

11-13 June 2026

15th Asia Tourism Forum

Ulaanbaatar, Mongolia

The Asian Paradigm in Hospitality and Tourism

Announcement and Call for Papers



The Asia Tourism Forum (ATF) was founded in 1993 to address important issues facing Asia's tourism industry, particularly in the areas of development, service management, marketing and sustainability. The 15th Asia Tourism Forum 2026 (ATF 2026) is designed with the theme of "The Asian Paradigm in Hospitality and Tourism" for tourism academia and practitioners to share their insights. The forum is co-hosted by School of Hotel and Tourism Management, The Hong Kong Polytechnic University, and Mongolia Tourism Organisation in Ulaanbaatar, Mongolia on 11-13 June 2026.

Join us on a journey through the captivating history of Ulaanbaatar, where ancient nomadic traditions blend seamlessly with modern vitality. Discover a unique tapestry of culture, heritage, and the warm hospitality that defines Mongolia. Share your knowledge and engage in discussions about tourism and hospitality in the Asian Paradigm.

Call for Papers

The Forum invites submissions of research papers on (but not limited to) the following topics:

- | | |
|---|--|
| <ul style="list-style-type: none">• Hospitality and Tourism in the Asian Paradigm• Asian Hospitality• Culture and Tourism• Innovation and Entrepreneurship• Luxury Experiences Management• Sustainable Tourism and Regenerative Tourism• ESG (Environmental, Social, Governance) in Tourism• DEI (Diversity, Equity, Inclusion) in Tourism• Health and Well-being• AI and Service Robotics | <ul style="list-style-type: none">• Digital Transformation• Tourism Planning and Development• Pedagogies and Innovations in Tourism and Hospitality Education• Nature-based Tourism• Rural Tourism• Urban Tourism• Tourism Economics and Forecasting• Destination Management and Marketing• Other topics relevant to the theme of the conference |
|---|--|

The Forum invites two types of submissions written in the format and style described in the Publication Manual of the American Psychological Association:

- Abstract (maximum 1,000 words including the reference section) or
- Full paper (maximum 5,000 words including the reference section)

The author's name and affiliation should be shown only on the cover page of the manuscript, and they should not be indicated anywhere in the paper. Once the submission is accepted, at least one of the authors must register and present at the conference.

Schedule

Call for submission



1 February 2025

Deadline for submission
of abstracts



1 December 2025

Deadline for submission
of full papers



1 February 2026

Announcement of
accepted submissions



1 March 2026

Please send your paper submission to **Dr Jinah Park**, Assistant Professor, School of Hotel & Tourism Management, The Hong Kong Polytechnic University: jinah.park@polyu.edu.hk