ADVANCES IN HOSPITALITY & TOURISM MARKETING AND MANAGEMENT (AHTMM) CONFERENCE

An International Hospitality and Tourism Research Conference

UNIVERSITY OF MAURITIUS

ICSTH – International Centre For Sustainable Tourism and Hospitality

WASHINGTON STATE UNIVERSITY

CONFERENCE PROGRAMME
11th ADVANCES IN HOSPITALITY & TOURISM MARKETING & MANAGEMENT
15 – 19 July 2024, Ravenala Attitude Hotel, Mauritius

Day 1: Monday 15th July 2024: Arrival of delegates	
14h00 – 15h30: Pre-Conference Organizing Committee Meeting	
18h00 - 19h00: Welcome cocktail for registered delegates (Venue: A'Tavola Garden)	
Day 2: Tuesday 16th July 2024, Venue: Master Class	
08h00 – 09h30	Registration
09h30 – 10h30	**Official opening ceremony** **Zoom link: https://zoom.us/meeting/register/tJMkf-ytqT0vG91Jl9NnWQvBHo_lKa0FW6U2**
09h30-09h40	Opening Statement by Professor Robin Nunkoo & Professor Dogan Gursoy, Conference Co-chairs
09h40-09h45	Address by Professor Sanjeev Sobhee, Vice Chancellor, University of Mauritius
09h45-09h50	Address by Mr Hemraj Ramnial, CSK, Chairman, Economic Development Board
09h50 – 10h00	Address by the Mr. Donald Payen, Senior Advisor, Ministry of Tourism
10h00 – 10h30	Keynote address by Professor Haiyan Song, School of Hotel and Tourism Management, Hong Kong Polytechnique University: *"Chinese Tourists' Low Carbon Travel Behavior"*
10h30-11h00	Tea Break
11h00 – 11h30	Keynote address by Professor Serena Volo, Free University of Bozen-Bolzano: *"Visual Turn in Tourism Research: Conceptual Foundations, Methodological Advancements and Empirical Insights"*
11h30-13h00	**PANEL DISCUSSION:** **"HOW TO GET YOUR ARTICLES PUBLISHED IN TOP JOURNALS?"** **Panelists** *Professor Robin Nunkoo, Managing Editor, Journal of Hospitality Marketing & Management* *Professor Haiyan Song, EIC, Journal of China Tourism Research* *Professor Girish Prayag, Editor, Current Issues in Methods and Practice, Current Issues in Tourism* *Professor Serena Volo, EIC, Consumer Behavior in Tourism and Hospitality* *Professor Mike Peng, Consulting Editor and Former EIC, Asia Pacific Journal of Management* *Professor Dallen Timothy, Founding Editor, Journal of Heritage Tourism* Moderator *Prof Christina Chi, Washington State University*
13h00 – 14h00	Lunch
14h00 – 15h30	Session 1
15h30-15h45	Tea Break
15h45-17h30	Session 2
15h45-17h30	Online presentations (Parallel with Session 2)

17h30	Free afternoon
Day 3: Wednesday 17th July 2024	
09h30 – 11h00	Parallel Session 3 (Track 1 and 2)
11h00 – 11h30	Tea Break
11h30 – 13h00	Parallel Session 4 (Track 1 and 2)
13h00-14h00	Lunch
14h00 – 15h30	Parallel Session 5 (Track 1 and 2)
15h30 – 16h00	Tea Break
16h00 – 17h30	Online Presentations
17h30	Free Afternoon
Day 4: Thursday 18th July 2024	
09h30 – 11h00	Parallel Session 6 (Track 1 and 2)
11h00 – 11h30	Tea Break
11h30 – 13h00	Parallel Session 7 (Track 1 and 2)
13h00-14h00	Lunch
14h15-14h45	Presentation by the Ministry of Tourism, Government of Mauritius
18h00 – 22h00	Gala Dinner (Registered delegates only)
Day 5: Friday 19th July 2024	
9.30 – 16h00	Island Tour for Delegates

PRESENTATION SESSIONS

DAY 2 **TUESDAY 16th JULY 2024**		
Session 1 **14.00-15.30** **Zoom Link: https://zoom.us/meeting/register/tJMkf-ytqT0vG91Jl9NnWQvBHo_1Ka0FW6U2**		
Session Chair: Krzysztof KC Celuch **Venue: Master Class**	**Session 1: AI & and Transformative Tourism**	Navigating Tomorrow: An Exploration of AI in Transforming Travel Information Research *Giancarlo Fedeli (IMC Krems University), Danielle Barbe (Northumbria University), Larissa Neuburger (IMC Krems University)"* The Future of Tourism: Business Models and Opportunities in the Metaverse *Huina Gao (Beijing International Study University) ** Towards Transformative Event Experiences: social and economic perspective *Krzysztof KC Celuch (Faculty of Economic Sciences and Management, Nicolaus Copernicus University in Torun, Poland)* The identity and incentive mechanism of foreign workers in Macao 's hospitality and tourism industry *Leong Man Wai (Macau Institute of Science and Technology, China),* Jing Yi Bai *(Macau University of Science and Technology, China)*
15h30 – 15h45 Tea Break		
Session 2 **15h45-17h30** **Zoom link: https://zoom.us/meeting/register/tJcqcu2hqTsqE9ei_riuLmUZKVH5vLuL7o__**		
Session Chair: Neeveditah Pariag Maraye **Venue: Master Class**	**Session 2: Climate Change and Sustainable Tourism**	Climate Change and Its Impact on California Tourism - Ai Proposals and Perspectives *Colin Johnson (San Francisco State Universiy)*, Miriam Scaglione (HES SO Valais)* An appraisal of climate change related policies and strategies (adaptation and mitigation) of the hotel industry in Mauritius *Krishnee A Appadoo (University of Mauritius), Neeveditah Pariag Maraye* Innovation in Tourism and Stakeholder Mobilization According to a Center-Periphery Model: The Case of a

		Peripheral European Region *Andréa Valentin (Université de La Réunion)*; Philippe Jean-Pierre (Université de La Réunion)* Moderators of the Relationship Between Intimidating Micro-Trading and Visitors' Intention to Support Microentrepreneurs at Destinations *Annmarie Nicely (Purdue University)**
Online Presentations 15h45-17h30 Zoom link: https://zoom.us/meeting/register/tJMkf-ytqT0vG91Jl9NnWQvBHo_lKa0FW6U2		
Session Chair: Jeevita Shashi Matadeen	**Online Presentations (Parallel with Session 2)**	Examining The Influence of Adaptive Behavior on Tourist Satisfaction amid Climate Change Challenges Fabiola Sfodera *(Sapienza University of Rome)*, Livio Chiarullo (Head of the Regional Tourism Observatory of the Apulia Region. Puglia Promazine), Veronica Capone (Sapienza University of Rome)* Tourism and Climate Change: What are the Implications for the UN 2030 Agenda? *Gaunette M Sinclair-Maragh (University of Technology, Jamaica)** Conceptualization Of the Framework For Innovative Smoking Cessation Services In Hospitality Ambiance *Marie Chan Sun (Uinversity Of Mauritius)* Does Climate Change Affect Tourism in Mauritius: A Non-Linear Perspective *Lydie Myriam Marcelle Amelot (University of Mauritius)*, Jeevita Shashi Matadeen (University of Mauritius* The Influence of Social Media for Developing a Tourist Loyalty Model *Jeynakshi Ladsawut (University of Technology)** Integrating Deep Learning in Hospitality and Tourism industry and Carbon Neutrality *Huwen Liu (Hangzhou City University)*, Lingqiang Zhou (Hangzhou City University), Huimei Liu (Zhejiang University)*

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DAY 3 **WEDNESDAY 17TH JULY 2024**		
Parallel Session 3 (Track 1) **9.30-11.00** **Zoom Link: https://zoom.us/meeting/register/tJMqfu-upzsrHdWumARiFnKJctDC4KqRTM43**		
Session Chair: Dallen Timothy **Venue: Think Tank 1**	**Parallel Session 3.1** **Tourist Experience**	Community Based Urban Hospitality: Creativity, Innovation and Tourist Experience *Alon Gelbman (Kinneret Academic College)**
		Souvenirs and Sense of Place: Suppliers' and Consumers' Perspectives *Dallen J Timothy (Arizona State University)*, Linsi He (Yunnan University)*
		Bigger crowds, worse experience? An exploratory comparison of tourist satisfaction in the competitive environment: the effects of tourism demand seasonality in the Mediterranean destinations *Josip Mikulic (Faculty of Economics and Business University of Zagreb), Damir Krešić (Institute for Tourism), Vjekoslav Bratić (Institute for Public Finance)*
		Customer Experiences using Cloud Kitchens with Omnichannel Integration: A Behavioral Reasoning Perspective *Sameer Hosany (Royal Holloway, University of London)*, Mustafeed Zaman (EM Normandie Business School)*
Parallel Session 3 (Track 2) **9.30-11.00** **Zoom link: https://zoom.us/meeting/register/tJMlcumhrjwjEtfUX3TyVL6PuFtoJHSFdPhd**		
Session Chair: Erisher Woyo **Venue: Think Tank 2**	**Parallel Session 3.2** **Food and Beverage**	(Is it) Food Tourism or not Food Tourism? That is a Question. *Seo Yeon Jang (Korea National Open University)**
		Exploration Of Indigenous Knowledge Systems And Responsible Food Consumption Among Local Consumers *Erisher Woyo (Manchester Metropolitan University)**
		Information Transmission Between Food & Beverage and Lodging Stocks *Mario G Reyes (Washington State University)**
		Uncorking Digital Transformation in Wine Tourism Through Reflective Practice

		Annelize A Morkel (Achieve Through Action Pty Ltd, South Africa, SAWIPB) Tea Tourism and Coffee Tourism in Africa: Niche tourism avenues for tourism recovery *Lehlohonolo Mokoena (Central University of Technology)*, Unathi Henama (Walter Sisulu University), Madiseng Messiah Phori (Tshwane University of Technology), Lebogang Mathole (Tshwane University of Technology)*
11.00-11h30: TEA BREAK		
Parallel Session 4 (Track 1) **11.30-13h00** **Zoom Link: https://zoom.us/meeting/register/tJMqfu-upzsrHdWumARiFnKJctDC4KqRTM43**		
Session Chair: Reena Bhattu Babajee **Venue: Think Tank 1**	**Parallel Session 4.1** **Tourism Economics & Finance**	Decoding the tourist's wallet: Budgets and allocations in retail tourism? *Ying Liu (School of Hotel and Tourism Management, The Hong Kong Polytechnic University)* , Richard T.R. Qiu (School of Hotel and Tourism Management, The Hong Kong Polytechnic University), Haiyan Song (School of Hotel and Tourism Management, The Hong Kong Polytechnic University)"* Capital Structure and Corporate Performance: Evidence from Tourism and Hospitality Industry *Reena Bhattu Babajee (University of Mauritius)** Does Tourism Arrival Influence Residential Land Prices? *Narvada Gopy-Ramdhany (University of Mauritius) ** The impact of risk on inbound tourism: The case of Mauritius *Kilvanee Mootooperian (University of Mauritius)*, Narvada Gopy-Ramdhany (University of Mauritius), Boopen Seetanah (University of Mauritius)*
Parallel Session 4 (Track 2) **11.30-13h00** **Zoom link: https://zoom.us/meeting/register/tJMlcumhrjwjEtfUX3TyVL6PuFtoJHSFdPhd**		
Session Chair: Matilda Mashapa **Venue: Think Tank 2**	**Parallel Session 4.2** **Sustainable Tourism I**	What Difference Does Hunting Make in The Lives Of Rural Communities: A Hunter Perspective *Petrus P van der Merwe (North-West University)* Best Practices on Tourism and Cross-Border Cooperation *Zaher A. A. Hallab (California State University East Bay)*

		An amended Residents' Empowerment through Tourism Scale: How it stacks up across various demographics *Chadley Hollas (University of Georgia); Kyle Woosnam (Univ. of Georgia), Alex Gavilanes Montoya (Escuela Superior Politécnica de Chimborazo (ESPOCH)), Danny Vizuete (Escuela Superior Politécnica de Chimborazo (ESPOCH)), Carlos Chavez Velasquez (Escuela Superior Politécnica de Chimborazo (ESPOCH)), Fausto Sarmiento (University of Georgia)* Antecedents of Artificial intelligence adoption in Sustainable Tourism *Matilda M Mashapa (University of Johannesburg)*, Robin Nunkoo (University of Mauritius)*
LUNCH 13H00-14H00		
Parallel Session 5 (Track 1) 14h00-15h30 Zoom Link: https://zoom.us/meeting/register/tJMqfu-upzsrHdWumARiFnKJctDC4KqRTM43		
Session Chair: Colin Johnson Venue: Think Tank 1	**Parallel Session 5.1 Digitalization and Tourism Development**	Commercial Activity in Outer-Space through Space Tourism Flights: When will the Space Adventure End? *Krishnee A Appadoo (University of Mauritius) Rajendra Parsad Gunputh (University of Mauritius), J Assogbavi (University of Mauritius)* Acceleration of Technology Adoption Post-Covid: Lessons and Challenges from Tourism Sector In South Africa *Dube Simphiwe (Nelson Mandela University, South Africa)* The Correlation between Information Quality on Social Media and Tourist Loyalty to Wellness Tourism Destination: A Comparative Study of Generation Y and Z *Jiao Li (Hokkaido University)*; Kaige Zhu (Hokkaido University), Juhyeok Jang (Hokkaido University), Han Zhou (Hokkaido University)"* Internet travel bookings in the face of online travel agency scams: towards protecting travel consumers. *Lehlohonolo Mokoena (Central university of technology, free state)*

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Parallel Session 5 (Track 2) **14h00-15h30** **Zoom link: https://zoom.us/meeting/register/tJMlcumhrjwjEtfUX3TyVL6PuFtoJHSFdPhd**		
Session Chair: **Giancarlo Fedeli** **Venue: Think Tank 2**	**Parallel Session 5.2** **Tourism and the Environment**	Tourists' Value-Norm-Belief Around Wildlife Interactions in Aotearoa New Zealand *Girish Prayag (University of Canterbury) * Richard Aquino (University of Canterbury), Joanne Aley (Department of Conservation)* How Do Pet Attachment and Tourism Motivation Influence Pet Owners' Decisions? Using Mixed Methods *Hwieun Choi (Kyung Hee University)* *Hyojeong Kim (Kyung Hee University), Yoo-shik Yoon (Kyung Hee University), Yunkyoung Jo (Kyung Hee University), Yeonwoo Joo (Kyung Hee University), Hyeona Jo (Kyung Hee University)"* Tanjung Putting National Park Tourism: Will Destination Publicity Be Pivotal Key for Tourists' Visit Intention? *Sean B Chung (University of Salford) Usep Suhud (Universitas Negeri Jakarta)* Natural Environmental and Setting Factors Linked To Trader Harassment of Visitors at Destinations *Annmarie Nicely (Purdue University)** Study of Brand positioning to promote tourism destinations: Implications for Kidepo Valley National Park. *Shifa Wahab (Islamic University in Uganda)**
TEA BREAK **15H30-16H00**		
Online Presentations **16h00-17h30** **Zoom link: https://zoom.us/meeting/register/tJMqfu-upzsrHdWumARiFnKJctDC4KqRTM43**		
Session Chair: **Ambareen Beebeejaun**	**Online Presentation**	Research on High Quality Development of Tourism Destinations under Blockchain Technology *Zhao Yingkui (GuangXi Normal University)** Tourist Taxes in Mauritius – Assessing Tourists' Perception *Ambareen Beebeejaun (University of Mauritius), Rajendra Gunputh (University of Mauritius)*

		Will You Cruise Post-COVID Pandemic or Not? Exploring the Motivations and Barriers to Taking Cruise Vacations *Tien Bich Ma (Van Lang University)** Perception Of Usage, Boons and Banes Of Artificial Intelligence By Local Tourists For Promoting Climate Actions For A Small Island Developing State *Adjnu Damar Ladkoo (University of Mauritius)* Developing the CAS model based on factors motivating medical tourists' decision-making process: A conceptual literature review *Senika Dewnarain (University of Birmingham); Mahum Khawar (University of Birmingham)* Diversity, equity, and inclusion (DEI) in corporate mobility through hospitality dimensions: a systematic literature review. *Diego Santos (Universidade Anhembi Morrumbi)*, Elizabeth Wada (Universidade Anhembi Morumbi)* The role of multi-sided platform for creating sustainable development of spa resorts *Paweł Stelmach (University of Physical Education in Krakow)*, Dominik Jurasiński (University of Physical Education in Krakow), Aleksandra Błotnicka (University of Physical Education in Krakow), Ziemowit Górski (University of Physical Education in Krakow)*
DAY 4 THURSDAY 18 JULY 2024 Parallel Session 6 (Track 1) 9.30-11.00		
Session Chair: Toshima Makoondlall-Chadee **Venue: Think Tank 1**	**Parallel Session 6.1 Sustainable Tourism II**	Reframing diversity, equity and inclusion in the outdoor industry: A systems perspective *Ancy Gamage (Royal Melbourne Institute of Technology)*, Joanne D Pyke (Victoria University), Madelene Blaer (Victoria University), Madelene Blaer (Victoria University), Becky Knight (Victoria University), Alexandra Law (Victoria University), Matthew Cox (Victoria University)* Measuring and assessing the socio-cultural, environmental and economic impacts of hot springs: Case study hot springs in regional Australia. *Gaelle Hugues Gregoire Joson (Victoria University)* , Gaelle Joson (Victoria University), Joanne D Pyke (Victoria University)*

		Theoretical Analysis of Consumer Behavior in The Tourism and Hospitality Sector: An Assessment of Opportunities And Challenges In Promoting Environmentally Friendly Practices For The Promotion Of Sustainable Tourism. *Toshima Mrs Makoondlall-Chadee (University of Technology, Mauritius)*, Olivier Naria (Université de la Réunion)* Customer Centricity in South African Banks: Development of A Conceptual Model *Madele Tait (Nelson Mandela University)**
Parallel Session 6 (Track 2) 9.30-11.00		
Session Chair: Chadley Hollas Venue: Think Tank 2	**Parallel Session 6.2 Hospitality Management**	The 21st Century Consumer – "Keep your advert, we read Reviews *Lebogang LM Mathole (Tshwane University of Technology)** The Influence of Collectivist and Power Distance Cultures on Employees Organisational Commitment: The Case of Small Hospitality Enterprises in Ghana. *Michael Evans (University of Salford)* Determining reasonable deposit and cancellation charges in terms of the consumer protection act, 2008 in the hospitality sector in South Africa *Andrew M Tait (Nelson Mandela University)** Enhancing Inclusive Hospitality: An Investigation into Autism-Certified Hotels and Guest Experiences *Muhammet Kesgin (Rochester Institute of Technology)*, Jerrie Hsieh (Rochester Institute of Technology)*
TEA BREAK 11.00-11.30		
Parallel Session 7 (Track 1) 11.30-13h00		
Session Chair: Jeyna Ladsawat Venue: Think Tank 1	**Parallel Session 7.1 Tourism Development**	The Role of Children in Family Tourism Decision-Making in Eastern Context — From A Parent-Child Joint Decision-Making Perspective *Yixin Liu (Sun Yat-sen University)*, Haiyan Song (The Hong Kong Polytechnic University), ShiNa Li (Sun Yat-Sen University)"* Peer-to-peer accommodation's impact on women's empowerment: an integrated model *Mandla E Sibisi (University of Johannesburg), Robin Nunkoo*

		(University of Mauritius) Navigating the Post-COVID Landscape: Addressing Human Resource Shortages in the Luxury Tourism Market with Brazil's Radix Program as an experimental study. *Elizabeth Wada (Universidade Anhembi Morumbi)*, Patricia Garcia (Universidade Anhembi Morumbi), Alan Guizi (Universidade Anhembi Morumbi)* Destination personality, destination image and ethnocentrism: Are Nigerians travelling within Nigeria? *Ade Oriade (University of Wolverhampton)*, Adesola Osinaike (Canterbury Christ Church University), Adenike Adebayo (Liverpool John Moores University)* Determining Key Aspects of Entomophagy Tourism Product Development: The Case of Mopani District. *Bianca Mkhize-Simelane (Central University of Technology)*
Parallel Session 7 (Track 2) 11.30-13h00		
Session Chair: Vikelwa Nomga **Venue: Think Tank 2**	**Parallel Session 7.2 Tourism Education**	Tourism Education In South Africa: Teachers' Insights on Teaching Tourism to High School Learners *Marcia Lebambo (Tshwane University of Technology)*,* Nicola Wakelin-Theron *(University of Johannesburg)* Decolonisation of tourism curricula in higher education in South Africa: what does it mean? *Samantha C Bouwer (Tshwane University of Technology)* Bridging the gap between the event industry and graduates from a University of Technology *Lisa LC Welthagen (Tshwane University of Technology)** Perceptions of hospitality students about Work-Integrated Learning as a skills development imperative. *Vikelwa J Nomnga (Walter Sisulu University)**
LUNCH: 13H00-14H00		
14h15 – 14h45 Venue: Think Tank 1	**Presentation by the Ministry of Tourism, Government of Mauritius**	

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<table>
<tr><th colspan="3">FRIDAY 19th JULY 2024</th></tr>
<tr><td colspan="3">Island Tour</td></tr>
<tr><td>Time</td><td>Activities</td><td rowspan="11">Le Domaine de Saint Aubin
(https://www.facebook.com/LeSaintAubinRestaurant/; https://mauritiusnow.com/blog/things-to-do/le-domaine-de-saint-aubin/)
• Visit at Mini Ferme
• Visit at La maison de la vanille
• Visit at La serre d’anthuriums
• Visit at La maison du rhum and rum tasting
• Visit of the colonial house

Grand Bassin Lake
https://www.mauritiusinsideout.com/grand-bassin-mauritius.html
https://en.wikipedia.org/wiki/Ganga_Talao

Le Gorges Nature Park
https://en.wikipedia.org/wiki/Black_River_Gorges_National_Park</td></tr>
<tr><td>09h00</td><td>Pick up at Ravenala hotel</td></tr>
<tr><td></td><td></td></tr>
<tr><td>10h00</td><td>Arrival at La Boutique du Domaine de Saint Aubin</td></tr>
<tr><td>10h00-11h30</td><td>Visits</td></tr>
<tr><td>11h30-12h30</td><td>Lunch at Le Saint Aubin restaurant</td></tr>
<tr><td>13h30-16h30</td><td>Visit to Grand Bassin Lake/ Le George Nature Park</td></tr>
<tr><td></td><td></td></tr>
<tr><td>18h00</td><td>Return to Ravenala Hotel</td></tr>
<tr><td></td><td></td></tr>
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<tr><td></td><td></td><td></td></tr>
<tr><td colspan="2">FRIDAY 20h JULY 2024</td></tr>
<tr><td colspan="2">10h00-11h30</td><td>Post-Conference Organizing Committee Meeting</td></tr>
</table>

Transfer from the Hotel to The Accommodations and Surrounding Areas

We recommend that you pre-book your transfer from the airport to the accommodation (and return) through the following two agencies with whom we have negotiated competitive prices:

Mr. Kiran: To pre-book your transfer from the airport to the hotel (and return), please contact Mr. Kiran via WhatApp on +230 5945 6356 with your flight details, arrival date, and time, number of luggage, and pax. The cost of the transfer (one way) from the airport to the conference location (and surrounding regions) is Rs 1800 (around USD 40) for a group of 2 pax with 2 suitcases. For those who are not staying at Ravenala (conference location) and require transfers from their accommodation to the conference location, please contact Mr. Kiran on the above number.

OR

IN TUNE TRAVEL. To pre-book your transfer, please send an email to vilashni@intnet.mu with your flight details, arrival date and time, number of luggage, and pax. You can also send a WhatsApp message on +230 52531401 to make the booking. Please mention AHTMMC 2014 when making booking for the transfer. Once you have cleared customs, IN TUNE TRAVEL, can be found at Counter Number 6 in the airport terminal. The cost of the transfer (one way) from the airport to the conference location (and surrounding regions) is Rs 2000 (around USD 45) for a group of 2 pax with 2 suitcases.

Conference Organizing Committee

Professor Dogan Gursoy	Washington State University, USA
Professor Robin Nunkoo	University of Mauritius
Professor Boopen Seetanah	University of Mauritius
Dr. Narvada Gopee	University of Mauritius
Dr. Reena Bhattu Babajee	University of Mauritius
Ms. Kilvanee M Mootooperian	University of Mauritius
Professor Serena Volo	Free University of Bozen-Bolzano

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