

## 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						
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
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] Corporate culture and strategic orientation in the hospitality industries H.J. Han, <i>Michigan State University, USA</i>	[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*, 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*, 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. Martin-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*, 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*, 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] Sexual discrimination and harassment in the hospitality industry E.M. Ineson*, M.H.T. Yap <sup>2</sup> , G. Whiting <sup>1</sup> , <sup>1</sup> Manchester Metropolitan University, UK, <sup>2</sup> César Ritz Colleges, Switzerland	[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.N. Tak* <sup>1</sup> , R. Mosleh <sup>2</sup> , <sup>1</sup> <i>Tehran University, Iran</i> , <sup>2</sup> <i>Islamic Azad University, Iran</i>	<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</i> , <sup>2</sup> <i>Jinwen University Science and Technology, Taiwan</i> , <sup>3</sup> <i>Fulen 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. Gjerald, <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</i> , <sup>2</sup> <i>Shu-Te University, Taiwan</i>

**17:40-19:00** Welcome Drinks Reception & Poster Viewing Session

**Sunday 11 December**

08:00-09:00	Registration
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>
10:30-11:00	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 and Sustainability	Hotel Management	Eco and Cultural Tourism	HRM	Cultural Understanding	Shopping and Consumer Behaviour
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] 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>[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</i> , <sup>2</sup> <i>Clemson University, USA</i>	<b>[O6.6] 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>[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</i> , <sup>2</sup> <i>University of Macao, Macao</i>
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> <i>Institute For Tourism Studies, Macao</i> , <sup>2</sup> <i>The Hong Kong Polytechnic University, Hong Kong</i> , <sup>3</sup> <i>Macao Polytechnic Institute, Macao</i>	<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>[O6.7] 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>[O7.7] 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> <i>Institute for Tourism Studies, Macao</i> , <sup>2</sup> <i>University of Macau, Macao</i>

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>[O6.8] How does travel affects Chinese visitors' perception?</b> T. Tse, <i>The Hong Kong Polytechnic University, Hong Kong</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>[O6.9] An empirical study on Chinese cultural soft power influence</b> L. Hongbo, S. Yong, G. Yingzhi, S. Anna*, <i>Fudan University, China</i>	<b>[O7.9] Effects of tip-collection strategies and service guarantee on the service providers: Evidence from tour leaders in Taiwan</b> S.T. Tsaur* <sup>1</sup> , C.H. Wang <sup>2</sup> , <sup>1</sup> <i>National Chiayi University, Taiwan</i> , <sup>2</sup> <i>National Taichung University of Education, Taiwan</i>
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> <i>Takming University of Science and Technology, Taiwan</i> , <sup>2</sup> <i>National Kaohsiung First University of Science and Technology, Taiwan</i>	<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>1</sup> , <sup>1</sup> <i>Walailak University, Thailand</i> , <sup>2</sup> <i>Universidad Politecnica de Valencia, Spain</i>	<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. Ekincl <sup>2</sup> , C. Flavian* <sup>1</sup> , M. Guinaliu <sup>1</sup> , <sup>1</sup> <i>University of Zaragoza, Spain</i> , <sup>2</sup> <i>Oxford Brookes University, UK</i>	<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>[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> <i>National Chi Nan University, Taiwan</i> , <sup>2</sup> <i>Yuan Ze University, Taiwan</i>	<b>[O7.10] Predicting preferred performance and intention to watch performance</b> S. Kim* <sup>1</sup> , J.Y. Chung <sup>2</sup> , <sup>1</sup> <i>Sejong University, Republic of Korea</i> , <sup>2</sup> <i>Texas A&amp;M University, USA</i>
<b>12:40-14:00</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>Marketing</b>	<b>Sustainability</b>	<b>Satisfaction and Service Recovery</b>	<b>Wellness</b>	<b>HRM</b>	<b>Globalization</b>	<b>Website Analysis</b>
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> <i>William Angliss Institute, Australia</i> , <sup>2</sup> <i>James Cook University, Australia</i>	<b>[O2.11] Tourism planning and policy making process in developing destination from local government perspectives</b> A. Furqan*, A.P. Matsom, <i>University Sains Malaysia, Malaysia</i>	<b>[O3.11] Service guarantees: The impact to service quality and customer satisfaction</b> M.S. Aslinda, <i>University Putra Malaysia, Malaysia</i>	<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> <i>University Malaysia Sabah, Malaysia</i> , <sup>2</sup> <i>UITM, Malaysia</i>	<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> <i>National Central Univ., Taiwan</i> , <sup>2</sup> <i>Fu Jen Catholic Univ., Taiwan</i> , <sup>3</sup> <i>Hsing Wu College, Taiwan</i> , <sup>4</sup> <i>Tamkang Univ., Taiwan</i> , <sup>5</sup> <i>Holiday Inn East Taipei, Taiwan</i>	<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> <i>SK University, India</i> , <sup>2</sup> <i>GNITS, India</i>	<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> <i>Ming Chung University, Taiwan</i> , <sup>2</sup> <i>Chihlee Institute of Technology, Taiwan</i>

14:20-14:40	<p><b>[O1.12] Relationship of personality, and tourism information sources and feedback channels</b> W.K. Tan*, C.Y. Tang, <i>Kainan University, Taiwan</i></p>	<p><b>[O2.12] Assessing environmental performance in tourism: Evidence from small and medium-sized (SME) accommodations 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><i>Programa de Mejoramiento del Profesorado (PROMEP), Mexico</i>, <sup>2</sup><i>CONACYT-Gobierno Estado de Quintana Roo, Mexico</i></p>	<p><b>[O3.12] Service innovation implementation in international hotel chains from the perspectives of employees and managers</b> A.A. Papadaki*, L. Altinay, <i>Oxford Brookes University, UK</i></p>	<p><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><i>Institute of Hotel Management &amp; Catering Technology Tathawade, India</i>, <sup>2</sup><i>Universidad Politecnica de Madrid, Spain</i>, <sup>3</sup><i>University Of Pune, India</i></p>	<p><b>[O5.12] Supervisor support, job embeddedness, and hotel employee outcomes: Evidence from Cameroon</b> O.M. Karatepe, <i>Eastern Mediterranean University, Turkey</i></p>	<p><b>[O6.12] The influence of nationalism on tourist-host relationships</b> I. Griffiths, R. Sharpley*, <i>University of Central Lancashire, UK</i></p>	<p><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, <i>The Hong Kong Polytechnic University, Hong Kong</i></p>
14:40-15:00	<p><b>[O1.13] A study on the influential factors on tourists' visit to Bangkok</b> T. Teeranusou, <i>Assumption University, Thailand</i></p>	<p><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><i>University of Piemonte Orientale, Italy</i>, <sup>2</sup><i>IRAT-CNR, Italy</i></p>	<p><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><i>Universidad de Oviedo, Spain</i>, <sup>2</sup><i>Universidad Autónoma de Madrid, Spain</i></p>	<p><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><i>Chiang Mai University, Thailand</i>, <sup>2</sup><i>University of the Balearic Islands, Spain</i></p>	<p><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><i>Amrita University, India</i>, <sup>2</sup><i>Indian Institute of Management Ahmedabad, India</i>, <sup>3</sup><i>Indian Institute of Management Indore, India</i></p>	<p><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, <i>Teesside University, UK</i></p>	<p><b>[O7.13] Towards understanding designing attributes, users' browsing experiences and benefits on travel websites</b> C. Ho*, T. Lai, <i>Chaoyang University of Technology, Taiwan</i></p>
15:00-15:20	<p><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></p>	<p><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></p>	<p><b>[O3.14] Accessing the customer experience, satisfaction and behavioural intention in hospitality industry</b> P.S. Manhas*, R. Singh, <i>University of Jammu, India</i></p>	<p><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></p>	<p><b>[O5.14] Theorising occupational decision making - A longitudinal study of hospitality training in schools</b> T. Simpkin, <i>University of Tasmania, Australia</i></p>	<p><b>[O6.14] Hospitality leadership: A Chinese perspective</b> P. Wang, <i>AUT University, New Zealand</i></p>	<p><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></p>
15:20-15:40	<p><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></p>	<p><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></p>	<p><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></p>	<p><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></p>	<p><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></p>	<p><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 Alcalá, Spain</i></p>	<p><b>[O7.15] The accessibilities of China's tourism information websites</b> Y.A. Wang*, M. Yin, <i>Beijing International Studies University, China</i></p>

15:40-16:10 Refreshment Break & Poster Session 1							
	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	Community Development	Food Service	Innovation	HRM / IT	Economic Analysis	Destinations
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 Alcalá, 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] Employee goal orientations, organization customer orientation and performance: A cross-level perspective</b> C.F. Chen, O. Myagmarsuren*, <i>National Cheng Kung University, Taiwan</i>	<b>[O6.18] Economic impact of tourism in Nepal</b> B. Gautam <sup>1</sup> , <sup>1</sup> <i>Nepal Rastra Bank, Nepal</i> , <sup>2</sup> <i>Tribhuvan University, Nepal</i>	<b>[O7.18] Destination branding: Slogans and photos as visual and verbal cues on tourism website</b> N.H. Hashim* <sup>1</sup> , A.F. Ismail <sup>2</sup> , S.F. Syed Ahmad <sup>3</sup> , <sup>1</sup> <i>Universiti Teknologi Malaysia, Malaysia</i> , <sup>2</sup> <i>Murdoch University, Australia</i> , <sup>3</sup> <i>Universiti Malaya, Malaysia</i>
17:10-17:30	<b>[O1.19] Does price promotion induce repeat purchases for Malaysian low cost airlines?</b> J.K.L. Chan* <sup>1</sup> , E.L. Yeoh <sup>2</sup> , <sup>1</sup> <i>Universiti Malaysia Sabah, Malaysia</i> , <sup>2</sup> <i>INTI International College University, Malaysia</i>	<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* <sup>1</sup> , 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> <i>De Lin Institute of Technology, Taiwan</i> , <sup>2</sup> <i>Taiwan Normal University, Taiwan</i> , <sup>3</sup> <i>Taiwan University, Taiwan</i>	<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>1</sup> , <sup>1</sup> <i>Universidad Politecnica de Valencia, Spain</i> , <sup>2</sup> <i>Walailak University, Thailand</i>	<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 <sup>*1</sup> , 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 <sup>*1</sup> , 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 <sup>*</sup> , <i>Universiti Teknologi Malaysia, Malaysia</i>	<b>[O5.20] Can tourism networks manage new technology?</b> N. Mistilis <sup>*1</sup> , 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 <sup>*</sup> , 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 <sup>*</sup> , Y.T. Chen, Y.L. Ho, <i>Cheng Shiu University, Taiwan</i>
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**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
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 <sup>*</sup> , 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>*2</sup> , <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 <sup>*</sup> , I. Lee, <i>Chung-Ang University, Republic of Korea</i>	<b>[O5.21] Tourism Education 2.0. The case of INNOTOUR</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 <sup>*</sup> , 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 <sup>*1</sup> , 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 <sup>*</sup> , 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 Xinhpu, Guangzhou</b> S.Y. Zhong <sup>*</sup> , 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 <sup>*</sup> , <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 <sup>*1</sup> , T.L. Lin <sup>1,2</sup> , <sup>1</sup> National Kaohsiung University of Hospitality and Tourism, Taiwan, <sup>2</sup> Chinese Culture University, Taiwan	<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> University of Westminster, UK, <sup>2</sup> Ming Chuan University, Taiwan
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 <sup>*</sup> , 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 <sup>*</sup> , 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 <sup>*</sup> , 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> Sheffield Hallam University, UK, <sup>2</sup> The Hong Kong Polytechnic University, Hong Kong	<b>[O7.23] Serious leisure, recreation specialization and leisure benefits</b> C.H. Wang <sup>*</sup> , 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> The University of the West Indies, Barbados, <sup>2</sup> Central Bank of Barbados, Barbados	<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> Sichuan Normal University, China, <sup>2</sup> Victoria University, Australia	<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> Fudan University, China, <sup>2</sup> Hong Kong Polytechnic University, Hong Kong
10:20-10:40	<b>[O1.25] 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> ISTEC Paris, France, <sup>2</sup> The Hong Kong Polytechnic University, Hong Kong, <sup>3</sup> University of Angers, France	<b>[O2.25] Multi-modal theoretical framework to assess the tourism impacts on the built environment within the context of sustainability, case study</b> Kuah, Langkawi, Malaysia 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> The University of Queensland, Australia, <sup>2</sup> Shanghai University of Engineering Science, China	<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> MMU, UK, <sup>2</sup> Strathclyde, UK	<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> Ming Chuan University, Taiwan, <sup>2</sup> National Penghu University of Science and Technology, Taiwan	<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>
<b>10:40-11:10</b>	<b>Refreshment Break, Poster Session 2 &amp; Meet-the-Editor Session</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>Branding</b>	<b>Green Practices</b>	<b>Food Concepts</b>	<b>Impacts and Events</b>	<b>Education</b>	<b>The Tourist</b>	<b>Research Innovation</b>
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. Zhang*, 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 Univeristy, 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*, <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*, <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*, 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*, C. King, B. Sparks, Griffith University, Australia	<b>[O2.28] The pearl river delta conference sector - Working towards a greener venue</b> J. Whitfield* <sup>1</sup> , D. Dioko <sup>2</sup> , <sup>1</sup> Bournemouth University, UK, <sup>2</sup> Institute for Tourism Studies, Macao	<b>[O3.28] Sustaining the authenticity of malay food as Malaysian heritage</b> H. Hamzah*, S. Karim, University Putra Malaysia, Malaysia	<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*, Q. Deng, Fudan University, China	<b>[O5.28] Employability and hospitality curriculum design when there are limited resources for learning</b> M. Quek, University of Hertfordshire, UK	<b>[O6.28] Set relationships between "objective authenticity" and "subjective authenticity" in case of the Forbidden City in Beijing.</b> X. Chen*, J. Cai, Institute of Geographic Sciences and Natural Resources Research, CAS, China	<b>[O7.28] An analysis of top articles in hospitality and tourism journals: A perspective on quality</b> H. Xiao*, B. McKercher, B.D. Guillet, R. Law, The Hong Kong Polytechnic University, Hong Kong
12:10-12:30	<b>[O1.29] Study of the relationships among home-stay characteristics, experiential marketing, and brand equity</b> K.Y. Chu*, P.S. Wu, Shih Hsin University, Taiwan	<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>[O3.29] Marketing halal food in New Zealand restaurants: Issues and challenges</b> W.M. Wan-Hassan* <sup>1</sup> , C.M. Hall <sup>2</sup> , <sup>1</sup> University Putra Malaysia, Malaysia, <sup>2</sup> Canterbury University, New Zealand	<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*, J. Ap, The Hong Kong Polytechnic University, Hong Kong	<b>[O6.29] Mountain adventure tourism: Effect of personal value over constraint for its growth. Case of Kangwon-do</b> N.M. Elomba*, L.S. Koo, Kangwon National University, Republic of Korea	<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, University of Hertfordshire, UK	<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*, P.S. Toh, Universiti Teknologi MARA, Malaysia	<b>[O4.30] Exploring farmstay experiences in travel reviews: A multinational perspective</b> A. Capriello, University of Piemonte Orientale, Italy	<b>[O5.30] The implications of a technology driven world for the hospitality industry</b> A. Gill, MVI Systems Ltd, Hong Kong	<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, Aleathea University, Taiwan	<b>[O7.30] An empirical investigation of strategic management accounting techniques in a hospitality context</b> O. Pavlatos, Athens University of Economics and Business, Greece
<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>
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> Gazi University, Turkey, <sup>2</sup> College of Applied Sciences, Oman	<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. Bennisar, University of Balearic Islands, Spain	<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> Fu Jen Catholic University, Taiwan, <sup>2</sup> Technology and Science Institute of Northern Taiwan, Taiwan		<b>[O5.31] The impact of opening policy for Chinese tourists on Taiwan's international tourism</b> Y.W. Su*, H.L. Lin, L.M. Liu, National Taiwan University, Taiwan	<b>[O6.31] Determining factors of tourism environments in mountain destinations</b> K. Kuščer, University of Ljubljana, Slovenia	<b>[O7.31] Travelling "donkey friend": Typical backpacking of Mainland Chinese</b> X. Luo*, G. Brown, S. Huang, University of South Australia, Australia



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> Chiangmai University, Thailand, <sup>2</sup> University of the Balearic Islands, Spain	<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> Jeju National University, Republic of Korea, <sup>2</sup> University of Queensland, Australia	<b>[O3.32] A silver bullet or just extra work? A study of current menu analysis practices</b> B. Nemeschansky*, L. Brandt, D. Williamson, AUT University, New Zealand	<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> University of Waikato, New Zealand, <sup>2</sup> Beijing Union University, China	<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> University of Piemonte Orientale, Italy, <sup>2</sup> IRAT - CNR, Italy, <sup>3</sup> Comuninrete, Italy
14:40-15:00	<b>[O1.33] 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> Aletheia University, Taiwan, <sup>2</sup> Takming University of Science and Technology, Taiwan	<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> Far East University, Taiwan, <sup>2</sup> Cheng Shiu University, Taiwan	<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> The University of Waikato, New Zealand, <sup>2</sup> Huangshan University, China, <sup>3</sup> Beijing International Studies University, China	<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> School of Tourism Development, Maejo, Thailand, <sup>2</sup> National Chiayi, Taiwan, <sup>3</sup> Maejo University, Thailand	<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> Maejo University, Thailand, <sup>2</sup> National Chiayi University, Taiwan, <sup>4</sup> University of the Philippines, The Philippines, <sup>6</sup> WuFeng University, Taiwan
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] 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
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>					
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)					