Poster Presentations

Phenomenological Study on Individual Sense of Value among the CTHM Faculty and Students in the University of Batangas
Catalina N. Mendez / Mitchell A. Borja (University of Batangas, The Philippines)

Experiential Learning and Work-Integrated Education in Hospitality and Tourism
Hillary Jenkins / Helen Gyetebog (Otago Polytechnic, New Zealand)

Evaluating Student Literacy of Energy Conservation and Carbon Reduction with RidiT
IPA Approach
Chia-Dai Yen (National Central University, Taiwan) /
Meng-Lei Monica Hu (Jinwen University Science and Technology, Taiwan) /
Jean-Shyan Hong (De Lin Institute of Technology, Taiwan) /
Chih-Ching Chris Tang (Fu-Jen Catholic University, Taiwan)

Riding on Sporting Events toward Co-branding: the case of tour down under in Australia
Songshan Sam Huang (University of South Australia, Australia)

Hospitality Training Effort in Universities and Actual Skills Requirements in the Hospitality Industry. An Analysis of Uganda’s Situation
Eddy Kurohanzu Takumushaba / Honggen Xiao
(The Hong Kong Polytechnic University, Hong Kong)

Student Perceptions of the Effectiveness of Internship Placements in Malaysia
Scott Richardson (Central Queensland University, Australia) /
Gareth Buider (Taylor’s University, Malaysia)

Modelling Destination Image, Perceived Quality of a Trip, Tourist Satisfaction and Behavioral Intentions: The Chinese Tourists’ Travel Experience in Taiwan
Yin-Hsi Lo (Southern Taiwan University, Taiwan)

Selling, Shopping, and Spending – An Example of Taiwanese guided package tours to Mainland China destinations
Jui-Chi Chang (Providence University, Taiwan) /
Shih-Chiau Chin (Tamkang University, Taiwan)

Development of the Tourism in Iran
Bahram Azadbakht (Islamic Azad University, Iran)

Position and Role of Geographical Studies in Planning and Touring Development
Sirita Arumghan (Islamic Azad University, Iran)

The Role of Familiarization Tours in Rural Tourism Development: The Case of Taiwan
Yau-Tsu Ma (Argosy University, United States) /
Chia-Yen Hu / Heinzol Knusmann (Taiwan Shoufong University, Taiwan)

A Study of Destination Perception and Motivation: Exploring Chinese Students’ Travel Market in Malaysia
Yu Fa Tao / Hema Subramanian (Taylor’s University, Malaysia)

The Impact of Corporate Social Responsibility on Intangible Assets: The Linkage of Corporate Social Responsibility to Corporate Financial Performance
Soyan Paek (The Hong Kong Polytechnic University, Hong Kong)

The relation among Export, Import, and Development of Tourism in Taiwan
Chia-Ning Lin / Carol Y. Lu (Chung Yuan Christian University, Taiwan)

The Communication Strategy of International Promotion: A Case Study of Garuda Maintenance Facility
Mariningsih Ageng Chandra (The London School of Public Relations, Indonesia)

A Study Examines the Influence of Leadership and Organizational Climate on Employees’ Intention to Stay at Travel Agencies in Taiwan
Hsi-Ni Huang / Chia-Chun Wang (Nanhua University, Taiwan)

Bridging University Students’ Past to Present Food Preferences
Mohamad Fahmi Biston / Hamid Salleh (Universiti Teknologi MARA, Malaysia)

Examining the Relationship of Leadership Style and Organizational Culture with Employees’ Satisfaction in Malaysian Hotel
Norwahidah Abd. Wahid / Hassnah Wee / Artinith Zainal / Salleh Mohd.Razli (Universiti Teknologi MARA, Malaysia)

The Competitiveness Attributes and Development Strategies of Medical Tourism Industries in Taiwan Based On AHP: A Case of Mainland China Tourists
Wen-Teng Lin / Kuei Lee / Yin-Yin Gu (Tinghua University, Taiwan) /
Ching-Yi Chen (National Changhua University of Education, Taiwan)

Effectiveness of Service Recovery Strategies: Restaurant Organizational Perspective
Poh Theng Loo / Catheryn Khoo-Lattimore (Taylor’s University, Malaysia)

Intention to Participating In the Restaurant Laboratory Operation: Applying the Theory of Planned Behavior
Chia-Kai Su (Southern Taiwan University, Taiwan)

InnoCatering, Case F.I.N.D.S – An international and cross-cultural learning project
Risto Karmavuo / Jarmo Sarkkinen / V.A. Heikkinen (THAAGA-HELIA University of Applied Sciences, Finland)

Developing an Effective Gaming Management Certificate Program in Taiwan
Wanching Chang (I-Shou University, Taiwan) /
Jingxue Yuan (Texas Tech University, United States)

Ensuring Food Safety: an Evaluation of the Sanitation Practices of the Different Food Establishment Inside UST Campus
Melinda D. Torres / Exceld Rosario / Monica Jade Buen / Joyce Nichole Lim Guan /
Mary Jesa Obito / Kristina Ong / Marivis Raymatas / Bath Anne Tiplan /
Zyro Melaela Villamarzo / Chef Guo Angkaw (University of Santo Tomas, The Philippines)

An Analysis of the Local and International Hospitality Internship Program of the University of Santo Tomas Based On Commission on Higher Education’s Objectives
Melinda D. Torres / Roy Sherwin Ali / Nadine Barres / Mark Dalis / John Wilson Dow /
Fernandez Ira / Momna Rumi / Peter Vital (University of Santo Tomas, The Philippines)

Educational Service Delivery and Students’ Satisfaction Using SERVQUAL Model for Hospitality and Nutrition & Dietetics Students
Melinda D. Torres / Juan Miguel M. Aliño / Genevieve Janah C. Caluca /
Cole Derrick U. Chua / John Jeric S. Lim / Rachel Anne N. Milloza /
Airone Nica A. Rivas / Endrech Joshua E. Salita / Kirstie Anne H. Ylang (University of Santo Tomas, The Philippines)