

Paper Presentation Schedule

The 11th APacCHRIE Conference 2013

Note: Schedule is tentative only and is subject to change.

1A

Session 1A	May 22, 2013 (Wednesday) 11:00am - 12:30am	Room: Iris I
Hong Kong Residents and Mainland Tourists: Host-Guest Relationship in Hong Kong Tourism Development <i>Joyce X.Q. Chui, The Hong Kong Polytechnic University</i> <i>Rob Law, The Hong Kong Polytechnic University</i>		
Examining the Challenges to the Community's Quality of Life in Arctic Destinations <i>Joseph S. Chen, Indiana University</i> <i>Ya-Ling Chen, Indiana University</i>		
What Do They Want and What Do They Do? Linking Benefits Sought to Destination Activities of Chinese Family Travelers <i>Xinran Y. Lehto, Purdue University</i> <i>Xiaoxiao Fu, Purdue University</i> <i>Hanliang Li, Zhejiang University</i> <i>Lingqiang Zhou, Zhejiang University</i>		
A Study of the Relationship Among Leader-Member Exchange, Relative Deprivation, and Employees' Effort Behavior: the Moderator of Work/Family Conflict. A Case of Taipei International Tourist Hotel Employees <i>You-De Dai, National Chi Nan University</i>		
Session 1B	May 22, 2013 (Wednesday) 11:00am - 12:30am	Room: Iris II
Moderator: Ms. Carol Pido, Southville Foreign University		
How Can Tourism and Hospitality Educators Produce Preferred Graduates in the 21st Century <i>Kiano Y.M. Luk, The Hong Kong Polytechnic University</i> <i>Grace K.S. Ho, The Hong Kong Polytechnic University</i> <i>Michael J. Ahn, The Hong Kong Polytechnic University</i> <i>Rob Law, The Hong Kong Polytechnic University</i>		
A Longitudinal Study of the Coping Strategy in Hospitality Internship <i>Yao-Chin Wang, Oklahoma State University</i> <i>Ruiying Cai, Oklahoma State University</i> <i>Hailin Qu, Oklahoma State University</i> <i>Chu-En Yang, Ling Tung University</i>		

1B

The Perception of Domestic Tourists on the Indonesia's Official Tourism Website

Isabela Ratih Sekartaji, The London School of Public Relations – Jakarta, Indonesia

Martiningsih Agung Chandra, The London School of Public Relations – Jakarta, Indonesia

Hospitality and Tourism Management Students' Job Attitude and Career Expectation: A Cross-cultural Study

Carlye Greyer, University of North Texas

Young Hoon Kim, University of North Texas

Bharath M. Josiam, University of North Texas

Jin Soo Han, Kyung Hee University

Session 2A

May 22, 2013 (Wednesday)

Room:

2:00pm - 4:00pm

Iris I

Moderator: Dr. Xiang (Robert) Li, University of South Carolina

Does Huge Pent-up Demand Weaken Attention to Customer Experience: Lessons from IRCs in Macau and Singapore

Sudhir H. Kale, Bond University

Mark T. Spence, Bond University

Creating a Framework for the Asian Paradigm of Hospitality Management

Michael J. Ahn, The Hong Kong Polytechnic University

Grace K.S. Ho, The Hong Kong Polytechnic University

Yvonne Y.F. Chen, The Hong Kong Polytechnic University

Kaye Chon, The Hong Kong Polytechnic University

How Do Organizations Deal with Succession Planning in the Hospitality Industry?

Saimah Mahmood, Emirates Academy of Hospitality Management

Ioanna Karanikola, Emirates Academy of Hospitality Management

The Road to Damascus Leads to One Infinite Loop: An Introspective Adventure into Apple Computer Customer Evangelism

Nathalie Collins, Edith Cowan University

Jamie Murphy, Australian School of Management, and Taylors' University

The Relationship among Weather, Operation Performance, and Stock Price of Taiwanese Hospitality Industry

Cheng-Chung Chen, Tunghai University

Kay Hei-Lin Chu, Tunghai University

Yu-Ming Huang, Tunghai University

Pei-Ling Wu, Tunghai University

Self-Regulation and "Other Customers" at Service Encounters: A Sociometer Perspective

Li Miao, Purdue University

Session 2B	May 22, 2013 (Wednesday) 2:00pm - 4:00pm	Room: Iris II
Using the Involvement Construct to Understand the Motivations of Customers of Casual Dining Restaurants In the USA <i>Alexandria C. Kallidin, University of North Texas</i> <i>Bharath M. Josiam, University of North Texas</i>		
An Exploratory Study of Healthy and Green Dining Intention for Elementary School Students – Explained by Theory of Planned Behavior <i>Tzu Tsen Chen, Tunghai University</i> <i>Chih Ling Cheng, Tunghai University</i> <i>Chih Ting Liao, Tunghai University</i> <i>Shiuam Yi Lin, Tunghai University</i> <i>Hsiu Wen Yang, Tunghai University</i> <i>Shu-Tai Wang, Tunghai University</i>		
Taiwan Seniors' Fruit and Vegetable Consumption <i>Kuei-I Lee, Tunghai University</i> <i>Wen-Dee Chiang, Tunghai University</i>		
Facing the Challenges of Obesity Issues in Foodservice Industry: A Preliminary Study of Developing Low Fat Cheesecake <i>Shih-Min Hu, State University of New York at Oneonta</i>		
A Comparison of the Horizontal and Vertical Scripts Menus <i>Chen-Feng Kuo, Tunghai University</i> <i>Jessica Chu-Hsuan Cheng, Tunghai University</i> <i>Donald F. Gotcher, Tunghai University</i>		
A Debate On Food Cost and Sustainability: The role of Executive Chefs in All Inclusive Hotels <i>Osman Nuri Özdoğan Adnan Menderes University</i> <i>Murat Hancer, Oklahoma State University</i> <i>Zafer Öter, Katip Celebi University</i>		
Session 3A	May 22, 2013 (Wednesday) 4:30pm - 6:30pm	Room: Iris I
Moderator: Dr. Woody Kim, Florida State University		
Online Problem Gambling among College Students <i>Chul Wan Park, University of Houston</i> <i>Ki-Joon Back, University of Houston</i>		

Role of CSR to Internal Marketing for Responsible Gambling Strategy in the Casino Industry

Hak-Jun Song, Pai Chai University

Hye-Mi Lee, Kyung Hee University

Choong-Ki Lee, Kyung Hee University

Su-Jung Song, Kyung Hee University

The Reliability and Validity of Three Instruments (DSM-IV, PPGM, and CPGI) for the Assessment of Problem Gambling: The Case of South Korea

Ki-Joon Back, University of Houston

Robert J. Williams, University of Lethbridge

Choong-Ki Lee, Kyung Hee University

An Exploratory Study on the Typology of Singapore Gamblers

Justin Matthew Pang, The Hong Kong Polytechnic University

Toward a Better Understanding of Casino Service Experience

IpKin Anthony Wong, Institute for Tourism Studies

The Impact of A New Casino Loyalty Program on Gaming Volume

Ji Hye Min, University of Nevada

Carola Raab, University of Nevada

Sarah Tanford, University of Nevada

Yen-Soon Kim, University of Nevada

Session 3B

May 22, 2013 (Wednesday)

4:30pm - 6:30pm

Room:

Iris II

Moderator: Prof. Hailin Qu, Oklahoma State University

Casino Workers' Occupational Health and Safety in Macau

Yuchin (Jerrie) Hsieh, University of North Carolina Greensboro

Siu-Ian (Amy) So, University of Macau

The Use of the Psychological Contract to Explain Work-Family Interference

Robert J. Blomme, Hotelschool The Hague

Jenny Sok, Hotelschool The Hague

Debbie M. Tromp, Hotelschool The Hague

Profiles of Executive Operating Committee Members in International Brand Hotels In Mainland China

Yi-Fan Tung, The Hong Kong Polytechnic University

David Jones, University of San Francisco

Relationships of Empowerment with Work Antecedents and Job Performance for Restaurant Workers

BeomCheol (Peter) Kim, AUT University

Gyumin Lee, Kyung Hee University

A Meta-Analysis of Turnover: The Mediating Role of Social Capital

Richard Ghiselli, Purdue University

Jingyan Liu, Sun Yat-Sen University

Danyu Huang, Sun Yat-Sen University

Aesthetic Labor of the Tour Leaders: An Exploratory Study

Tsu-Lin Fan, National Taichung University of Education

Chih-Hung Wang, National Taichung University of Education

Session 3C

May 22, 2013 (Wednesday)

Room:

4:30pm - 6:30pm

Lotus I

Moderator: Dr. Qu Xiao, The Hong Kong Polytechnic University

On the "Students as Surrogates" Research Conundrum: Insights from Statistical Reasoning in Revenue Management

ChihChien Chen, Temple University

Zvi Schwartz, Virginia Tech

Xiaojuan Jady Yu, Sun Yat-Sen University

Behavioral Intentions – An Important Aspect of Pricing and Revenue Management

Rania El-Haddad, Lebanese American University

Guy Assaker, Lebanese American University

Cultural Influences on Fairness Perception of Revenue Management Pricing in the Tourism and Hospitality Industry

Cindy Heo, The Hong Kong Polytechnic University

Jean-Pierre van der Rest, International University of Hospitality Management

Xuan Lorna Wang, Middlesex University Business School

From Crisis Preparedness to Risk Management Maturity: Establishing a System to Measure and Report Risk Management Maturity in Hotels

Alexandros Paraskevas, Oxford Brookes University

Yang Chu, Oxford Brookes University

Keith Xia, InterContinental Hotels Group

Impact of Occupancy Tax On Hotel Performance: The Case of Midland-Odesa Combined Statistical Area

Seul Ki Lee, Temple University

Exploring the Staying Values of B&B through Means-End Chain Approach - A Case study of Kenting, Taiwan

Chia-Ling Tsai, Tunghai University

Shu-Tai Wang, Tunghai University

Session 3D	May 22, 2013 (Wednesday) 4:30pm - 6:30pm	Room: Lotus II
<p>Examination of Education Quality Assurance System: Learning Effectiveness and Career Development for Technological College Students of Hospitality</p> <p><i>Tzu-Han, Hung, Tunghai University</i> <i>Wan-Teng Lin, Tunghai University</i></p>		
<p>Values Based Education In Tourism and Hospitality Curriculum: Is It Necessary to Develop Holistic Citizenship Education?</p> <p><i>Elizabeth Barber, Temple University</i></p>		
<p>Current and Future Trends in Hospitality and Tourism Higher Education</p> <p><i>Peter Ryan, Australian School of Management</i> <i>Alan Williams, Australian School of Management</i> <i>Jamie Murphy, Australian School of Management</i></p>		
<p>Customer Dissatisfaction in the Hotel Industry</p> <p><i>Bona Kim, The Hong Kong Polytechnic University</i> <i>Cindy Y. Heo, The Hong Kong Polytechnic University</i></p>		
<p>Examining the Attractiveness of Employer Brand to Hospitality Fresh Graduates</p> <p><i>Shih-Hua Chiu, National Kaohsiung University of Hospitality and Tourism</i> <i>Joyce Hsiu-Yu Chen, National Kaohsiung University of Hospitality and Tourism</i></p>		
<p>The Feasibility Study of Developing an Effective Gaming Management Certificate Program (GMCP) in Taiwan</p> <p><i>Wanching Chang, I-Shou University</i> <i>Jingxue (Jessica) Yuan, Texas Tech University</i></p>		
Session 4A	May 23, 2013 (Thursday) 9:00am - 11:00am	Room: Lily I
<p>Moderator: Ms. Christina Aquino, Lyceum of the Philippines University</p>		
<p>Developing a Customer Service Culture: A Model for Cities to Increase Tourism</p> <p><i>Nicholas Scriabine, Australian School of Management</i> <i>Jamie Murphy, Australian School of Management</i> <i>Alan Williams, Australian School of Management</i></p>		
<p>What Makes a Destination Beautiful? Dimensions of Tourists' Aesthetic Judgment</p> <p><i>Ksenia Kirillova, Purdue University</i> <i>Xiaoxiao Fu, Purdue University</i> <i>Xinran Lehto, Purdue University</i> <i>Liping A. Cai, Purdue University</i></p>		

Perceptions of Technical Skills Required for Successful Management in the Hospitality Industry: A Conjoint Analysis

Tanya Ruetzler, The University of Mississippi
William Baker, Appalachian State University
Dennis Reynolds, Washington State University
Jim Taylor, The University of Mississippi

Celebrity Attachment, Place Attachment and Behavioral Intentions In Film-Included Tourism

Chang-Hua Yen, National Taichung University of Science and Technology
Tzu-Ching Lai, Ming Chuan University

Using Structural Equation Modeling To Understand The Impact of Bollywood Movies And Television on Destination Image, Tourist Activity & Purchasing Behavior of Indians

Bharath M. Josiam, University of North Texas
Daniel L. Spears, University of North Texas
Sanjukta Pookulangara, University of North Texas
Kirti Dutta, BULMIM
Tammy Kinley, University of North Texas
Jennifer L. Duncan, University of North Texas

Modeling Consumer-based Brand Equity for Multinational Hotel Brands – When Hosts Become Guests

Zhuowei (Joy) Huang, University of Illinois
Liping A. Cai, Purdue University

Session 4B

May 23, 2013 (Thursday)
9:00am - 11:00am

Room:
Lily II

Moderator: Prof. Pearl Lin, National Kaohsiung University of Hospitality and Tourism

Factors Influencing Travelers' Behavioral Intentions and WOM through the Use of Travel-related OSN Websites

Albert Barreda, University of Central Florida
Yoshimasa Kageyama, University of Central Florida
Anil Bilgihan, The Ohio State University

Information Quality Evaluation of Hotel Websites in Macau: Model Development and Empirical Evaluation

Daniel Leung, The Hong Kong Polytechnic University
Lily Hongli Sun, The Hong Kong Polytechnic University
Lawrence Hoc Nang Fong, The Hong Kong Polytechnic University

Eyeing On the Online Complaint: Is It Representable?

Wei Leong Chan, Universiti Putra Malaysia
Wan Melissa Wan Hassan, Universiti Putra Malaysia
Huey Chern Boo, Universiti Putra Malaysia

4B

Corporate Social Responsibility: A Research Agenda of Online Reporting

Casey Murphy, Australian School of Management

Ashley Antonietti, Australian School of Management

Jamie Murphy, Australian School of Management

What do Chinese Guests Need on Hotel Websites?

Shanshan Qi, Institute for Tourism Studies

Rob Law, The Hong Kong Polytechnic University

Dimitrios Buhalis, Bournemouth University

National Tourism Office Website and Facebook Fan Page Diffusion

Ahmad Fareed Ismail, Murdoch University

Daniel Budd, Murdoch University

Jamie Murphy, Australian School of Management

Session 4C

May 23, 2013 (Thursday)
9:00am - 11:00am

Room:
Lotus I

4C

Moderator: Dr. Li Miao, Purdue University

The Affection of Knowledge Factor and Tourism Supply On Destination to Travel

Datu Razali Datu Eranza, Universiti Malaysia Sabah

Awangku Hassanah Bahar Pengiran Bagul, Universiti Malaysia Sabah

Andy Lee Chen Hiung, Universiti Malaysia Sabah

Sharon Toh Pei Sung, Universiti Malaysia Sabah

Prediction Brand Choice at The Point of Decision

Alvin Lee, Deakin University

Dick Mizerski, The University of Western Australia

Jinchao Yang, China Agricultural University

Experience as a Key Element for Tourism and Hospitality Marketing

Robert T. Y. Wu, Jinwen University of Science and Technology

Effects of CSR on Consumer Trust and Behavioral Intension: The Moderating Role of Brand Awareness

Chih-Ching Teng, Fu-Jen Catholic University

Min-Chung Chuang, Fu-Jen Catholic University

Co-creation and Value Creation in Commercial Experiences

Susanne H. G. Poulsson, BI Norwegian Business School

Sudhir H. Kale, Bond University

The Route to Delighting Repeat Customers

Yoshimasa (Nancy) Kageyama, University of Central Florida

Session 5A	May 23, 2013 (Thursday) 11:30am - 1:00pm	Room: Lily I
Moderator: Ms. Carol Pido, Southville Foreign University		
Attitudes of Tourism and Hotel Studies Students toward English as a Foreign Language: Case Study in Thailand <i>Siriporn McDowall, New Mexico State University</i> <i>Buppha Obchuae, Bangkok University</i>		
Examining the Effectiveness of Experiential Learning (EL) Model in Developing and Implementing Hospitality Internships: A Case Study of an International Internship Program <i>Liping Liu, University of Hawaii Maui College</i> <i>Laura (Lois) Greenwood, Landmark Hotels Group</i>		
Let's Learn Accounting: The Case of a US-CHINA Collaborative Program in Hospitality Management <i>Danqing Liu, Tianjin University of Commerce</i> <i>Pablo Simon, Florida International University</i> <i>Randall S. Upchurch, Florida International University</i>		
The Attractiveness of Taiwan as an Educational Tourism Destination - A Case Study of International Students Majoring in Hospitality And Tourism Management in Taiwan <i>Cheng-Fei Lee, Shih Chien University</i>		
Session 5B	May 23, 2013 (Thursday) 11:30am - 1:00pm	Room: Lily II
Moderator: Prof. Jeou-Shyan Horng, Lin Institute of Technology		
Why Your Eyes Are Bigger Than Your Stomach? Explore the Impact of Mood on Leftover Amount in A Restaurant Context <i>Landie Qiu, The Pennsylvania State University</i> <i>David Allen Cranage, The Pennsylvania State University</i> <i>Anna S. Mattila, The Pennsylvania State University</i>		
Customer Satisfaction and Operational Effectiveness Among Casual Fine Dining Restaurants in Selected Southeast Asian Countries: Basis for a Proposed Quality Function Deployment Model <i>Zandee Boy H. Briones, University of the East</i>		
The Brand Image of Kinmen Kaoliang Liquor —from the Perspective of Chinese Restaurant Employees in Five-star Hotels <i>Han-Yu Fan, National Kaohsiung University of Hospitality and Tourism</i> <i>Lou-Hon Sun, National Kaohsiung University of Hospitality and Tourism</i>		
The Diffusion Evaluation Index Development of Korean Food <i>Kyung Soo Han, Kyonggi University</i> <i>Han Seok Seo, University of Arkansas Division of Agriculture</i> <i>Ji Eun Min, University of Arkansas Division of Agriculture</i> <i>Hyun Mi Kim, Kyonggi University</i>		

Session 6A	May 23, 2013 (Thursday) 2:00pm - 4:00pm	Room: Lily I
<p>What Effect Will National Culture and Cross Cultural Competency Have on Multicultural Team Performance? A study of hotel Employees in Thailand</p> <p><i>Worarak Sucher, The Hong Kong Polytechnic University</i> <i>Catherine Cheung, Hong Kong Polytechnic University</i></p>		
<p>Assessment of Coastal Resort Development: The case of Lebanon</p> <p><i>Said Ladki, Lebanese American University</i> <i>Patrick El Meouchi, Lebanese American University</i></p>		
<p>The Role of Organisation Social Capital on Commitment in the New Zealand Hotel Industry</p> <p><i>Anthony Brien, Lincoln University</i> <i>Ananda Sabil Hussein, Brawijaya University</i></p>		
<p>Investigating the Transfer Effect Among Exclusive Hotel Services: Application for Daily Arrival Forecasting</p> <p><i>Tsung-Hsien sai, National Quemoy University</i> <i>Tsz Wai Lui, Chinese University of Hong Kong</i> <i>Gabriele Piccoli, University of Pavia</i></p>		
<p>Adoption of Knowledge Management in Hotels: Perceived Benefits and Barriers</p> <p><i>Grace C.L. Chien, I-Shou University</i> <i>Cathy H.C. Hsu, Hong Kong Polytechnic University</i></p>		
<p>Hotel Overbooking and Research Progress in China</p> <p><i>Liu Mei, Sun Yat-sen University</i> <i>Zeng Guo Jun, Sun Yat-sen University</i></p>		
Session 6B	May 23, 2013 (Thursday) 2:00pm - 4:00pm	Room: Lily II
<p>Moderator: Mr. Samir Thapa, Silver Mountain School of Hotel Management</p>		
<p>"Examining Hospitality Management Students' Motivations to Study Abroad"</p> <p><i>Stephanie Buder, Viceroy Hotels and Resorts</i> <i>Ivan Ninov, Emirates Academy of Hospitality Management</i></p>		
<p>Menu Re-engineering from Fuzzy Theory Perspective</p> <p><i>Chen-Feng Kuo, Tunghai University</i> <i>Kuo-Chen Hung, Hungkuang University</i> <i>Hsing-Lun Liu, Tunghai University</i> <i>Donald F Gotcher, Tunghai University</i></p>		

From Australia to China: Implementing Australian Curriculum and Quality Frameworks Overseas

Alan Williams, Australian College of Applied Education
Vada Ng, Australian College of Applied Education
Peter Ryan, Australian School of Management
Jamie Murphy, Australian School of Management

The Adversity Quotient and Academic Performance of Freshmen Hospitality Management Students of University of Santo Tomas, Philippines

Fernandez, Krizia J., University of Santo Tomas
Lantoria, Kathlene B, University of Santo Tomas
Mamaril, Chris Angelilou C., University of Santo Tomas
Manliguez, Alvin V., University of Santo Tomas
O'Santos Angelica Mae N., University of Santo Tomas
Revereza, Marie Angelene, University of Santo Tomas
Rodriguez, Reinhard C., University of Santo Tomas
Timbang, Evangeline, University of Santo Tomas

The Ambivalent Attitude of Hospitality and Tourism Students Towards Energy Saving and Carbon Reduction Behaviour

Jeou-Shyan Horng, Hungkuang University
Yi-Chun Lee, National Kaohsiung University of Hospitality and Tourism
Meng-Lei (Monica) Hu, Jinwen University Science and Technology
Chih-Ching (Chris) Teng, Fu Jen Catholic University

Sociocultural Adaption for Studying Abroad: Perspectives of Chinese and European Students Studying in the U.S.

Sheila A. Scott-Halsell, Oklahoma State University
Yao-Chin Wang, Oklahoma State University
Bill Ryan, Oklahoma State University

7A

Session 7A

May 23, 2013 (Thursday)
4:30pm - 6:00pm

Room:
Lily I

Moderator: Dr. Siriporn McDowall, New Mexico State University

Linking Event Motivation and Value in Cultural Festivals: A Preliminary Investigation

Wai Kei Vicky Chim, Institute for Tourism Studies
IpKin Anthony Wong, Institute for Tourism Studies

An Empirical Study of Synthesizing the Effects of Experience Quality, Perceived Value, Destination Image and Satisfaction on Visitors' Behavioral Intentions in the Macau Cultural Heritage Tourism Industry

Tao (Tony) Li, Macau University of Science and Technology
Hung-Che (Jonathan) Wu, Macau University of Science and Technology

The Influences of Asian Cultural Values In The Asian Hospitality Services

Worarak Sucher, The Hong Kong Polytechnic University

Arif Kamisan Pusiran, The Hong Kong Polytechnic University

Nate-tra Dhevabanchachai, The Hong Kong Polytechnic University

Kaye Chon, The Hong Kong Polytechnic University

Exploring the Spirit of Place and Element of Qualia of Historic Districts in Taiwan- A Case Study on Litoudian Historic District

Pei-Ling Wu, Tunghai University

Ming-Shih Chen, Tunghai University

Kay Hei-Lin Chu, Tunghai University

Cheng-Chung Chen, Tunghai University

Yu-Heng Wu, Tunghai University

Session 7B

May 23, 2013 (Thursday)

Room:

4:30pm - 6:00pm

Lily II

Moderator: Mr. Samir Thapa, Silver Mountain School of Hotel Management

Service Failure Index: a Measurement on Service Quality for Chain Restaurants

Damon Tian, Florida International University

Present Patronage Condition of Café Customers and Factors Affecting Menu Selection in Korea

Shinae Kim Yonsei University

Hyun-Young Jung, Mokpo National University

Hyun-Ah Kim, Kyungnam University

Shinae Kim, Yonsei University

An Investigation among Students of Critical Competencies with Different Creative Impacts for Future Restaurant Space Design

Jeou-Shyan Horng, Hungkuang University

Chih-Hsing Liu, Ming Chuan University

Sheng-Fang Chou, De Lin Institute of Technology

Chang-Yen Tsai, Ming Dao University

The Concept of Over-service and Kano Quality Attribute

Lou-Hon Sun, National Kaohsiung University of Hospitality and Tourism

Jen-Jui Ho, National Kaohsiung University of Hospitality and Tourism

Session 8A	May 24, 2013 (Friday) 9:00am - 11:00am	Room: Lily I
<p>Special Interest Tourism, Magic Wand for a Divided Country</p> <p><i>Zilmiyah Kamble, Taylor's University</i></p> <p><i>Frederic Bouchon, Taylor's University</i></p>		
<p>A Study on the Perception about International Influence Factor for Chinese Cultural Soft Power by Foreigners in China</p> <p><i>Qiulin Wang, Fudan University</i></p> <p><i>Yingzhi Guo, Fudan University</i></p> <p><i>Delan Shen, Fudan University</i></p>		
<p>The Expanding Role of the Tourism Sector in Malaysia's Retirement Industry</p> <p><i>Gan Joo-Ee, Taylor's University</i></p>		
<p>Tourism Energy Model: A New Perspective on the Driving Force of Tourism</p> <p><i>Yingsha Zhang, University of South Carolina</i></p> <p><i>Xiang (Robert) Li, University of South Carolina</i></p>		
<p>A Strategy for Macau to Increase its Tourism Carrying Capacity</p> <p><i>Yim King Penny Wan, Institute for Tourism Studies</i></p> <p><i>Francisco Vizeu Pinheiro, St. Joseph University</i></p> <p><i>Ian Chaplin, University of Macau</i></p> <p><i>Rachel Lao, City University of Macao</i></p> <p><i>Gabriel, Chi Wai U</i></p>		
<p>A Systematic Comparison of Chinese Outbound Travelers: a Non-Parametric Approach</p> <p><i>Yang Cao, University of South Carolina</i></p> <p><i>Xiang (Robert) Li, University of South Carolina</i></p>		
Session 8B	May 24, 2013 (Friday) 9:00am - 11:00am	Room: Lily II

A Comparative Study of the Motivations, Activities, and Overall Satisfaction of International Tourists Visiting Macau: Mainland Chinese, Hongkongese, Taiwanese and Western Tourist Groups

Sung Hee Park, Macau University of Science and Technology

Ming-Chi Chang, Macau University of Science and Technology

Choong-Ki Lee, Kyung Hee University

An Analysis of the Highly Cited Conference Publications in eTourism

Rosanna Leung, The Hong Kong Polytechnic University

Daniel Leung, The Hong Kong Polytechnic University

Liang Wang, The Hong Kong Polytechnic University

Sammy Guo, Harbin Institute of Technology

Rob Law, The Hong Kong Polytechnic University

An Examination of the Perceived Quality And Visitor Satisfaction: The Lusofonia Festival

Mingjie Ji, Macau University of Science and Technology

Sung Hee Park, Macau University of Science and Technology

Effects of Motives on Tourist Satisfaction: Application of Self-Determination Theory

Xiaojuan Yu, Sun Yat-Sen University

Zvi Schwartz, Virginia Tech

William P. Stewart, University of Illinois at Urbana-Champaign

Reflection of Taiwanese Working Holidaymakers to New Zealand

Chui-Hua Liu, Kainan University

Jonathan, Hung-Che Wu, Macau University of Science and Technology

Ming-Huei Lee, Hsing Wu University

Chris, Yun-Yueh Cheng, Chinese Culture University

Understanding Thai Generation Y Tourists' Behaviour and Travelling Perception

Vimolboon Cherapanukorn, Hong Kong Polytechnic University,

Pawini Temdi, Chiang Mai University

Session 8C

May 24, 2013 (Friday)

9:00am - 11:00am

Room:

Lotus I

Towards a Folk Taxonomy of Popular New Media Marketing Terms

Nathalie Collins, Edith Cowan University

Jamie Murphy, Taylor's University

Selling Cruise Ships in Choppy Seas: A Study on Passenger Security Awareness

Jill Coates-Erkan, Community Arts Network Western Australia Ltd.

Alfred Ogle, Synergistic Research

The Effect of Choice of Coupon Incentive on Consumer Reaction: The Case of Restaurant Coupon Promotion

Lawrence Hoc Nang Fong, The Hong Kong Polytechnic University

Daniel Leung, The Hong Kong Polytechnic University

Rob Law, The Hong Kong Polytechnic University

8C

Awareness on the Use of Healthy Menu as Marketing Strategy of Selected Restaurants in Tagaytay City, Philippines

Editha G. Reyes, Cavite State University

Rosemarie L. Marges, Cavite State University

Jeffrey B. Aguila, Cavite State University

Assessment of the Business of Popular Delicacies of Selected Towns in Bulacan: Basis For Promoting Culinary Tourism

Maricar A. Veranga, Centro Escolar University

Factors Associated with the In-Flight Service Quality: An Assessment of the Integrating SERVQUAL Dimensions

Yevvon Yi-Chi Chang, Tunghai University

Ting-Yu Kuo, Tunghai University

Yu-Shun Tsai, Tunghai University

Yen-Yu Lin, Mingdao University

David Yao-Jen Chang, National Chiayi University

Session 8D

May 24, 2013 (Friday)

9:00am - 11:00am

Room:

Lotus II

Moderator: Dr. Zhuowei (Joy) Huang, University of Illinois

Impact of Sustainable Practices on the Attendees' Satisfaction: 2013 Consumer Electronics Show (CES)

Yen-Soon Kim, University of Nevada Las Vegas

Shin Yong Jung, University of Nevada Las Vegas

Anthony Gatling, University of Nevada Las Vegas

Travel Companion And Activity Preference

Joseph S. Chen, Indiana University at Bloomington

Hyangmi Kim, Indiana University at Bloomington

Nina K. Prebensen, Tromso University Business School

Chinese International Students in Australia as Pioneering Independent Travellers

Brian King, The Hong Kong Polytechnic University

Sarah Gardner, Griffith University

Conventions Going Paperless: The Power of Social Media Technology– Anecdotes from Convention Attendees

Wei Wei, Purdue University

Tracy (Ying) Lu, University of Kentucky

Liping A. Cai, Purdue University

Effect of Perceived Quality of Marker-based Tourism Augmented Reality (AR) Apps on User Satisfaction and Behavioural Intentions

Timothy H Jung, Manchester Metropolitan University

Mincheol Kim, Jeju National University

Dai-In Han, Manchester Metropolitan University

8D

Session 8E	May 24, 2013 (Friday) 9:00am - 11:00am	Room: Iris I
<p>A Framework for Exploring Digital Touchpoints of Macao's Inbound Leisure Travelers <i>Sanjay Nadkarni , Emirates Academy of Hospitality Management, Dubai, UAE</i></p>		
<p>Insight: What we can find from studying the Hong Kong (total) Hotel Occupancy Rate <i>Candy Mei Fung, Tang, Unviersity of Macau</i> <i>Nada, Kulendran, Victoria University</i></p>		
<p>The Contribution of Hotel Experience and Brand Personality to Customer's Repurchase Intention: An Exploration of Hotel Segmental Difference in China Market <i>GUO Ruijin, The Hong Kong Polytechnic University</i> <i>Xiao Qu , The Hong Kong Polytechnic University</i></p>		
<p>How does Leisure Time Effect on Efficiency? - Evidence from China, Japan and the U.S. advantage <i>Xiang Wei, Beijing International Studies University</i> <i>Erwei Dong, University of South Alabama</i></p>		
Session 9A	May 24, 2013 (Friday) 11:30am - 1:00pm	Room: Lily I
<p>Moderator: Dr. Anthony Brien, Lincoln University</p>		
<p>Hospitable Spaces for Hospitality Places: Possibilities and Approaches for the Optimization of Capacity <i>Francisco Vizeu Pinheiro, St. Joseph University, Macau</i> <i>Ian Chaplin, University of Macau</i> <i>Yim King Penny Wan, Institute for Tourism Studies</i> <i>Rachel Lao, City University of Macao</i> <i>Gabriel, Chi Wai U</i></p>		
<p>Volunteer Tourism: An Enigmatic Marketing Procedure and Its Role In Safeguarding the Tourism <i>Parikshat Singh Manhas, University of Jammu</i> <i>Akshi Bhagat, University of Jammu</i></p>		
<p>Fostering Intercultural Talent in the Tourism Industry: The Case of Intercultural Education Practice in Tourism Higher Education in Taiwan <i>Tzu-Jung (Joy) Chen, National Kaohsiung University of Applied Sciences</i> <i>Chihkang Wu, National Kaohsiung University of Applied Sciences</i></p>		
<p>Tourist Thailand and the Staged Postmodern Man: Reversing Authentic Absurdity <i>Iain F. Cowie, Siam University</i></p>		

Session 9B	May 24, 2013 (Friday) 11:30am - 1:00pm	Room: Lily II
Moderator: Dr. John Fong, The Emirates Academy of Hospitality Management		
Diversity Management: Perspectives of Potential Vietnamese Hospitality Managers <i>Matthew H.T. Yap, University of Macau</i> <i>Elizabeth M. Ineson, Manchester Metropolitan University</i>		
Hospitality Educators' Perspectives of Elearning Platforms in Switzerland <i>Jenai Kisseleff, César Ritz Colleges</i> <i>Matthew H. T. Yap, University of Macau</i> <i>Timothy H. Jung, Manchester Metropolitan University</i>		
A Case Study of Click-and-Mortar Operation Strategies for a Food Sales Shop <i>Tsong-Zen Liu, National Kaohsiung University of Hospitality and Tourism</i> <i>Pearl Yueh-Hsiu Lin, National Kaohsiung University of Hospitality and Tourism</i>		
Senior Citizens' Purchasing Process in Foodservice Market <i>Shih-Ming Hu, State University of New York at Oneonta</i> <i>Oscar Oberkircher, State University of New York at Oneonta</i> <i>David Jurasinski, State University of New York at Oneonta</i>		
Session 9C	May 24, 2013 (Friday) 11:30am - 1:00pm	Room: Iris I
Moderator: Dr. Ivan Ninov, The Emirates Academy of Hospitality Management		
Life Scarcity Influences Red Wine Consumption <i>Yevvon Yi-Chi Chang, Tunghai University</i> <i>I-Hao Tseng, Tunghai University</i> <i>Wen-Bin Chiou, National Sun Yat-Sen University</i>		
Environmental Consciousness and Consumer Perceptions about Sustainable Retailing Practices: Influencing Organic Wine Purchase Intentions <i>Mark A. Bonn, Florida State University</i> <i>Meehee Cho, Florida State University</i>		
Authenticity of the On-Site Winery Experience: A Better Understanding of What Wine Tourists Really Seek <i>Hyojin Kim, Florida State University</i> <i>Mark A. Bonn, Florida State University</i>		
Food Labelling Compliance of Commonly Sold Processed Foods in Metropolitan Manila <i>Janine P. Siggaoat, The Lyceum of the Philippines University</i>		

Session 9D	May 24, 2013 (Friday) 11:30am - 1:00pm	Room: Lotus I
Moderator: Ms. Christina Aquino, Lyceum of the Philippines University		
Digging into the Unconscious Mind of Gastronomes: Using Modified of ZMET <i>Roozbeh Babolian Hendijani, Universiti Putra Malaysia</i> <i>Boo Huey Chern, Universiti Putra Malaysia</i>		
Trend of Franchising Hospitality and Retail Services in Macau <i>Ruth M. W. Yeung, Institute for Tourism Studies</i> <i>Maureen Brookes, Oxford Brookes University</i> <i>Levent Altinay, Oxford Brookes University</i>		
The Competitiveness of Macao in Developing Exhibition: Do Gaming Destinations Have Special Advantage? <i>Shangzhi Qiu, The Hong Kong Polytechnic University</i> <i>Mimi Li, The Hong Kong Polytechnic University</i> <i>Siu-Ian (Amy) So, University of Macau</i> <i>Xinran Lehto, Purdue University</i>		
Session 9E	May 24, 2013 (Friday) 11:30am - 1:00pm	Room: Lotus II
Moderator: Ms. Ioanna Karanikola, The Emirates Academy of Hospitality Management		
Entrepreneurship For Developing Eco-Health Tourism Destinations <i>Milena Peršić, University of Rijeka</i> <i>Branko Blažević, University of Rijeka</i>		
Empirical Investigation of the Roles of Attitudes toward Ecotourism: The Comparison of Tourists' Attitude in Thailand <i>Atthawet Prougestaporn, Dusit Thani College</i>		
Sustainability within the Hospitality Industry: A Comprehensive Review <i>Young Hoon Kim, University of North Texas</i> <i>Byungwoong Chung, Soonchunhyang University</i> <i>Songwad Sukmaungma, Bangkok University</i>		