

The 16th APacCHRIE Conference

May 31 – June 02, 2018

Guangzhou, China

Third Newsletter

May.2018

Hosted by Business School, Sun Yat-sen University (SYSBS)

In this issue

TConference Agenda

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Thank you so much !



Main Conference Schedule

May 30, 2018

<p>14:00-20:00</p>	<p align="center">Registration Venue: Shansi Hall Lobby</p>		
<p>09:00-11:30</p>	<p>Research Design Workshop Speaker: Hailin Qu Regents Professor Oklahoma State University Distinguished Honorary Professor Sun Yat-sen University Chair: Xiaoyun Han Venue: M302</p>	<p>IJCHM Paper Development Workshop at SYSBS, the second editorial office of IJCHM Speaker: Fevzi Okumus CFHLA Preeminent Chair Professor University of Central Florida Distinguished Honorary Professor Sun Yat-sen University Chair: Xiang Huang Venue: M202</p>	
<p>14:30-17:00</p>	<p>Academic Writing and Publication Workshop Speaker: Rob Law Professor Hong Kong Polytechnic University Distinguished Honorary Professor Sun Yat-sen University Chair: Hao Luo Venue: M302</p>	<p>Grant Application Workshop (In English) Speaker: Haiyan Song Associate Dean and Chair Professor, Hong Kong Polytechnic University Visiting Professor Sun Yat-sen University Chair: Haobin Ye Venue: M202</p>	<p>Grant Application Workshop (In Chinese) Speaker: Lishan Xie Professor Sun Yat-sen University Chair: Meiyun Li Venue: M201</p>
<p>08:30-18:00</p>	<p align="center">CHIA Workshop by STR Venue: N122</p>		

May 31, 2018

08:00-21:00	Registration Venue: Shansi Hall Lobby						
09:00-16:00	Board Meeting						
09:00-11:00	Research Incubator session with Outstanding Scholars Venue: M201						
08:30-12:00	CHIA Workshop by STR Venue: N122						
12:00-13:30	Lunch (for the Board Meeting)						
12:00-13:00	Poster Session #1 Venue: Shansi Hall 1st Floor Corridor						
13:00-14:30	Parallel Sessions #1						
	Session #1A Social media and online learning	Session #1B Social media and sharing economy	Session #1C Social media and sharing economy	Session #1D Human resource management and organizational behavior	Session #1E ICT and social networks	Session #1F Consumer behavior in hospitality/tourism	
Moderator	Mark Bonn	Yangchun Liu	Yun Song	Ying Lu	Miao Li	Bo Ferns	
Venue	M531	M530	M529	M528	M527	M312	
	Session #1G Big data and marketing	Session #1H Big data and marketing	Session #1I Consumer behavior in hospitality/tourism				
Moderator	Leung Xi	Benny Chan	You-De Dai				
Venue	M311	M201	M101				
14:30-15:00	Refreshment Break Venue: Shansi Hall 1st Floor Cafeteria						
14:30-15:30	Poster Session #2 Venue: Shansi Hall 1st Floor Corridor						
15:30-17:00	Parallel Sessions #2						

	Session #2A Sustainable development strategy	Session #2B Sustainable development strategy	Session #2C Sustainable development strategy	Session #2D Ethics, leadership, and corporate social responsibility	Session #2E Ethics, leadership, and corporate social responsibility	Session #2F Social innovation
Moderator	Hanqin Qiu	Ma. Christina Aquino	Sakda Kanjanawanawan	Renhong Zhu	Ben Goh	Scott Richardson
Venue	M531	M530	M529	M528	M527	M312
	Session #2G Culture, localization and globalization	Session #2H Destination branding and promotion	Session #2I Social media and online learning	Session #2J Rural tourism and green tourism	Session #2K Rural tourism and green tourism & Papers related to the theme of "one belt one road"	
Moderator	Benny Chan	Lilibeth C. Aragon	Manohar Sajjani	Iok Keng Lam	Yinghua Huang	
Venue	M311	M201	M101	S131	N122	
16:45-17:15	Campus Tour Gathering point: Shanheng Hall Lobby					
17:15	Transportation to the Westin Hotel (for attendees of "Reception for First-time Attendees") (for attendees of "Deans/Directors Forum") Gathering point: Shanheng Hall Lobby					
17:45-18:30	Reception for First-time Attendees Venue: Mai, the Westin Pazhou					
17:45-18:30	Deans/Directors Forum (Invited Only) Chair: Prof. Hui Fu Venue: Panorama, the Westin Pazhou					
17:45	Transportation to the Westin Hotel (for all attendees) Gathering point: Shanheng Hall Lobby					
18:30-21:00	Opening Reception Venue: Westin Hotel					

June 1, 2018

08:00-
12:00

Registration

Venue: Shansi Hall Lobby

09:00-
10:00

Opening Ceremony

(Speakers from GDTA, APacCHRIE Founder, Host University & School, & APacCHRIE)

Chair: Prof. Jingyan Liu

Venue: SYSBS Auditorium

10:00-
10:30

Collective Picture & Refreshment Break

Venue: Shansi Hall Lobby

10:30-
12:30

Keynote Speeches

Chair: Prof. Hui Fu

Venue: SYSBS Auditorium

※ "Progress and Challenges in Hospitality and Tourism Education in Asia Pacific"

Speaker: Kaye Chon

Dean and Chair Professor

Walter Kwok Foundation Professor in International Hospitality Management School of Hotel and Tourism Management

The Hong Kong Polytechnic University

※ "Transparency in Research Writing"

Speaker: Chris Ryan

Professor, University of Waikato Management School

Editor-in-Chief, Tourism Management

Visiting Professor, Business School, Sun Yat-sen University

※ "Research Trends in Tourism & Hospitality"

Speaker: Sara Dolnicar

Professor, the University of Queensland

Editor-in-Chief, Annals of Tourism Research

※ "Chinese Purport in Tourism Research"

Speaker: Bin Dai

Dean & Professor

China Tourism Academy

※ "Build an international tourism group by resource allocation in global vision"

Speaker: Jing Feng:

Chairman, Guangzhou Lingnan International Enterprises Group Co.,LTD.

Doctorial Alumni, Business School, Sun Yat-sen University

12:30-
13:30

Lunch Buffet

Venue: Kaifeng Hotel

<p>13:30-15:00</p>	<p align="center"> Hospitality Education Forum (arranged in alphabetical order of last name) Chair: Song Haiyan Venue: SYSBS Auditorium Speaker : Hanqin Qiu Dean & Professor College of Tourism and Service Management Nankai University Panelists: Michael Cheng, Florida International University Ben Goh, Oklahoma State University Nigel Hemmington, Auckland University of Technology Xiang(Robert) Li, Temple University Amy So, University of Macau Lin Wang, Hainan University Ning Wang, Sun Yat-sen University Youcheng Wang, University of Central Florida </p>					
<p>13:30-15:00</p>	<p align="center"> The STR SHARE Center - Advanced Hospitality and Tourism Analytic Venue: N122 </p>					
<p>15:00-15:30</p>	<p align="center"> Refreshment Break Venue: Shansi Hall 1st Floor Cafeteria </p>					
<p>15:30-17:00</p>	<p align="center"> Poster Session #3 </p>					
	<p>Session #3A Innovation and entrepreneurship</p>	<p>Session #3B Innovation and entrepreneurship</p>	<p>Session #3C Human resource management and organizational behavior</p>	<p>Session #3D Human resource management and organizational behavior</p>	<p>Session #3E Social media and sharing economy</p>	<p>Session #3F Human resource management and organizational behavior</p>
<p>Moderator</p>	<p>Christian Schott</p>	<p>Jinsoo Lee</p>	<p>Yang Yang</p>	<p>Henry Tsai</p>	<p>Lawrence Fong</p>	<p>Jun Li</p>
<p>Venue</p>	<p>M531</p>	<p>M530</p>	<p>M529</p>	<p>M528</p>	<p>M527</p>	<p>M312</p>
	<p>Session #3G Destination branding and promotion</p>	<p>Session #3H Knowledge economies, knowledge management</p>	<p>Session #3I Destination branding and promotion</p>	<p>Session #3J Community resilience and social capital</p>	<p align="center">Session #3K Consumer behavior in hospitality/tourism</p>	
<p>Moderator</p>	<p>Hwansuk Chris Choi</p>	<p>Laila D. Malabanan</p>	<p>Lishan Xie</p>	<p>James Busser</p>	<p align="center">Qu Xiao</p>	
<p>Venue</p>	<p>M311</p>	<p>M202</p>	<p>M201</p>	<p>M101</p>	<p align="center">N122</p>	

June 2, 2018

09:00-09:30	Anniversary Ceremony Registration Venue: SYSBS Auditorium
09:30-10:30	30-year Anniversary Ceremony and Invited Alumni Speeches Venue: SYSBS Auditorium
10:30-11:00	Collective Picture & Refreshment Break Venue: Shansi Hall Lobby
11:00-12:00	Industry Panel (arranged in alphabetical order of last name) Venue: SYSBS Auditorium Chair: Lishan Xie Panelist: Marco Avitabile , General Manager of Grand Hyatt Guangzhou Xuan Ke , Director of human resources of InterContinental Hotels Group Feng Li , Vice President of Guangzhou Lingnan International Enterprises Group Co.,LTD Weiliang Tang , Vice President of Evergrande Hotel Group Minnie Xu , Vice President, Marriott Int'l South China Jie Yang , General Manager of Nansha Grand Hotel Yan Wang , Vice President of Langham Place Guangzhou
12:00-12:30	AGM (Annual General Meeting for APacCHRIE) Venue: SYSBS Auditorium
12:30-14:30	Set Lunch for Alumni Venue: Kaifeng Hotel 4th Boor
12:30-13:20	Buffet Lunch Venue:Kaifeng Hotel 2nd Boor
13:30-14:30	Journal & Editor Panel (arranged in alphabetical order of last name) Venue: SYSBS Auditorium Chair: Qu Xiao & Xinyuan Zhao Panelists: Changhong Bai , Nan Kai Business Review Ping Deng , Tourism Science Sara Dolnicar , Annals of Tourism Research Fevzi Okumus , International Journal of Contemporary Hospitality Management Chris Robert , Journal of Hospitality & Tourism Research Chris Ryan , Tourism Management Lingyun Zhang , Tourism Tribune Jinlin Zhao , International Hospitality Review
14:45-16:15	Parallel Sessions #4

	Session #4A Tourist experience and human interactions	Session #4B Tourist experience and human interaction	Session #4C Tourist experience and human interactions	Session #4D Tourist experience and human interactions	Session #4E Knowledge economies, knowledge management	Session #4F Culture, localization and globalization
Moderator	Pimtong Tavitiyaman	Yuansi Hou	Yueh-Hsiu Pearl Lin	David Baker	Ma. Christina Aquino	Alexandros Paraskevas
Venue	M531	M530	M529	M528	M527	M312
	Session #4G Consumer behavior in hospitality/ tourism	Session #4H Consumer behavior in hospitality/ tourism	Session #4I Consumer behavior in hospitality/ tourism			
Moderator	Hyeyoon Choi	Ki-Joon Back	Bongkosh Ngamsom Rittichaiuwat			
Venue	M311	M105	S221			
16:15-17:30	Parallel Sessions #5					
	Session #5A Other papers related to the theme of the Conference	Session #5B Other papers related to the theme of the Conference	Session #5C Other papers related to the theme of the Conference	Session #5D Other papers related to the theme of the Conference	Session #5E Other papers related to the theme of the Conference	Session #5F Culture, localization and globalization
Moderator	Warren Goodsir	Hyeyoon Choi	Ma. Christina Aquino	Miao Li	Sung Gyun Mun	Hui Peng
Venue	M531	M530	M529	M528	M527	M312
	Session #5G Culture, localization and globalization	Session #5H Consumer behavior in hospitality/ tourism	Session #5I Consumer behavior in hospitality/ tourism	Session #5J Consumer behavior in hospitality/ tourism	Session #5K Other papers related to the theme of the Conference	
Moderator	Mingming Cheng	Willie Tao	Kyungsoo Han	SooCheong (Shawn) Jang	David Baker	
Venue	M311	M202	M201	M101	M105	
17:30-18:00	Award Ceremony Venue: SYSBS Auditorium					
18:15	Transportation to Garden Hotel Gathering point: Shanheng Hall Lobby					
19:00-21:30	Gala Dinner Venue: Garden Hotel					

Youth Conference Schedule

May 31, 2018

8:00–21:00	Registration Venue: Shansi Hall Lobby
18:00–21:00	Opening Reception Venue: Westin Hotel

June 1, 2018

08:30–9:00	Registration Venue: Shansi Hall Lobby	
09:00–10:00	Opening Ceremony (Speakers from GDTA, APacCHRIE Founder, Host University & College, & APacCHRIE) Chair: Jingyan Liu Venue: SYSBS Auditorium	
10:00–10:20	Collective Picture & Refreshment Break Venue: Shansi Hall Lobby	
10:20–10:25	Speeches by Conference Chairs Speakers: Dr. Ben YE/Dr. Sam Kim Venue: S131	
10:30–11:50	Concurrent Session 1	
	Session #1A	Session #1B
Moderator	Prof. Joseph Lema	Prof. Kyungsoo Han
Venue	M201	M202
12:30–13:30	Lunch Buffet Venue: Kaifeng Hotel	
14:00–19:00	Industry Visit (Evergrand Group (Guangzhou)) Gathering Point: Shanheng Hall Lobby	

June 2, 2018

08:30–9:00	Registration Venue: Shansi Hall Lobby		
09:00–9:50	Keynote Speech Speaker: Chair Professor Kaye Chon Venue: S131		
10:00–10:50	Tea Break & Poster session Venue: Shansi Hall 1st Floor Corridor		
11:00–12:00	Concurrent Session 2		
	Session #2A	Session #2B	
Moderator	Dr. Hao Luo	Dr. Ben Ye	
Venue	M201	M202	
12:10–13:20	Buffet Lunch Venue: Kaifeng Hotel		
13:30–15:15	Concurrent Session 3		
	Session #3A	Session #3B	Session #3C
Moderator	Dr. Lawrence Fong	Prof. Justin Li	Dr. Sam Kim
Venue	M201	M202	M101
15:30–17:20	Industry Visit Discussion Venue: S131		
17:45	Transportation to Garden Hotel Gathering point: Shanheng Hall Lobby		
18:30–21:30	Gala Dinner & Awards Ceremony Venue: Garden Hotel		

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