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<th>Time</th>
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<th>Location</th>
<th>Theme</th>
<th>E-Marketing</th>
<th>CSR</th>
<th>Hotel Management</th>
<th>Cultural and Heritage Tourism</th>
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<td>08:00-14:00</td>
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<td>14:00-15:45</td>
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<td>14:45-15:15</td>
<td>[KN1] Eighteen paradoxes in leisure and tourism, J. Tribe, University of Surrey, UK</td>
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<td>15:15-15:45</td>
<td>[KN2] The domains of tourism and hospitality management: Similarities and differences, A. Pizam, University of Central Florida, USA</td>
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<td>15:45-16:15</td>
<td>Refreshment Break</td>
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<td>16:00-16:20</td>
<td>[O1.1] Online brand image in the hospitality industry: A theoretical framework D. Nonthapirat*, H. Al-Sabbahy, University of Surrey, UK</td>
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<td>[O2.1] An exploratory examination of tourism impacts perceptions from Chinese tourists to Taiwan C.Y. Chen1,2*, F.C. Huang1, S.P. Niall1, National Quemoy University, Taiwan, 1Xiamen University, China</td>
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<td>[O3.1] Speaking through virtual and physical space: How meanings are construed multimodally in hotel homepages and lobbies F.R. Low*, A. Suen, The Hong Kong Polytechnic University, Hong Kong</td>
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<td>[O4.1] Indigenous tourism in the network society: A case on indigenous heritage tourism project in Hokkaido, Japan K. Kang*, T. Yamamura, Hokkaido University, Japan</td>
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<td>[O5.1] An exploratory investigation of the family interferences on frontline employees' work effective attitudes and customer satisfaction X.Y. Zhao1*, A. Mattila1, 1Sun Yat-Sen University, China, 2Pennsylvania State University, USA</td>
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<td>16:20-16:40</td>
<td>[O1.2] Establish travel agency website service quality measurement scale N.T. Kuo1*, K.C. Chang2, C.H. Lai1*, Y.S. Cheng2, 1Ming Chung University, Taiwan, 2Chihlee Institute of Technology, Taiwan</td>
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<td>[O2.2] Trends in corporate hotel sustainability reporting E.E. Ricarte1,2, D. Jerome2, 1Cornell University, USA, 2New York University, USA</td>
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<td>[O3.2] Market orientation from the customer perspective in hospitality management D. Martín-Consuegra*, A. Molina, University of Castilla-La Mancha, Spain</td>
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<td>[O4.2] Culture heritage tourism at Penang: Complete the puzzle of &quot;the pearl of orient&quot; T.C. Lim, Tsing Hua University, China</td>
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<td>[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, AUT University, New Zealand</td>
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<td>[O1.3] Internet-based travel, role of computer knowledge: A case study of Iranian postgraduate students R. Dadpour, Allameh Tabataba'i University, Iran</td>
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<td>[O2.3] A virtue ethics perspective on sustainability: The case of lifestyle tourism entrepreneurs J.C. García-Rosell*, J. Moisander2, J. Mäkinen1, 1University of Lapland, Finland, 2Aalto University, Finland</td>
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<td>[O3.3] Optimal segmentation of hotel rooms in using of online reservation systems X.L. Guo*, L.Y. Ling1, C.C. Yang2, X.F. Guo1, 1University of Science and Technology of China, China, 2Shandong University at Weihai, China</td>
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<td>[O4.3] Tourism collaboration on the silk road: Stakeholder identification and salience G.K.Y. Chan*, T. Bauer, The Hong Kong Polytechnic University, Hong Kong</td>
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<td>[O5.3] Employee goal orientations, organization customer orientation and performance: A cross-level perspective C.F. Chen, O. Myagmarsuren*, National Cheng Kung University, Taiwan</td>
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<td>[O6.1] Major threats to global tourism flows in coming decades: Can the tourism industry afford to ignore these issues? B. Prideaux, James Cook University, Australia</td>
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<td>[O7.1] Service quality in the airline industry T. Lee, K. Lee*, University of Queensland, Australia</td>
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<td>07:20-07:40</td>
<td>[O1.4] Green market segmentation: A case of airline customers in Taiwan F.Y. Chen, Feng-Chia University, Taiwan</td>
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<td>07:40-08:00</td>
<td>[O1.5] Employee goal orientations: A theoretical foray into hospitality service encounter: Relating cultural intelligence to service quality A. Alshababani*, A. Bakir, Buckinghamshire New University, UK</td>
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| 17:00-17:20 | [O1.4] Strategic use of electronic commerce in tourism SMEs in Vietnam  
T. Nguyen, University of Canberra, Australia |
| 17:20-17:40 | [O1.5] Critical determinants of travellers’ use of user-Generated content for travel planning  
J. Ayeh*, N. Au, R. Law, Hong Kong Polytechnic University, Hong Kong  
| 17:40-19:00 | Welcome Drinks Reception & Poster Viewing Session |
| 08:00-09:00 | Registration |
| 09:00-09:30 | Session Chair  
Cathy Hsu |
| 09:30-10:00 | [K3] “Today's straws in the wind – tomorrow’s futures for tourism?”, C. Ryan, University of Waikato, New Zealand |
| 10:00-10:30 | [K4] Domestic & international hotel brands: China's hotel industry in international context, H.M. GU, Beijing International Studies University, China |
| 10:30-11:00 | Refreshment Break |
| 11:00-11:20 | [O1.6] Web sites evaluation of renewable energy technology (RET) park  
W. Chan, B. Jiang*, The Hong Kong Polytechnic University, Hong Kong  
| 11:20-11:40 | [O2.1] Corporate culture and strategic orientation in the hospitality industries  
H.J. Han, Michigan State University, USA  
| 11:40-11:50 | Session Chair  
Gloria Chan |
| 11:50-12:10 | [O2.2] Fast food retailing: Ethical challenges confronting food entrepreneurs in the delivery of safe foods  
P.S. Toh*, R.H. Leoneeta, F.F.A. Mohd, University Technology MARA, Malaysia |
| 12:10-12:30 | [O2.3] A new path of creating customer loyalty in the international tourism hotel: From a customer-company identification perspective  
C.H.J. Wu, H.J. Li*, National Dong-Hwa University, Taiwan |
| 12:30-12:50 | [O2.4] Survey of cultural heritage from tourists' poetry: Case study Tagh-e-Kasra  
M. Nekooal Tak*, R. Mosleh*, Tehran University, Iran, *Islamic Azad University, Iran |
O. Gjerald, University of Stavanger, Norway |
| 13:10-13:30 | [O2.6] Influence of hotel's security management on guest’s satisfaction and future behavioural intention  
H. Abdullah, N.A. Rahman, S. Sulaiman*, University Technology Mara, Malaysia |
R.C.K. Chan, K.D. Bhatta*, The University of HongKong, Hong Kong |
| 13:50-14:10 | [O2.8] How does personality affect social networks? A study on the boundary-spanning personnel in the tourism industry  
T. Ying*, W. Norman*, University of Otago, New Zealand, *Clemson University, USA |
| 14:10-14:30 | [O2.9] How travelling promotes understanding toward culture and lifestyles: Comparisons between different types of package tours from Indonesia to Japan  
D. Kausar, University of Bolzano, Italy |
| 14:30-14:50 | [O2.10] A reexamination of tourist shopping satisfaction  
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| 11:20-11:40 | [O1.7] Promotional effects of tourism destinations by online video media  
K.I. Ku*, T.M. Lal*,  
1Institute For Tourism Studies, Macao,  
2The Hong Kong Polytechnic University, Hong Kong  
3Institute Polytechnic, Macao  

11:40-12:00 | [O1.8] Deprivation and interest information needs traits: Does it influence travel information needs and amount of search?  
D. Jari*, Y.H. Hwang, Dong-A University, Republic of Korea  

12:00-12:20 | [O1.9] Building and maintaining customer relations over travel blogs  
C. Ho*, P. Lee, Chaoyang University of Technology, Taiwan  

12:20-12:40 | [O1.10] Exploring the priority of influencing determinants for B2C e-commerce adoption decision in travel agencies  
S.W. Lin**, H.P. Fu,  
1Takming University of Science and Technology, Taiwan,  
2National Kaohsiung First University of Science and Technology, Taiwan  

12:40-14:00 | Lunch  

12:40-14:00 | [O2.7] 'Anticipation': Local residents' reaction to tourism as a tool of poverty alleviation  
D. Musiungu*, J. Ap, The Hong Kong Polytechnic University, Hong Kong  

13:00-13:20 | [O2.8] Are tourists willing to pay more for sustainable tourism? A choice experiment in Switzerland  
R. Weltri*, J. Stettler,  
J. Schwarz, Lucerne University of Applied Sciences and Arts, Switzerland  

X.T. Yang*, H.G. Xiao,  
K. Hung, The Hong Kong Polytechnic University, Hong Kong  

13:40-14:00 | [O2.10] Seasonality, quality and short term strategies of prices in the airlines sector  
Y. Narangajavana¹,  
F.J. Garrigos-Simon, I. G. Pechuan¹,  
A.M. Conesa¹,  
¹Wolaijak University, Thailand,  
²Universidad Politecnica de Valencia, Spain,  
³Universidad de Navarra, Spain  

14:00-14:20 | [O3.10] Travellers' attitude towards a hotel in the best and worst hotel lists published online  
L.V. Casalo¹, E. Ekinci¹,  
C. Flavian¹, M. Guinaliu¹,  
¹University of Zaragoza, Spain,  
²Oxford Brookes University, UK  

J. Aquino*, K. Anderreck,  
Arizona State University, USA  

14:40-15:00 | [O4.10] Confucianism and generation y: How the two contrary value sets influence employees and employers in the hospitality industry  
T. Lee*, Z. Zheng,  
University of Queensland, Australia  

15:00-15:20 | [O4.11] The role of tour guide's cultural intelligence in tour experience  
H.K. Hung**, R.S. Yeh¹,  
¹National Chi Nan University, Taiwan,  
²Yuan Zee University, Taiwan  

15:20-15:40 | [O4.12] The myth of wild elephants a social constructive analysis of wild elephant tourism in Xishuangbanna, China  
Q. Cui*, H. Xu, Sun Yatsen University, China  

15:40-16:00 | [O4.13] Sustainable cultural tourism management through sufficiency economy philosophy of Mae-nong Watershed area, Fang District, Chiang Mai Province, Thailand  
W. Thongma*, K.Y. Chen,  
W. Leelapattana, Maejo University, Thailand  

16:00-16:20 | [O5.12] I am, therefore I perform: Social identity and performance in tourism and hospitality organisations  
G. Garib, Tilburg University, The Netherlands  

D. Solnet, A. Kraji*,  
N. Paulsen, University of Queensland, Australia  

16:40-17:00 | [O5.14] Shopping tourism: A conceptual framework  
B. Rittichainuwat, Siam University, Thailand  

17:00-17:20 | [O5.15] Shopping tourism: A conceptual framework  
B. Rittichainuwat, Siam University, Thailand  

17:20-17:40 | [O5.16] The myth of wild elephants a social constructive analysis of wild elephant tourism in Xishuangbanna, China  
Q. Cui*, H. Xu, Sun Yatsen University, China  

17:40-18:00 | [O5.17] The myth of wild elephants a social constructive analysis of wild elephant tourism in Xishuangbanna, China  
Q. Cui*, H. Xu, Sun Yatsen University, China  

18:00-20:00 | Lunch  

20:00-22:00 | Dinner  

22:00-24:00 | Free time  

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<td>Session Chairs</td>
<td>Ilan Assenov</td>
<td>Dan Musinguzi</td>
<td>Suria Sulaiman</td>
<td>Vincent Heung</td>
<td>David Solnet</td>
<td>Aaron Yankhomes</td>
<td>Dan Cao</td>
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### 14:00-14:20
**[01.11]** Towards a conceptual framework of visitor-to-visitor word-of-mouth
A.F. Harris\(^1\), B. Prideaux\(^1\)
\(^1\)William Angliss Institute, Australia, \(^2\)James Cook University, Australia

**[02.11]** Tourism planning and policy making process in developing destination from local government perspectives
A. Furan\(^1\), A.P. Matsom, University Sains Malaysia, Malaysia

**[03.11]** Service guarantees: The impact to service quality and customer satisfaction
M.S. Aslinda, University Putra Malaysia, Malaysia

**[04.11]** Exploring the essence of the spa service experience and experience dimensions
J.K.L. Chan\(^1\), J. Azman\(^1\), University Malaysia Sabah, Malaysia, \(^2\)UTM, Malaysia

**[05.11]** The compensation design program in the hospitality industry: The perspective of two factor theory
C.D. Yen\(^1\), C.W. Lu\(^2\), Y.C. Wang\(^1\), H.C. Liu\(^1\), \(^2\)University central. Taiwan, \(^3\)Fu Jen Catholic Univ., Taiwan, \(^4\)Hsing Wu College, Taiwan, \(^5\)Tamkang Univ., Taiwan, \(^6\)Holiday Inn East Taipei, Taiwan

### 14:20-14:40
**[01.12]** Relationship of personality, and tourism information sources and feedback channels
W.K. Tan\(^1\), C.Y. Tang, Kainan University, Taiwan

**[02.12]** Assessing environmental performance in tourism: Evidence from small and medium-sized (SME) accommodation establishments in the Costa Maya, Quintana Roo, Mexico
E. Guillen-Arguelles\(^1\), E.M. Carballo-Guillen\(^1\), J.Y. Verde-Gómez\(^1\), \(^2\)Programa de Mejoramiento del Profesorado (PROMEP), Mexico, \(^3\)CONACYT-Gobierno Estado de Quintana Roo, Mexico

**[03.13]** Learning form mistakes: How to develop an integrated service recovery system (ISRS) in hotels
M.L. Santos-Vijande\(^1\), A.M. Díaz-Martin\(^1\), A.B. Del Rio Lanza\(^1\), L. Suarez Alvarez\(^1\), \(^1\)Universidad de Oviedo, Spain, \(^2\)Universidad Autónoma de Madrid, Spain

**[04.12]** Health tourism in India with special reference to ayurveda, yoga, naturopathy and meditation
S. Zagade\(^1\), R. Jaising\(^1\), S. Jain\(^1\), M. Palacios\(^1\), F. Ruiz\(^1\), \(^1\)Institute of Hotel Management & Catering Technology Thathawade, India, \(^2\)Universidad Politecnica de Madrid, Spain, \(^3\)University Of Pune, India

**[05.12]** Supervisor support, job embeddedness, and hotel employee outcomes: Evidence from Cameroon
O.M. Karatepe, Eastern Mediterranean University, Turkey

**[06.12]** The influence of nationalism on tourist-host relationships
I. Griffiths, R. Sharpley\(^*\), University of Central Lancashire, UK

### 14:40-15:00
**[01.13]** A study on the influential factors on tourists’ visit to Bangkok
T. Teeranusou, Assumption University, Thailand

**[02.13]** Leadership, community-based projects and regional policies
A. Capriello\(^1\), M. Giubertoni\(^1\), \(^1\)University of Piemonte Orientale, Italy, \(^2\)IRAT-CNRR, Italy

**[03.14]** Accessing the customer experience, satisfaction and behavioural intention in hospitality industry
P.S. Manhas\(^*\), R. Singh, University of Jammu, India

**[04.13]** Methodology for measuring the competitiveness of medical tourism in Thailand
K. Guntawongwan\(^1\), V. Ramos\(^1\), \(^1\)Chiang Mai University, Thailand, \(^2\)University of the Balearic Islands, Spain

**[05.13]** Effect of emotional labor on emotional exhaustion and work attitudes: Moderating effects of emotional intelligence and supervisor support among hospitality employees in India
N. Rath\(^1\), D. Bhatnagar\(^1\), S. Mishra\(^1\), Amrita University, India, \(^2\)Indian Institute of Management Ahmedabad, India, \(^3\)Indian Institute of Management Indore, India

**[06.13]** Service internationalisation theory and practice: An investigation into the market entry strategies pursued by tourism companies entering the Chinese market
M.L. Mueller\(^*\), N.G. Evans, Teesside University, UK

**[07.13]** Towards understanding designing attributes, users’ browsing experiences and benefits on travel websites
C. Ho\(^*\), T. Lai, Chaoyang University of Technology, Taiwan
15:00-15:20
[O1.14] The role of advertising effectiveness and emotions of customer on impulse buying in exhibition
C.T. Lin, C.W. Lin*, Ming Chuan University, Taiwan

[O2.14] The dynamic assessment model on tourism environmental carrying capacity in Taroko National Park
H.S. Chen*, T.F. Hsieh, W.S. Huang, Chung Shan Medical University, Taiwan, 2Taiwan Hospitality & Tourism College, Taiwan, 3Chaoyang University of Science and Technology, Taiwan

D. Martín-Consuegra*, A. Molina, E. Díaz, University of Castilla-La Mancha, Spain

[O4.14] The role of brand trust in a service quality-loyalty model for medical industry
A. Lertwannawit*, N. Gulid, Suan Dusit Rajabhat University, Thailand, Sirirajkarinwiroth University, Thailand

[O5.14] Theorising occupational decision making - A longitudinal study of hospitality training in schools
T. Simpkin, University of Tasmania, Australia

P. Wang, AUT University, New Zealand

C. Yang*, F. Du, F. Yang, University of Science and Technology of China, China

15:20-15:40
[O1.15] Photos in tourism product advertising: The role of representativeness of destination, self-reference, and consumer’s imagery ability
C.M. Yang*, R.D. Liang, C.M. Cheng**, Ming Chuan University, Taiwan, National Penghu University of Science and Technology, Taiwan

[O2.15] Relevance of TBL reporting for tourism industry
L. Knezic Cvelbar*, L. Dwyer, 1University of Ljubljana, Slovenia, 2University of New South Wales, Australia

[O4.15] Exploring an optimal medical tourism product preferred by Japanese tourists
S. Kim*, M. Kim, K. Chon, Sejong University, Republic of Korea, Hong Kong Polytechnic University, Hong Kong

[O5.15] Analysis of participating motivation, travel risk, and travel satisfaction of Taiwan undergraduates work and travel overseas
Y.H. Lin, S.C. Wang*, Y.C. Lee, Asia University, Taiwan

[O6.15] The market structure, conduct and performance approach (SCP) applied to the Spanish hotel industry
L.G. Garcia, M.J.S. Devesa, Edith Cowan University, Australia

[O7.15] The accessibilities of China’s tourism information websites
Y.A. Wang*, M. Yin, Beijing International Studies University, China

15:40-16:10 Refreshment Break & Poster Session 1

16:10-16:30
[O1.16] An evaluation of information content on national tourism websites for promoting ecotourism destinations
N.H. Hashim*, S. Subramaniam, University Teknologi Malaysia, Malaysia

[O2.16] The impact of political instability and corruption on tourism development: Cross-country panel estimates
G. Yap, S. Saha*, Edith Cowan University, Australia

[O3.16] The importance of indirect effects in restaurant brand equity research
T.M. Tan*, I. Hishamuddin, K.R. Devinaga, Multimedia University, Malaysia

[O4.16] Analysis of the "slow city" as a tourist attraction: The case of Korea
T. Lee*, J.S. Han, University of Queensland, Australia, Gangwon Leading Industry Office, Republic of Korea

[O5.16] Work-life balance in a Swiss hotel: The experiences of luxury hotel employees
R.A. Lewis, Les Roches Greyere University of Applied Sciences, Switzerland

[O6.16] A meta-analysis of tourism forecasting studies
H. Song*, B. Peng, The Hong Kong Polytechnic University, Hong Kong

[O7.16] The relationship among destination image, flow experience, place attachment and behavioral intention: The case of Kaohsiung pier-2 art center
H.J. Chou*, W.J. Tsai, Cheng Shiu University, Taiwan

16:30-16:50
[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
N.E. Orsolini*, T.C. Melewati, HTW Chur, Switzerland, Brunel University, UK

[O2.17] Villagers’ contentment of homestay program; Case of Penang, Malaysia
B.M. Farahani*, M. Khoshkam, M. Mohamed, University Sains Malaysia, Malaysia

[O3.17] Influences of atmospherics on restaurant patrons’ satisfaction and behavioural intentions
T. Gu*, V. Heung, The Hong Kong Polytechnic University, Hong Kong

[O4.17] Slow food group members’ involvement and vacation travel
K. Lee*, C. Arcodia, T. Lee, University of Queensland, Australia

[O5.17] How can managers predict employees’ intention to leave a job in fast food outlets in Peninsular Malaysia? H. Ghaizali**, C. Ryan*, A. Mohsin, University PUTRA Malaysia, Malaysia, University of WAIKATO, New Zealand

[O6.17] Scale and technical efficiency of Spanish hotels: Independent properties vs. chain-affiliated hotels
L.F.M. Penalver*, M.J.S. Devesa, University of Alcalá, Spain

[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
H.L. Kuo*, T.C. Huan, W. Thongma, B. Guntoro, C.F. Tsai*, K.Y. Chen, Maejo University, Thailand, National Chiayi University, Taiwan
16:50-17:10  
[01.18] Personal influence on the image of a tourism destination: Mediating effect of familiarity
M.C. Rodriguez, A.E. Talaya, J.A.M. Jimenez, University of Castilla-La Mancha, Spain

[02.18] Constructing an indicator system for historic city's sustainable development evaluation: A case study in Nanjing, China
Y.A. Wang, M. Yin, Beijing International Studies University, Beijing, China

[03.18] Exploration on the relationship between customer relationship inertia and customer loyalty in the fast food industry

[04.18] Marketing slow food and tourism: Exploring the slow food phenomenon in a fast food world
L. White, Victoria University, Australia

[05.18] Sexual discrimination and harassment in the hospitality industry
E.M. Ineson, M.H.T. Yap, G. Whiting, Manchester Metropolitan University, UK, César Ritz Colleges, Switzerland

[06.18] Economic impact of tourism in Nepal
B. Gautam, Nepal Rastra Bank, Nepal, Tribhuvan University, Nepal

[07.18] Destination branding: Slogans and photos as visual and verbal cues on tourism website
N.H. Hashim, A.F. Ismail, S.F. Syed Ahmed, Universiti Teknologi Malaysia, Malaysia, Murdoch University, Australia, Universiti Malaya, Malaysia

17:10-17:30  
[01.19] Does price promotion induce repeat purchases for Malaysian low cost airlines?
J.K.J Chan, E.I. Yeoh, Universiti Malaysia Sabah, Malaysia, INTI International College University, Malaysia

[02.19] Tourism cluster as strategy for sustainable tourism development on Lantau island, Hong Kong
L. Marafa*, T. To, The Chinese University of Hong Kong, China

[03.19] Challenges to existing competencies in restaurant space design for future changes
J.S. Horng, C.H. Liu, S.F. Chou, C.Y. Tsai, S.H. Hsieh, De Lin Institute of Technology, Taiwan, Taiwan Normal University, Taiwan, National Taiwan University, Taiwan

[04.19] Doing tourist sensescapes: Embodied interactions within the place
V. Markukela*, A. Walton, University of Lapland, Finland

[05.19] WEB 3.0 and its influence on competitiveness
F.J. Garrigos-Simon, Y. Narangajavana, I.G. Pechuan, A.M. Conesa, Universidad Politecnica de Valencia, Spain, Walailak University, Thailan, Universidad de Navarra, Spain

[06.19] Explore travel and tourism macroeconomics trend growth of Macau
L. Yang, Macau University of Science and Technology, China

[07.19] Modelling destination image and country image
E. Cakmak, D. Buhalsi, Universiti Teknologi Malaysia, Malaysia, NHTV Breda University of Applied Sciences, The Netherlands

17:30-17:50  
[01.20] Tour packages or self-planned travel? Factors affecting overseas travel choice behavior for persons with reduced mobility
Y.C. Chang*, C.F. Chen, National Taiwan Ocean University, Taiwan, National Cheng Kung University, Taiwan

[02.20] Functional evolution of an urban historic district and touristification: A case study of Foshan Lingnan Tiandi, Guangdong
S.Y. Zhong, The Hong Kong Polytechnic University, Hong Kong

[03.20] The professionals’ conceptions of creativity in restaurant space planning
J.S. Horng, C.H. Liu, S.F. Chou, C.Y. Tsai, S.H. Hsieh, De Lin Institute of Technology, Taiwan, National Taiwan University, Taiwan

[04.20] Discourse analysis of Iranian tourism literature
F.M. Goloshejerdi, Mahmoud Marhany, N.H. Hashim, Universiti Teknologi Malaysia, Malaysia

[05.20] Can tourism networks manage new technology?
N. Mistillis, D. Buhalsi, University of New South Wales, Sydney, Australia, School of Tourism Bournemouth University, UK

[06.20] Classifying tourists: Emic perspectives and accompanying perceptions from Tibetan youth
M.Y. Wu*, P. Pearce, James Cook University, Australia

[07.20] The effect of the visitor’s consumption experience and tourism image on their satisfaction and revisit intention to Taiwan’s night market
H.J. Chou*, Y.T. Chen, Polytechnic University of Applied Sciences, The Netherlands

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

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**Monday, December 12**

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<td>14:00-14:20</td>
<td>Chen Fang Yuan, Nina Mistilis</td>
<td>Marketing</td>
<td>Leisure</td>
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<td>Catherine Cheung, Adele Laddkin</td>
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<td>Anne Tagbor, Honggen Xiao</td>
<td>Revenue Management</td>
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<td>Daniel Leung</td>
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<td>Education</td>
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<td>Place and Space</td>
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[01.21] Tourism motivation of Korean film-induced tourists
W.Rwattrakunhaiboon, Bangkok University, Thailand

[02.21] Cultural influences on residents’ perception towards impacts in tourism development: Case study on Ciqikou, China
H. Hong*, Y. Cheng, B. Tang, Chongqing University of Technology, China

[03.21] Relationship among revenue management knowledge, perceptions of price fairness and loyalty: The case of hotel customers
Y.H. Lin*, K.C. Huang, Asia University, Taiwan, Tung University, Taiwan

[04.21] The effects of the emotional intelligence of spectators on their motivations, satisfactions and stresses
J. Han, K. Hwang, H. Kim*, I. Lee, Chung-Ang University, Republic of Korea

[05.21] Tourism Education 2.0. The case of INNOTOUR
J.J. Liburd, University of Southern Denmark, Denmark

[06.21] Understanding visitor motivations at sites of death and disaster: The cases Dachau Memorial Site and 11-M Madrid Memorial Site
R. Isaac*, A. Pinton, E. Cakmak, NHTV Breda University of Applied Sciences, The Netherlands

[07.21] Pet constraint’s influences on owner’s leisure intention
N. Peng*, K.P. Hung, A.L. Chen, University of Westminster, UK, Ming Chuan University, Taiwan
09:20-09:40

[O1.22] How do wine tourism destinations achieve strategic positioning? M. Gómez*, A. Molina, A. Esteban, University of Castilla-La Mancha, Spain

[O2.22] Tourism impacts on urban historic area from local perspective: Evidence from Xincheng, Guangzhou S.Y. Zhong*, X.T. Yang, The Hong Kong Polytechnic University, Hong Kong

[O3.22] Using cash flow and earnings based measures to evaluating hospitality corporations takeover C. Ramdeen, S.A. Lee*, Florida Gulf Coast University, USA

[O4.22] Events-induced tourism: A protocol analysis T. Jayaswal, Carrick Education Pty. Ltd., Australia

[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 M. Firth, Manchester Metropolitan University, UK

[O6.22] Travel brochures and authenticity in aboriginal tourism J. Chang*, T.L. Lin1,2, National Kaohsiung University of Hospitality and Tourism, Taiwan, Chinese Culture University, Taiwan

[O7.22] Planned leisure intention for British and Taiwanese pet owners K.P. Hung*, N. Peng*, A. Chen*, University of Westminster, UK, Ming Chuan University, Taiwan

09:40-10:00

[O1.23] Tourist satisfaction with destinations: A communicative model J. Li, Shanghai Normal University, China

[O2.23] Institutional pressures on golf courses to respect the natural environment: An experimental analysis using partial least squares A. Vargas-Sánchez*, F. Riquel-Ligero, University of Huelva, Spain

[O3.23] Hotel revenue forecasting based on the number of occupied rooms L.M. Safiñ*, I. Yahaya, University Malaysia Terengganu, Malaysia

[O4.23] The tourism industry and the process of internationalization in the middle east: The example of Jordan M. Pillmayer*, N. Scherle, Catholic University of Eichstätt-Ingolstadt, Germany

[O5.23] Into the valley of death...... - Educating the hospitality industry's cannon fodder T.G. Baum, University of Strathclyde, UK

[O6.23] The hospitable space a model of the urban quarter D. Egant1, J. Cockill1, M. Merron2, Sheffield Hallam University, UK, The Hong Kong Polytechnic University, Hong Kong

[O7.23] Serious leisure, recreation specialization and leisure benefits C.H. Wang*, T.J. Chen, National Taichung University of Education, Taiwan

10:00-10:20

[O1.24] Representing the nation or the place: The role of symbolic places of the capital Taipei in city branding S.T. Liu, St. John's University, Taiwan

[O2.24] Evaluating the impact of crime on long-stay tourist arrivals to Barbados: A transfer function approach T. Lorde1, D. Devonish1, M. Jackman1, 2The University of the West Indies, Barbados, 2Central Bank of Barbados, Barbados

[O3.24] Influence of price thresholds in urban hotel choice at Spain A.Y.R. Vega*, C.R. Gil, J.P. Borondo, University of La Rioja, Spain

[O4.24] Exploring inhibitors of effective networking among tourism conference delegates D. Musinguzi*, G. Woo, The Hong Kong Polytechnic University, Hong Kong

[O5.24] A unique hotelier-educator partnership: In the beginning... R. Robinson, The University of Queensland, Australia

[O6.24] Evaluating tourists' positive emotions: A study of Chinese travel blogs D. Cao1,2, S. Filep1, M. Jiang1, 2Sichuan Normal University, China, 2Victoria University, Australia

[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 Y.Z. Guo, Y.J. Wang*, S.N. Zhang1, Y. Chen1, Fudan University, China, Ming Chuan Polytechnic University, Hong Kong

10:20-10:40

[O1.25] Which restaurant endorser model is most influential for Japanese tourists? S. Kim1, K.C. Wang2, I. Sohn1, 2Sejong University, Republic of Korea, 2National Taiwan Normal University, Taiwan

[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 K.M.N. Roodbari*, B. Mohamed, Universiti Sains Malaysia, Malaysia

[O3.25] A framework to integrate hotel revenue management and CRM practices X.L. Wang*, Middlesex University, UK

[O4.25] Staging memorable events: An examination of the service and experience factors for overseas visitors at the 2010 Shanghai World Expo S. Pegg1, I. Patterson1, P. Ding1, X.L. Ye2, 1The University of Queensland, Australia, 2Shanghai University of Engineering Science, China

[O5.25] Generation Z: Soft skills development for hospitality and tourism students from education to industry M. Firth1, T. Baum1, 2MMU, UK, 3Strathclyde, UK

[O6.25] The semantic meaning of Chinese typeface and its effects on consumer responses C.M. Yang1, R.D. Liang1, C.M. Cheng1, 2Ming Chuan University, University, Taiwan, 2National Penghu University of Science and Technology, Taiwan

[O7.25] Feasibility of the creation of a possible leisure time spaces as way to equipment for urban erode texture: A case study of a traditional region in Tehran A. Hosseini1, A. Pourahmad, University of Tehran, Iran

10:40-11:10 Refreshment Break, Poster Session 2 & Meet-the-Editor Session
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<th>Function Room 4 B/1</th>
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<th>Stream 6</th>
<th>Classroom TH303 3/F</th>
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<td>Theme</td>
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<td>Green Practices</td>
<td>Food Concepts</td>
<td>Impacts and Events</td>
<td>Education</td>
<td>The Tourist</td>
<td>Research Innovation</td>
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<td>11:30-11:50</td>
<td>[O1.27] What makes an internalisation a hotel service brand works? C. Cheung*, H. Kong, H. Song, 1The Hong Kong Polytechnic University, Hong Kong, 2Shandong University at Weihai, China</td>
<td>[O2.27] Consumer perception and preferences for green practices: The case of Sri Lankan hotels D. Kasturiratne, W.M. Lim*, University of Plymouth, UK</td>
<td>[O3.27] Authenticity representation of the Kelantan Malay ethnic restaurants in Malaysia T. Mohammad*, J. Chan Kim Lian, 1Universiti Teknologi MARA, Malaysia, 2Universiti Malaysia Sabah, Malaysia</td>
<td>[O4.27] An evaluation of environmental impact of mega-Sporting events on the tourism industry in Cape town B. Siyotua, Cape Peninsula University of Technology, South Africa</td>
<td>[O5.27] Curriculum planning of MICE course in continuing education P.F. Hsieh, P.C. Kao*, Takming University of Science and Technology, Taiwan</td>
<td>[O6.27] An analysis on spatial behaviour characteristics of tourists in the rural destination – The case of Fanjing Mountain scenic area in China C.H. Qiu*, Y.X. Yu, Tongji University, China</td>
<td>[O7.27] Publish or perish: Doing tourism research as an African academic A.K.B. Yanhohnes, The Hong Kong Polytechnic University, Hong Kong</td>
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<td>11:50-12:10</td>
<td>[O1.28] Developing and validating a model of customer engagement with tourism and hospitality brands K. So*, C. King, B. Sparks, Griffith University, Australia</td>
<td>[O2.28] The impact of perceived environmental development benefits on government satisfaction, trust, and support intentions: The perspective of social marketing D.X. Li*, Y.Y. Lee, M. Griffin, 1Sejong University, Republic of Korea, 2Bradley University, USA</td>
<td>[O3.28] Sustaining the authenticity of Malay food as Malaysian heritage H. Hamzah*, S. Kamar, 1University Putra Malaysia, Malaysia</td>
<td>[O4.28] An empirical study on people's perception of the social impacts of Beijing Olympic Games before and after 2008 C. Zhou, Y.J. Guo, Y.S. Hou*, Q. Deng, Fudan University, China</td>
<td>[O5.28] Employability and hospitality curriculum design when there are limited resources for learning M. Quek, University of Hertfordshire, UK</td>
<td>[O6.28] Predicting preferred performance and intention to watch performance S. Kim*, J.Y. Chung, 1Sejong University, Republic of Korea, 2Texas A&amp;M University, USA</td>
<td>[O7.28] An analysis of top articles in hospitality and tourism journals: A perspective on quality H. Xiao*, B. McKercher, B.D. Guillet, R. Law, The Hong Kong Polytechnic University, Hong Kong</td>
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12:30-12:50
[01.30] Brand entertainment and play - Evidence from national restaurant chain's integrated marketing communications and social media management
P.P. Tuominen, University of Hertfordshire, UK

[02.30] Hotel water consumption at a seasonal mass tourist destination. The case of the island of Mallorca
B.D. Tortella*, T. Lee, Jeju National University, Republic of Korea, University of Queensland, Australia

[03.30] Images of open kitchen design in restaurants: An exploratory study of consumers’ and chefs’ perspectives
H.F. Luoh*, Y.W. Shih¹, P.C. Lo¹, Yu Jen Catholic University, Taiwan, Technology and Science Institute of Northern Taiwan, Taiwan

[04.30] Travel motivations and perceived travel risks: A comparison between Asian and Western senior travellers
D. Le Serre¹, K. Weber¹, P. Legohérel², ISTE, Paris, France, The Hong Kong Polytechnic University, Hong Kong, University of Angers, France

12:50-14:00

Theme: Sustainable Resource Use

Stream 1
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Destination Image
Don Dioko

Stream 2
Function Room 2 B/1
Restaurant Branding and Design
Anna Shi???

Stream 3
Function Room 3 B/1
Tourism Market Studies
Tony Tse

Stream 4
Function Room 4 B/1
Tourism Development
Eva Zhong

Stream 5
Function Room 5 B/1
The Tourist
Wang Vijn

Stream 6
Classroom TH303 3/F

Stream 7
Classroom TH304 3/F

Session Chairs: GI Woo, Hazel Javier

14:00-14:20
[01.31] The experience vs. lifestyle: Factors affecting on perceptions on destination
R.P. Sahbaz¹, S. Yuksel¹, Gazi University, Turkey, College of Applied Sciences, Oman

[02.31] Hotel water consumption at a seasonal mass tourist destination. The case of the island of Mallorca
B.D. Tortella*, T. Lee, Jeju National University, Republic of Korea, University of Queensland, Australia

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D. Le Serre¹, K. Weber¹, P. Legohérel², ISTE, Paris, France, The Hong Kong Polytechnic University, Hong Kong, University of Angers, France

14:20-14:40
[01.32] The effect of perceived value of tourism attraction and logistics management on destination loyalty: An application to Chiang Mai, Thailand
A. Untong¹,², M. Kaosa-ar’d¹, V. Ramos¹, J. Ray-Maqueira¹, Chiangmai University, Thailand, University of the Balearic Islands, Spain

[02.32] Impact of local residents' proactive involvement on tourism ventures: A case of a small island in Korea
E.J. Kang², T. Lee, Jeju National University, Republic of Korea, University of Queensland, Australia

[03.32] A silver bullet or just extra work? A study of current menu analysis practices
B. Nemeschansky*, L. Brandt, D. Williamson, AUT University, New Zealand

[04.32] The critical success factors of the non-governmental organizations in the district: From the stakeholder perspectives and survey
Y.R. Li¹, P.H. Hsieh¹, Aletheia University, Taiwan, Takming University of Science and Technology, Taiwan

[05.32] The stability paradigm in tourism
B. McKercher, The Hong Kong Polytechnic University, Hong Kong

[06.32] The influences of political forces on tourism area life-cycle model - Case study of Kanas scenic area, Xinjiang Uygur autonomous Region, China
J.J. Yang¹, C. Ryan¹, L.Y. Zhang¹, University of Waikato, New Zealand, Beijing Union University, China

14:40-15:00
[01.33] City marketing strategies based on meeting planners’ site selection criteria
P.F. Hsieh, Takming University of Science and Technology, Taiwan

[02.33] A survival analysis of ski lift companies
M. Falk, WIFO, Austria

[03.33] Price perception perspectives on perceived justice influences on service recovery satisfaction
L.C. Hsu¹, C.H. Chang², X.H. Yen³, Far East University, Taiwan, Cheng Shiu University, Taiwan

[04.33] The impact of opening policy for Chinese tourists on Taiwan's international tourism
Y.W. Su¹, H.L. Lin, L.M. Liu, National Taiwan University, Taiwan

[05.33] Religious tourism in China: Perceptions of tourism at a Taoist village
C. Ryan¹,³, P. Li¹, Q. Wang¹, J. Sai¹, H. Gu¹, The University of Waikato, New Zealand, Huaishan University, China, Beijing International Studies University, China

[06.33] Strategy for cultural sustainable tourism development with networking in Mae-Ngon watershed area
W. Thongma¹, W. Leelappattana¹,², C.F. Tsai¹, School of Tourism Development, Maejo, Thailand, National Chiayi University, Taiwan

[07.33] Developing the volunteer tourist’s revisit intention model: Taiwan experience
K.Y. Chen¹, T.C. Huan², W. Thongma¹, M. Mena³, C.F. Tsai¹, Y.L. Liao¹, W.C. Liu¹, P.H. Hsieh¹, National Chiayi University, Taiwan, National University of the Philippines, The Philippines, Wufeng University, Taiwan
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<td>The effect of Thailand’s political crisis on destination image and international tourist behaviour</td>
<td>A. Untong¹, M. Kaosa-ard², V. Ramos*¹, J. Rey-Maquieira¹, ¹University of the Balearic Islands, Spain, ²Chiang Mai University, Thailand</td>
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<td>15:00-15:20</td>
<td>Water in tourism accommodation: Sustainability versus indulgence</td>
<td>L. Lehmann, University of Ballarat, Australia</td>
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<td>15:00-15:20</td>
<td>How corporation reputation link trust, value, and satisfaction to create loyalty in the chain restaurant sector</td>
<td>K.C. Chang¹, N.T. Kuo¹, C.H. Lai², Y.S. Cheng¹, ¹Chihlee Institute of Technology, Taiwan, ²Ming Chung University, Taiwan</td>
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<td>15:00-15:20</td>
<td>Kazakhstan’s travel industry: Its history, current structure, and perspective for global integration</td>
<td>V. Garkavenko*, G. Tiberghien, KIMEP, Kazakhstan</td>
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<td>15:20-15:40</td>
<td>An investigation into the competitive advantages of the tourism sector in North Cyprus</td>
<td>H. Kilic, Eastern Mediterranean University, Turkey</td>
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<td>Redesigning community based ecotourism; A case study from papua new guinea</td>
<td>H. Sakata, B. Prideaux*, James Cook University, Australia</td>
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<td>15:20-15:40</td>
<td>Food authenticity and safe foods, the determinants of food tourism?</td>
<td>A.A.A. Majid, D.F. Mignonon, P.S. Toh*, University Technology MARA, Malaysia</td>
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<td>15:20-15:40</td>
<td>South Korean ‘working holiday’ makers in Australia: Their experience, satisfaction and future intention to revisit as a tourist</td>
<td>I. Lee, T. Lee*, University of Queensland, Australia</td>
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<td>15:20-15:40</td>
<td>Does size really matter? An investigation of cruise ship occupancy rates</td>
<td>S.A. Lee*, C. Ramdeen, Florida Gulf Coast University, USA</td>
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<td>15:20-15:40</td>
<td>The interpretation of pictures on tourist performance under outdoor settings: New method and methodology</td>
<td>H. Hao¹, B.H. Wu², ¹Free University of Berlin, Germany, ²Peking University, China</td>
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<td>Refreshment Break</td>
<td>Bob McKercher</td>
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<td>Managing service quality and standards in tourism and hospitality industry.</td>
<td>K. Chon, Hong Kong Polytechnic University, China</td>
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<td>How travelers use mobile, online and social media channels to make hotel-choice decisions</td>
<td>R. Verma, Cornell University, USA</td>
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<td>Closing of Research Sessions of the Conference</td>
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<td>Technical visits to tourism attractions in Hong Kong (Optional)</td>
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Tuesday 13 December