## Paper Presentation Schedule

### The 11th APacCHRIE Conference 2013

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

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<tr>
<th>Session 1A</th>
<th>May 22, 2013 (Wednesday)</th>
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</table>
| Hong Kong Residents and Mainland Tourists: Host-Guest Relationship in Hong Kong Tourism Development  
  *Joyce X.Q. Chui, The Hong Kong Polytechnic University*  
  *Rob Law, The Hong Kong Polytechnic University*  |
| Examining the Challenges to the Community’s Quality of Life in Arctic Destinations  
  *Joseph S. Chen, Indiana University*  
  *Ya-Ling Chen, Indiana University*  |
| What Do They Want and What Do They Do? Linking Benefits Sought to Destination Activities of Chinese Family Travelers  
  *Xinran Y. Lehto, Purdue University*  
  *Xiaoxiao Fu, Purdue University*  
  *Hanliang Li, Zhejiang University*  
  *Lingqiang Zhou, Zhejiang University*  |
| 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  
  *You-De Dai, National Chi Nan University*  |

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<th>Session 1B</th>
<th>May 22, 2013 (Wednesday)</th>
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| How Can Tourism and Hospitality Educators Produce Preferred Graduates in the 21st Century  
  *Kiano Y.M. Luk, The Hong Kong Polytechnic University*  
  *Grace K.S. Ho, The Hong Kong Polytechnic University*  
  *Michael J. Ahn, The Hong Kong Polytechnic University*  
  *Rob Law, The Hong Kong Polytechnic University*  |
| A Longitudinal Study of the Coping Strategy in Hospitality Internship  
  *Yao-Chin Wang, Oklahoma State University*  
  *Ruiying Cai, Oklahoma State University*  
  *Hailin Qu, Oklahoma State University*  
  *Chu-En Yang, Ling Tung University*  |
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<th>May 22, 2013 (Wednesday) 2:00pm - 4:00pm</th>
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| **The Perception of Domestic Tourists on the Indonesia’s Official Tourism Website**  
*Isabela Ratih Sekartaji, The London School of Public Relations – Jakarta, Indonesia*  
*Martining Rh Osung 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* |
| **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)  |  Room:  
2:00pm - 4:00pm  |  Iris II
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Using the Involvement Construct to Understand the Motivations of Customers of Casual Dining Restaurants In the USA  
*Alexandria C. Kalldin, University of North Texas  
Bharath M. Josiam, University of North Texas*

An Exploratory Study of Healthy and Green Dining Intention for Elementary School Students – Explained by Theory of Planned Behavior  
*Tzu Tsen Chen, Tunghai University  
Chih Ling Cheng, Tunghai University  
Chih Ting Liao, Tunghai University  
Shiuam Yi Lin, Tunghai University  
Hsiu Wen Yang, Tunghai University  
Shu-Tai Wang, Tunghai University*

Taiwan Seniors’ Fruit and Vegetable Consumption  
*Kuei-I Lee, Tunghai University  
Wen-Dee Chiang, Tunghai University*

Facing the Challenges of Obesity Issues in Foodservice Industry: A Preliminary Study of Developing Low Fat Cheesecake  
*Shih-Min Hu, State University of New York at Oneonta*

A Comparison of the Horizontal and Vertical Scripts Menus  
*Chen-Feng Kuo, Tunghai University  
Jessica Chu-Hsuan Cheng, Tunghai University  
Donald F. Gotcher, Tunghai University*

A Debate On Food Cost and Sustainability: The role of Executive Chefs in All Inclusive Hotels  
*Osman Nuri Özdoğan, Adnan Menderes University  
Murat Hancer, Oklahoma State University  
Zafer Öter, Katip Celebi University*

Session 3A  |  May 22, 2013 (Wednesday)  |  Room:  
4:30pm - 6:30pm  |  Iris I
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Moderator: Dr. Woody Kim, Florida State University

Online Problem Gambling among College Students  
*Chul Wan Park, University of Houston  
Ki-Joon Back, University of Houston*
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<tr>
<td>Moderator: Prof. Hailin Qu, Oklahoma State University</td>
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<tr>
<td><strong>Role of CSR to Internal Marketing for Responsible Gambling Strategy in the Casino Industry</strong></td>
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<td><em>Hak-Jun Song, Pai Chai University</em></td>
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<td><em>Hye-Mi Lee, Kyung Hee University</em></td>
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<td><em>Choong-Ki Lee, Kyung Hee University</em></td>
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<td><em>Su-Jung Song, Kyung Hee University</em></td>
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<td><strong>The Reliability and Validity of Three Instruments (DSM-IV, PPGM, and CPGI) for the Assessment of Problem Gambling: The Case of South Korea</strong></td>
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<td><em>Ki-Joon Back, University of Houston</em></td>
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<td><em>Robert J. Williams, University of Lethbridge</em></td>
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<td><em>Choong-Ki Lee, Kyung Hee University</em></td>
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<td><strong>An Exploratory Study on the Typology of Singapore Gamblers</strong></td>
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<td><em>Justin Matthew Pang, The Hong Kong Polytechnic University</em></td>
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<td><strong>Toward a Better Understanding of Casino Service Experience</strong></td>
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<td><em>IpKin Anthony Wong, Institute for Tourism Studies</em></td>
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<td><strong>The Impact of A New Casino Loyalty Program on Gaming Volume</strong></td>
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<td><em>Ji Hye Min, University of Nevada</em></td>
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<td><em>Carola Raab, University of Nevada</em></td>
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<td><em>Sarah Tanford, University of Nevada</em></td>
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<td><em>Yen-Soon Kim, University of Nevada</em></td>
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<td><strong>Casino Workers’ Occupational Health and Safety in Macau</strong></td>
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<td><em>Yuchin (Jerrie) Hsieh, University of North Carolina Greensboro</em></td>
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<td><em>Siu-Ian (Amy) So, University of Macau</em></td>
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<td><strong>The Use of the Psychological Contract to Explain Work-Family Interference</strong></td>
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<td><em>Robert J. Blomme, Hotelschool The Hague</em></td>
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<td><em>Jenny Sok, Hotelschool The Hague</em></td>
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<td><em>Debbie M. Tromp, Hotelschool The Hague</em></td>
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<td><strong>Profiles of Executive Operating Committee Members in International Brand Hotels In Mainland China</strong></td>
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<td><em>Yi-Fan Tung, The Hong Kong Polytechnic University</em></td>
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<td><em>David Jones, University of San Francisco</em></td>
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<td><strong>Relationships of Empowerment with Work Antecedents and Job Performance for Restaurant Workers</strong></td>
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<td><em>BeomCheol (Peter) Kim, AUT University</em></td>
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<td><em>Gyumin Lee, Kyung Hee University</em></td>
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<td>A Meta-Analysis of Turnover: The Mediating Role of Social Capital</td>
<td>Richard Ghiselli, Purdue University, Jingyan Liu, Sun Yat-Sen University, Danyu Huang, Sun Yat-Sen University</td>
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<td>Aesthetic Labor of the Tour Leaders: An Exploratory Study</td>
<td>Tsu-Lin Fan, National Taichung University of Education, Chih-Hung Wang, National Taichung University of Education</td>
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<td>Session 3C</td>
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<td>Moderator: Dr. Qu Xiao, The Hong Kong Polytechnic University</td>
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<td>On the &quot;Students as Surrogates&quot; Research Conundrum: Insights from Statistical Reasoning in Revenue Management</td>
<td>ChihChien Chen, Temple University, Zvi Schwartz, Virginia Tech, Xiaojuan Jady Yu, Sun Yat-Sen University</td>
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<td>Behavioral Intentions – An Important Aspect of Pricing and Revenue Management</td>
<td>Rania El-Haddad, Lebanese American University, Guy Assaker, Lebanese American University</td>
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<td>Cultural Influences on Fairness Perception of Revenue Management Pricing in the Tourism and Hospitality Industry</td>
<td>Cindy Heo, The Hong Kong Polytechnic University, Jean-Pierre van der Rest, International University of Hospitality Management, Xuan Lorna Wang, Middlesex University Business School</td>
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<td>From Crisis Preparedness to Risk Management Maturity: Establishing a System to Measure and Report Risk Management Maturity in Hotels</td>
<td>Alexandros Paraskevas, Oxford Brookes University, Yang Chu, Oxford Brookes University, Keith Xia, InterContinental Hotels Group</td>
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<td>Impact of Occupancy Tax On Hotel Performance: The Case of Midland-Odessa Combined Statistical Area</td>
<td>Seul Ki Lee, Temple University</td>
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<td>Exploring the Staying Values of B&amp;B through Means-End Chain Approach - A Case study of Kenting, Taiwan</td>
<td>Chia-Ling Tsai, Tunghai University, Shu-Tai Wang, Tunghai University</td>
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<td>Session 3D</td>
<td>May 22, 2013 (Wednesday) 4:30pm - 6:30pm</td>
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| Examination of Education Quality Assurance System: Learning Effectiveness and Career Development for Technological College Students of Hospitality  
   Tzu-Han, Hung, Tunghai Univesity  
   Wan-Teng Lin, Tunghai Univesity  | | |
| Values Based Education In Tourism and Hospitality Curriculum: Is It Necessary to Develop Holistic Citizenship Education?  
   Elizabeth Barber, Temple University  | | |
| Current and Future Trends in Hospitality and Tourism Higher Education  
   Peter Ryan, Australian School of Management  
   Alan Williams, Australian School of Management  
   Jamie Murphy, Australian School of Management  | | |
| Customer Dissatisfaction in the Hotel Industry  
   Bona Kim, The Hong Kong Polytechnic University  
   Cindy Y. Heo, The Hong Kong Polytechnic University  | | |
| Examining the Attractiveness of Employer Brand to Hospitality Fresh Graduates  
   Shih-Hua Chiu, National Kaohsiung University of Hospitality and Tourism  
   Joyce Hsiu-Yu Chen, National Kaohsiung University of Hospitality and Tourism  | | |
| The Feasibility Study of Developing an Effective Gaming Management Certificate Program (GMCP) in Taiwan  
   Wanching Chang, I-Shou University  
   Jingxue (Jessica) Yuan, Texas Tech University  | | |
| Session 4A | May 23, 2013 (Thursday) 9:00am - 11:00am | Room: Lily I |
| Moderator: Ms. Christina Aquino, Lyceum of the Philippines University  | | |
| Developing a Customer Service Culture: A Model for Cities to Increase Tourism  
   Nicholas Scriabine, Australian School of Management  
   Jamie Murphy, Australian School of Management  
   Alan Williams, Australian School of Management  | | |
| What Makes a Destination Beautiful? Dimensions of Tourists’ Aesthetic Judgment  
   Ksenia Kirillova, Purdue University  
   Xiaoxiao Fu, Purdue University  
   Xinran Lehto, Purdue University  
   Liping A. Cai, Purdue University  | | |
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<td>Moderator: Prof. Pearl Lin, National Kaohsiung University of Hospitality and Tourism</td>
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**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 Pookalangara, 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*

**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*
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**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*

**The Affection of Knowledge Factor and Tourism Supply On Destination to Travel**  
*Datu Razali Datu Eranza, Universiti Malaysia Sabah*  
*Awangku Hassanal 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*
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Attitudes of Tourism and Hotel Studies Students toward English as a Foreign Language: Case Study in Thailand  
*Siriporn McDowall, New Mexico State University*  
*Buppha Obchuae, Bangkok University*

Examining the Effectiveness of Experiential Learning (EL) Model in Developing and Implementing Hospitality Internships: A Case Study of an International Internship Program  
*Liping Liu, University of Hawaii Maui College*  
*Laura (Lois) Greenwood, Landmark Hotels Group*

Let’s Learn Accounting: The Case of a US-CHINA Collaborative Program in Hospitality Management  
*Daming Liu, Tianjin University of Commerce*  
*Pablo Simon, Florida International University*  
*Randall S. Upchurch, Florida International University*

The Attractiveness of Taiwan as an Educational Tourism Destination - A Case Study of International Students Majoring in Hospitality And Tourism Management in Taiwan  
*Cheng-Fei Lee, Shih Chien University*

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Why Your Eyes Are Bigger Than Your Stomach? Explore the Impact of Mood on Leftover Amount in A Restaurant Context  
*Landie Qiu, The Pennsylvania State University*  
*David Allen Cranage, The Pennsylvania State University*  
*Anna S. Mattila, The Pennsylvania State University*

Customer Satisfaction and Operational Effectiveness Among Casual Fine Dining Restaurants in Selected Southeast Asian Countries: Basis for a Proposed Quality Function Deployment Model  
*Zandee Boy H. Briones, University of the East*

The Brand Image of Kinmen Kaoliang Liquor —from the Perspective of Chinese Restaurant Employees in Five-star Hotels  
*Han-Yu Fan, National Kaohsiung University of Hospitality and Tourism*  
*Lou-Hon Sun, National Kaohsiung University of Hospitality and Tourism*

The Diffusion Evaluation Index Development of Korean Food  
*Kyung Soo Han, Kyonggi University*  
*Han Seok Seo, University of Arkansas Division of Agriculture*  
*Ji Eun Min, University of Arkansas Division of Agriculture*  
*Hyun Mi Kim, Kyonggi University*
### Session 6A

**May 23, 2013 (Thursday)**

**Room:** Lily I

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| What Effect Will National Culture and Cross Cultural Competency Have on Multicultural Team Performance? A study of hotel Employees in Thailand | Worarak Sucher, The Hong Kong Polytechnic University  
Catherine Cheung, Hong Kong Polytechnic University |
| Assessment of Coastal Resort Development: The case of Lebanon       | Said Ladki, Lebanese American University  
Patrick El Meouchi, Lebanese American University |
| The Role of Organisation Social Capital on Commitment in the New Zealand Hotel Industry | Anthony Brien, Lincoln University  
Ananda Sabil Hussein, Brawijaya University |
| Investigating the Transfer Effect Among Exclusive Hotel Services: Application for Daily Arrival Forecasting | Tsung-Hsien Sai, National Quemoy University  
Tsz Wai Lui, Chinese University of Hong Kong  
Gabriele Piccoli, University of Pavia |
| Adoption of Knowledge Management in Hotels: Perceived Benefits and Barriers | Grace C.L. Chien, I-Shou University  
Cathy H.C. Hsu, Hong Kong Polytechnic University |
| Hotel Overbooking and Research Progress in China                    | Liu Mei, Sun Yat-sen University  
Zeng Guo Jun, Sun Yat-sen University |

### Session 6B

**May 23, 2013 (Thursday)**

**Room:** Lily II

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<th>Title</th>
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| “Examining Hospitality Management Students’ Motivations to Study Abroad” | Stephanie Buder, Viceroy Hotels and Resorts  
Ivan Ninov, Emirates Academy of Hospitality Management |
| Menu Re-engineering from Fuzzy Theory Perspective                   | Chen-Feng Kuo, Tunghai University  
Kuo-Chen Hung, Hungkuang University  
Hsing-Lun Liu, Tunghai University  
Donald F Gotcher, Tunghai University |
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<td>May 23, 2013 (Thursday)</td>
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<td>Lily I</td>
<td>Dr. Siriporn McDowall, New Mexico State University</td>
<td>From Australia to China: Implementing Australian Curriculum and Quality Frameworks Overseas&lt;br&gt;<strong>Alan Williams, Australian College of Applied Education</strong>&lt;br&gt;<strong>Vada Ng, Australian College of Applied Education</strong>&lt;br&gt;<strong>Peter Ryan, Australian School of Management</strong>&lt;br&gt;<strong>Jamie Murphy, Australian School of Management</strong></td>
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<td>The Adversity Quotient and Academic Performance of Freshmen Hospitality Management Students of University of Santo Tomas, Philippines&lt;br&gt;<strong>Fernandez, Krizia J., University of Santo Tomas</strong>&lt;br&gt;<strong>Lantoria, Kathlene B, University of Santo Tomas</strong>&lt;br&gt;<strong>Mamaril, Chris Angelilou C., University of Santo Tomas</strong>&lt;br&gt;<strong>Manliguez, Alvin V, University of Santo Tomas</strong>&lt;br&gt;<strong>O’Santos Angelica Mae N., University of Santo Tomas</strong>&lt;br&gt;<strong>Revereza, Marie Angelene, University of Santo Tomas</strong>&lt;br&gt;<strong>Rodriguez, Reinhard C., University of Santo Tomas</strong>&lt;br&gt;<strong>Timbang, Evangeline, University of Santo Tomas</strong></td>
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<td>The Ambivalent Attitude of Hospitality and Tourism Students Towards Energy Saving and Carbon Reduction Behaviour&lt;br&gt;<strong>Jeou-Shyan Horng, Hungkuang University</strong>&lt;br&gt;<strong>Yi-Chun Lee, National Kaohsiung University of Hospitality and Tourism</strong>&lt;br&gt;<strong>Meng-Lei (Monica) Hu, Jinwen University Science and Technology</strong>&lt;br&gt;<strong>Chih-Ching (Chris) Teng, Fu Jen Catholic University</strong></td>
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<td>Sociocultural Adaption for Studying Abroad: Perspectives of Chinese and European Students Studying in the U.S.&lt;br&gt;<strong>Sheila A. Scott-Halsell, Oklahoma State University</strong>&lt;br&gt;<strong>Yao-Chin Wang, Oklahoma State University</strong>&lt;br&gt;<strong>Bill Ryan, Oklahoma State University</strong></td>
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<td>Linking Event Motivation and Value in Cultural Festivals: A Preliminary Investigation&lt;br&gt;<strong>Wai Kei Vicky Chim, Institute for Tourism Studies</strong>&lt;br&gt;<strong>IpKin Anthony Wong, Institute for Tourism Studies</strong></td>
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<td>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&lt;br&gt;<strong>Tao (Tony) Li, Macau University of Science and Technology</strong>&lt;br&gt;<strong>Hung-Che (Jonathan) Wu, Macau University of Science and Technology</strong></td>
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</table>
The Influences of Asian Cultural Values In The Asian Hospitality Services

Worarak Sucher, The Hong Kong Polytechnic University  
Arif Kamisan Pasiran, 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)  
4:30pm - 6:00pm  
Room: 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
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<td>Special Interest Tourism, Magic Wand for a Divided Country</td>
<td>Zilmiyah Kamble, Taylor’s University</td>
<td>Frederic Bouchon, Taylor’s University</td>
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<td>A Study on the Perception about International Influence Factor for Chinese Cultural Soft Power by Foreigners in China</td>
<td>Qiulin Wang, Fudan University</td>
<td>Yingzhi Guo, Fudan University</td>
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<td>The Expanding Role of the Tourism Sector in Malaysia’s Retirement Industry</td>
<td>Gan Joo-Ee, Taylor’s University</td>
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<td>Tourism Energy Model: A New Perspective on the Driving Force of Tourism</td>
<td>Yingsha Zhang, University of South Carolina</td>
<td>Xiang (Robert) Li, University of South Carolina</td>
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<td>A Strategy for Macau to Increase its Tourism Carrying Capacity</td>
<td>Yim King Penny Wan, Institute for Tourism Studies</td>
<td>Francisco Vizeu Pinheiro, St. Joseph University</td>
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<td>A Systematic Comparison of Chinese Outbound Travelers: a Non-Parametric Approach</td>
<td>Yang Cao, University of South Carolina</td>
<td>Xiang (Robert) Li, University of South Carolina</td>
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<td>A Comparative Study of the Motivations, Activities, and Overall Satisfaction of International Tourists Visiting Macau: Mainland Chinese, Hongkongese, Taiwanese and Western Tourist Groups</td>
<td>Sung Hee Park, Macau University of Science and Technology</td>
<td>Ming-Chi Chang, Macau University of Science and Technology</td>
<td>Choong-Ki Lee, Kyung Hee University</td>
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<td>An Analysis of the Highly Cited Conference Publications in eTourism</td>
<td>Rosanna Leung, The Hong Kong Polytechnic University</td>
<td>Daniel Leung, The Hong Kong Polytechnic University</td>
<td>Liang Wang, The Hong Kong Polytechnic University</td>
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<td>An Examination of the Perceived Quality And Visitor Satisfaction: The Lusofonia Festival</td>
<td>Mingjie Ji, Macau University of Science and Technology</td>
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<td>Sung Hee Park, Macau University of Science and Technology</td>
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<td>Effects of Motives on Tourist Satisfaction: Application of Self-Determination Theory</td>
<td>Xiaojuan Yu, Sun Yat-Sen University</td>
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<td>Zvi Schwartz, Virginia Tech</td>
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<td>William P. Stewart, University of Illinois at Urbana-Champaign</td>
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<td>Reflection of Taiwanese Working Holidaymakers to New Zealand</td>
<td>Chui-Hua Liu, Kainan University</td>
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<td>Jonathan, Hung-Che Wu, Macau University of Science and Technology</td>
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<td>Ming-Huei Lee, Hsing Wu University</td>
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<td>Chris, Yun-Yueh Cheng, Chinese Culture University</td>
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<td>Understanding Thai Generation Y Tourists’ Behaviour and Travelling Perception</td>
<td>Vimolboon Cherapanukorn, Hong Kong Polytechnic University</td>
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<td>Pawini Temdi, Chiang Mai University</td>
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<td>Towards a Folk Taxonomy of Popular New Media Marketing Terms</td>
<td>Nathalie Collins, Edith Cowan University</td>
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<td>Jamie Murphy, Taylor’s University</td>
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<td>Selling Cruise Ships in Choppy Seas: A Study on Passenger Security Awareness</td>
<td>Jill Coates-Erkan, Community Arts Network Western Australia Ltd.</td>
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<td>Alfred Ogle, Synergistic Research</td>
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<td>The Effect of Choice of Coupon Incentive on Consumer Reaction: The Case of Restaurant Coupon Promotion</td>
<td>Lawrence Hoc Nang Fong, The Hong Kong Polytechnic University</td>
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<td>Daniel Leung, The Hong Kong Polytechnic University</td>
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<td>Rob Law, The Hong Kong Polytechnic University</td>
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### 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*

### 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*
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<td>A Framework for Exploring Digital Touchpoints of Macao’s Inbound Leisure Travelers</td>
<td>Sanjay Nadkarni, Emirates Academy of Hospitality Management, Dubai, UAE</td>
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| Insight: What we can find from studying the Hong Kong (total) Hotel Occupancy Rate | Candy Mei Fung, Tang, University of Macau  
Nada, Kalendran, Victoria University |
| The Contribution of Hotel Experience and Brand Personality to Customer’s Repurchase Intention: An Exploration of Hotel Segmental Difference in China Market | Guo Ruijin, The Hong Kong Polytechnic University  
Xiao Qu, The Hong Kong Polytechnic University |
| How does Leisure Time Effect on Efficiency? - Evidence from China, Japan and the U.S. advantage | Xiang Wei, Beijing International Studies University  
Erwei Dong, University of South Alabama |

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<td>Moderator: Dr. Anthony Brien, Lincoln University</td>
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| Hospitable Spaces for Hospitality Places: Possibilities and Approaches for the Optimization of Capacity | Francisco Vizeu Pinheiro, St. Joseph University, Macau  
Ian Chaplin, University of Macau  
Yim King Penny Wan, Institute for Tourism Studies  
Rachel Lao, City University of Macau  
Gabriel, Chi Wai U |
| Volunteer Tourism: An Enigmatic Marketing Procedure and Its Role In Safeguarding the Tourism | Parikshat Singh Manhas, University of Jammu  
Akshi Bhagat, University of Jammu |
| Fostering Intercultural Talent in the Tourism Industry: The Case of Intercultural Education Practice in Tourism Higher Education in Taiwan | Tzu-Jung (Joy) Chen, National Kaohsiung University of Applied Sciences  
Chihkang Wu, National Kaohsiung University of Applied Sciences |
<p>| Tourist Thailand and the Staged Postmodern Man: Reversing Authentic Absurdity | Iain F. Cowie, Siam University |</p>
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Moderator: Dr. John Fong, The Emirates Academy of Hospitality Management

Diversity Management: Perspectives of Potential Vietnamese Hospitality Managers  
Matthew H.T. Yap, University of Macau  
Elizabeth M. Ineson, Manchester Metropolitan University

Hospitality Educators' Perspectives of Elearning Platforms in Switzerland  
Jenai Kisselef, César Ritz Colleges  
Matthew H.T. Yap, University of Macau  
Timothy H. Jung, Manchester Metropolitan University

A Case Study of Click-and-Mortar Operation Strategies for a Food Sales Shop  
Tsong-Zen Liu, National Kaohsiung University of Hospitality and Tourism  
Pearl Yueh-Hsiu Lin, National Kaohsiung University of Hospitality and Tourism

Senior Citizens' Purchasing Process in Foodservice Market  
Shih-Ming Hu, State University of New York at Oneonta  
Oscar Oberkircher, State University of New York at Oneonta  
David Jurasinski, State University of New York at Oneonta

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Moderator: Dr. Ivan Ninov, The Emirates Academy of Hospitality Management

Life Scarcity Influences Red Wine Consumption  
Yevvon Yi-Chi Chang, Tunghai University  
I-Hao Tseng, Tunghai University  
Wen-Bin Chiou, National Sun Yat-Sen University

Environmental Consciousness and Consumer Perceptions about Sustainable Retailing Practices: Influencing Organic Wine Purchase Intentions  
Mark A. Bonn, Florida State University  
Meehee Cho, Florida State University

Authenticity of the On-Site Winery Experience: A Better Understanding of What Wine Tourists Really Seek  
Hyojin Kim, Florida State University  
Mark A. Bonn, Florida State University

Food Labelling Compliance of Commonly Sold Processed Foods in Metropolitan Manila  
Janine P. Siggaoat, The Lyceum of the Philippines University
### 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**  
  *Roozbeh Babolian Hendijani, Universiti Putra Malaysia*  
  *Boo Huey Chern, Universiti Putra Malaysia*

- **Trend of Franchising Hospitality and Retail Services in Macau**  
  *Ruth M. W. Yeung, Institute for Tourism Studies*  
  *Maureen Brookes, Oxford Brookes University*  
  *Levent Altinay, Oxford Brookes University*

- **The Competitiveness of Macao in Developing Exhibition: Do Gaming Destinations Have Special Advantage?**  
  *Shangzhi Qiu, The Hong Kong Polytechnic University*  
  *Mimi Li, The Hong Kong Polytechnic University*  
  *Siu-Ian (Amy) So, University of Macau*  
  *Xinran Lehto, Purdue University*

### 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**  
  *Milena Peršić, University of Rijeka*  
  *Branko Blažević, University of Rijeka*

- **Empirical Investigation of the Roles of Attitudes toward Ecotourism: The Comparison of Tourists’ Attitude in Thailand**  
  *Athawet Prougestaporn, Dusit Thani College*

- **Sustainability within the Hospitality Industry: A Comprehensive Review**  
  *Young Hoon Kim, University of North Texas*  
  *Byungwoong Chung, Soochunhyang University*  
  *Songwad Sukmaungma, Bangkok University*