## Paper Presentation Sessions

### Paper Presentation Session 08 (Day III 16:00 - 18:00)

<table>
<thead>
<tr>
<th>Room: TH303</th>
<th>Theme: Tourism Planning and Destination Marketing</th>
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<tbody>
<tr>
<td>Moderator:</td>
<td>Alfred W. Ogle (Australian School of Management, Australia)</td>
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**Loyalty Programs are Not Enough: Active loyalty from hotel customers’ perspectives**  
Clark Hu / Lina Xiong (Temple University, United States)

**The Influence of Culture on the Perceived Attractiveness of Hotel Loyalty Programs: Chinese versus Japanese customers**  
Kewei Fiona Hu (Four Seasons Hotels and Resorts, Hong Kong)

**Service Failure Analysis of Online Customer Complaints - The Case of Chained Foodservice**  
Poh Theng Loo (Taylor's University, Malaysia) /  
Huey Cheern Boo (Universiti Putra Malaysia, Malaysia) /  
Catheryn Khoo-Lattimore (Taylor's University Malaysia)

**Infrastructure Development in Tourism Industry**  
Bimal Jaiswal / Ayusha Mishra (University of Lucknow, India)

**The Effects of Country Image and Food Image on Satisfaction and Loyalty**  
Sangjin Lee (Pochat University, Korea) / Jungwon Lee (Hankuk University, Korea)

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<tr>
<th>Room: TH304</th>
<th>Theme: Education: Practices and Prospects</th>
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<tr>
<td>Moderator:</td>
<td>Honggen Xiao (The Hong Kong Polytechnic University, Hong Kong)</td>
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**Students’ Perspectives on China Higher Tourism Education Quality**  
Min Wang (Dongbei University of Finance & Economics, China)

**Tourism and Hotel Management Undergraduate Students’ Attitudes and Reactions towards Ethics in Workplace**  
Louisa Y.S. Lee / Nelson K.F. Tsang (The Hong Kong Polytechnic University, Hong Kong)

**Successful learning experiences and learning outcomes for students in hospitality and tourism management programs**  
Larry Ching / Beverley Webster / Min Yang (The University of Hong Kong, Hong Kong)

**Issues in the Hospitality and Tourism Education in Indonesia: Problems and Challenges**  
Hera Oktadiana (BINUS University, Indonesia)

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For Elaine:  
Product image items adapted for food image items in questionnaire.