

## World Research Summit for Tourism and Hospitality Oral Program

Saturday 10 December							
08:00-14:00	Registration						
	Workshop 1 Classroom TH304 3/F			Workshop 2 Classroom TH303 3/F			
09:00-10:30	[Workshop 1] Developing questionnaires, C. Ryan, <i>University of Waikato, New Zealand</i>			[Workshop 2] Successful manuscript writing, B. Mc Kercher, <i>The Hong Kong Polytechnic University, Hong Kong</i>			
10:30-10:50	Workshops Refreshment Break						
10:50-12:00	[Workshop 1] Developing questionnaires continued			[Workshop 2] Successful manuscript writing continued			
12:00-13:00	Workshops Lunch						
Session Chair	Haiyan Song						
14:00-15:45	Opening Ceremony						
14:45-15:15	[KN1] Eighteen paradoxes in leisure and tourism, J. Tribe, <i>University of Surrey, UK</i>						
15:15-15:45	[KN2] The domains of tourism and hospitality management: Similarities and differences, A. Pizam, <i>University of Central Florida, USA</i>						
15:45-16:15	Refreshment Break						
	Stream 1 Function Room 1 B/1	Stream 2 Function Room 2 B/1	Stream 3 Function Room 3 B/1	Stream 4 Function Room 4 B/1	Stream 5 Function Room 7 B/1	Stream 6 Classroom TH303 3/F	Stream 7 Classroom TH304 3/F
Theme	E-Marketing	CSR	Hotel Management	Cultural and Heritage Tourism	HRM	Climate Change	Service Excellence
Session Chairs	Dimitrios Buhalis	Weerapon Thongma	Brianda Jiang	Lawal Marafa	Tom Baum	Bob Mc Kercher	Richard Robinson
16:00-16:20	[O1.1] Online brand image in the hospitality industry: A theoretical framework D. Nunthapirat*, H. Al-Sabbahy, <i>University of Surrey, UK</i>	[O2.1] An exploratory examination of tourism impacts perceptions from chinese tourists to Taiwan C.Y. Chen* <sup>1,2</sup> , F.C. Huang <sup>2</sup> , S.P. Nall <sup>1</sup> , <sup>1</sup> National Quemoy University, Taiwan, <sup>2</sup> Xiamen University, China	[O3.1] Speaking through virtual and physical space: How meanings are construed multimodally in hotel homepages and lobbies F.R. Low*, A. Suen, <i>The Hong Kong Polytechnic University, Hong Kong</i>	[O4.1] Indigenous tourism in the network society: A case on indigenous heritage tourism project in Hokkaido, Japan K. Jang*, T. Yamamura, <i>Hokkaido University, Japan</i>	[O5.1] An exploratory investigation of the family interferences on frontline employees' work affective attitudes and customer satisfaction X.Y. Zhao* <sup>1</sup> , A. Mattila <sup>2</sup> , <sup>1</sup> Sun Yat-Sen University, China, <sup>2</sup> Pennsylvania State University, USA	[O6.1] Major threats to global tourism flows in coming decades: Can the tourism industry afford to ignore these issues? B. Prideaux, <i>James Cook University, Australia</i>	[O7.1] Service quality in the airline industry T. Lee, K. Lee*, <i>University of Queensland, Australia</i>
16:20-16:40	[O1.2] Establish travel agency website service quality measurement scale N.T. Kuo <sup>1</sup> , K.C. Chang <sup>2</sup> , C.H. Lai* <sup>1</sup> , Y.S. Cheng <sup>1</sup> , <sup>1</sup> Ming Chung University, Taiwan, <sup>2</sup> Chihlee Institute of Technology, Taiwan	[O2.2] Trends in corporate hotel sustainability reporting E.E. Ricaurte* <sup>1,2</sup> , D. Jerome <sup>1</sup> , <sup>1</sup> Cornell University, USA, <sup>2</sup> New York University, USA	[O3.2] Market orientation from the customer perspective in hospitality management D. Martín-Consuegra*, A. Molina, <i>University of Castilla-La Mancha, Spain</i>	[O4.2] Culture heritage tourism at Penang: Complete the puzzle of "the pearl of orient" T.C. Lim, <i>Tsing Hua University, China</i>	[O5.2] Labour turnover in a New Zealand hotel company: The gordian knot? Initial results from a decade of exit interviews S. Matthews, D. Williamson*, B. Nemeschansky, L. Brandt, C. Harris, <i>AUT University, New Zealand</i>	[O6.2] Developing a climate change vulnerability/resilience model for dive tourism L.M. Klint*, T. DeLacy, S. Filep, <i>Victoria University, Australia</i>	[O7.2] Driving customer satisfaction in the fitness club industry W.M.S. Yee <sup>1</sup> , R.M.W. Yeung* <sup>2</sup> , M. Li <sup>3</sup> , <sup>1</sup> University of Macao, Macao, <sup>2</sup> Institute for Tourism Studies, Macao, <sup>3</sup> University of Liverpool, UK
16:40-17:00	[O1.3] Internet-based travel, role of computer knowledge : A case study of Iranian postgraduate students R. Dadpour, <i>Allameh Tabataba'i University, Iran</i>	[O2.3] A virtue ethics perspective on sustainability: The case of lifestyle tourism entrepreneurs J.C. García-Rosell* <sup>1</sup> , J. Moisander <sup>2</sup> , J. Mäkinen <sup>2</sup> , <sup>1</sup> University of Lapland, Finland, <sup>2</sup> Aalto University, Finland	[O3.3] Optimal segmentation of hotel rooms in using of online reservation systems X.L. Guo* <sup>1</sup> , L.Y. Ling <sup>1</sup> , C.C. Yang <sup>1</sup> , X.F. Guo <sup>2</sup> , <sup>1</sup> University of Science and Technology of China, China, <sup>2</sup> Shandong University at Weihai, China	[O4.3] Tourism collaboration on the silk road: Stakeholder identification and salience G.K.Y. Chan*, T. Bauer, <i>The Hong Kong Polytechnic University, Hong Kong</i>	[O5.3] Employee goal orientations, organization customer orientation and performance: A cross-level perspective C.F. Chen, O. Myagmarsuren*, <i>National Cheng Kung University, Taiwan</i>	[O6.3] Green market segmentation: A case of airline customers in Taiwan F.Y. Chen, <i>Feng-Chia University, Taiwan</i>	[O7.3] A theoretical foray into hospitality service encounter: Relating cultural intelligence to service quality E. Alshabani*, A. Bakir, <i>Buckinghamshire New University, UK</i>

17:00-17:20	<b>[O1.4] Strategic use of electronic commerce in tourism SMEs in Vietnam</b> T. Nguyen, <i>University of Canberra, Australia</i>	<b>[O2.4] Fast food retailing: Ethical challenges confronting food entrepreneurs in the delivery of safe foods</b> P.S. Toh*, R.H. Leoneeta, F.F.A. Mohd, <i>University Technology MARA, Malaysia</i>	<b>[O3.4] A new path of creating customer loyalty in the international tourist hotel: From a customer-company identification perspective</b> C.H.J. Wu, H.J. Li*, <i>National Dong-Hwa University, Taiwan</i>	<b>[O4.4] Survey of cultural heritage from tourists' poetry: Case study Tagh-e-Kasra</b> M. Nekoolal Tak* <sup>1</sup> , R. Mosleh <sup>2</sup> , <sup>1</sup> <i>Tehran University, Iran, 2</i> Islamic Azad University, Iran	<b>[O5.4] Understanding employees' demographic factors' impacts on organizational culture - A study of Hainan's international branded hotels</b> R.X.Y. Chen*, C. Cheung, R. Law, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O6.4] The confirmatory factor analysis research in the energy saving and carbon reduction literacy scale of tourism practitioners</b> J.S. Horng <sup>1</sup> , M.L. Hu <sup>2</sup> , C.C. Teng <sup>3</sup> , H.L. Hsiao* <sup>1</sup> , <sup>1</sup> <i>De-Lin Institute of Technology, Taiwan, 2</i> Jinwen University Science and Technology, Taiwan, <sup>3</sup> <i>Fu Jen Catholic University, Taiwan</i>	<b>[O7.4] The relationship between price and quality at tourist destination hospitality enterprises</b> D. Pardew, S. Volo*, <i>University of Bolzano, Italy</i>
17:20-17:40	<b>[O1.5] Critical determinants of travellers' use of user-Generated content for travel planning</b> J. Ayeh*, N. Au, R. Law, <i>Hong Kong Polytechnic University, Hong Kong</i>	<b>[O2.5] Tourism quality risks: Incoming tour operators' perceptions of risk factors related to tourism product delivery</b> O. Gjerard, <i>University of Stavanger, Norway</i>	<b>[O3.5] Assessment of information technology facilities in selected hotels in Ikeja, Lagos</b> P.O. Adeniji, <i>Redeemer's University, Nigeria</i>	<b>[O4.5] Sustainable heritage: The tool for poverty alleviation in Nigeria</b> O. Nduka*, C. Sam-Amobi, <i>University of Nigeria, Enugu Campus, Nigeria</i>	<b>[O5.5] Tourism and hospitality managers' perceptions of employee diversity and impact of employee diversity on organizational outcomes</b> G. Garib, <i>Tilburg University, The Netherlands</i>		<b>[O7.5] Assessing the impact of psychological capital on tour guides in Taiwan: A potentially value-added resource?</b> C.S. Hsu* <sup>1</sup> , H.M. Lee <sup>2</sup> , L.L. Hsu <sup>1</sup> , S.D. Weng <sup>1</sup> , <sup>1</sup> <i>National Kaohsiung First University of Science and Technology, Taiwan, 2</i> Shu-Te University, Taiwan
<b>17:40-19:00</b>	<b>Welcome Drinks Reception &amp; Poster Viewing Session</b>						
<b>Sunday 11 December</b>							
08:00-09:00	Registration						
<b>Session Chair</b>	<b>Cathy Hsu</b>						
09:00-09:30	<b>[KN3] "Today's straws in the wind – tomorrow's futures for tourism?"</b> , C. Ryan, <i>University of Waikato, New Zealand</i>						
09:30-10:00	<b>[KN4] Domestic &amp; international hotel brands: China's hotel industry in international context</b> , H.M. GU, <i>Beijing International Studies University, China</i>						
10:00-10:30	<b>[KN5] Examining structural change in tourism research environments</b> , R. Perdue, <i>Virginia Polytechnic Institute and State University, USA</i>						
<b>10:30-11:00</b>	<b>Refreshment Break</b>						
	Stream 1 Function Room 1 B/1	Stream 2 Function Room 2 B/1	Stream 3 Function Room 3 B/1	Stream 4 Function Room 4 B/1	Stream 5 Function Room 7 B/1	Stream 6 Classroom TH303 3/F	Stream 7 Classroom TH304 3/F
<b>Theme</b>	E-Marketing	CSR and Sustainability	Hotel Management	Eco and Cultural Tourism	HRM	Cultural Understanding	Shopping and Consumer Behaviour
<b>Session Chairs</b>	Nguyen Thu	Hsieh Tsui Fang	Zhao Xinyuan	Gloria Chan	Rose Chen	Hazel Hao	PS Toh
11:00-11:20	<b>[O1.6] Web sites evaluation of renewable energy technology (RET) park</b> W. Chan, B. Jiang*, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O2.6] Corporate culture and strategic orientation in the hospitality industries</b> H.J. Han, <i>Michigan State University, USA</i>	<b>[O3.6] Influence of hotel's security management on guest's satisfaction and future behavioural intention</b> H. Abdullah, N.A. Rahman, S. Sulaiman*, <i>University Technology Mara, Malaysia</i>	<b>[O4.6] Ecotourism planning and sustainable community development in Nepal: A theoretical framework</b> R.C.K. Chan, K.D. Bhatta*, <i>The University of HongKong, Hong Kong</i>	<b>[O5.6] How does personality affect social networks? A study on the boundary-spanning personnel in the tourism industry</b> T. Ying* <sup>1</sup> , W. Norman <sup>2</sup> , <sup>1</sup> <i>University of Otago, New Zealand, 2</i> Clemson University, USA	<b>[O6.7] How travelling promotes understanding toward culture and lifestyles: Comparisons between different types of package tours from Indonesia to Japan</b> D. Kausar, <i>Pancasila University Faculty of Tourism, Indonesia</i>	<b>[O7.6] A reexamination of tourist shopping satisfaction</b> I.K.A. Wong* <sup>1</sup> , Y.K.P. Wan <sup>2</sup> , <sup>1</sup> <i>Institute for Tourism Studies, Macao, 2</i> University of Macao, Macao

11:20-11:40	<b>[O1.7] Promotional effects of tourism destinations by online video media</b> K.I. Ku* <sup>1,2</sup> , T.M. Lai <sup>3</sup> , <sup>1</sup> Institute For Tourism Studies, Macao, <sup>2</sup> The Hong Kong Polytechnic University, Hong Kong, <sup>3</sup> Macao Polytechnic Institute, Macao	<b>[O2.7] 'Anticipation': Local residents' reaction to tourism as a tool for poverty alleviation</b> D. Musinguzi*, J. Ap, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O3.7] Improving hotel management in the care hotel industry</b> M. Stoffelen, G. Garib*, A. Bargeman, <i>Tilburg University, The Netherlands</i>	<b>[O4.7] The myth of wild elephants a social constructive analysis of wild elephant tourism in Xishuangbanna, China</b> Q. Cui*, H. Xu, <i>Sun Yatsen University, China</i>	<b>[O5.7] Confucianism and generation y: How the two contrary value sets influence employees and employers in the hospitality industry</b> T. Lee*, Z. Zheng, <i>University of Queensland, Australia</i>	<b>[O6.8] How does travel affects Chinese visitors' perception?</b> T. Tse, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O7.7] Decoding the phenomenon of "fewer young Japanese travelling abroad": A theoretical view</b> N. Takai-Tokunaga* <sup>1</sup> , S. Nishimura <sup>2</sup> , T. Nakamura <sup>3</sup> , <sup>1</sup> Bunkyo University, Japan, <sup>2</sup> Doshisha University, Japan, <sup>3</sup> Tamagawa University, Japan
11:40-12:00	<b>[O1.8] Deprivation and interest information needs traits: Does it influence travel information needs and amount of search?</b> D. Jani*, Y.H. Hwang, <i>Dong-A University, Republic of Korea</i>	<b>[O2.8] Are tourists willing to pay more for sustainable tourism? A choice experiment in Switzerland</b> R. Wehrli*, J. Stettler, J. Schwarz, <i>Lucerne University of Applied Sciences and Arts, Switzerland</i>	<b>[O3.8] Implementation of smart technologies into hotel industry: Case study Croatia</b> B.K. Miocic*, L.Z. Korona, M. Matesic, <i>University of Zadar, Croatia</i>	<b>[O4.8] Tourists' behavioral intentions in response to tourists' perception on environmental issue management in natural sites of UNESCO World Heritage Site: A case study of Dongphayayen-Khaoyai Forest Complex</b> A. Lertwannawit*, J. Anuwichanont, S. Serirat, <i>Suan Dusit Rajabhat University, Thailand</i>	<b>[O5.8] Changing of the guard: Generation Y and the evolution of workplace attitudes</b> D. Solnet, A. Kralj*, N. Paulsen, <i>University of Queensland, Australia</i>	<b>[O6.9] An empirical study on Chinese cultural soft power influence</b> L. Hongbo, S. Yong, G. Yingzhi, S. Anna*, <i>Fudan University, China</i>	<b>[O7.8] Shopping tourism: A conceptual framework</b> B. Rittichainuwat, <i>Siam University, Thailand</i>
12:00-12:20	<b>[O1.9] Building and maintaining customer relations over travel blogs</b> C. Ho*, P. Lee, <i>Chaoyang University of Technology, Taiwan</i>	<b>[O2.9] Tourism and poverty alleviation: A case study of tourism co-operative in Tingri, Tibet</b> X.T. Yang*, H.G. Xiao, K. Hung, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O3.9] Why auction accommodation coupon online? Exploring the consumers' bidding result based on starting price, number of bidders and promotion programs</b> R.D. Liang*, C.M. Cheng, C.F. Wu, <i>National Penghu University of Science and Technology, Taiwan</i>	<b>[O4.9] Sustainable cultural tourism management through sufficiency economy philosophy of Mae-ngon Watershed area, Fang District, Chiang Mai Province, Thailand</b> W. Thongma*, K.Y. Chen, W. Leelapattana, <i>Maejo University, Thailand</i>	<b>[O5.9] I am, therefore I perform: Social identity and performance in tourism and hospitality organisations</b> G. Garib, <i>Tilburg University, The Netherlands</i>	<b>[O6.10] The role of tour guide's cultural intelligence in tour experience</b> H.K. Hung* <sup>1</sup> , R.S. Yeh <sup>1</sup> , <sup>1</sup> National Chi Nan University, Taiwan, <sup>2</sup> Yuan Ze University, Taiwan	<b>[O7.9] Effects of tip-collection strategies and service guarantee on the service providers: Evidence from tour leaders in Taiwan</b> S.T. Tsauro* <sup>1</sup> , C.H. Wang <sup>2</sup> , <sup>1</sup> National Chiayi University, Taiwan, <sup>2</sup> National Taichung University of Education, Taiwan
12:20-12:40	<b>[O1.10] Exploring the priority of influencing determinants for B2C e-commerce adoption decision in travel agencies</b> S.W. Lin* <sup>1</sup> , H.P. Fu <sup>2</sup> , <sup>1</sup> Takming University of Science and Technology, Taiwan, <sup>2</sup> National Kaohsiung First University of Science and Technology, Taiwan	<b>[O2.10] Seasonality, quality and short term strategies of prices in the airlines sector</b> Y. Narangajavana <sup>1</sup> , F.J. Garrigos-Simon* <sup>2</sup> , I.G. Pechuan <sup>1</sup> , A.M. Conesa <sup>3</sup> , <sup>1</sup> Walailak University, Thailand, <sup>2</sup> Universidad Politecnica de Valencia, Spain, <sup>3</sup> Universidad de Navarra, Spain	<b>[O3.10] Travellers' attitude towards a hotel in the best and worst hotel lists published online</b> L.V. Casalo <sup>1</sup> , Y. Ekinci <sup>2</sup> , C. Flavian* <sup>1</sup> , M. Guinaliu <sup>1</sup> , <sup>1</sup> University of Zaragoza, Spain, <sup>2</sup> Oxford Brookes University, UK	<b>[O4.10] Favela tours in Rio de Janeiro: A study of travel motivations</b> J. Aquino*, K. Andereck, <i>Arizona State University, USA</i>			<b>[O7.10] Set relationships between "objective authenticity" and "subjective authenticity" in case of the Forbidden City in Beijing.</b> X. Chen*, J. Cai, <i>Institute of Geographic Sciences and Natural Resources Research, CAS, China</i>
12:40-14:00	<b>Lunch</b>						

	Stream 1 Function Room 1 B/1	Stream 2 Function Room 2 B/1	Stream 3 Function Room 3 B/1	Stream 4 Function Room 4 B/1	Stream 5 Function Room 7 B/1	Stream 6 Classroom TH303 3/F	Stream 7 Classroom TH304 3/F
Theme	Marketing	Sustainability	Satisfaction and Service Recovery	Wellness	HRM	Globalization	Website Analysis
Session Chairs	Ilian Assenov	Dan Musinguzi	Suria Sulaiman	Vincent Heung	David Solnet	Aaron Yankhomes	Dan Cao
14:00-14:20	<b>[O1.11] Towards a conceptual framework of visitor-to-visitor word-of-mouth</b> A.F. Harris* <sup>1,2</sup> , B. Prideaux <sup>1</sup> , <sup>1</sup> William Angliss Institute, Australia, <sup>2</sup> James Cook University, Australia	<b>[O2.11] Tourism planning and policy making process in developing destination from local government perspectives</b> A. Furqan*, A.P. Matsom, University Sains Malaysia, Malaysia	<b>[O3.11] Service guarantees: The impact to service quality and customer satisfaction</b> M.S. Aslinda, University Putra Malaysia, Malaysia	<b>[O4.11] Exploring the essence of the spa service experience and experience dimensions</b> J.K.L. Chan* <sup>1</sup> , I. Azman <sup>2</sup> , <sup>1</sup> University Malaysia Sabah, Malaysia, <sup>2</sup> UITM, Malaysia	<b>[O5.11] The compensation design program in the hospitality industry: The perspective of two factor theory</b> C.D. Yen* <sup>1</sup> , C.W. Lu <sup>2,4</sup> , Y.C. Wang <sup>3</sup> , H.C. Liu <sup>5</sup> , <sup>1</sup> National Central Univ., Taiwan, <sup>2</sup> Fu Jen Catholic Univ., Taiwan, <sup>3</sup> Hsing Wu College, Taiwan, <sup>4</sup> Tamkang Univ., Taiwan, <sup>5</sup> Holiday Inn East Taipei, Taiwan	<b>[O6.11] Handicrafts in globalisation times: An analysis of craft producers in Andhra pradesh and rural tourism</b> P.S.S. Reddy* <sup>1</sup> , P. Aparna <sup>2</sup> , <sup>1</sup> SK University, India, <sup>2</sup> GNITS, India	<b>[O7.11] The impact of website quality and perceived value on customer purchase intention: Website brand as a moderator</b> N.T. Kuo <sup>1</sup> , K.C. Chang <sup>2</sup> , Y.S. Cheng <sup>1</sup> , C.H. Lai* <sup>1</sup> , <sup>1</sup> Ming Chung University, Taiwan, <sup>2</sup> Chihlee Institute of Technology, Taiwan
14:20-14:40	<b>[O1.12] Relationship of personality, and tourism information sources and feedback channels</b> W.K. Tan*, C.Y. Tang, Kainan University, Taiwan	<b>[O2.12] Assessing environmental performance in tourism: Evidence from small and medium-sized (SME) accommodation establishments in the Costa Maya, Quintana Roo, Mexico</b> E. Guillen-Arguelles* <sup>1</sup> , E.M. Carballo-Guillen <sup>1</sup> , J.Y. Verde-Gómez <sup>1</sup> , <sup>1</sup> Programa de Mejoramiento del Profesorado (PROMEP), Mexico, <sup>2</sup> CONACYT-Gobierno Estado de Quintana Roo, Mexico	<b>[O3.13] Learning form mistakes: How to develop an integrated service recovery system (ISRS) in hotels</b> M.L. Santos-Vijande* <sup>1</sup> , A.M. Díaz-Martin <sup>2</sup> , A.B. Del Rio Lanza <sup>1</sup> , L. Suarez Alvarez <sup>1</sup> , <sup>1</sup> Universidad de Oviedo, Spain, <sup>2</sup> Universidad Autónoma de Madrid, Spain	<b>[O4.12] Health tourism in India with special reference to ayurveda, yoga, naturopathy and meditation</b> S. Zagade <sup>1</sup> , R. Jarad* <sup>3</sup> , S. Jain <sup>1</sup> , M. Palacios <sup>2</sup> , F. Ruiz <sup>2</sup> , <sup>1</sup> Institute of Hotel Management & Catering Technology Tathawade, India, <sup>2</sup> Universidad Politecnica de Madrid, Spain, <sup>3</sup> University Of Pune, India	<b>[O5.12] Supervisor support, job embeddedness, and hotel employee outcomes: Evidence from Cameroon</b> O.M. Karatepe, Eastern Mediterranean University, Turkey	<b>[O6.12] The influence of nationalism on tourist-host relationships</b> I. Griffiths, R. Sharpley*, University of Central Lancashire, UK	<b>[O7.12] A comparative analysis of Hong Kong hotel website functionality performance on top five Internet browsers</b> D. Leung*, R. Law, H.A. Lee, The Hong Kong Polytechnic University, Hong Kong
14:40-15:00	<b>[O1.13] A study on the influential factors on tourists' visit to Bangkok</b> T. Teeranousou, Assumption University, Thailand	<b>[O2.13] Leadership, community-based projects and regional policies</b> A. Capriello* <sup>1,2</sup> , M. Giubertoni <sup>1</sup> , <sup>1</sup> University of Piemonte Orientale, Italy, <sup>2</sup> IRAT-CNR, Italy	<b>[O3.14] Accessing the customer experience, satisfaction and behavioural intention in hospitality industry</b> P.S. Manhas*, R. Singh, University of Jammu, India	<b>[O4.13] Methodology for measuring the competitiveness of medical tourism in Thailand</b> K. Guntawongwan* <sup>1</sup> , V. Ramos <sup>1</sup> , <sup>1</sup> Chiang Mai University, Thailand, <sup>2</sup> University of the Balearic Islands, Spain	<b>[O5.13] Effect of emotional labor on emotional exhaustion and work attitudes: Moderating effects of emotional intelligence and supervisor support among hospitality employees in India</b> N. Rathi* <sup>1</sup> , D. Bhatnagar <sup>2</sup> , S. Mishra <sup>3</sup> , <sup>1</sup> Amrita University, India, <sup>2</sup> Indian Institute of Management Ahmedabad, India, <sup>3</sup> Indian Institute of Management Indore, India	<b>[O6.13] Service internationalisation theory and practice: An investigation into the market entry strategies pursued by tourism companies entering the Chinese market</b> M.L. Mueller*, N.G. Evans, Teesside University, UK	<b>[O7.13] Towards understanding designing attributes, users' browsing experiences and benefits on travel websites</b> C. Ho*, T. Lai, Chaoyang University of Technology, Taiwan

15:00-15:20	<b>[O1.14] The role of advertising effectiveness and emotions of customer on impulse buying in exhibition</b> C.T. Lin, C.W. Lin*, <i>Ming Chuan University, Taiwan</i>	<b>[O2.14] The dynamic assessment model on tourism environmental carrying capacity in Taroko National Park</b> H.S. Chen* <sup>1</sup> , T.F. Hsieh <sup>2</sup> , W.S. Huang <sup>3</sup> , <sup>1</sup> <i>Chung Shan Medical University, Taiwan</i> , <sup>2</sup> <i>Taiwan Hospitality &amp; Tourism College, Taiwan</i> , <sup>3</sup> <i>Chaoyang University of Technology, Taiwan</i>	<b>[O3.15] The recovery paradox: An empirical analysis in the tourism industry</b> D. Martín-Consuegra*, A. Molina, E. Díaz, <i>University of Castilla-La Mancha, Spain</i>	<b>[O4.14] The role of brand trust in a service quality-loyalty model for medical tourism</b> A. Lertwannawit* <sup>1</sup> , N. Gulid <sup>1</sup> , <sup>1</sup> <i>Suan Dusit Rajabhat University, Thailand</i> , <sup>2</sup> <i>Srinakharinwirot University, Thailand</i>	<b>[O5.14] Theorising occupational decision making - A longitudinal study of hospitality training in schools</b> T. Simpkin, <i>University of Tasmania, Australia</i>	<b>[O6.14] Hospitality leadership: A Chinese perspective</b> P. Wang, <i>AUT University, New Zealand</i>	<b>[O7.14] An empirical study on the effect of online word-of-mouth based on consumers' preference</b> C. Yang*, F. Du, F. Yang, <i>University of Science and Technology of China, China</i>
15:20-15:40	<b>[O1.15] Photos in tourism product advertising: The role of representativeness of destination, self-reference, and consumer's imagery ability</b> C.M. Yang <sup>1</sup> , R.D. Liang <sup>2</sup> , C.M. Cheng* <sup>2</sup> , <sup>1</sup> <i>Ming Chuan University, Taiwan</i> , <sup>2</sup> <i>National Penghu University of Science and Technology, Taiwan</i>	<b>[O2.15] Relevance of TBL reporting for tourism industry</b> L. Knezevic Cvelbar* <sup>1</sup> , L. Dwyer <sup>1</sup> , <sup>1</sup> <i>University of Ljubljana, Slovenia</i> , <sup>2</sup> <i>University of New South Wales, Australia</i>		<b>[O4.15] Exploring an optimal medical tourism product preferred by Japanese tourists</b> S. Kim* <sup>1</sup> , M. Kim <sup>1</sup> , K. Chon <sup>2</sup> , <sup>1</sup> <i>Sejong University, Republic of Korea</i> , <sup>2</sup> <i>Hong Kong Polytechnic University, Hong Kong</i>	<b>[O5.15] Analysis of participating motivation, travel risk, and travel satisfaction of Taiwan undergraduates work and travel overseas</b> Y.H. Lin, S.C. Wang*, Y.C. Lee, <i>Asia University, Taiwan</i>	<b>[O6.15] The market structure, conduct and performance approach (SCP) applied to the Spanish hotel industry</b> L.G. Garcia, M.J.S. Devesa, L.F.M. Penalver*, <i>University of Alcala, Spain</i>	<b>[O7.15] The accessibilities of China's tourism information websites</b> Y.A. Wang*, M. Yin, <i>Beijing International Studies University, China</i>
<b>15:40-16:10</b>	<b>Refreshment Break &amp; Poster Session 1</b>						
	<b>Stream 1</b> Function Room 1 B/1	<b>Stream 2</b> Function Room 2 B/1	<b>Stream 3</b> Function Room 3 B/1	<b>Stream 4</b> Function Room 4 B/1	<b>Stream 5</b> Function Room 7 B/1	<b>Stream 6</b> Classroom TH303 3/F	<b>Stream 7</b> Classroom TH304 3/F
<b>Theme</b>	<b>Marketing</b>	<b>Community Development</b>	<b>Food Service</b>	<b>Innovation</b>	<b>HRM / IT</b>	<b>Economic Analysis</b>	<b>Destinations</b>
<b>Session Chairs</b>	<b>Haiyan Kong</b>	<b>Yang Xiaotao</b>	<b>Lola Muhamad Safiih</b>	<b>Bruce Prideaux</b>	<b>Tammy Ku</b>	<b>Yao Hong</b>	<b>Janet Chang</b>
16:10-16:30	<b>[O1.16] An evaluation of information content on national tourism websites for promoting ecotourism destinations</b> N.H. Hashim*, S. Subramaniam, <i>University Teknologi Malaysia, Malaysia</i>	<b>[O2.16] The impact of political instability and corruption on tourism development: Cross-country panel estimates</b> G. Yap, S. Saha*, <i>Edith Cowan University, Australia</i>	<b>[O3.16] The importance of indirect effects in restaurant brand equity research</b> T.M. Tan*, I. Hishamuddin, K.R. Devinaga, <i>Multimedia University, Malaysia</i>	<b>[O4.16] Analysis of the "slow city" as a tourist attraction: The case of Korea</b> T. Lee* <sup>1</sup> , J.S. Han <sup>2</sup> , <sup>1</sup> <i>University of Queensland, Australia</i> , <sup>2</sup> <i>Gangwon Leading Industry Office, Republic of Korea</i>	<b>[O5.16] Work-life balance in a Swiss hotel: The experiences of luxury hotel employees</b> R.A. Lewis, <i>Les Roches Gruyère University of Applied Sciences, Switzerland</i>	<b>[O6.16] A meta-analysis of tourism forecasting studies</b> H. Song*, B. Peng, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O7.16] The relationship among destination image, flow experience, place attachment and behavioral intention: The case of Kaohsiung pier-2 art center</b> H.J. Chou*, W.J. Tsai, <i>Cheng Shiu University, Taiwan</i>
16:30-16:50	<b>[O1.17] Exploring changes of South Africa's brand image through mega sporting events. A case study on the perceptions of online communities before and during the 2010 FIFA World Cup</b> N.E. Orsolini* <sup>1</sup> , T.C. Melewar <sup>2</sup> , <sup>1</sup> <i>HTW Chur, Switzerland</i> , <sup>2</sup> <i>Brunel University, UK</i>	<b>[O2.17] Villagers' contentment of homestay program; Case of Penang, Malaysia</b> B.M. Farahani*, M. Khoshkam, B. Mohamed, <i>University Sains Malaysia, Malaysia</i>	<b>[O3.17] Influences of atmospherics on restaurant patrons' satisfaction and behavioural intentions</b> T. Gu*, V. Heung, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O4.17] Slow food group members' involvement and vacation travel</b> K. Lee*, C. Arcodia, T. Lee, <i>University of Queensland, Australia</i>	<b>[O5.17] How can managers predict employees' intention to leave a job in fast food outlets in Peninsular Malaysia?</b> H. Ghazali* <sup>1,2</sup> , C. Ryan <sup>2</sup> , A. Mohsin <sup>2</sup> , <sup>1</sup> <i>University PUTRA Malaysia, Malaysia</i> , <sup>2</sup> <i>University of WAIKATO, New Zealand</i>	<b>[O6.17] Scale and technical efficiency of Spanish hotels: Independent properties vs. chain-affiliated hotels</b> L.F.M. Penalver*, M.J.S. Devesa, <i>University of Alcala, Spain</i>	<b>[O7.17] The relationships among tourism image, perceived quality, place attachment, tourist satisfaction, and revisit intention - a case of international tourists in Thailand tourism night market</b> H.L. Kuo* <sup>1</sup> , T.C. Huan <sup>2</sup> , W. Thongma <sup>1</sup> , B. Guntoro <sup>2</sup> , C.F. Tsai <sup>2</sup> , K.Y. Chen <sup>1</sup> , <sup>1</sup> <i>Maejo University, Thailand</i> , <sup>2</sup> <i>National Chiayi University, Taiwan</i>

16:50-17:10	<b>[O1.18] Personal influence on the image of a tourism destination: Mediating effect of familiarity</b> M.C. Rodriguez*, A.E. Talaya, J.A.M. Jimenez, <i>University of Castilla-la Mancha, Spain</i>	<b>[O2.18] Constructing an indicator system for historic city's sustainable development evaluation: A case study in Nanjing, China</b> Y.A. Wang*, M. Yin, <i>Beijing International Studies University, Beijing, China</i>	<b>[O3.18] Exploration on the relationship between customer relationship inertia and customer loyalty in the fast food industry</b> C.C. Cheng, C.T. Chen, C.Y. Lin*, Y.C. Lin, <i>Taipei College of Maritime Technology, Taiwan</i>	<b>[O4.18] Marketing slow food and tourism: Exploring the slow food phenomenon in a fast food world</b> L. White, <i>Victoria University, Australia</i>	<b>[O5.18] Sexual discrimination and harassment in the hospitality industry</b> E.M. Ineson*, M.H.T. Yap <sup>2</sup> , G. Whiting <sup>1</sup> , <i>Manchester Metropolitan University, UK</i> , <sup>2</sup> César Ritz Colleges, Switzerland	<b>[O6.18] Economic impact of tourism in Nepal</b> B. Gautam <sup>1</sup> , <i>Nepal Rastra Bank, Nepal</i> , <sup>2</sup> Tribhuvan University, Nepal	<b>[O7.18] Destination branding: Slogans and photos as visual and verbal cues on tourism website</b> N.H. Hashim*, A.F. Ismail <sup>2</sup> , S.F. Syed Ahmad <sup>3</sup> , <sup>1</sup> Universiti Teknologi Malaysia, Malaysia, <sup>2</sup> Murdoch University, Australia, <sup>3</sup> Universiti Malaya, Malaysia
17:10-17:30	<b>[O1.19] Does price promotion induce repeat purchases for Malaysian low cost airlines?</b> J.K.L. Chan*, E.L. Yeoh <sup>2</sup> , <sup>1</sup> Universiti Malaysia Sabah, Malaysia, <sup>2</sup> INTI International College University, Malaysia	<b>[O2.19] Tourism cluster as strategy for sustainable tourism development on Lantau Island, Hong Kong</b> L. Marafa*, T. To, <i>The Chinese University of Hong Kong, China</i>	<b>[O3.19] Challenges to existing competencies in restaurant space design for future changes</b> J.S. Horng*, C.H. Liu <sup>2</sup> , S.F. Chou <sup>3</sup> , C.Y. Tsai <sup>1</sup> , S.H. Hsieh <sup>1</sup> , <sup>1</sup> De Lin Institute of Technology, Taiwan, <sup>2</sup> Taiwan Normal University, Taiwan, <sup>3</sup> Taiwan University, Taiwan	<b>[O4.19] Doing tourist sensescape: Embodied interactions within the place</b> V. Markuksela*, A. Valtonen, <i>University of Lapland, Finland</i>	<b>[O5.19] WEB 3.0 and its influence on competitiveness</b> F.J. Garrigos-Simon <sup>1</sup> , Y. Narangajavana <sup>2</sup> , I.G. Pechuan <sup>1</sup> , A.M. Conesa*, <sup>3</sup> Universidad Politecnica de Valencia, Spain, <sup>2</sup> Walailak University, Thailand, <sup>3</sup> Universidad de Navarra, Spain	<b>[O6.19] Explore travel and tourism macroeconomics trend growth of Macau</b> L. Yang, <i>Macau University of Science and Technology, China</i>	<b>[O7.19] Modelling destination image and country image</b> E. Cakmak, K. Dinnie*, S. Straatman, <i>NHTV Breda University of Applied Sciences, The Netherlands</i>
17:30-17:50	<b>[O1.20] Tour packages or self-planned travel? Factors affecting overseas travel choice behavior for persons with reduced mobility</b> Y.C. Chang*, C.F. Chen <sup>2</sup> , <sup>1</sup> National Taiwan Ocean University, Taiwan, <sup>2</sup> National Cheng Kung University, Taiwan	<b>[O2.20] Functional evolution of an urban historic district and touristification: A case study of Foshan Lingnan Tiandi, Guangdong</b> S.Y. Zhong, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O3.20] The professionals' conceptions of creativity in restaurant space planning</b> J.S. Horng*, C.H. Liu <sup>2</sup> , S.F. Chou <sup>3</sup> , C.Y. Tsai <sup>1</sup> , S.H. Hsieh <sup>1</sup> , <sup>1</sup> De Lin Institute of Technology, Taiwan, <sup>2</sup> National Taiwan University, Taiwan	<b>[O4.20] Discourse analysis of Iranian tourism literature</b> F.M. Goloshejerdi, M. Mahmoud Marghany, N.H. Hashim*, <i>Universiti Teknologi Malaysia, Malaysia</i>	<b>[O5.20] Can tourism networks manage new technology?</b> N. Mistilis*, D. Buhalis <sup>2</sup> , <sup>1</sup> University of New South Wales, Sydney, Australia, <sup>2</sup> School of Tourism Bournemouth University, UK	<b>[O6.20] Classifying tourists: Emic perspectives and accompanying perceptions from Tibetan youth</b> M.Y. Wu*, P. Pearce, <i>James Cook University, Australia</i>	<b>[O7.20] The effect of the visitor's consumption experience and tourism image on their satisfaction and revisit intention to Taiwan's night market</b> H.J. Chou*, Y.T. Chen, Y.L. Ho, <i>Cheng Shiu University, Taiwan</i>

**19:00-22:00** Gala Dinner – Ticket Holders Only

**Monday 12 December**

	Stream 1 Function Room 1 B/1	Stream 2 Function Room 2 B/1	Stream 3 Function Room 3 B/1	Stream 4 Function Room 4 B/1	Stream 5 Function Room 7 B/1	Stream 6 Classroom TH303 3/F	Stream 7 Classroom TH304 3/F
Theme	Marketing	Impacts	Revenue Management	Events	Education	Place and Space	Leisure
Session Chairs	Chen Fang Yuan	Nina Mistilis	Catherine Cheung	Adele Ladkin	Anne Tagbor	Honggen Xiao	Daniel leung
09:00-09:20	<b>[O1.21] Tourism motivation of Korean film-induced tourists</b> W. Rewtrakunphaiboon, <i>Bangkok University, Thailand</i>	<b>[O2.21] Cultural influences on residents' perception towards impacts in tourism development: Case study on Ciqikou, China</b> H. Hong*, Y. Cheng, B. Tang, <i>Chongqing University of Technology, China</i>	<b>[O3.21] Relationship among revenue management knowledge, perceptions of price fairness and loyalty: The case of hotel customers</b> Y.H. Lin <sup>1</sup> , K.C. Huang*, <sup>1</sup> Asia University, Taiwan, <sup>2</sup> Tung University, Taiwan	<b>[O4.21] The effects of the emotional intelligence of spectators on their motivations, satisfactions and stresses</b> J. Han, K. Hwang, H. Kim*, I. Lee, <i>Chung-Ang University, Republic of Korea</i>	<b>[O5.21] Tourism Education 2.0. The case of INNTOUR</b> J.J. Liburd, <i>University of Southern Denmark, Denmark</i>	<b>[O6.21] Understanding visitor motivations at sites of death and disaster: The cases Dachau Memorial Site and 11-M Madrid Memorial Site</b> R. Isaac*, A. Pinton, E. Cakmak, <i>NHTV Breda University of Applied Sciences, The Netherlands</i>	<b>[O7.21] Pet constraint's influences on owner's leisure intention</b> N. Peng*, K.P. Hung <sup>2</sup> , A. Chen <sup>2</sup> , <sup>1</sup> University of Westminster, UK, <sup>2</sup> Ming Chuan University, Taiwan

09:20-09:40	<b>[O1.22] How do wine tourism destinations achieve strategic positioning?</b> M. Gómez*, A. Molina, A. Esteban, <i>University of Castilla-La Mancha, Spain</i>	<b>[O2.22] Tourism impacts on urban historic area from local perspective: Evidence from Xinhepu, Guangzhou</b> S.Y. Zhong*, X.T. Yang, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O3.22] Using cash flow and earnings based measures to evaluating hospitality corporations takeover</b> C. Ramdeen, S.A. Lee*, <i>Florida Gulf Coast University, USA</i>	<b>[O4.22] Events-induced tourism: A protocol analysis</b> T. Jayaswal, <i>Carrick Education Pty. Ltd., Australia</i>	<b>[O5.22] Developing human agents with global identities: A critical analysis of identity and agency in hospitality, tourism and events management education in the UK</b> M. Firth, <i>Manchester Metropolitan University, UK</i>	<b>[O6.22] Travel brochures and authenticity in aboriginal tourism</b> J. Chang*, T.L. Lin <sup>1,2</sup> , <sup>1</sup> <i>National Kaohsiung University of Hospitality and Tourism, Taiwan</i> , <sup>2</sup> <i>Chinese Culture University, Taiwan</i>	<b>[O7.22] Planned leisure intention for British and Taiwanese pet owners</b> K.P. Hung <sup>1</sup> , N. Peng* <sup>2</sup> , A. Chen <sup>1</sup> , <sup>1</sup> <i>University of Westminster, UK</i> , <sup>2</sup> <i>Ming Chuan University, Taiwan</i>
09:40-10:00	<b>[O1.23] Tourist satisfaction with destinations: A communicative model</b> J. Li, <i>Shanghai Normal university, China</i>	<b>[O2.23] Institutional pressures on golf courses to respect the natural environment: An experimental analysis using partial least squares</b> A. Vargas-Sánchez*, F. Riquel-Ligero, <i>University of Huelva, Spain</i>	<b>[O3.23] Hotel revenue forecasting based on the number of occupied rooms</b> L.M. Safiih*, I. Yahaya, <i>University Malaysia Terengganu, Malaysia</i>	<b>[O4.23] The tourism industry and the process of internationalization in the middle east: The example of Jordan</b> M. Pillmayer*, N. Scherle, <i>Catholic University of Eichstätt-Ingolstadt, Germany</i>	<b>[O5.23] Into the valley of death..... - Educating the hospitality industry's cannon fodder</b> T.G. Baum, <i>University of Strathclyde, UK</i>	<b>[O6.23] The hospitable space a model of the urban quarter</b> D. Egan* <sup>1</sup> , J. Cockill <sup>1</sup> , J. Merron <sup>1</sup> , <sup>1</sup> <i>Sheffield Hallam University, UK</i> , <sup>2</sup> <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O7.23] Serious leisure, recreation specialization and leisure benefits</b> C.H. Wang*, T.J. Chen, <i>National Taichung University of Education, Taiwan</i>
10:00:10:20	<b>[O1.24] Representing the nation or the place: The role of symbolic places of the capital Taipei in city branding</b> S.T. Liu, <i>St. John's University, Taiwan</i>	<b>[O2.24] Evaluating the impact of crime on long-stay tourist arrivals to Barbados: A transfer function approach</b> T. Lorde* <sup>1</sup> , D. Devonish <sup>1</sup> , M. Jackman <sup>2</sup> , <sup>1</sup> <i>The University of the West Indies, Barbados</i> , <sup>2</sup> <i>Central Bank of Barbados, Barbados</i>	<b>[O3.24] Influence of price thresholds in urban hotel choice at Spain</b> A.V.R. Vega*, C.R. Gil, J.P. Borondo, <i>University of La Rioja, Spain</i>	<b>[O4.24] Exploring inhibitors of effective networking among tourism conference delegates</b> D. Musinguzi*, G. Woo, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O5.24] A unique hotelier-educator partnership: In the beginning...</b> R. Robinson, <i>The University of Queensland, Australia</i>	<b>[O6.24] Evaluating tourists' positive emotions: A study of Chinese travel blogs</b> D. Cao <sup>1,2</sup> , S. Filep* <sup>2</sup> , M. Jiang <sup>2</sup> , <sup>1</sup> <i>Sichuan Normal University, China</i> , <sup>2</sup> <i>Victoria University, Australia</i>	<b>[O7.24] An empirical study on the impact of agricultural tourists' travel motivation and satisfaction on loyalty-A case study of million acres of Jujube Forest, Shandong Province</b> Y.Z. Guo <sup>1</sup> , Y.J. Wang* <sup>1</sup> , S.N. Zang <sup>1</sup> , Y. Chen <sup>2</sup> , <sup>1</sup> <i>Fudan University, China</i> , <sup>2</sup> <i>Hong Kong Polytechnic University, Hong Kong</i>
10:20-10:40	<b>[O1.25] Which restaurant endorser model is most influential for Japanese tourists?</b> S. Kim* <sup>1</sup> , K.C. Wang <sup>2</sup> , J. Sohn <sup>1</sup> , <sup>1</sup> <i>Sejong University, Republic of Korea</i> , <sup>2</sup> <i>National Taiwan Normal University, Taiwan</i>	<b>[O2.25] Multi-modal theoretical framework to assess the tourism impacts on the built environment within the context of sustainability, case study Kuah, Langkawi, Malaysia</b> K.M.N. Roodbari*, B. Mohamed, <i>Universiti Sains Malaysia, Malaysia</i>	<b>[O3.25] A framework to integrate hotel revenue management and CRM practices</b> X.L. Wang, <i>Middlesex University, UK</i>	<b>[O4.25] Staging memorable events: An examination of the service and experience factors for overseas visitors at the 2010 Shanghai World Expo</b> S. Pegg <sup>1</sup> , I. Patterson <sup>1</sup> , P. Ding <sup>1</sup> , X.L. Ye* <sup>1</sup> , <sup>1</sup> <i>The University of Queensland, Australia</i> , <sup>2</sup> <i>Shanghai University of Engineering Science, China</i>	<b>[O5.25] Generation Z: Soft skills development for hospitality and tourism students from education to industry</b> M. Firth <sup>1</sup> , T. Baum* <sup>2</sup> , <sup>1</sup> <i>MMU, UK</i> , <sup>2</sup> <i>Strathclyde, UK</i>	<b>[O6.25] The semantic meaning of Chinese typeface and its effects on consumer responses</b> C.M. Yang <sup>1</sup> , R.D. Liang <sup>2</sup> , C.M. Cheng* <sup>2</sup> , <sup>1</sup> <i>Ming Chuan University, Taiwan</i> , <sup>2</sup> <i>National Penghu University of Science and Technology, Taiwan</i>	<b>[O7.25] Fesibility of creation leisure time spaces as way to equipment for urban erode textue: A case study ghytarieh region in Tehran</b> A. Hosseini*, A. Pourahmad, <i>University of Tehran, Iran</i>
10:40-11:10	<b>Refreshment Break, Poster Session 2 &amp; Meet-the-Editor Session</b>						

	Stream 1 Function Room 1 B/1	Stream 2 Function Room 2 B/1	Stream 3 Function Room 3 B/1	Stream 4 Function Room 4 B/1	Stream 5 Function Room 7 B/1	Stream 6 Classroom TH303 3/F	Stream 7 Classroom TH304 3/F
Theme	Branding	Green Practices	Food Concepts	Impacts and Events	Education	The Tourist	Research Innovation
Session Chairs	Alan Fyall	Julian Ayeh	Hsu Lin Ching	Hong Hui	J.J. Liburd	Patrick Legohere	Ruth Yeung
11:10-11:30	<b>[O1.26] Will organizational career management and internal branding lead to better brand performance?</b> H. Kong <sup>*1</sup> , C. Cheung <sup>2</sup> , X. Zhou <sup>1</sup> , <sup>1</sup> Shandong University at Weihai, China, <sup>2</sup> The Hong Kong Polytechnic University, Hong Kong	<b>[O2.26] Organizational green climate on employees' environmental behaviours in Taiwan hotels</b> C.J. Chou, <i>Tajen University, Taiwan</i>	<b>[O3.26] Halal logo on food packaging: What influence consumer perception?</b> C.T. Chik <sup>1</sup> , S. Bachok <sup>1</sup> , S. Sulaiman <sup>*1,2</sup> , N. Baba <sup>1</sup> , A. Aziz <sup>1</sup> , <sup>1</sup> Faculty of Hotel & Tourism Management, Selangor, Malaysia, <sup>2</sup> Faculty of Hotel & Tourism Management, Penang, Malaysia	<b>[O4.26] The perceived impact of nuclear plant (NP) on a tourism destination: A case of Mersin</b> K. Kantarci <sup>1</sup> , M. Uysal <sup>*2</sup> , M. Altin <sup>2</sup> , <sup>1</sup> Akdeniz University, Turkey, <sup>2</sup> Virginia Tech, USA	<b>[O5.26] The development of tourism curriculum: A Phuket perspective</b> O. Krutwaysho, <i>Phuket Rajabhat University, Thailand</i>	<b>[O6.26] The early warning system of tourism safety based on volunteered geographic information</b> R. Zhan g <sup>*</sup> , H. Hui, <i>Chongqing University of Technology, China</i>	<b>[O7.26] Exploring participant-observer dualistic reflexivity: An ethnographic experience</b> H.H. Javier, <i>The Hong Kong Polytechnic University, Hong Kong</i>
11:30-11:50	<b>[O1.27] What makes an internalisation a hotel service brand works?</b> C. Cheung <sup>*1</sup> , H. Kong <sup>2</sup> , H. Song <sup>1</sup> , <sup>1</sup> The Hong Kong Polytechnic University, Hong Kong, <sup>2</sup> Shandong University at Weihai, China	<b>[O2.27] Consumer perception and preferences for green practices: The case of Sri Lankan hotels</b> D. Kasturiratne, W.M. Lim <sup>*</sup> , <i>University of Plymouth, UK</i>	<b>[O3.27] Authenticity representation of the Kelantan Malay ethnic restaurants in Malaysia</b> T. Mohammad <sup>*1</sup> , J. Chan Kim Lian <sup>2</sup> , <sup>1</sup> Universiti Teknologi MARA, Malaysia, <sup>2</sup> Universiti Malaysia Sabah, Malaysia	<b>[O4.27] An evaluation of environmental impact of mega-Sporting events on the tourism industry in Cape town</b> B. Siyotula, <i>Cape Peninsula University of Technology, South Africa</i>	<b>[O5.27] Curriculum planning of MICE course in continuing education</b> P.F. Hsieh, P.C. Kao <sup>*</sup> , <i>Takming University of Science and Technology, Taiwan</i>	<b>[O6.27] An analysis on spatial behaviour characteristics of tourists in the rural destination – The case of Fanjing Mountain scenic area in China</b> C.H. Qiu <sup>*</sup> , Y.X. Yu, <i>Tongji University, China</i>	<b>[O7.27] Publish or perish: Doing tourism research as an African academic</b> A.K.B. Yankholmes, <i>The Hong Kong Polytechnic University, Hong Kong</i>
11:50-12:10	<b>[O1.28] Developing and validating a model of customer engagement with tourism and hospitality brands</b> K. So <sup>*</sup> , C. King, B. Sparks, <i>Griffith University, Australia</i>	<b>[O2.29] The impact of perceived environmental development benefits on government satisfaction, trust, and support intentions: The perspective of social marketing</b> D.X. Li <sup>*1</sup> , Y.K. Lee <sup>1</sup> , M. Griffin <sup>3</sup> , <sup>1</sup> Sejong University, Republic of Korea, <sup>2</sup> Bradley University, USA	<b>[O3.28] Sustaining the authenticity of malay food as Malaysian heritage</b> H. Hamzah <sup>*</sup> , S. Karim, <i>University Putra Malaysia, Malaysia</i>	<b>[O4.28] An empirical study on people's perception of the social impacts of Beijing Olympic Games before and after 2008</b> C. Zhou, Y.J. Guo, Y.S. Hou <sup>*</sup> , Q. Deng, <i>Fudan University, China</i>	<b>[O5.28] Employability and hospitality curriculum design when there are limited resources for learning</b> M. Quek, <i>University of Hertfordshire, UK</i>	<b>[O6.28] Predicting preferred performance and intention to watch performance</b> S. Kim <sup>*1</sup> , J.Y. Chung <sup>2</sup> , <sup>1</sup> Sejong University, Republic of Korea, <sup>2</sup> Texas A&M University, USA	<b>[O7.28] An analysis of top articles in hospitality and tourism journals: A perspective on quality</b> H. Xiao <sup>*</sup> , B. Mc Kercher, B.D. Guillet, R. Law, <i>The Hong Kong Polytechnic University, Hong Kong</i>
12:10-12:30	<b>[O1.29] Study of the relationships among home-stay characteristics, experiential marketing, and brand equity</b> K.Y. Chu <sup>*</sup> , P.S. Wu, <i>Shih Hsin University, Taiwan</i>	<b>[O2.30] When environmental sustainable conducts backfire: A temporary boost in moral self established by green choices of hotels and tours licenses undesirable green-related behaviors</b> W.S. Chiou <sup>1</sup> , C.C. Yang <sup>2</sup> , W.B. Chiou <sup>*3</sup> , <sup>1</sup> National United University, Taiwan, <sup>2</sup> National Kaohsiung University of Hospitality and Tourism, Taiwan, <sup>3</sup> National Sun Yat-Sen University, Taiwan	<b>[O3.30] Food service system trend among school canteens in Malaysia</b> M.K.N. Liana <sup>*</sup> , P.S. Toh, <i>Universiti Teknologi MARA, Malaysia</i>	<b>[O4.29] Tourism as a means or end of government policy making: A content analysis of Hong Kong and Macao government policy response to rapid tourism growth (1997-2010)</b> L.A.N. Dioko <sup>*1</sup> , S.I. So <sup>1</sup> , <sup>1</sup> Institute for Tourism Studies, Macao, <sup>2</sup> University of Macao, Macao	<b>[O5.29] The hospitality curriculum matrix: Stakeholders' perspectives of hospitality study curriculum</b> A.A.K. Tagbor <sup>*</sup> , J. Ap, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O6.29] Mountain adventure tourism: Effect of personal value over constraint for its growth. Case of Kangwon-do</b> N.M. Elomba <sup>*</sup> , L.S. Koo, <i>Kangwon National University, Republic of Korea</i>	<b>[O7.29] Revisiting stakeholder theory</b> G.J. Woo <sup>*1</sup> , A. Ladkin <sup>2</sup> , <sup>1</sup> Hong Kong Polytechnic University, Hong Kong, <sup>2</sup> Bournemouth University, UK



12:30-12:50	<b>[O1.30] Brand entertainment and play - Evidence from national restaurant chain's integrated marketing communications and social media management</b> P.P. Tuominen, <i>University of Hertfordshire, UK</i>			<b>[O4.30] Exploring farmstay experiences in travel reviews: A multinational perspective</b> A. Capriello, <i>University of Piemonte Orientale, Italy</i>	<b>[O5.30] The implications of a technology driven world for the hospitality industry</b> A. Gill, <i>MVI Systems Ltd, Hong Kong</i>	<b>[O6.30] Exploring the travel lifestyle and information adoption of northern Taiwan by means end chain approach</b> Y.R. Li*, W.C. Tsai, L.H. Wang, T.Y. Lin, <i>Aleatheia University, Taiwan</i>	<b>[O7.30] An empirical investigation of strategic management accounting techniques in a hospitality context</b> O. Pavlatos, <i>Athens University of Economics and Business, Greece</i>
<b>12:50-14:00</b>	<b>Lunch</b>						
	<b>Stream 1</b> Function Room 1 B/1	<b>Stream 2</b> Function Room 2 B/1	<b>Stream 3</b> Function Room 3 B/1	<b>Stream 4</b> Function Room 4 B/1	<b>Stream 5</b> Function Room 7 B/1	<b>Stream 6</b> Classroom TH303 3/F	<b>Stream 7</b> Classroom TH304 3/F
<b>Theme</b>	<b>Destination Image</b>	<b>Sustainable Resource Use</b>	<b>Restaurant Branding and Design</b>	<b>Tourism Market Studies</b>	<b>Tourism Development</b>	<b>The Tourist</b>	<b>Destination Image</b>
<b>Session Chairs</b>	<b>GJ Woo</b>	<b>Hazel Javier</b>	<b>Don Dioko</b>	<b>Anna Shi???</b>	<b>Tony Tse</b>	<b>Eva Zhong</b>	<b>Wang Yijun</b>
14:00-14:20	<b>[O1.31] The experience vs. lifestyle: Factors affecting on perceptions on destination</b> R.P. Sahbaz <sup>1</sup> , S. Yuksel* <sup>2</sup> , <sup>1</sup> <i>Gazi University, Turkey,</i> <sup>2</sup> <i>College of Applied Sciences, Oman</i>	<b>[O2.31] Hotel water consumption at a seasonal mass tourist destination. The case of the island of Mallorca</b> B.D. Tortella*, D.T. Bannasar, <i>University of Balearic Islands, Spain</i>	<b>[O3.31] Images of open kitchen design in restaurants: An exploratory study of consumers' and chefs' perspectives</b> H.F. Luoh* <sup>1</sup> , Y.W. Shih <sup>1</sup> , P.C. Lo <sup>2</sup> , <sup>1</sup> <i>Fu Jen Catholic University, Taiwan,</i> <sup>2</sup> <i>Technology and Science Institute of Northern Taiwan, Taiwan</i>	<b>[O4.31] Travel motivations and perceived travel risks: A comparison between Asian and Western senior travellers</b> D. Le Serre <sup>1</sup> , K. Weber <sup>2</sup> , P. Legohérel* <sup>3</sup> , <sup>1</sup> <i>ISTEC Paris, France,</i> <sup>2</sup> <i>The Hong Kong Polytechnic University, Hong Kong,</i> <sup>3</sup> <i>University of Angers, France</i>	<b>[O5.31] Domestic consumer behavior towards green practices in Malaysian hotels</b> H. Abdullah*, N.A. Rahman, S. Sulaiman, I.S. Saiful Bahri, S.B. Mohamed Zikri, <i>University Technology MARA, Malaysia</i>	<b>[O6.31] Determining factors of tourism environments in mountain destinations</b> K. Kuščer, <i>University of Ljubljana, Slovenia</i>	<b>[O7.31] Travelling "donkey friend": Typical backpacking of Mainland Chinese</b> X. Luo*, G. Brown, S. Huang, <i>University of South Australia, Australia</i>
14:20-14:40	<b>[O1.32] The effect of perceived value of tourism attraction and logistics management on destination loyalty: An application to Chiang Mai, Thailand</b> A. Untong <sup>1,2</sup> , M. Kaosa-ard* <sup>1</sup> , V. Ramos <sup>2</sup> , J. Ray-Maqueira <sup>2</sup> , <sup>1</sup> <i>Chiangmai University, Thailand,</i> <sup>2</sup> <i>University of the Balearic Islands, Spain</i>	<b>[O2.32] Impact of local residents' proactive involvement on tourism ventures: A case of a small island in Korea</b> E.J. Kang* <sup>1</sup> , T. Lee <sup>2</sup> , <sup>1</sup> <i>Jeju National University, Republic of Korea,</i> <sup>2</sup> <i>University of Queensland, Australia</i>	<b>[O3.32] A silver bullet or just extra work? A study of current menu analysis practices</b> B. Nemeschansky*, L. Brandt, D. Williamson, <i>AUT University, New Zealand</i>	<b>[O4.32] The critical success factors of the non-governmental organizations in the district: From the stakeholder perspectives and survey</b> Y.R. Li* <sup>1</sup> , P.H. Hsieh <sup>2</sup> , <sup>1</sup> <i>Aleatheia University, Taiwan,</i> <sup>2</sup> <i>Takming University of Science and Technology, Taiwan</i>	<b>[O5.32] The stability paradigm in tourism</b> B. McKercher, <i>The Hong Kong Polytechnic University, Hong Kong</i>	<b>[O6.32] The influences of political forces on tourism area life-cycle model - Case study of Kanas scenic area, Xinjiang Uygur autonomous Region, China</b> J.J. Yang* <sup>1</sup> , C. Ryan <sup>1</sup> , L.Y. Zhang <sup>2</sup> , <sup>1</sup> <i>University of Waikato, New Zealand,</i> <sup>2</sup> <i>Beijing Union University, China</i>	<b>[O7.32] Participatory action research, stakeholder collaboration and community-based projects</b> A. Capriello* <sup>1,2</sup> , L. Gioria <sup>1</sup> , <sup>1</sup> <i>University of Piemonte Orientale, Italy,</i> <sup>2</sup> <i>IRAT - CNR, Italy,</i> <sup>3</sup> <i>Comuninrete, Italy</i>
14:40-15:00	<b>[O1.33] City marketing strategies based on meeting planners' site selection criteria</b> P.F. Hsieh, <i>Takming University of Science and Technology, Taiwan</i>	<b>[O2.33] A survival analysis of ski lift companies</b> M. Falk, <i>WIFO, Austria</i>	<b>[O3.33] Price perception perspectives on perceived justice influences on service recovery satisfactions</b> L.C. Hsu* <sup>1</sup> , C.H. Chang <sup>2</sup> , X.H. Yen <sup>1</sup> , <sup>1</sup> <i>Far East University, Taiwan,</i> <sup>2</sup> <i>Cheng Shiu University, Taiwan</i>	<b>[O4.33] The impact of opening policy for Chinese tourists on Taiwan's international tourism</b> Y.W. Su*, H.L. Lin, L.M. Liu, <i>National Taiwan University, Taiwan</i>	<b>[O5.33] Religious tourism in China: Perceptions of tourism at a Taoist village</b> C. Ryan* <sup>1</sup> , P. Li <sup>1</sup> , Q. Wang <sup>1</sup> , J. Sai <sup>2</sup> , H. Gu <sup>3</sup> , <sup>1</sup> <i>The University of Waikato, New Zealand,</i> <sup>2</sup> <i>Huangshan University, China,</i> <sup>3</sup> <i>Beijing International Studies University, China</i>	<b>[O6.33] Strategy for cultural sustainable tourism development with networking in Mae-Ngon watershed area</b> W. Thongma <sup>1</sup> , W. Leelapattana* <sup>1,3</sup> , C.F. Tsai <sup>2</sup> , <sup>1</sup> <i>School of Tourism Development, Maejo, Thailand,</i> <sup>2</sup> <i>National Chiayi University, Taiwan,</i> <sup>3</sup> <i>Maejo University, Thailand</i>	<b>[O7.33] Developing the volunteer tourist's revisit intention model: Taiwan experience</b> K.Y. Chen* <sup>1</sup> , T.C. Huan <sup>2</sup> , W. Thongma <sup>1</sup> , M. Mena <sup>4</sup> , C.F. Tsai <sup>2</sup> , Y.L. Liao <sup>6,2</sup> , <sup>1</sup> <i>Maejo University, Thailand,</i> <sup>2</sup> <i>National Chiayi University, Taiwan,</i> <sup>4</sup> <i>University of the Philippines, The Philippines,</i> <sup>6</sup> <i>WuFeng University, Taiwan</i>

15:00-15:20	<b>[O1.34] The effect of Thailand's political crisis on destination image and international tourist behaviour</b> A. Untong <sup>1</sup> , M. Kaosa-ard <sup>2</sup> , V. Ramos <sup>*1</sup> , J. Rey-Maqueira <sup>1</sup> , <sup>1</sup> University of the Balearic Islands, Spain, <sup>2</sup> Chiang Mai University, Thailand	<b>[O2.34] Water in tourism accommodation: Sustainability versus indulgence</b> L. Lehmann, <i>University of Ballarat, Australia</i>	<b>[O3.34] How corporation reputation link trust, value, and satisfaction to create loyalty in the chain restaurant sector</b> K.C. Chang <sup>1</sup> , N.T. Kuo <sup>2</sup> , C.H. Lai <sup>*2</sup> , Y.S. Cheng <sup>2</sup> , <sup>1</sup> Chihlee Institute of Technology, Taiwan, <sup>2</sup> Ming Chung University, Taiwan	<b>[O5.34] Kazakhstan's travel industry: Its history, current structure, and perspective for global integration</b> V. Garkavenko*, G. Tiberghien, <i>KIMEP, Kazakhstan</i>	<b>[O6.34] Tourists' standpoint in relation to fish spa as health tourism</b> M. Khoshkam*, B.M. Farahani, A. Marzuki, <i>University Sains Malaysia, Malaysia</i>	<b>[O7.34] A profile of the Mainland Chinese cross-border shopper: Cluster and discriminant analysis</b> R.M.W. Yeung <sup>*1</sup> , W.M.S. Yee <sup>2</sup> , <sup>1</sup> Institute for Tourism Studies, Macao, <sup>2</sup> University of Macau, Macao
15:20-15:40	<b>[O1.35] An investigation into the competitive advantages of the tourism sector in North Cyprus</b> H. Kilic, <i>Eastern Mediterranean University, Turkey</i>	<b>[O2.35] Redesigning community based ecotourism; A case study from papua new guinea</b> H. Sakata, B. Prideaux*, <i>James Cook University, Australia</i>	<b>[O3.35] Food authenticity and safe foods, the determinants of food tourism?</b> A.A.A. Majid, D.F. Moginon, P.S. Toh*, <i>University Technology MARA, Malaysia</i>	<b>[O5.35] South Korean 'working holiday' makers in Australia: Their experience, satisfaction and future intention to revisit as a tourist</b> I. Lee, T. Lee*, <i>University of Queensland, Australia</i>	<b>[O6.35] Does size really matter? An investigation of cruise ship occupancy rates</b> S.A. Lee*, C. Ramdeen, <i>Florida Gulf Coast University, USA</i>	<b>[O7.35] The interpretation of pictures on tourist performance under outdoor settings: New method and methodology</b> H. Hao <sup>*1</sup> , B.H. Wu <sup>2</sup> , F. Wang <sup>2</sup> , <sup>1</sup> Free University of Berlin, Germany, <sup>2</sup> Peking University, China
<b>15:40-16:10</b>	<b>Refreshment Break</b>					
<b>Session Chair</b>	<b>Bob McKercher</b>					
16:10-16:40	<b>[KN6] Managing service quality and standards in tourism and hospitality industry</b> , K. Chon, <i>Hong Kong Polytechnic University, China</i>					
16:40-17:10	<b>[KN7] How travelers use mobile, online and social media channels to make hotel-choice decisions</b> , R. Verma, <i>Cornell University, USA</i>					
17:10-17:30	Closing of Research Sessions of the Conference					
<b>Tuesday 13 December</b>						
09:00-15:00	Technical visits to tourism attractions in Hong Kong (Optional)					