效。

第十六条 其它

1. 未尽事宜或解释上产生异议时，由双方协商或依据一般惯例解决。
2. 本协议以中、韩两种文字书写，双方各执一份，两种文字的文本具有同等效力。
3. 本协议自双方代表签字之日起生效。

中国浙江旅游职业学院

院长：王昆欣

签字：

2005年8月18日

韩国文化旅游学会

会长：郑圣彩

签字：

2005年8月18日

Bilateral Agreements of Academic Relationship with the Korean Academic Society of Culture and Tourism

韓・日共同學術大會開催の協定書

第 1 條 (目的)

本協定書は韓國文化觀光學會と北海道觀光學會によって行われる共同學術大會に關して、下記の通り、財政、運営及び支援、人員及び機資材などを利用し、1年置きに韓國と日本での兩學會主催の大會開催についての計劃及び運営の規定を目的とする。

第 2 條 (共同開催の構成員)

① 共同開催の構成員は下記の通りである。

1. 韓國文化觀光學會
2. 北海道觀光學會

② 共同開催の代表者は開催地の學會長が務める。

③ 學會長は韓・日共同學術大會を代表し、共同開催についての財政管理及び請求などの権限を持つ。

第 3 條 (有 期間)

本協定書は當事者間の署名と共に、有効であり、兩學會の合意によって終結される。

但し、韓・日共同學術大會に關する權利義務のある限り、本協定書は有効である。

第 4 條 (義務)

共同開催の構成員は第1條で規定した目的を達成するため、誠實、勤勉及び信義に基づいて、必要なすべての措置を取ることを約束する。

第 5 條 (責任)

① 共同開催の構成員は韓・日共同學術大會に對する契約上の義務移行の分担内容に従い、各々の責任を受け持つ。

② 韓・日共同學術大會推進委員會の構成と委員長についても開催地の構成員が責任を受け持つ。

第 6 條 (業務代行)

共同開催の各構成員は責任を持って、分担した業務の一部を代行することができる。

第 7 條 (参加費用)

韓・日共同學術大會の参加の費用は本人負擔を原則とし、特別招待の場合は開催地の構成員が負擔する。

第 8 條 (構成員の分担内容)

① 韓・日共同學術大會開催地の構成員の任務は、下記の通り、規定する。

1. 學術大會推進委員會の事務局設置
2. 學術大會の企画と演出
3. 學術大會の開催場所の交渉
4. 發表論文集、参加證、名刺、紀念品などの製作
5. 参加構成員のための宿泊先の手配
6. 韓・日共同學術大會の圓滑な開催のためのその他の事項

② 韓・日共同學術大會の参加構成員は、下記の通り、規定する。

1. 自國? の広報及び連絡業務
2. 發表論文の収集及び開催構成員の發送
3. その他の参加に伴う交通及び滞在等の費用は本人負擔

第 9 條 (費用の分擔)

本契約の移行上に發生した共同費用などについては各構成員が分擔する。

第 10 條 (構成員の相互間の責任)

① 構成員の共同開催によって生じた第3者への損害は當該構成員が分擔する。

② 構成員が他の構成員に損害を與えた場合は、お互い協議して處理するが、協議が成立されない場合は開催地の法的處分に従う。

第 11 條 (權利義務の譲渡制限)

構成員はこの協定書による權利・義務を第3者に譲渡できない。

第 11 條 (權利義務の譲渡制限)

構成員はこの協定書による權利・義務を第3者に譲渡できない。

第 12 條 (中途解散についての措置)

① 韓・日共同學術大會の構成員は兩國の代表者の合意によって解散することができる。

② 構成員の中、一方の重大な問題で契約が移行できない場合には解散の合議手続を踏まえて、解散する。

第 13 條 (開催後の責任)

韓・日共同學術大會の開催後、それについての責任問題が生じた場合は開催地の構成員がその責任を受け持つ。

第 14 條 (推進委員會)

韓・日共同學術大會は開催地の構成員が推進委員會を設け、契約移行と関連した諸事項を行うことができる。

第 15 條 (韓・日共同學術大會の推進委員會)

韓・日共同學術大會推進委員會の名稱、主な事務局の所在地、委員長は、下記の通りである。

1. 名 稱：韓・日共同學術大會
2. 主な事務局所在地：開催地の學會長が指定する。
3. 委 員 長 姓 名：開催地の學會長が指定する。

第 16 條 (その他)

この協定書に規定されていないことまたは解析上、意義のある事項は各構成員の相互合議によるか一般の慣例に従うことにする。

上述のように、韓・日共同學術大會の協定書を締結し、その證據として韓国語と日本語で、各 2部ずつ作成し、韓・日共同學術大會構成員の代表者が記名捺印し、韓国語と日本語の協定書各1部を兩學會で保管することにする。

2002年 6月 日

韓國文化觀光學會

(506-090)光州光域市 鎭山區 西峰洞 59-1番地

潁南大學校 觀光學部 鄭成采教授 研究室

韓・日共同學術大會 構成員 代表者

2-7



北海道 觀光學會

(004-0844)札幌市清田区清田4条1丁目 4-1

札幌國際大學 地域総合研究センター内北海道觀光學會事務局

札幌國際大學觀光學部學部長

北海道觀光學會 會長

奥平忠志



韓・日共同學術大會 構成員 代表者

한 일 공동학술대회개최 협정서

제 1 조 (목적)

이 협정서는 아래 사업을 한국문화관광학회, 홋카이도관광학회가 재정, 운영 및 기술능력과 인원 및 기자재 등을 동원하여 한국과 일본에서 격년제로 한일 공동학술대회에 대한 계획연출 등을 영위할 것을 약속하는 협약을 정함에 있다.

제 2 조 (공동개최의 구성원)

- ① 공동개최의 구성원은 다음과 같다.
 1. 한국문화관광학회
 2. 홋카이도관광학회
- ② 공동개최 대표자는 개최지 학회장으로 한다.
- ③ 대표자는 한일공동 학술대회를 대표하며, 공동개최에 대한 제정 관리 및 청구 등의 권한을 가진다.

제 3 조 (효력기간)

본 협정서는 당사자간의 서명과 동시에 발효하며 두 학회의 합의에 따라 종결된다. 다만, 한일공동 학술대회와 관련한 권리의무 관계가 남아 있는 한 본 협정서의 효력은 존속된다.

제 4 조 (의무)

공동개최 구성원은 제 1 조에서 규정한 목적을 수행하기 위하여 성실 근면 및 신의를 바탕으로 하여 필요한 모든 지식과 기술을 활용할 것을 약속한다.

제 5 조 (책임)

- ① 공동개최의 구성원은 한일공동 학술대회에 대한 계약상의 의무이행 분담내용에 따라 각자 책임을 진다.
- ② 한일공동 학술대회 추진위원회의 구성과 위원장에 대해서도 개최지 구성원이 책임을 진다.

제 6 조 (업무대행)

공동개최의 각 구성원은 자기 책임하에 분담부분의 일부를 대행 할 수 있다.

제 7 조 (참가비용)

한일공동 학술대회에 참가자는 본인부담으로 하며, 특별 초청이 있을 때에는 개최지의 구성원이 부담을 원칙으로 한다.

제 8 조 (구성원의 분담내용)

- ① 한일공동 학술대회 개최지 구성원은 다음과 같이 정한다.
 1. 학술대회 추진위원회 사무실 설치
 2. 학술대회 기획과 연출
 3. 학술대회 개최장소 섭외
 4. 발표논문집, 참가증, 이름표, 기념품 등 제작
 5. 참가 구성원을 위한 숙박시설 수배
 6. 한일공동 학술대회의 원활한 개최를 위한 기타사항
- ② 한일공동 학술대회 참가 구성원은 다음과 같이 정한다.
 1. 자국내 홍보 및 연락업무
 2. 발표논문 수집 및 개최 구성원에게 발송
 3. 기타 참가에 따른 교통 및 체재등 비용은 본인부담

제 9 조 (비용의 부담)

본 계약이행을 위하여 발생한 공동의 경비 등에 대하여는 각 구성원이 부담한다.

제 10 조 (구성원 상호간의 책임)

- ① 구성원이 공동개최와 관련하여 제3자에게 끼친 손해는 당해 구성원이 부담한다.
- ② 구성원이 다른 구성원에게 손해를 끼친 경우에는 상호 협의하여 처리하되, 협의가 성립되지 아니하는 경우에는 개최지의 법 결정에 따른다.

제 11 조 (권리 의무의 양도 제한)

구성원은 이 협정서에 의한 권리의무를 제3자에게 양도할 수 없다.

제 12 조 (중도해산에 대한 조치)

- ① 한일공동 학술대회의 구성원은 대표자의 합의에 의해 해산할 수 있다.
- ② 구성원중 일부가 중대한 사유로 계약을 이행할 수 없는 경우에는 해산 절차를 통해 합의해산을 한다.

제 13 조 (하자책임)

한일공동 학술대회 개최 후 하자가 발생하였을 경우에는 개최지 구성원이 그 책임을 진다.

제 14 조 (추진위원회)

한일공동 학술대회는 개최지 구성원이 추진위원회를 설치하여 계약이행에 관한 제반사항을 수행할 수 있다.

제 15 조 (한일공동학술대회 추진위원회)

한일공동 학술대회 추진위원회의 명칭, 주사무소소재지, 위원장은 다음과 같다.

1. 명 칭 : 한일 공동 관광학술대회
2. 주사무소소재지 : 개최지 학회장이 지정
3. 위 원 장 성 명 : 개최지 학회장이 지정

제 16 조 (기타)

이 협정서에 규정되어 있지 않거나 해석상 이견이 있는 사항은 양 구성원의 상호 합의에 의하거나 일반 관례에 따르기로 한다.

위와 같이 한일공동 학술대회를 체결하고 그 증거로서 협정서 2통을 작성하여 각통에 한일공동 학술대회 구성원이 기명날인하여 각자 보관한다.



일본홋카이도 관광학회
회 장
오쿠다이라 타다시



한국문화관광학회
회 장
정 성 채

Tourism College of Zhejiang, China

Memorandum of Understanding on Cooperation

between

Tourism College of Zhejiang, China

and

the Korean Academic Society of Culture and Tourism, Korea

World Cultural Tourism Association

In order to encourage academic exchange and collaboration between two institutions, Tourism College of Zhejiang, China and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

2.1. Exchange of institutions' members and research personnel

2.2. Collaboration of research and other projects

2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of Tourism College of Zhejiang, China and the president of the Korean Academic Society of Culture and Tourism, Korea.

June 07, 2006

June 07, 2006



Prof. Wang, Kunxin

President

Tourism College of Zheniang, China

Prof. Jung, Sung-chae

President

the Korean Academic Society

of Culture and Tourism, Korea

World Cultural Tourism Association

Philippine Society for Culture and Tourism, Philippines

Agreement of Cooperation between
the Korean Academic Society of Culture and Tourism, Korea
World Cultural Tourism Association
and
Philippine Society for Culture and Tourism, the Philippines

Philippine Society for Culture and Tourism and the Korean Academic Society of Culture and Tourism, wishing to enhance relations between the two academic societies and to develop academic exchanges in all areas of academic activities and other researches and work mutually toward the internationalization of academic relationships.

The areas of cooperation will include any program offered at either institution which is felt to be desirable and feasible for the development and strengthening of cooperative relationship between the two academic societies.

However, any specific program shall be subject to mutual consent availability of funds and approval of each institution.

The following program may include :

1. Joint conferences
2. Joint research projects
3. Joint cultural programs
4. Exchange of society members

The terms of such mutual assistance and cooperation shall be discussed and agreed upon in writing by the appropriate responsible officers of both parties prior to the initiation of any particular program and activity.

The agreement shall be effective upon approval by both parties and signed in two copies.

June 07, 2006



=====

Prof. Ramon A. Alampay, Ph.D.
President
Philippine Society for Culture and Tourism,
Philippines

June 07, 2006



=====

Prof. Jung, Sung-chae, Ph.D.
President
The Korean Academic Society of the
Culture and Tourism, Korea

World Cultural Tourism Association

CETA University College of Tourism and Hotel, Spain

**Memorandum of Understanding on Cooperation
between
CETA University College of Tourism and Hotel, Spain
and
the Korean Academic Society of Culture and Tourism, Korea
World Cultural Tourism Association**

In order to encourage academic exchange and collaboration between two institutions, CETA University, College of Tourism, Spain and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.
2. The following programs may be pursued by the two parties by mutual agreement:
 - 2.1. Exchange of institutions' members and research personnel
 - 2.2. Collaboration of research and other projects
 - 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of Tourism College of Zhejiang, China and the president of the Korean Academic Society of Culture and Tourism, Korea.

June 05, 2006



Prof. Luis Borja Sole, Ph.D.
President
CETA University College of Tourism
and Hotel, Spain

June 05, 2006



Prof. Jung, Sung-chae, Ph.D.
President
the Korean Academic Society
of Culture and Tourism, Korea

World Cultural Tourism Association

University of Novi Sad, Serbia

УНИВЕРЗИТЕТ У НОВОМ САДУ
ПРИРОДНО-МАТЕМАТИЧКИ ФАКУЛТЕТ

Број: 0601-75113
Датум: 1. ФЕБ. 2008
НОВИ САД
Тог Доситеја Обрадовића 3

Memorandum of Understanding on Cooperation

between

University of Novi Sad, Serbia

and

World Cultural Tourism Association

the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, University of Novi Sad, Serbia, and World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

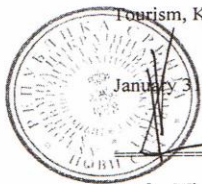
2.1. Exchange of institutions' members and research personnel

2.2. Collaboration of research and other projects

2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of University of Novi Sad, Serbia and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.



January 31, 2008

Prof. Miroslav Vesković, Ph.D.

Dean

Faculty of Natural Sciences and Mathematics

University of Novi Sad, Serbia

January 31, 2008

Prof. Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Association

the Korean Academic Society of

Culture and Tourism, Korea

Tumaini University-Iringa University College, Tanzania

Memorandum of Understanding on Cooperation between Tumaini University -Iringa University College and

World Cultural Tourism Association

The Korean Academic Society of Culture and Tourism, Korea

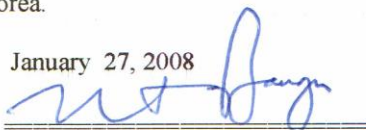
Tumaini University -Iringa University College, Tanzania and the World Cultural Tourism Association, Korean Academic Society of Culture and Tourism, Korea, agree to do the following terms of cooperation in order to encourage academic exchange and collaboration between two institutions.

1. Both institutions consent to establish a cooperation relationship through which each institution will encourage academic exchange and collaboration between our institutions
2. The following programs may be pursued by the two parties by mutual agreement
 - 2.1. Exchange of institutions members and research personnel
 - 2.2. Collaboration of research and other projects
 - 2.3. Collaboration in organizing symposia and other academic meetings and conferences

To assist developing enhanced cooperative relationship between our institutions, each institution will be subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the Provost of Tumaini University-Iringa University College, Tanzania and the President of the World Cultural Tourism Association, Korean Academic Society of Culture and Tourism, Korea.

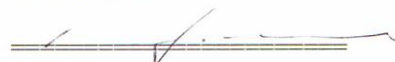
January 27, 2008



Prof. Nicholas Bangu, Ph.D
Provost
Tumaini University-Iringa College

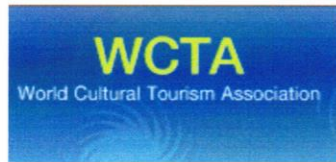
**PROVOST
TUMAINI UNIVERSITY
IRINGA UNIVERSITY COLLEGE
P. O. BOX 200-IRINGA
TANZANIA**

January 27, 2008



Prof. Jung, Sung-chae, Ph.D.
President
World Cultural Tourism Association
The Korean Academic Society of Culture
and Tourism, Korea

National Pingtung University of Science and Technology, Taiwan



Memorandum of Understanding on Cooperation between Graduate Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan and World Cultural Tourism Association the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science and Technology, Taiwan and World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.
2. The following programs may be pursued by the two parties by mutual agreement:
 - 2.1. Exchange of institutions' members and research personnel
 - 2.2. Collaboration of research and other projects
 - 2.3. Collaboration in organizing symposia, other academic meetings, and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement and provide access to academic activities.

The memorandum will become valid upon signing by the president of National Pingtung University of Science and technology, Taiwan and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

February 1, 2008

A handwritten signature in black ink, appearing to read 'Miao Guu', is written over a series of horizontal dashed lines.

Prof. Guu, Yuan-Kuang, Ph.D.
President
National Pingtung University of
Science & Technology, Taiwan

February 1, 2008

A handwritten signature in black ink, appearing to read 'Jung Sung-chae', is written over a series of horizontal dashed lines.

Prof. Jung, Sung-chae, Ph.D.
President
World Cultural Tourism Association
the Korean Academic Society of
Culture and Tourism, Korea

Yasar University, Turkey

**Memorandum of Understanding on Cooperation
between
Cape Breton University
and
World Cultural Tourism Association
and
the Korean Academic Society of Culture and Tourism, Korea**

In order to encourage academic exchange and collaboration between two institutions, Cape Breton University, Canada and World Cultural Tourism Association, and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1 Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions

2 The following programs may be pursued by the two parties by mutual agreement:

- 2.1 Exchange of institutions' members and research personnel
- 2.2 Collaboration of research and other projects
- 2.3 Collaboration in organizing symposia and other academic meetings and conferences

To assist developing enhanced cooperative relationships between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

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society of

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- 2.1. Exchange of institutions' members and research personnel
- 2.2. Collaboration of research and other projects
- 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of *Yasar University, Turkey* and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

April 28, 2008



Prof. Dr. Murat BARKAN
Rector

Yasar University, Turkey

April 28, 2008

Prof. Jung, Sung-chae, Ph.D.
President

World Cultural Tourism Association
the Korean Academic Society of
Culture and Tourism, Korea

**Memorandum of Understanding on Cooperation
between
Cape Breton University
and
World Cultural Tourism Association
and
the Korean Academic Society of Culture and Tourism, Korea**

In order to encourage academic exchange and collaboration between two institutions, Cape Breton University, Canada and World Cultural Tourism Association, and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1 Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

- 2.1. Exchange of institutions' members and research personnel
- 2.2. Collaboration of research and other projects
- 2.3. Collaboration in organizing symposia and other academic meetings and conferences.


To assist developing enhanced cooperative relationships between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the President of Cape Breton University, Canada and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

January 7, 2009




H. John Harker LL.D.
President and Vice-Chancellor
Cape Breton University



Prof. Keith Brown
Vice President
Cape Breton University

January 7, 2009



Prof. Jung, Sung-chae, Ph.D.
President
World Cultural Tourism Association
And the Korean Academic Society
of Culture and Tourism

Australian School of Tourism and Hotel Management, Australia

Agreement of Cooperation between the World Cultural Tourism Association and

Australian School of Tourism and Hotel Management, Australia

Australian School of Tourism and Hotel Management, Australia and World Cultural Tourism Association wishing to enhance relations between the two academic societies and to develop academic exchanges in all areas of academic activities and other researches and work mutually toward the internationalization of academic relationships.

The areas of cooperation will include any program offered at either institution which is felt to be desirable and feasible for the development and strengthening of cooperate relationship between the two academic societies.

However, any specific program shall be subject to mutual consent availability of funds and approval of each institution.


The following program may include :

1. Joint conferences
2. Joint research projects
3. Joint cultural programs
4. Exchange of society members

The terms of such mutual assistance and cooperation shall be discussed and agreed upon in writing by the appropriate responsible officers of both parties prior to the institution of any particular program and activity.


The agreement shall be effective upon approval by both parties signed in two copies.

November 15, 2008



Dr. Abhijit Ghosh
Director of academic Studies
Australian School of Tourism and
Hotel Management

November 15, 2008



Prof. Jung, Sung-Chae
President
The World Cultural Tourism Association

School of Hospitality, Tourism & Culture and The Culture & Heritage
Institute, Canada

Agreement of Cooperation between
the World Cultural Tourism Association
and

School of Hospitality, Tourism & Culture and The Culture & Heritage Institute

School of Hospitality, Tourism & Culture and The Culture & Heritage Institute, Canada and World Cultural Tourism Association wishing to enhance relations between the two academic societies and to develop academic exchanges in all areas of academic activities and other researches and work mutually toward the internationalization of academic relationships.

The areas of cooperation will include any program offered at either institution which is felt to be desirable and feasible for the development and strengthening of cooperative relationship between the two academic societies.

However, any specific program shall be subject to mutual consent availability of funds and approval of each institution.

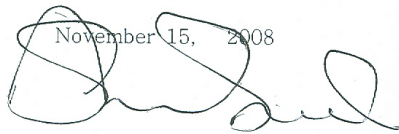
The following program may include :

1. Joint conferences
2. Joint research projects
3. Joint cultural programs
4. Exchange of society members

The terms of such mutual assistance and cooperation shall be discussed and agreed upon in writing by the appropriate responsible officers of both parties prior to the institution of any particular program and activity.

The agreement shall be effective upon approval by both parties signed in two copies.

November 15, 2008



Shyam Ranganathan, MS, CHA
Dean
School of Hospitality, Tourism & Culture
and The Culture & Heritage Institute,
Canada

November 15, 2008



Prof. Jung, Sung-Chae
President

The World Cultural Tourism Association

THE AGREEMENT ABOUT DEVELOPMENT OF ACADEMIC
COOPERATION

Between

And

THE M.Auezov SOUTH-KAZAKHSTAN STATE UNIVERSITY
(Republic of Kazakhstan)

The M.Auezov South-Kazakhstan State University represented by Rector V.Bishimbaev acting on the ground of the Charter, and President Jung-Sung-shae represented by World Cultural Tourists ~~guided by a~~ desire to strengthen friendship between universities and promote mutually advantageous cooperation in the educational and scientific areas, enter into the present Agreement about following:

1. THE PURPOSE OF COOPERATION

The purpose of the present Agreement is to prepare conditions and legal base for joint Master and PhD preparation and cooperation in the sphere of education and science.

2. JOINT PREPARATION OF SPECIALISTS

1. The realization of programs in Master and PhD preparation on priority specializations.
2. Parties will select the perspective candidates for participation in the program of Master and PhD preparation according to the norms and principles accepted in every educational institution.
3. Every party will appoint a person, coordinating these programs and possessing relevant authorities, delegated by the parties.
4. The parties agree to confer diploma to Masters and PhD students, successfully completed the educational programs.
5. Expense on realization of Master and PhD exchange and preparation program will be conducted in the following ways:
 - financial means assigned by governments of both states;
 - financial means of students desiring to study on this program or by means of their sponsors;
 - currency-free exchange of students, candidates for a master's and PhD degrees;
 - in special cases, financial problem may be resolved by additional agreements between parties.

3. COOPERATION OF PARTIES IN THE RESEARCH SPHERE

1. Realization of joint research and development, exchange of scientific and technical literature, joint participation in the competition for the international grants and research projects, preparation of different level specialists.
2. Exchange of the scientific and technical, educational and methodical literature.

3. Exchange of faculty members for participation in educational and research programs.

4. THE ORDER OF CHANGE AND CANCELLATION OF THE AGREEMENT

1. The present Agreement may be amended by mutual consent of parties.
2. Disputes and disagreements of the application and/or interpretation of the present Agreement are resolved according to legal systems of Republic of Kazakhstan and _____.

5. VALIDY of the AGREEMENT

1. The present Agreement is concluded for three years' term and inures from the moment of its signing. The Agreement is prolonged for the following one year if any of parties has not expressed wish of its termination not later, than 3 months prior to its cancellation.
2. The Agreement is drawn up in Russian and English languages; both texts of the Agreement are valid equally.

Rector of the South-Kazakhstan
State University

Academician of National Academy
of Sciences

V. Bishimbaev



Signature _____
Date 15.11.2008

Shymkent city
Republic of Kazakhstan

5. Tauke-han str

SKSU the M. Auezov

tel: 007-725-2-21-16-40

fax: 007-725-2-21-07-47

e-mail: abek@gmail.ru

*President -
World Cultural
Tourism Association
Prof. Jung Sung-chae, Ph.D.*

Signature _____

Date 15.11.2008

Prof. Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Association



Technological Education Institute of Piraeus/Greece

Department of Tourism Industry Management

Memorandum of Understanding on Cooperation

between

Technological Education Institute (TEI) of Piraeus/Greece

and

the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, Technological Education Institute (TEI) of Piraeus and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.
2. The following programs may be pursued by the two parties by mutual agreement:
 - 2.1. Exchange of institutions' members and research personnel
 - 2.2. Collaboration of research and other projects
 - 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of Technological Education Institute (TEI) of Piraeus, Greece and the president of the Korean Academic Society of Culture and Tourism, Korea.

November 13, 2009



.....
Prof. Vrizidis, Lazarus, Ph.D.

President

Technological Education Institute of Piraeus
Greece



November 13, 2009



.....
Prof. Jung, Sung-chae, Ph.D.

President

The Korean Academic Society
of Culture and Tourism, Korea



**Memorandum of Understanding
on Academic Cooperation
between
College of Management Bangkok, University of Phayao, Thailand
and
World Cultural Tourism Association
The Korean Academic Society of Culture and Tourism, Korea**

In order to encourage academic exchange and collaboration between two institutions, College of Management Bangkok, University of Phayao, Thailand and World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.
2. The following programs may be pursued by the two parties by mutual agreement:
 - 2.1. Exchange of institutions' members and research personnel
 - 2.2. Collaboration of research and other projects
 - 2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by **Dr. Srisuda Chongsithiphol**, Dean, College of Management Bangkok, University of Phayao, Thailand and **Professor Dr. Sung-chae Jung**, President, World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

2nd January 2012

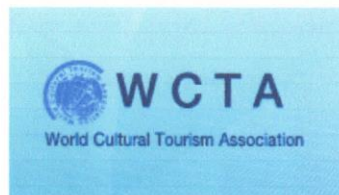
Srisuda Chongsithiphol, D.B.A.
Dean
College of Management Bangkok
University of Phayao
Thailand

2nd January 2012

Prof. Jung, Sung-chae, Ph.D.
President

Prof. Jung, Sung-chae, Ph.D.
President
World Cultural Tourism Association
the Korean Academic Society of Culture and Tourism, Korea





**COOPERATION AGREEMENT BETWEEN
CATERING INDUSTRY MANAGEMENT STUDY PROGRAM
FACULTY OF SOCIAL SCIENCE EDUCATION
INDONESIA UNIVERSITY OF EDUCATION
WITH
WORLD CULTURAL AND TOURISM ASSOCIATION**

On this day, Friday, 12 October, 2012, held in Bangkok, the undersigned below:

1. Catering Industry Management Study Program - Faculty of Social Sciences Education - Indonesia University of Education based office on Jl. Dr. Setiabudi. No. 229 Bandung, in this case represented by Agus Sudono, SE, MM, in his position as Head of the Program Study is therefore legitimate and act for and on behalf of the Catering Industry Management Study Program - Faculty of Social Sciences Education - Indonesia University of Education, here in after referred to as:

----- **FIRST PARTY** -----

2. World Cultural Tourism Association is domiciled and headquartered in the Korean Academic Society and Culture and Tourism Department of Tourism Management, Honam University 59-1 Seobong-dong, Gwangsan-gu, Gwangju, Korea. Telephone / Faximile number +82 (62) 940-5582, in this case represented by Prof. Jung, Sung-chae, P.hD in his position as President of World Cultural Tourism Association, therefore legitimate and act for and on behalf of the World Cultural Tourism Association, here in after referred to as:

----- **SECOND PARTY** -----

Both sides agreed to hold "COOPERATION AGREEMENT" implementation of Research, Education and Training. Both parties agreed to the terms and conditions as follows:

Article 1

PURPOSE OF COOPERATION AGREEMENT

This agreement aims to promote and foster institutional relations between the two sides in conducting Research, Education and Training, and Community Services.

Article 2

SCOPE AND IMPLEMENTATION OF ACTIVITIES

1. Place of implementation activities can be carried out in the FIRST and SECOND PARTY.
2. Participants activity can be determined by agreement of both parties ..
3. Supplies and counselors determined by agreement of both parties.
4. Towards the implementation of monitoring and evaluation will be conducted at regular intervals and the results will be used for reporting and information systems and facilities planning further cooperation.

Article 3

FINANCING

1. The cost of implementing these activities will be determined jointly by the FIRST PARTY and SECOND PARTY.
2. Details of the budget that has been approved by the FIRST PARTY and SECOND PARTY will be arranged separately.

Article 4

TERM AND TERMINATION AGREEMENT

1. This agreement came into force on October 8, 2012 to October 8, 2016, and may be extended or terminated before the term of the agreement ends on the basis of the consent of both parties.
2. In terms of the agreement will be extended, the extension of party shall notify the other party no later than one month before the term of the agreement ends.
3. In the event that either party will terminate the agreement before the term of the agreement expires, the parties will terminate shall notify the other party no later than one month before the agreement expires.
4. All rights and obligations of each party are still there when the agreement ends remain attached and shall be met by each party.

Article 5

ADDRESS

All correspondence is done by recorded or delivered directly to receive a receipt or by facsimile addressed to:

FIRST PARTY : Catering Industry Management Study Program -
Faculty of Social Sciences Education -
Indonesia University of Education

Jl Dr.Setiabudi No.22 Bandung

Telp/ Fax : (022) 2004985, 2013163 Ext.2514

Contact Person: Dewi Turgarini, S.S.MM.Par

Email Adress : dewi_turgarini2006@yahoo.com

SECOND PARTY : World Cultural Tourism Association

The Korean Academic Society and Culture and
Tourism Department of Tourism Management,
Honam University 59-1 Seobong-dong,
Gwangsan-gu, Gwangju, Korea. Telephone /

Faximile number +82 (62) 940-5582

Contact Person: Prof.. Jung, Sung-chae, P.hD

Email Address :

Article 6

MISCELLANEOUS

Things - things that have not been included in this Agreement and should be regulated, will be arranged later in a written agreement and become an integral part of this Agreement.

Article 7

CLOSING

The agreement was signed in London in duplicate 2 (two), multiple first and second duplicate stamp is sufficient, and each has the same legal force for the benefit of the FIRST and SECOND PARTY.

Know by :

FIRST PARTY

SECOND PARTY



Agus Sudono, S.E., M.M.

Head of Catering Industry Management
Study Program - Faculty of Social
Sciences Education - Indonesia
University of Education

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World Cultural Tourism Association

Worldwide Bureaus

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CONFERENCE ANNOUNCEMENT & CALL FOR PAPERS

15th International Joint World Cultural Tourism Conference 2014

Organized by

- University of Novi Sad, Serbia
- University of Phayao, Thailand
- Istanbul Arel University, Turkey
- Tourism College of Zhejiang, China
- Cape Breton University, Canada
- CETA University of College of Tourism, Spain
- Yasar University of Turkey
- Education University of Indonesia, Indonesia
- University of Hawaii, USA
- National Pintung University of Science and Technology, Taiwan
- Tumauni University at Iringa, Tanzania
- South Kazakhstan State University, Kazakhstan
- Australian School of Tourism and Hotel Management, Australia
- School of Hospitality, Tourism & Culture Heritage Institute, Canada
- Technological Education Institute of Piraeus, Greece
- Philippine Society for Culture and Tourism, the Philippines
- the Hokkaido Academic Society of Tourism, Japan
- the Korean Academic Society of Culture and Tourism, Korea
- World Cultural Tourism Association

World Cultural Tourism Association, the Korean Academic Society of Culture & Tourism, University of Phayao, Thailand, the Hokkaido Academic Society of Tourism, Japan, the Tourism College of Zhejiang, China, CETA University College of Tourism, Spain, Philippine Academic Society of Culture and Tourism, the Philippines, University of Hawaii, USA, Yasar University, Turkey, National Pungting University of Science and Technology, Taiwan, Tumauni Iringa University, Tanzania, Cape Breton University, Canada, University of Novi Sad, Serbia, South Kazakhstan State University, Kazakhstan, Australian School of Tourism and Hotel Management, Australia, School of Hospitality, Tourism & Culture and the Culture Heritage Institute, Canada are pleased to announce 15th International joint World Cultural Tourism Conference 2014.

CONFERENCE REGISTRATION:

All presenters and participants are requested to register for the conference. Registration fees are US\$350 per person for registration before August 31, 2014 and US\$400 thereafter.

Conference registration fee includes participation in all conference sessions in three days, participation in all scheduled meal functions and refreshment breaks, opening reception, and a copy of conference proceedings.

CALL FOR PAPERS:

The Conference will focus on a broad range of topics related to education and research in cultural tourism and tourism/hospitality. The Conference organizers invite papers, abstracts and presentation proposals relevant to cultural tourism and tourism, hospitality management. Considering the theme of the conference, A paper with any of the following or related subjects would be appropriate for presentation:

Any kind of issues in culture/heritage and tourism/hospitality/food service/convention/events.

- Cross-cultural studies in tourism/hospitality.
- Emerging issues in education and training.
- Studies and case studies on tourism/hospitality development/management/administration.
- Studies related to marketing and promotion of tourism/hospitality.
- Studies related to tourism/hospitality forecasting and economic aspects of industry.
- Studies on social, cultural, economic and environmental impact of tourism/hospitality.
- Tourism/hospitality and environmental sustainability.
- Human resources development and educational issues in industry.
- Financial models or econometrics of tourism/hospitality.
- Operation of tourism and hospitality businesses at both macro and micro levels.
- The gaming and casino industry.
- The festival and event industry
- Community tourism development and rural/farm tourism.
- Post-modern tourism/hospitality and contemporary issues in tourism/hospitality.
- IT and Internet aspects of tourism/hospitality.
- Culture and heritage
- Innovation in Tourism
- Historic and geographic tourism evolution
- Entrepreneurism, marketing and tourism businesses
- Tourist itineraries management
- Planning, sustainability and impacts of tourism
- Preservation in nature
- Human practices of material culture preservation
- Preserving the intangible
- Aesthetics, ethics, prescriptions, politics and theory of preservation, conservation, and restoration of material culture.
- Meaningful objects and the museum
- Heritage and governance for development
- Heritage and education Policies
- Heritage and culture
- Heritage and economics
- Heritage and environment
- Heritage and society
- Other papers related to the theme of the Conference.

Submission Guidelines

- 10 pages abstract of papers should be submitted for the final selection process.
- The paper should be submitted to the following email: scjung@honam.ac.kr.
- Deadline for submitting paper is August 31, 2014
- Paper Review Committee will conduct a refereed screening of papers.

Format of Presentations:

-Paper sessions will have about 4 papers presented in each 90 minute session, giving each presenter 15 Minutes..

-Panel sessions will provide an opportunity for about four presenters to speak in a more open and conversational setting with conference attendees.

Submitting a Proposal:

1. Create a title page for your submission. The title page should include:

- a. title of the submission
- b. name(s) of the author(s)
- c. department(s) and affiliation(s)
- d. mailing address(es)
- e. e-mail address(es)
- f. phone number(s)
- g. fax number(s)

2. Email your paper, along with a title page, to scjung@honam.ac.kr.

Receipt of submissions will be acknowledged via email within 48 hours.

If you do not wish to email your submission, you may send it via regular mail or fax to:

Prof, Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Association

Dept. of Tourism Management, Honam University,

59-1 Seobong-dong Gwangsan-gu

Gwang-ju, Korea 506-714

Tel : 062-940-5582 / Fax : 062-940-5582

3. Submissions will only be published in the conference proceedings if at least one of the authors registers and attends the conference.

Final copies of accepted papers will be professionally published with ISSN number PRIOR To the Conference.

CONFERENCE ADMINISTRATION

Please direct paper submissions and enquires to:

Prof, Jung, Sung-chae, Ph.D.

President

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59-1 Seobong-dong Gwangsan-gu
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Call for Papers(Journals)

International Journal of Culture and Tourism Research

Journal of World Cultural Tourism Association

Journal of Culture and Tourism Research

Journal of the Korean Academci Society of Culture and Tourism

Specifications and Instructions for Submitting Final Papers for Journal

I. General Text Requirements:

- A. All manuscripts must be prepared in English and **free of grammatical, spelling and/or punctuation errors**. Please make sure your paper is thoroughly edited and proof read before submission.
- B. All manuscripts must be the original work not yet submitted to any other journals or publications prior to the Conference. Following the Conference, authors are free to submit the manuscript for publication in any journals.
- C. The conference proceedings will be professionally reproduced on CD with an appropriate ISBN/ISSN number. Final copies of all manuscript prepared based on the following specifications must be submitted **to Scjung50@hanmail.net, scjung@honam.ac.kr , wctaabstract@gmail.com and wctapaper@gmail.com**.

D. Page Limitations:

1. Authors are allowed to submit **a final paper of up to 20 single spaced pages, inclusive of everything (e.g., any tables, figures, references and appendices)** for inclusion in the Journal.
2. Papers exceeding this page limit can be accepted with an additional production charge of **US\$10 for every additional single spaced page**. Papers exceeding the page limit and submitted without the additional production charges will not be included in the journal.

Prepare your paper using **Microsoft Word software on PC only**. Submit your paper to the Director of Paper Review, Dr, Jung, as an email attachment (scjung@honam.ac.kr) .

II. Paper Format (also see sample below).

The paper should follow the following format:

- Up to **20 single-sided pages** inclusive of all tables, figures, references, appendices and so on. The text should be **single-spaced within each paragraph** but **double spaced between paragraphs**. **Do not number the pages** but make sure the pages are in correct order. Pages will be numbered by the editor.
- Font Type: **Times New Roman**
- Font size **11 point**.

- The paper must be formatted for **A4 size** (210mm x 297mm).
- Set the page margins exactly as follows: top, bottom, left and right for **1 inch**.
- Indent the first sentence of each paragraph with $\frac{1}{2}$ **inch** and align text **justify**.
- All manuscripts must be accompanied by a short **abstract of about 100 words** and a list of no more than **six key words**, which define the subject matter.
- **Consistency in presentation** must be maintained throughout the paper.
- Use tables and simple diagrams which are clearly presented. Please **do NOT use colour graphics**.
- Please **do NOT use footnotes** and **do NOT list references as footnotes** at the end of each page.
- If the paper does not follow these specifications, it will be returned!

For other details, please see the example format below.

TITLE OF YOUR PAPER CENTERED LIKE THIS

* Your Name James Bond
Your Department's Name
Your Organization (University's) Name

Your co-author's name
Your co-author's Department Name
Your co-author's Organization (University's) Name
and

Your co-author's name
Your co-author's Department Name
Your co-author's Organization (University's) Name

[Mark * in front of the name of the presenting author]

ABSTRACT

Starting with "Abstract," your paper needs to be typed in one column as shown in this example. **Indent** the first sentences of each paragraph with $\frac{1}{2}$ **inch**. Use **single space within each paragraph** but **double space between paragraphs** as shown in this example. **Do not number the pages** but make sure the pages are in the correct order. Pages will be numbered by the editor. **(All papers must be prepared and submitted in English).**

Key Words: identify and list key words (maximum 6) which represent the content of your paper.

INTRODUCTION

The paper title, author names (full names and institution only), titles (e.g., Assistant Professor or Assistant Dean or Head of School, etc.) and degrees (e.g., Ph.D., etc.) are not necessary. Title and author affiliations must be centered as shown above.

Submit your final paper to the Director of Paper Review as indicated in the accompanying instruction sheets. All papers need to be prepared in **Microsoft Word** and submitted as an email attachment.

TABLES AND FIGURES

Tables and figures must appear **within the text** (not at the end of the text). Tables and figures need to be **numbered sequentially** (e.g., Table 1, Table 2, Table 3, etc.) and they should **bear a title** (with appropriate upper and lower case letters) which explains their contents. For example:

Table 1. Profile of Conference Participants

Profile	Frequency	Percentage
Male	98	49.00
Female	102	51.00
Total	200	100

REFERENCES

References must be listed immediately following the CONCLUSION or SUMMARY of the paper. Use **APA style** (<http://www.apastyle.org/>). Alphabetize by author, and for each author list in chronological sequence. List the author's names exactly as written in the source cited. **(Please do NOT list references as footnotes at the end of each page).**

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Diaz, A. B. C. and Ruiz, F. J. M. (2002), The Consumer's Reaction to Delays in Servic, International Journal of Service Industry Management, 13(2), 118-140.

Pritzker, T.J. (n.d.). An Early Fragment from Central Nepal [Online]. Retrieved June 8, 1995, from <http://www.ingress.com/~astanart/pritzker/pritzker.html>

Smith, P.S. (2001, October 23). The Finest Dining places in Hong Kong. South China Morning Post, B1, B3.

ACKNOWLEDGEMENT

Acknowledgement is optional and should appear after the references and before the appendices.

Any "APPENDICES" should appear at the end of the article after the list of references and acknowledgement(if applicable).

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