

## CONFERENCE PROGRAM

### 8TH ADVANCES IN HOSPITALITY AND TOURISM MARKETING AND MANAGEMENT (AHTMM) CONFERENCE

EMERALD HOTEL, JUNE 25 -29, 2018, BANGKOK, THAILAND.

<b>Monday, June 25</b>	<b>5:00 PM - 8:00 PM</b>
Panorama 1 - 14 <sup>th</sup> floor	<b>Registration</b>
<b>Monday, June 25</b>	<b>6:00 PM - 8:00 PM</b>
Panorama 1 - 14 <sup>th</sup> floor	<b>Opening reception - Dinner</b>
<b>Tuesday, June 26</b>	<b>8:30 AM - 10:00 AM - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Maisa Bettencourt Da Costa Correia Adinolfi</b>
Morakot 3 <sup>rd</sup> floor	Surviving Strategies in a Travel Fragmentation World: The Future of Online Travel Agents
	Leo Huang
Morakot 3 <sup>rd</sup> floor	The economic rationale for Government intervention to reduce seasonality: Importance-Performance Analysis for the hotel industry in Mallorca
	Javier Rey-Maqueira, Francisco Sastre and Javier Lozano
Morakot 3 <sup>rd</sup> floor	Strategies to reduce seasonality in Mediterranean destinations. Application to German tourism in the Balearic Islands.
	Francisco Sastre, Javier Rey-Maquiera and Javier Lozano
Morakot 3 <sup>rd</sup> floor	A RESEARCH ON THE PERSPECTIVE ASPECT OF SALES ON THE INTERNET IN THE PASSENGER TRANSPORTATION SECTOR, SAMPLE OF TCDD-ANKARA-KONYA HIGH SPEED TRAIN PASSENGERS
	Emine Vasfiye Korkmaz, Yaşar Korkmaz and Neslihan Değirmenci
<b>Tuesday, June 26</b>	<b>8:30 AM - 10:00 AM - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Sami Fethi</b>
Bussaracum 3 <sup>rd</sup> floor	Sunshine in the package tour: How does a tour leader's playfulness initiate fun of the tour members?
	Tien-Ming Cheng, Mei-Tsun Chen and Chi Chao
Bussaracum 3 <sup>rd</sup> floor	Leisure constraint negotiation process: The moderating mediation effects of social support
	Tien-Ming Cheng and Mei-Tsun Chen
Bussaracum 3 <sup>rd</sup> floor	"Safety first": The effect of recreation safety climate on recreation perception
	Tien-Ming Cheng and Ci-Yao Hong

Bussaracum 3 <sup>rd</sup> floor	RESEARCH ON THE PERCEPTION OF THE RELATIONSHIP BETWEEN TOURISM AND ENVIRONMENT: SAMPLE OF TOURISM STUDENTS OF SILIFKE -TASUCU COLLEGE
	Mete Sezgin, Mürsel Kaya and Osman Ünüvar
<b>Tuesday, June 26</b>	<b>8:30 AM - 10:00 AM - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Elizabeth Wada</b>
Ploypailin 3 <sup>rd</sup> floor	HRM PRACTICES IN HOSPITALITY AND TOURISM INDUSTRY: A REVIEW OF THE LITERATURE
	Bishnu Sharma and Dogan Gursoy
Ploypailin 3 <sup>rd</sup> floor	The Effects of Person-Organization Ethical Fit and Job Seekers' Cognitive Dissonance on Their Intent to Apply: An Example of Hospitality Industry
	Zhu-Ying Wang, Wen-Ching Chang and Wei-Jung Chen
Ploypailin 3 <sup>rd</sup> floor	HOSPITALITY IN HUMAN RESOURCES AND QUALITY OF WORK LIFE LEADING TO SATISFACTION AMONG EMPLOYEES
	Cláudio Stefanini, Elizabeth Wada, Ana Olim and Carlos A. Alves
<b>Tuesday, June 26</b>	<b>10:00 AM - 10:30 AM</b> <b>Coffee Break</b>
<b>Tuesday, June 26</b>	<b>10:30 AM - 12:00 Noon - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Wen-Ching Chang</b>
Morakot 3 <sup>rd</sup> floor	Towards a better understanding of Higher Education in Tourism and Hospitality Management in China
	Andreas Zins and Se You Jang
Morakot 3 <sup>rd</sup> floor	Important knowledge and skills required in the tourism industry – a South African perspective
	Nicola Wakelin-Theron
Morakot 3 <sup>rd</sup> floor	The influence of internship on the future plan of undergraduates of hospitality management in China
	Shuang Xin and Jingjie Zhu
<b>Tuesday, June 26</b>	<b>10:30 AM - 12:00 Noon - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Bartolome Deya Tortella</b>
Bussaracum 3 <sup>rd</sup> floor	Branding Geographical Indication (GI) of food and its implications on gastronomic tourism: An India perspective
	Partho Pratim Seal and Senthilkumaran Piramanayagam
Bussaracum 3 <sup>rd</sup> floor	State Policy and Tourism Economics in India: Past, Present and Future
	Senthilkumaran Piramanayagam and Partho Pratim Seal
Bussaracum 3 <sup>rd</sup> floor	THE MARKETING OF URBAN TOURISM DESTINATIONS THROUGH VIRTUAL REALITY: TOURISM MARKETERS' PERSPECTIVES

	Natasha Moorhouse
Bussaracum 3 <sup>rd</sup> floor	Determinants of Water Consumption in the Hotel Industry: the case of Spain
	Bartolome Deya Tortella and Dolores Tirado Benasar
<b>Tuesday, June 26</b>	<b>10:30 AM - 12:00 Noon - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Annmarie Nicely</b>
Ploypailin 3 <sup>rd</sup> floor	The Relationship between Diners' Perceived Quality and Customer Service Experience: The Mediating Effects of Positive and Negative Emotions
	Manuel Alector Ribeiro and Girish Prayag
Ploypailin 3 <sup>rd</sup> floor	The Relationship between consumer-perceived value and the propensity to use sports tourism event websites
	Khong Chiu Lim, Razliyana Radzuwan, Poy Hua Khor and Nadiah Tan Abdullah
Ploypailin 3 <sup>rd</sup> floor	Conceptualizing perceived food souvenir quality: A formative approach
	Chaang-Iuan Ho, Li-Wei Liu and Han-Hsiung Liao
Ploypailin 3 <sup>rd</sup> floor	Considering destination loyalty from place attachment, emotional solidarity, and perceived safety: A moderated mediation model
	Vidya Patwardhan Patwardhan, Manuel Alector Ribeiro, Valsaraj Payini, Kyle M Woosnam and Jyothi Mallya
<b>Tuesday, June 26</b>	<b>12:00 Noon - 1:00 PM</b>
	<b>Lunch at the Coffee Shop</b>
<b>Tuesday, June 26</b>	<b>1:00 PM - 3:00 PM - Morakot 3<sup>rd</sup> floor</b>
Morakot 3 <sup>rd</sup> floor	<b>KEY NOTE SPEECH</b> Mr. Ittipol Khunplome, Vice Minister of Tourism and Sport, Thailand <b>Topic: Thainess Sustainable Tourism</b>
Morakot 3 <sup>rd</sup> floor	<b>KEY NOTE SPEECH</b> Mr. Kalin Sarasin, Chairman of The Thai Chamber of Commerce and Board of Trade of Thailand Chairman of the Tourism Authority of Thailand Board of Directors <b>Topic: Thailand Tourism and Services 4.0.</b>
<b>Tuesday, June 26</b>	<b>2:45 PM – 3:30 PM - Ploypailin 3<sup>rd</sup> floor</b>
Ploypailin 3 <sup>rd</sup> floor	Generating new research ideas: How?''
	Professor SooCheong (Shawn) Jang from Purdue University

<b>Tuesday, June 26</b>	<b>3:00 PM – 3:45 PM</b>
	<b>Coffee Break</b>
<b>Tuesday, June 26</b>	<b>3:45 PM – 5:15 PM - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: K R Jayasimha</b>
Morakot 3 <sup>rd</sup> floor	Eco-tourism and alternative livelihood strategies: A case study of Mt Cameroon National Park and Douala Edea Wildlife Reserve
	Vyasha Harilal and Tembi Tichaawa
Morakot 3 <sup>rd</sup> floor	Wildlife-based Ecotourism Scenario for Huai Kha Khaeng Buffer Zone Area, Uthai Thani Province, Thailand
	Sangsas Phumsathan, Nanthachai Pongpattananurak, Sommai Udomwitid and Thitiwoot Chaisawataree
Morakot 3 <sup>rd</sup> floor	Smog & Its Impact on Tourism: An Exploratory Study
	K R Jayasimha
Morakot 3 <sup>rd</sup> floor	Investigating the effectiveness of integrated marketing communication channels and content used in volunteer tourism context: Volunteer Tourism Organizations' perspectives
	Xinru Yu and Uraiporn Kattiyapornpong
Morakot 3 <sup>rd</sup> floor	Role of Cultural Intelligence in Tourism and Hospitality Industry
	Amitabh Deo Kodwani and Manisha Kodwani
<b>Tuesday, June 26</b>	<b>3:45 PM – 5:15 PM - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Partho Pratim Seal</b>
Bussaracum 3 <sup>rd</sup> floor	Halal culinary and tourism marketing strategies on government websites: A preliminary analysis
	Salman Yousaf and Xiucheng Fan
Bussaracum 3 <sup>rd</sup> floor	What does literature say about hotel B-2-B sales: Ugly duckling or swan?
	Richard McNeill and Hester Nienaber
Bussaracum 3 <sup>rd</sup> floor	The Factor Structure of Chinese Independent Travelers' Satisfaction: a Penalty-Reward Analysis
	Akarapong Untong, Vicente Ramos and Mingsarn Kaosa-Ard
Bussaracum 3 <sup>rd</sup> floor	Events and the Governance of the Territory: the Night of Tarantula in Apulia
	Azzurra Rinaldi and Sara Sergio
<b>Tuesday, June 26</b>	<b>3:45 PM – 5:15 PM - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Tembi Tichaawa</b>
Ploypailin 3 <sup>rd</sup> floor	Segmentation of Elderly Travelers based on New Age Value Orientation
	Salitta Saribut and Nuttapol Assarat

Ploypailin 3 <sup>rd</sup> floor	Visitors' Perceptions on Place Attachment and Emotional Empowerment in understanding Destination Loyalty at the Shrine Festival
	Vidya Patwardhan, Manual Alector Ribeiro, Kyle M Woosnam, Valsaraj Payini and Jyothi Mallya
Ploypailin 3 <sup>rd</sup> floor	Stakeholder perceptions of the interlinkages between sport and tourism
	Siyabulela Nyikana and Tembi Tichaawa
Ploypailin 3 <sup>rd</sup> floor	An investigation of how user generated content influences place affect towards an unvisited destination
	Kanruthai Chanchaichujit, Kirsten Holmes, Sonia Dickinson and Haywantee Ramkissoon
<b>Tuesday, June 26</b>	<b>7:00 PM - 10:00 PM – Meet in the hotel lobby</b>
	<b>Sightseeing tour to ASIATIQUE The Riverfront</b>
<b>Wednesday, June 27</b>	<b>8:30 AM - 10:00 AM - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Chaang-Iuan Ho</b>
Morakot 3 <sup>rd</sup> floor	CUSTOMER EXPERIENCE, VALUE, SATISFACTION AND LOYALTY: IMPLICATIONS IN HOSPITALITY
	Shu-Ching Chen
Morakot 3 <sup>rd</sup> floor	Airbnb in South Africa: Windfalls, Pitfalls and Regulation
	Madele Tait and Mark Tait
Morakot 3 <sup>rd</sup> floor	Casino loyalty program effectiveness: Investigating the evolution of behavioral loyalty and customer lifetime value over time
	Michelle Yoo, Billy Bai and Ashok Singh
<b>Wednesday, June 27</b>	<b>8:30 AM - 10:00 AM - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: João Romão</b>
Bussaracum 3 <sup>rd</sup> floor	Overtourism - a contribution towards the development of a conceptual model for retaining tourism acceptance within the tourism destinations
	Marcus Herntrei and Georg Christian Steckenbauer
Bussaracum 3 <sup>rd</sup> floor	PILGRIMS AS TOURISTS OR TOURISTS AS PILGRIMS THROUGH AGES IN ANATOLIA
	Resit Ergener and Irfan Arikan
Bussaracum 3 <sup>rd</sup> floor	Exploring South Africa's fashion industry as a hidden gem within the tourism and events context.
	Gugulethu Banda, Maisa Bettencourt Da Costa Correia Adinolfi and Tembi Maloney Tichaawa

Bussaracum 3 <sup>rd</sup> floor	Modeling wellness tourism development in rural areas
	João Romão, Kazuo Machino and Peter Nijkamp
<b>Wednesday, June 27</b>	<b>8:30 AM - 10:00 AM - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Andreas Zins</b>
Ploypailin 3 <sup>rd</sup> floor	LGBT a lucrative market segment for Small Island Destinations
	Nita Vanessa Seebaluck, Prabha Ramseook-Munhurrin, Chandashekar Kissensing and Perunjodi Naidoo
Ploypailin 3 <sup>rd</sup> floor	Public and private engagement in urban cultural regeneration. Evidences from Italian cities
	Maria Della Lucia and Mariapina Trunfio
Ploypailin 3 <sup>rd</sup> floor	Tourists' Experiences of Green Spaces in Vienna
	Claudia Bauer-Krösbacher and Margit Kastner
Ploypailin 3 <sup>rd</sup> floor	The Effects of Push and Pull Travel Motivation on Tourist Experience, Tourist Satisfaction and Loyalty
	Ramseook-Munhurrin Prabha, Naidoo Perunjodi, Seebaluck Nita Vanessa and Puttaroo Rushaa Amiirah
<b>Wednesday, June 27</b>	<b>10:00 AM - 10:30 AM</b>
	<b>Coffee Break</b>
<b>Wednesday, June 27</b>	<b>10:30 AM - 12:00 Noon - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Claudia Bauer-Krösbacher</b>
Morakot 3 <sup>rd</sup> floor	Correlates of Diner Behavior in Selected Buffet Restaurants
	Mary Delia Tomacruz and Baac Valentino
Morakot 3 <sup>rd</sup> floor	Service Innovation Culture and New Service Development
	Hasan Kilic and Sarvnaz Baradarani
Morakot 3 <sup>rd</sup> floor	SERVQUAL, CUSTOMER LOYALTY, WORD OF MOUTH: THE MEDIATING ROLE OF CUSTOMER SATISFACTION
	Samra Shaham, Turgay Avci and Ksenia Sumaneeva
Morakot 3 <sup>rd</sup> floor	Do Leisure Travelers get satisfied? A Measurement approach from Northern Cyprus Hotel Context.
	Kouros Jahani, Turgay Avci and Kayode Kolawole Eluwole
<b>Wednesday, June 27</b>	<b>10:30 AM - 12:00 Noon - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Ramseook-Munhurrin Prabha</b>
Bussaracum 3 <sup>rd</sup> floor	How does corporate social responsibility (CSR) affect tourism employee's perception of employer brand? The role of environmental concern

	I-Chun Chen and Allan Cheng-Chieh Lu
Bussaracum 3 <sup>rd</sup> floor	Customer's Perceptions of Green Hotels' Attributes on Green Service Quality, Green Customer Satisfaction and Green Customer Loyalty in Mauritius
	Ramseook-Munhurrun Prabha, Naidoo Perunjodi, Seebaluck Nita Vanessa and Abdul Saahir
Bussaracum 3 <sup>rd</sup> floor	Segmenting Meditation Tourists by Lifestyle Congruence, Personality Traits and Wellness Related Self-image
	Siripan Deesilatham, Sameer Hosany and Sung Kyu Lim
<b>Wednesday, June 27</b>	<b>10:30 AM - 12:00 Noon - Ploypailin 3<sup>rd</sup> floor</b>
Ploypailin 3 <sup>rd</sup> floor	TEACHING HOSPITALITY STRATEGY AND REVENUE MANAGEMENT CLASSES USING A SIMULATION
	Dogan Gursoy
<b>Wednesday, June 27</b>	<b>12:00 Noon - 1:30 PM</b>
	<b>Lunch at the Coffee Shop</b>
<b>Wednesday, June 27</b>	<b>1:30 PM - 3:00 PM - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Dora Agapito</b>
Morakot 3 <sup>rd</sup> floor	The contribution of external factors to the marketing management of appealing hospitality experiences: Testing a framework in a rural tourism context
	Dora Agapito, Patrícia Pinto, Júlio Mendes, Mário Passos, Pasi Tuominen and Teemu Moilanen
Morakot 3 <sup>rd</sup> floor	Employee Engagement in Boutique Hotel Brand Value Co-creation: An empirical study in Vietnam
	Long Nguyen, Vinh Lu, Thanh Tran and Thang T Nguyen
Morakot 3 <sup>rd</sup> floor	AUGMENTED AND VIRTUAL REALITY IN CULTURAL HERITAGE: ENHANCING THE VISITOR EXPERIENCE AND SATISFACTION AT THE AREA PACIS MUSEUM IN ROME, ITALY
	Mariapina Trunfio, Adele Magnelli, Maria Della Lucia, Giovanni Verreschi and Salvatore Campana
<b>Wednesday, June 27</b>	<b>1:30 PM - 3:00 PM - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Kayode Aleshinloye</b>
Bussaracum 3 <sup>rd</sup> floor	Safety and Security at Destinations: A Critical Review
	Nita Vanessa Seebaluck and Prabha Ramseook-Munhurrun
Bussaracum 3 <sup>rd</sup> floor	Host Perceptions of Tourism Impact and Stage of Destination Development
	Rose Liu and Justin Li

Bussaracum 3 <sup>rd</sup> floor	Explaining residents' attitudes about tourism development through interaction and emotional solidarity with visitors
	Kayode Aleshinloye, Jingxian Jiang, Elisabeth Quillian and Kyle Woosnam
Bussaracum 3 <sup>rd</sup> floor	The mediating role of emotional closeness on the relationship between interactions with visitors and intentions to revisit a World Heritage Site festival
	Kayode Aleshinloye, Jingxian Jiang and Kyle Woosnam
<b>Wednesday, June 27</b>	<b>1:30 PM - 3:00 PM - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Kyuho Lee</b>
Ploypailin 3 <sup>rd</sup> floor	Perceived authenticity and visitors' behaviour at a museum exhibition
	Tokarchuk Oksana, Oswin Maurer and Linda Osti
Ploypailin 3 <sup>rd</sup> floor	Experiencing the wine destination: the case of Yantai wine region in China
	Stella Kladou, Melih Madanoglu, Kyuho Lee and Yunxia Shi
Ploypailin 3 <sup>rd</sup> floor	Understanding the local-tourist relationship: The Case of Cheung Chau Bun Festival
	Louisa Yee Sum Lee
Ploypailin 3 <sup>rd</sup> floor	A Measurement Scale of Entertainment Tourism Experience in Macau
	Jian Ming Luo, Chi Fung Lam and Ka Yin Chau
<b>Wednesday, June 27</b>	<b>3:00 PM - 3:30 PM</b> <b>Coffee Break</b>
<b>Wednesday, June 27</b>	<b>3:30 PM - 5:00 PM - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Eerang Park</b>
Morakot 3 <sup>rd</sup> floor	Japanese Udon noodle tourists: What matters?
	Sangkyun Kim and Eerang Park
Morakot 3 <sup>rd</sup> floor	COCO WINE "TUBA" PRODUCTION IN LEYTE, PHILIPPINES
	Hilaria Bustamante and Dale Daniel Bodo
Morakot 3 <sup>rd</sup> floor	Red wine consumer awareness and consumer behavior characteristics - A Case Study of Overseas Chinese University
	Wan-Chi Lu, Men-Li Huang, Mei-Hua Chen and Wen-Chuan Ho
Morakot 3 <sup>rd</sup> floor	STATUS OF THE BACHELOR OF SCIENCE IN HOTEL AND RESTAURANTTECHNOLOGY PROGRAM OF EASTERN VISAYAS STATE UNIVERSITY: BASIS FOR AN INTERVENTION SCHEME
	Dale Daniel Bodo



<b>Wednesday, June 27</b>	<b>3:30 PM - 5:00 PM - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Rose Liu</b>
Bussaracum 3 <sup>rd</sup> floor	Important Beliefs Micro-Traders that Harass Tourists Share
	Annmarie Nicely
Bussaracum 3 <sup>rd</sup> floor	Is South Africa ready for a legal nude beach at Ray Nkonyeni Municipality? A critique and a literature review
	Unathi Sonwabile Henama
Bussaracum 3 <sup>rd</sup> floor	A way out of 2008 crisis in Cyprus Economy: Evidence from a disaggregated investment model, 1960-2017
	Sami Fethi
<b>Wednesday, June 27</b>	<b>3:30 PM - 5:00 PM - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Uraiporn Kattiyapornpong</b>
Ploypailin 3 <sup>rd</sup> floor	ASSESSING THE LINK BETWEEN CULTURAL INFLUENCES AND PERSUASIBILITY IN ONLINE DAILY DEALS
	Morakot Ditta-Apichai and Uraiporn Kattiyapornpong
Ploypailin 3 <sup>rd</sup> floor	Modelling Cultural Influences on Daily-Deal Choices
	Morakot Ditta-Apichai, Uraiporn Kattiyapornpong, Ulrike Gretzel and Tim Coltman
Ploypailin 3 <sup>rd</sup> floor	Surge pricing as a new pricing model for transport services: The case of Uber in South Africa
	Pfarelo Manavhela and Unathi Sonwabile Henama
<b>Wednesday, June 27</b>	<b>5:00 PM – 6:00 PM - Ploypailin 3<sup>rd</sup> floor</b> <b>Editorial Board Meeting – Journal of Hospitality Marketing and Management</b>
<b>Wednesday, June 27</b>	<b>7:00 PM - 10:00 PM</b>
	<b>GALA DINNER - Panorama 1 - 14<sup>th</sup> floor</b>
<b>Thursday, June 28</b>	<b>8:30 AM - 10:00 AM - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Ali Antepli</b>
Morakot 3 <sup>rd</sup> floor	ANALYSIS OF THE EFFECT OF TURKEY TOURISM RECEIPTS IN MEETING THE DEFICIT OF CURRENT ACCOUNTS: 2000-2007 PERIOD
	Memiş Karaer, Alper Gedik and Şükrü Güven
Morakot 3 <sup>rd</sup> floor	FUNCTION OF MASS COMMUNICATION INSTRUMENTS TO SET AGENDA
	Şükrü Güven, Ali Antepli and Yeliz Bilgiç
Morakot 3 <sup>rd</sup> floor	2008 ANALYSIS OF EFFECTIVENESS IN THE TURKISH BANKING SECTOR AFTER 2008 GLOBAL ECONOMIC CRISIS
	Alper Gedik, Memiş Karaer and Şükrü Güven

Morakot 3 <sup>rd</sup> floor	DANGER OF ARTIFICIAL INTELLIGENCE RELATED TO THE PAST, PRESENT, AND FUTURE OF ACCOUNTANCY PROFESSION
	Ali Anteppli, Alper Gedik and Memiş Karaer
<b>Thursday, June 28</b>	<b>8:30 AM - 10:00 AM - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Mithat Zeki Dincer</b>
Bussaracum 3 <sup>rd</sup> floor	UNDERSTANDING TOURIST COUPLE'S DECISION MAKING PROCESS
	Guliz Coskun, Dewayne Moore, William Norman and Laura Jodice
Bussaracum 3 <sup>rd</sup> floor	Corporate meeting participation decision factors
	Yoonjung Kim, Yooshik Yoon and Seokying Kim
Bussaracum 3 <sup>rd</sup> floor	Customer Switching Behavior for Airbnb: Applying the Push-Pull-Mooring Framework
	Seung Hyun Kim and Jaemin Cha
<b>Thursday, June 28</b>	<b>8:30 AM - 10:00 AM - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Senthilkumaran Piramanayagam</b>
Ploypailin 3 <sup>rd</sup> floor	FACTORS INFLUENCING CONSUMER HOTEL CHOICE AND ACCEPTABLE PRICE RANGE IN THAILAND'S HOSPITALITY INDUSTRY
	Isabel Bauer, Leslie Klieb and Avneesh Phillip
Ploypailin 3 <sup>rd</sup> floor	HOSPITALITY AND THE GUEST BEHAVIOR INTENTION
	Carlos Alberto Alves, Claudio José Stefanini and Leonardo Aureliano Da Silva
Ploypailin 3 <sup>rd</sup> floor	The influences of gastronomy to different types of Chinese tourists — Case of Chengdu
	Zhiyong Li, Li Li, Shuang Xin and Ji Li
<b>Thursday, June 28</b>	<b>10:00 AM - 10:30</b>
	<b>Coffee Break</b>
<b>Thursday, June 28</b>	<b>10:30 - 12:00 Noon - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Yuksel Ekinci</b>
Morakot 3 <sup>rd</sup> floor	PERSONALITY AND INVOLVEMENT AS A MEDIATOR OF THE RELATIONSHIP BETWEEN E-WOM AND INTENTION TO VISIT DESTINATION
	Selly Dian Widyasari
Morakot 3 <sup>rd</sup> floor	IMPACT OF SOCIAL MEDIA CONTRIBUTING TO PURCHASE DECISION: CASE STUDY OF SPA AND WELLNESS BUSINESS IN BANGKOK
	Aksika Chantarawinij
Morakot 3 <sup>rd</sup> floor	A Model of Consumer Based Brand Equity for Holiday Destinations
	Yuksel Ekinci

<b>Thursday, June 28</b>	<b>10:30 - 12:00 Noon - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Habib Alipour</b>
Bussaracum 3 <sup>rd</sup> floor	Trust in medical services for visitors from low-trust countries: the case of South Korea and Russian medical tourists Nadia Sorokina, Yeong Ah Lee and Dong Chul Hahm
Bussaracum 3 <sup>rd</sup> floor	MEDICAL TOURISM IN SELECTED AREAS OF SOUTH AFRICA: AN EXPLORATORY STUDY INTO THE POSSIBLE MEDICAL COSMETIC MARKET Lehlohonolo Mokoena and Rene Haarhoff
Bussaracum 3 <sup>rd</sup> floor	Preservation of Historical Landscape, B&B Lodging Sector, and Place Marketing in the National Park: A Case Study of Kinmen, Taiwan Ping-Hsiang Hsu
Bussaracum 3 <sup>rd</sup> floor	Longitudinal Impacts of Recurring Sport Event on Local Resident with Different Level of Event Involvement Kuan-Chou Chen, Dogan Gursoy and Ka Lai Kelly Lau
<b>Thursday, June 28</b>	<b>10:30 - 12:00 Noon - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Unathi Sonwabile Henama</b>
Ploypailin 3 <sup>rd</sup> floor	Relationship between empowerment and job satisfaction- from the perspective of first-line employee in Taiwan restaurant Yijing Chen and Kay H. Chu
Ploypailin 3 <sup>rd</sup> floor	The leadership in the kitchen : authoritarian leadership, mentoring, working pressure and workplace bullying Chi-Yu Lin and Kay H. Chu
Ploypailin 3 <sup>rd</sup> floor	The Study of the Human Resource Environment and Opportunities for Improvement within the Hospitality Industry Carol Yirong Lu and Rosa Susana Pebe Pérez
<b>Thursday, June 28</b>	<b>12:00 Noon - 1:30 PM</b> <b>Lunch at the Coffee Shop</b>
<b>Thursday, June 28</b>	<b>1:30 PM - 3:00 PM - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Linda Osti</b>
Morakot 3 <sup>rd</sup> floor	The Application of Automated, Point of Sale System Customer Service Robots to Attract Customers Brendan Chen, Amanda Lin and Ben Tseng
Morakot 3 <sup>rd</sup> floor	An Exploratory on the Purchase Intention with E-commerce Live Platform through a Means-End Chain Approach Carol Yirong Lu and Tina I-Cheng Pai
Morakot 3 <sup>rd</sup> floor	Tourists' Behavioral Engagement Intention towards Smart Tourism Technologies: Applying Stimulus–Organism–Response Paradigm

	Siau Fern See
<b>Thursday, June 28</b>	<b>1:30 PM - 3:00 PM - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Christine Lim</b>
Bussaracum 3 <sup>rd</sup> floor	Performance analysis of asset-light strategies across market segments and economic cycles in the lodging industry
	Kwanglim Seo and Jungtae Soh
Bussaracum 3 <sup>rd</sup> floor	FORECASTING HOSPITALITY STOCK RETURN VOLATILITY USING COPULA
	Liang Zhu and Christine Lim
Bussaracum 3 <sup>rd</sup> floor	Does dividend behavior differ between franchise and non-franchise restaurant firms?
	Jaehee Gim and Soocheong Shawn Jang
Bussaracum 3 <sup>rd</sup> floor	The Capital Investment Behavior of Catering around SEO
	Chih-Jen Huang, Ruey-Jenn Ho, Nan-Yu Wang and Shu-Ting Yun
<b>Thursday, June 28</b>	<b>1:30 PM - 3:00 PM - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Rajendra Nargundkar</b>
Ploypailin 3 <sup>rd</sup> floor	Measuring Service Quality Differences in Online and Offline Context: An Empirical Investigation of a Corporate Travel Agency
	Ling Fung, Linyin Dong and Zhen Lu
Ploypailin 3 <sup>rd</sup> floor	CHARACTERISTICS AND STRATEGIC PERFORMANCE OF MIDDLE-EASTERN TRAVEL INDUSTRY ALLIANCES
	Rania Koleilat, Leslie Klieb and Timothy J. Malloy
Ploypailin 3 <sup>rd</sup> floor	POSITIONING OF DOMESTIC AIR TRAVEL BRANDS IN THE INDIAN MARKET
	Rajendra Nargundkar and Aradhya Vats
<b>Thursday, June 28</b>	<b>3:00 PM - 3:30 PM</b>
	<b>Coffee Break</b>
<b>Thursday, June 28</b>	<b>3:30 PM - 5:00 PM - Morakot 3<sup>rd</sup> floor</b> <b>Session Chair: Mehmet Ali Koseoglu</b>
Morakot 3 <sup>rd</sup> floor	EQUIPING TOURISM STUDIES STUDENTS FOR THE 21ST CENTURY WORKFORCE: COLLABORATIVE PARTNERSHIPS, LESSONS LEARNED AND RESEARCH REFLECTIONS ON TEACHING FOR CRITICAL THINKING
	Dr Christina Cavaliere, Dr Karla Boluk and Dr Lauren Duffy
Morakot 3 <sup>rd</sup> floor	Predictors of Early Career Success of Graduates in Hospitality and Tourism Higher Education
	Lan Li and Jessica Xianling Lee

Morakot 3 <sup>rd</sup> floor	INTELLECTUAL STRUCTURE OF STRATEGIC MANAGEMENT RESEARCH IN THE HOSPITALITY MANAGEMENT FIELD
	Mehmet Ali Koseoglu, Rob Law, Fevzi Okumus and Ismail Cagri Dogan
<b>Thursday, June 28</b>	<b>3:30 PM - 5:00 PM - Bussaracum 3<sup>rd</sup> floor</b> <b>Session Chair: Catherine Prentice</b>
Bussaracum 3 <sup>rd</sup> floor	The link between emotional labour and organisational commitment: A moderating role of an employee's working relationship quality with the supervisor
	Joon Lee, Peter B Kim and Gyumin Lee
Bussaracum 3 <sup>rd</sup> floor	The influence of casino employee emotional intelligence on gambler retention
	Catherine Prentice
Bussaracum 3 <sup>rd</sup> floor	Examining the relationship between organizational culture and turnover intention: A study of a five-star hotel in Bangkok, Thailand
	Judith McIntyre and Rituraj Bhuyan
<b>Thursday, June 28</b>	<b>3:30 PM - 5:00 PM - Ploypailin 3<sup>rd</sup> floor</b> <b>Session Chair: Ken Butcher</b>
Ploypailin 3 <sup>rd</sup> floor	COMPLEMENTING SUSTAINABILITY THROUGH GREEN MARKETING: FROM TOURISM OPERATOR'S PERSPECTIVE
	Habib Alipour, Nahid Malazizi and Hamed Rezapouraghdam
Ploypailin 3 <sup>rd</sup> floor	The significance of meaningful work: How corporate social responsibility (CSR) motivates hotel employees' helping behavior
	Daraneekorn Supanti, Ken Butcher and Sasiwemon Sukhabot
Ploypailin 3 <sup>rd</sup> floor	What matters most to hotel managers? An investigation of employee morale, employee relations, and affective commitment on corporate social responsibility (CSR)
	Daraneekorn Supanti and Ken Butcher
Ploypailin 3 <sup>rd</sup> floor	Exploring Quality of Work Life And Life Satisfaction of Tour Guides: An Emotional Labor Perspective
	Zaid Alrawadieh, Gurel Cetin, Mithat Zeki Dincer and Fusun Istanbulu Dincer
<b>Thursday, June 28</b>	<b>5:00 PM - 6:30 PM - Morakot 3<sup>rd</sup> floor</b> <b>Panel Discussion</b>
Morakot 3 <sup>rd</sup> floor	PUBLISHING IN TOP TIER JOURNALS
<b>Friday, June 29</b>	<b>8:00 AM - 7:00 PM</b>
	<b>OPTIONAL TOUR TO HISTORIC CITY OF AYUTTHAYA</b> <b>UNESCO WORLD HERITAGE SITE (<a href="http://whc.unesco.org/en/list/576/">http://whc.unesco.org/en/list/576/</a>)</b>
	Just 80 kilometers (50 miles) north of Bangkok is the old capitol of Siam. Founded c. 1350, Ayutthaya became the second Siamese capital after Sukhothai. It was destroyed by the Burmese in the 18th century. Its remains, characterized by the prang (reliquary towers) and gigantic monasteries, give an idea of its past splendor.

<b>Posters</b>	
<b>Tuesday, June 26</b>	<b>1:00 PM – 2:00 PM</b>
	Adoption of a Wellness Product in the Hotel Industry
	Jaemin Cha, Seung Hyun Kim and Arjun Singh
	Understanding the beliefs and attitudes of hotel staff involved in food waste practice to inform food waste reduction initiatives.
	C.H Mabaso, T.M Tichaawa and D.S Hewson