

**4<sup>th</sup> ADVANCES IN HOSPITALITY & TOURISM MARKETING & MANAGEMENT**  
**25 – 27 June 2014, Le Meridien Hotel**

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Prof. C. Cobanoglu, *University of South Florida Sarasota-Manatee, US*



## CONFERENCE PROGRAMME

### Day 1: Wednesday 25<sup>th</sup> June 2014

- 13h00-15h00:** Registration
- 15h00-17h00:** Round Table Discussion: (*Enablers and Barriers to Sustainable Tourism*)  
*Panelist:* Representative of: Hotel Industry; Ministry of Tourism & Leisure; Mauritius  
Tourism Promotion Authority; Tourism Authority; Air Mauritius; & Academia  
*Moderator:* Professor Geoffrey Lipman
- 17h00-18h00:** Light Snacks and Networking

### Day 2: Thursday 26<sup>th</sup> June 2014

- 08h00-09h00:** Registration
- 09h00-10h30:** Presentation Session 1
- 10h30-10h45:** Tea Break
- 10h45-12h15:** Presentation Session 2
- 12h15-13h15:** Lunch
- 13h15-14h45:** Presentation Session 3
- 15h00-15h35:** Official Opening Ceremony (Chamarel Ball Room)  
*15h00-15h05* *Opening Statement by Dr Robin Nunkoo & Professor Dogan Gursoy (Co-Chairs, 4<sup>th</sup> AHTMMC)*  
*15h05-15h10* *Address by Prof. Soodursun Jugessur, CSK, GOSK (Pro-Chancellor & Chairman of Council University of Mauritius)*  
*15h10-15h15* *Address by the Hon. Michael Yeung Sik Yuen (Minister of Tourism & Leisure)*  
*15h15-15h20* *Address by Dr. the Hon. R. Jeetab (Minister of Tertiary Education, Science, Research and Technology)*  
*15h20-15h35* *His Excellency Mr. Rajkeswur Purryag, GCSK, GOSK (President of the Republic of Mauritius)*
- 15h35-16h05:** Keynote by Professor Geoffrey Lipman (*Green Growth & Travelism: Big Chance for Small States*)
- 16h05-16h30:** Tea Break
- 16h30-18h00:** Presentation Session 4
- 18h30-22h00:** Conference Dinner (Chamarel Ball Room)

### Day 3: Friday 27<sup>th</sup> June 2014

- 09h00-10h00:** Plenary Session: (*How To Get Your Articles Published?*) (Chamarel Ball Room)
- 10h05-10h15:** Tea Break
- 10h15-12h15:** Presentation Session 5
- 12h15-13h15:** Lunch
- 13h15-15h15:** Presentation Session 6
- 15h15-15h30:** Tea Break
- 15h30-17h30:** Presentation Session 7
- 17h30-19h00:** Closing Ceremony (Chamarel Ball Room)

**PRESENTATION SESSIONS**

<b>DAY 2</b>		
<b>THURSDAY 26<sup>th</sup> JUNE 2014</b>		
<b>Session 1:</b>		
<b>09.00-10.30</b>		
<p><b>Session Chair:</b> <b>Prof. Zhang Meng</b></p> <p><b>Venue: Bel Air</b></p>	<p><b>Parallel Session 1.1:</b> <b>Service Management</b></p>	<p>Gap Analysis of the Service Quality at Innibos Arts Festival <i>Lisa Welthagen &amp; Sue Geldenhuys</i> <i>Tshwane University of Technology, South Africa.</i></p> <p>Service Dominant Logic for Innovation in Nature Based Tourism <i>Hindertje Hoarau Heemstra</i> <i>University of Nordland, Norway</i></p> <p>Impact of Negative Events on Brand Relationship in Restaurant Service: Experiment Study from the Perspective of Hierarchy of Customers' Interests <i>Xu Xing-an, Zhang Meng, &amp; Fu Xiaorong</i> <i>Southwestern University of Finance and Economics, China.</i></p>
<p><b>Session Chair:</b> <b>Dr Cody Paris</b></p> <p><b>Venue: Wolmar</b></p>	<p><b>Parallel Session 1.2:</b> <b>Residents &amp; Tourism Development</b></p>	<p>Young Emiratis' Perceptions of Tourism Impacts in Dubai. <i>Cody Morris Paris, Lulu Baddar, &amp; Marcus L. Stephenson</i> <i>Middlesex University Dubai, United Arab Emirates.</i></p> <p>An Analysis of Community Support for Tourism in Swaziland: A Case of Ezulwini Valley (Part II) <i>H. Xolile Dlamini, Willie J. L Coetzee, &amp; P.S Khunou</i> <i>Tshwane University of Technology, Pretoria, South Africa.</i></p> <p>A Logit Model for Local Entrepreneurs' Supportiveness for Tourism Development: Perspective from the Island of Mauritius (Indian Ocean). <i>Ramesh Durbarry &amp; Vanessa Gowreesunkar</i> <i>University of Bedfordshire, UK; University of Technology, Mauritius.</i></p>
<p><b>Session Chair: Dr Karin Weber</b></p> <p><b>Venue: Nicoliere</b></p>	<p><b>Parallel Session 1.3</b> <b>Travel Behavior I</b></p>	<p>Perceptions about Safety and Security in Tschwane: The Case of Open Day Attendees at the Tschwane University of Technology, Pretoria <i>Unathi Sonwabile Henama, Malefane Monyane &amp; Pascal Tauoatsoala</i> <i>Tshwane University of Technology, South Africa.</i></p> <p>Same, Same but Different: A Comparative Study of Mainland Chinese and Chinese-American Consumers' Perceptions of and Behavior in a Service Failure Situation <i>Karin Weber, Cathy Hsu, &amp; Beverley Sparks</i> <i>Hong Kong Polytechnic University, Hong Kong; Griffith University, Australia.</i></p>

		The Current State of Incentive Travel <i>George G. Fenich, Katie L. Vitiello, Mande Foushee Lancaster</i> <i>East Carolina University Greenville, North Carolina USA.</i>
<b>10.30-10.45</b> <b>TEA BREAK</b>		
<b>Session 2</b> <b>10.45-12.15</b>		
<b>Session Chair:</b> <b>Ms. Indra Dusoye</b>  <b>Venue: Bel Air</b>	<b>Parallel Session 2.1</b> <b>Human Resources</b>	Antecedents and Consequences of Organizational Fit On Individual Job Performance: Comparative Studies Between International and Local Taiwanese Chain Hotels <i>Jen-te Yang</i> <i>National Kaohsiung University of Hospitality and Tourism, Taiwan.</i>  Human Resource Development Strategies as Advocates of Customer Service Quality: A Study in the Mauritian Hotel Sector <i>Indeeren Vencatachellum &amp; Indra Dusoye</i> <i>University of Mauritius, Mauritius.</i>
<b>Session Chair:</b> <b>Dr V. Gowreesunkar</b>  <b>Venue: Wolmar</b>	<b>Parallel Session 2.2</b> <b>Destination Development &amp; Management I</b>	Cultural World Heritage Site Management: A Case Study of Sacred Sites and Pilgrimage Routes in the Kii Mountain Range <i>Takamitsu Jimura</i> <i>York St John University, UK.</i>  The Impact of Direct Flights on Destination Development: The Case of Turkish airlines <i>Fazil Kaya, Gurel Cetin, &amp; Orhan Akova</i> <i>Istanbul University, Turkey.</i>  The Role of Entertainment in Tourism: Mauritius as a Case Study <i>Vanessa Gowreesunkar, Chris Cooper &amp; Ramesh Durbarry</i> <i>University of Technology, Mauritius; Oxford Brookes University, UK; University of Bedfordshire, UK.</i>  Assessing Feasibility of Film-Induced Tourism in Singapore. <i>Timothy Jeonghyeol Lee &amp; Qiao Fei</i> <i>Ritsumeikan Asia Pacific University, Japan; University of Queensland, Australia.</i>
<b>Session Chair:</b> <b>Professor Dirk Reiser</b>  <b>Venue: Nicoliere</b>	<b>Parallel Session 2.3</b> <b>Sustainable Tourism I</b>	Environmental Practices and Opinions of Travel Agencies Within the Context of Sustainable Tourism Development: The Case of Turkey <i>Nazmiye Erdogan</i> <i>Baskent University, Turkey.</i>

		<p>Effective Sustainable Tourism Management at a South African National Park and World Heritage Site <i>Uwe Hermann, Melville Saayman, Peet Van Der Merwe, &amp; Willie J. L. Coetzee</i> <i>Tshwane University of Technology, South Africa; North-West University, South Africa.</i></p> <p>The End of Zoos or the Revival of Human Stewardship: Public Attitudes, Visitor Perceptions and Management Implications for Zoo Tourism in a Changing World <i>Dirk Reiser &amp; Florian Hummel</i> <i>Cologne Business School, Germany; European Management School, Germany.</i></p>
<p><b>12.15-13.15: LUNCH</b> <b>VENUE: MAIN RESTAURANT</b></p>		
<p><b>Session 3: 13.15-14.45</b></p>		
<p><b>Session Chair:</b> <b>Dr Mathilda Van Niekerk</b></p> <p><b>Venue: Wolmar</b></p>	<p><b>Parallel Session 3.1</b> <b>Risk/Disaster Management</b></p>	<p>Developing a Strategic Framework for Terrorism Prevention and Mitigation in Sport Events and Festivals in the USA <i>Mathilda Van Niekerk &amp; Ahmet Bulent Ozturk</i> <i>University of Central Florida, USA.</i></p> <p>Still Recovering: The Case of the Coco Palms Resort, Hawaii <i>Sue Beeton</i> <i>La Trobe University Victoria, Australia.</i></p> <p>Hitting Turbulence and Privately Owned Airlines in South Africa: A Literature Review <i>Unathi Sonvabile Henama</i> <i>Tshwane University of Technology, South Africa.</i></p>
<p><b>Session Chair:</b> <b>Dr Neelu Seetaram</b></p> <p><b>Venue: Bel Air</b></p>	<p><b>Parallel Session 3.2</b> <b>Tourism Economics</b></p>	<p>Impact of Exchange Rate Volatility on Tourism Trade Flows - An African Perspective <i>Virendra Polodoo, Boopen Seetanah, Raja Vinesh Sanassee, &amp; Chris Brooks</i> <i>University of Mauritius, Mauritius; University of Reading, UK.</i></p> <p>Determinants of Per Diem Tourist Expenditure - The Role of Income <i>Berta Ferrer Rosell, &amp; Neelu Seetaram</i> <i>University of Girona, Spain; Bournemouth University, UK.</i></p> <p>Tourism FDI and Economic Growth in Mauritius. Evidence from a Dynamic Framework <i>Sheereen Fauzel, Boopen Seetanah, Raja Vinesh Sanassee</i> <i>University of Mauritius, Mauritius.</i></p>

<p><b>Session Chair:</b> <b>Dr. Naomi Moswete</b></p> <p><b>Venue: Nicoliere</b></p>	<p><b>Parallel Session 3.3</b> <b>Tourism Impacts/Sustainable Tourism II</b></p>	<p>The Tragedy of the Commons and Coordination Problems within a Developing Country's Tourism Industry <i>Robertico Croes, Kelly J. Semrad, &amp; Jorge Bartels Villanueva</i> <i>University of Central Florida, USA; Universidad de Costa Rica, Costa Rica.</i></p> <p>Perceived Effects of Wildlife-Based Tourism Development: A Case of the Chobe National Park River Front in Northern Botswana <i>Naomi Moswete &amp; Emmanuel Mogende</i> <i>University of Botswana, Botswana.</i></p> <p>Challenges and Opportunities for Unlocking the Potential of Tourism Sector in Zambia <i>Elliot M Mumba</i> <i>The Livingstone International University Of Tourism Excellence &amp; Business Management (LIUTEBM), Zambia.</i></p>
<p><b>15.00-16.30: OPENING CEREMONY &amp; KEYNOTE SPEECH (CHAMAREL BALL ROOM)</b></p>		
<p><b>Session 4: 16.30-18.00</b></p>		
<p><b>Session Chair:</b> <b>Prof. Chris Rogerson</b></p> <p><b>Venue: Wolmar</b></p>	<p><b>Parallel Session 4.1</b> <b>Tourism Policy &amp; Planning</b></p>	<p>HIV and AIDS Policy Implementation: The Case of a Major South African Hotel Group. <i>Koket Desere &amp; Christine van der Berg</i> <i>Central University of Technology, South Africa.</i></p> <p>Tourism Policies and Planning in Santiago de Compostela (Spain) <i>Xosé Manuel Santos Solla &amp; Lucrezia Lopez</i> <i>University of Santiago de Compostela, Spain; University of Vigo Ourense, Spain.</i></p> <p>How Pro-Poor is Business Tourism in Sub-Saharan Africa? <i>Christian M. Rogerson</i> <i>University of Johannesburg, South Africa.</i></p>
<p><b>Session Chair:</b> <b>Ms. S. Georgijevic</b></p> <p><b>Venue: Bel Air</b></p>	<p><b>Parallel Session 4.2</b> <b>Legal Aspects of Tourism &amp; Hospitality I</b></p>	<p>The Legal implications for Mauritius to Develop the Medical Tourism Sector. <i>Marie-Valerie Uppiah &amp; Rajendra P. Gunputh</i> <i>University of Mauritius, Mauritius.</i></p> <p>Advances in Protection for Tourist Consumers in South Africa <i>Mark Tait</i> <i>Nelson Mandela Metropolitan University, South Africa.</i></p> <p>Some Legislations to Health and Safety Measures in the Context of Sexual Offences &amp; HIV/Aids to Improve Tourism in First Class Tourist Destinations: The Mauritian Case Study <i>Marie-Valerie Uppiah &amp; Rajendra P. Gunputh</i> <i>University of Mauritius, Mauritius.</i></p>

<p><b>Session Chair:</b> Prof. Leo Huang</p> <p><b>Venue:</b> Nicoliere</p>	<p><b>Parallel Session 4.3</b> <b>Destination Marketing I</b></p>	<p>A Pilot Study: Comparing African Destination Images Among American Millennials <i>Kathryn Hashimoto</i> <i>East Carolina University Greenville, North Carolina USA.</i></p> <p>How to Raise Switching Barrier Strategy in E-Travel Agencies. <i>Leo Huang</i> <i>National Kaohsiung University of Hospitality &amp; Tourism, Taiwan.</i></p> <p>Testing a Model of Service Quality, Customer Satisfaction, Complain Intention and Customer Loyalty in Four Star Hotels in Mauritius <i>Madhunisha Gunnoo &amp; Robin Nunkoo</i> <i>University of Mauritius, Mauritius.</i></p>
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**18.30-22.00: CONFERENCE DINNER**  
**VENUE: CHAMAREL BALL ROOM**

**DAY 3**  
**FRIDAY 27<sup>th</sup> June 2014**

**09.00 – 10.00 (Venue: Chamarel Ball Room)**  
**PLENARY SESSION & PANEL DISCUSSION:**  
**“HOW TO GET YOUR ARTICLES PUBLISHED?”**

**Panelists**  
*Professor Dogan Gursoy, Editor in Chief, Journal of Hospitality Marketing and Management*  
*Professor George G. Fenich, Editor in Chief, Journal of Convention and Event Tourism*  
*Professor Chris Rogerson, Editor in Chief, Urban Forum*  
*Dr Christina Chi, Associate Professor, School of Hospitality Business Management, Washington State University*

**Moderator**  
*Dr Robin Nunkoo, University of Mauritius*

**10.00 – 10.15: TEA BREAK**

**Session 5: 10.15 – 12.15**

<p><b>Session Chair:</b> Prof. Darko Prebežac</p> <p><b>Venue:</b> Bel Air</p>	<p><b>Parallel Session 5.1</b> <b>Travel Behavior II</b></p>	<p>What are Tourists' Hotel Room Preferences? A Stated Choice Experiment <i>Lorenzo Masiero, Cindy Heo, &amp; Bing Pan</i> <i>The Hong Kong Polytechnic University, Hong Kong; College of Charleston, USA.</i></p> <p>Visitor Motivations to a South African International Airport <i>Liezel Du Plessis, Saayman, Melville, &amp; Potgieter, Marius</i> <i>Tshwane University of Technology, South Africa.</i></p> <p>Which Destination Attributes Matter to Sun-and-Sea Tourists in Croatia? A Relevance-Determinance Analysis <i>Josip Mikulić, Darko Prebežac, &amp; Damir Krešić</i> <i>University of Zagreb, Croatia; Institute for Tourism, Zagreb, Croatia.</i></p>
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		<p>Managing Business Travel: Behavioral Patterns of Road Warriors and Implications for their Work-Life Balance: Study of Travelling Academics <i>Natalia Tretyakevich</i> <i>Università della Svizzera italiana (USI), Switzerland.</i></p>
<p><b>Session Chair:</b> <b>Prof. Oystein Jensen</b></p> <p><b>Venue: Wolmar</b></p>	<p><b>Parallel Session 5.2 Sustainable Tourism III</b></p>	<p>Critical Factors in Cooperation Between Local Service Suppliers and Tour Operators with Regard to Local Sustainable Development: Evidence from Different Geographical Contexts <i>Oystein Jensen</i> <i>University of Nordland, Norway.</i></p> <p>Respondents' Knowledge of Iconic Sustainable Tourism Organizations: A case of Waterval Boven South Africa. <i>Ndivhuwo Tshipala, Willie J.L. Coetzee, &amp; Marius Potgieter</i> <i>Tshwane University of Technology, South Africa.</i></p> <p>Awareness and Credibility of Hotel Ecolabels in the US Lodging Industry <i>Sun-Young Park &amp; Michelle Millar</i> <i>University of San Francisco, USA.</i></p> <p>Evaluation of Rural Tourism Projects: A respondent Perspective <i>Jennifer Tilbury</i> <i>Buckinghamshire New University, UK.</i></p>
<p><b>Session Chair:</b> <b>Ms. S. Georgijevic</b></p> <p><b>Venue: Nicoliere</b></p>	<p><b>Parallel Session 5.3 Legal Aspects of Tourism &amp; Hospitality II</b></p>	<p>Medical tourists in Mauritius: Where Does the Right to Privacy on HIV/Aids Status Stands? <i>Rajendra P. Gunpath</i> <i>University of Mauritius, Mauritius.</i></p> <p>Regulatory Framework for Tourism Sector -Suggested Model for Maharashtra <i>Hrishikesh Soman</i> <i>Symbiosis College of Arts &amp; Commerce, Pune, India.</i></p>
<p><b>12.15 – 13.15: LUNCH</b> <b>MAIN RESTAURANT</b></p>		
<p><b>Session 6</b> <b>13.15 – 15.15</b></p>		
<p><b>Session Chair:</b> <b>Prof. Guido Sommer</b></p> <p><b>Venue: Wolmar</b></p>	<p><b>Parallel Session 6.1: Destination Marketing II</b></p>	<p>The Benefit/ Activity-Based Segmentation of Tourism/Leisure Market: Is it Effective and Operational? <i>Marios Sotiriadis, Lesedi Nduma &amp; Cina van Zyl</i> <i>University of South Africa (UNISA), South Africa.</i></p>



		<p>Wine Packaging Marketing: Recent Trends in the Wine Market <i>Triantafyllou George, Constantine Lymperopoulos, Lagos Dimitrios &amp; Evangelos Christou</i> <i>University of the Aegean, Greece; Alexander Technological Institute of Thessaloniki, Greece.</i></p> <p>Improving Destination Marketing of Industrial Heritage: The Case of North Rhine-Westphalia <i>Guido Sommer</i> <i>Cologne Business School, Germany.</i></p> <p>Standard Recipes of Traditional Turkish and Latvian Meals: Similarities and Differences <i>Şükran Öktem &amp; Brigita Purina</i> <i>Baskent University, Turkey; Turiba University, Latvia.</i></p>
<p><b>Session Chair:</b> <b>Dr. K. Padachi</b></p> <p><b>Venue: Bel Air</b></p>	<p><b>Parallel Session 6.2:</b> <b>Destination Development &amp; Management II</b></p>	<p>The case of the 2010 FIFA World Cup: Was It Truly an African Event? <i>Portia Sifolo &amp; Solomon Lebeso</i> <i>Tshwane University of Technology, South Africa; University of South Africa (UNISA), South Africa.</i></p> <p>Evaluating the Importance of Soft Infrastructure in Tourism Development <i>Boopen Seetanah, Kesseven Padachi, Thanika Devi Juvabeer, Raja Vinesh Sannasee, &amp; Mathew Lamport</i> <i>University of Mauritius, Mauritius; University of Technology, Mauritius</i></p> <p>Sharing Economy and Tourism – Choice Set Considerations for Tourism Research <i>Caroline Sophie Sturm</i> <i>Università della Svizzera Italiana (USI), Switzerland.</i></p> <p>Organizational Infrastructure Challenges in the Tourism and MEEC Industries that Impede Urban Renewal Strategies: The Case of Guayaquil, Ecuador <i>Robertico Croes, Kelly J. Semrad</i> <i>University of Central Florida, USA.</i></p>
<p><b>Session Chair:</b> <b>Dr. Goran Georgijevic</b></p> <p><b>Venue: Nicoliere</b></p>	<p><b>Parallel Session 6.3:</b> <b>Travel Behavior III</b></p>	<p>Service Gaps and Urban Destination as a Day Visitor's Experience <i>Malefane Monyane, Tauoatsoala Pascal, &amp; Unathi Somwabile Henama</i> <i>Tshwane University of Technology, South Africa.</i></p>

		<p>Actual Internet Use to Plan and Book a Trip as a Bidimensional Latent Variable Related to Trip Characteristics. <i>Germà Coenders Gallart, Berta Ferrer-Rosell, Esther Martínez-García</i> <i>University of Girona, Spain.</i></p> <p>Suggesting a Benefit Market Segmentation of the Visitors to Graskop, Mpumalanga, South Africa <i>Lesedi Nduna &amp; Marios Sotiriadis</i> <i>University of South Africa (Unisa), South Africa.</i></p> <p>Health-Contributing Travel Factors: Case of Package Trip Participants in Korea <i>Ji-Sook Han &amp; Timothy Jeonghyeol Lee</i> <i>Gangwon Institute for Regional Program Evaluation, South Korea;</i> <i>Ritsumeikan Asia Pacific University (APU), Japan.</i></p>
<p><b>15.15 – 15.30</b> <b>TEA BREAK</b></p>		
<p><b>Session 7</b> <b>15.30 – 17.30</b></p>		
<p><b>Session Chair:</b> <b>Dr. Marie Chan Sun</b></p> <p><b>Venue: Nicoliere</b></p>	<p><b>Parallel Session 7.1</b> <b>Doctoral/Young</b> <b>Researchers' Track</b></p>	<p>Analyzing Sustainable Tourism Practices for the Hotel Industry of Mauritius <i>Thanika Devi Juvabeer, Robin Nunkoo, Sharmila Pudaruth, &amp; Hanisha Seeboo</i> <i>University of Mauritius, Mauritius; Mauritius Ports Authority, Mauritius.</i></p> <p>Tourism for Business Purposes: Legal Protection of Indigenous Practices Against Foreign Exploitation <i>Marie-Valerie Uppiah</i> <i>University of Mauritius, Mauritius.</i></p> <p>A Smoke-Free Island in the Sun! <i>Marie Chan Sun &amp; Robin Nunkoo</i> <i>University of Mauritius, Mauritius.</i></p>
<p><b>Session Chair:</b> <b>Ms. Melissa Lotter</b></p> <p><b>Venue: Wolmar</b></p>	<p><b>Parallel Session: 7.2</b> <b>Tourists' Experience</b> <b>&amp; Behavior</b></p>	<p>Relationship Between Motivation to Travel and Quality of Medical Services <i>Hyun-Suk Lim, Ho-Pyo Park, &amp; Timothy Jeonghyeol Lee</i> <i>Cheongju University, South Korea; Ritsumeikan Asia Pacific University, Japan.</i></p> <p>Value Creation in Nature Based Tourist Experiences: A Focus on Experience Scape, Customer Interactions and Co-Creation <i>Dorthe Eide &amp; Frank Lindberg</i> <i>University of Nordland, Norway.</i></p>

		<p>Perceptions and preferences for Asian ethnic foods. <i>Kye-Hong Min &amp; Timothy Jeongyeol Lee</i> <i>Jeonju University, South Korea; Ritsumeikan Asia Pacific University (APU), Japan.</i></p> <p>Significant Profile Differences Among Male and Female Adventure Tourists in Pretoria, South Africa <i>Melissa J. Lötter, Sue Geldenbuys, &amp; Marius Potgieter</i> <i>Tshwane University of Technology, South Africa.</i></p>
<p><b>Session Chair:</b> <b>Dr Kelly Virginia Phelan</b></p> <p><b>Venue: Nicoliere</b></p>	<p><b>Parallel Session: 7.3</b> <b>Destination</b> <b>Image/Branding</b></p>	<p>Nation Branding in Zimbabwe: Lessons to Learn <i>Madele Tait, Noxolo E. Mazibuko, &amp; Steve Sena</i> <i>Nelson Mandela Metropolitan University, South Africa.</i></p> <p>Using Freelisting to Examine the Destination Image of China Among Australian Residents. <i>Songshan Huang</i> <i>University of South Australia, Australia.</i></p> <p>Overcoming the “Blood Diamond” Stigma: Developing Tourism and Re-Branding Sierra Leone <i>Kelly Virginia Phelan</i> <i>Texas Tech University, USA.</i></p>
<p><b>17.30-19.00: CLOSING CEREMONY &amp; FINGER BUFFET</b> <b>VENUE: CHAMAREL BALL ROOM</b></p>		

Saturday 28 <sup>th</sup> June 2014		
Island Tour (Foreign Delegates & Organizing Committee Only)		
<i>Time</i>	<i>Activities</i>	<i>Further Information</i>
09h00	Pick up at Le Meridien Hotel	
10h00 - 11h00	Site visit: Martello Tour	<a href="http://www.discovermauritiusisland.com/discover/museums/martello-tower/">http://www.discovermauritiusisland.com/discover/museums/martello-tower/</a>
11h30 - 11h145	Guided site visit: Le Morne World Heritage Trust Fund & Slave Route Monument	<a href="http://www.gov.mu/portal/sites/lemorne/about.htm">http://www.gov.mu/portal/sites/lemorne/about.htm</a> <a href="http://www.discovermauritiusisland.com/discover/visits/slave-route-monument/">http://www.discovermauritiusisland.com/discover/visits/slave-route-monument/</a>
13h00 - 14h30	Lunch at Varange Sur Morne & Visit of the Wood Museum	
15h00 - 15h30	Site visit: Alexandra Falls View Point	<a href="http://www.discovermauritiusisland.com/discover/visits/alexandra-falls/">http://www.discovermauritiusisland.com/discover/visits/alexandra-falls/</a>
16h00 – 16h30	Site visit: Grand-Bassin Lake	<a href="http://www.travelmauritius.info/grand_bassin.html">http://www.travelmauritius.info/grand_bassin.html</a>
17h30	Drop-off at Le Meridien Hotel	