Paper Presentation Sessions

Paper Presentation Session 05 (Day II 16:00 - 18:00)

Room: Function Room 5
Theme: Tourism Planning and Destination Marketing
Moderator: Tony Ts (The Hong Kong Polytechnic University, Hong Kong)

An Experatory Study of Taiwan Tourism Image from Idol Dramas: Comparison between Pre-trip and Post-trip
Chi-Chen Hsu / Hui-Mei Chen (National Taiwan University, Taiwan) / Jia-Jy Yen (Shih Hsin University, Taiwan)

Enduring Travel Involvement, Customer-based Destination Brand-Equity, and Visit Intention
Bo H. Fens / Andrew Wallis (San Francisco State University, United States)

Innovations in Wellbeing Tourism in the Nordic Countries
Arvid Flagstad (Oslo School of Management, Norway) / Anne-Mette Hjaldager (University of Southern Denmark, Denmark)

Alleviating Poverty through Tourism: Challenges, Issues & the Way Forward
Dan Mustngazi / John Ap (The Hong Kong Polytechnic University, Hong Kong)

Exploring Tourist’s Perspective towards Place Meanings: A Q-Method Inquiry
Yinghua Huang / Hulin Qu (Oklahoma State University, United States)

Room: Function Room 6
Theme: Other Important Issues of Hospitality and Tourism Industry
Moderator: Alan Wong (The Hong Kong Polytechnic University, Hong Kong)

A Study on the Factors that Influence Mainland China Residents’ Gambling Tourism Destination Choice
Gang Hua (Hangzhou Normal University, China) / Cathy H.C. Hsu (The Hong Kong Polytechnic University, Hong Kong) / Bin Wu (Peking University, China) / Jujun Lou (East China Normal University, China)

The Study of Environmental Reporting of Hospitality Industry in India
Mridula A. Rachh (ICLES’ Jhunjhunwala College Of Arts, Science And Commerce, India) / Siddharthwar (Gujarat University of Mumbai, India)

Leisure and Economic Efficiency: A Panel Analysis in OECD Countries
Xiang Wei (Beijing International Studies University, China)

The Gains of Philippine Tourism and Hospitality Education With the Enactment of the Philippine Tourism Act of 2009
Gezzie G. Granado (University of Santo Tomas, The Philippines)

Room: Function Room 1
Theme: Understanding Consumer Behavior
Moderator: Andy Nazareth (University of Nevada Las Vegas, Singapore)

Hotel Employees’ Organizational Citizenship Behavior and Consequences: A Focus at Individual Employee Level
Emily Ma (Griffith University, Australia) / Hulin Qu (Oklahoma State University, United States) / Marie Wilson (Griffith University, Australia)

Tell Me Why? Reasons for Wine Consumption and Resistance amongst the Chinese in Malaysia
Mun Yee Lai / Catheryn Khoo-Lattimore (Taylor’s University, Malaysia)

What Factors Influence Customers’ Satisfaction? A Content Analysis of Online Hotel Reviews
Huaying Li (The Hong Kong Polytechnic University, Hong Kong) / Qiang Ye (Harbin Institute of Technology, China) / Rob Law (The Hong Kong Polytechnic University, Hong Kong)

The Influence of Brand Affecton and Product Affecton on Purchase Loyalty of Packaged Green Tea Products
Shu-Tai Wang / Hsuan-Yin Fu / Ya-Hsing Ke / Yu Lu / Chen-Hai Wu (Tianghui University, Taiwan)

Room: TI303
Theme: Catering, Dining and the Foodservice Industry
Moderator: Peh Seck Toh (University Technology MARA, Malaysia)

Development of A Formative Variable for the Assessment of Local Cuisine Attractiveness
Jingling Guan / David L. Jones (The Hong Kong Polytechnic University, Hong Kong)

Food Tourism in Malaysia: An exploratory study on type of factors influencing the international tourists toward local food consumption between two states
Hassnah Wae / Norwahidah Abdul Wahid / Fauziyah Noordin / Nadjid Shohida Mohd Roslin (University Technology MARA, Malaysia)

Meeting the Needs of Chinese Tourists: Food and Foodservices
Yin-Chin Lin (National Taohsung University of Hospitality and Tourism, Taiwan) / Chih-chin Chen (Flying Travel Service Co., Ltd, Taiwan)

Is LOHAS-related Lifestyle Able to Reveal Korean-food Chinese Consumption Patterns in Jeju
Yun Lu (Cheju National University, Korea) / Moon-Soo Cho (National University, Korea)