



# 2019 APacCHRIE & EuroCHRIE Joint Conference

# 01

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# 02 WELCOME MESSAGE FROM CONFERENCE CHAIRMAN



**Professor 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 and

Chairman of 2019 APacCHRIE & EuroCHRIE cum 4th Global Tourism and Hospitality Conference

It is a great pleasure and an honour to extend to you a warm invitation to attend the 2019 APacCHRIE & EuroCHRIE cum 4th Global Tourism and Hospitality Conference, to be held in Hong Kong on 22-25 May at the state-of-the-art Hotel ICON, our groundbreaking teaching and research hotel.

Hosted by the School of Hotel and Tourism Management (SHTM) of The Hong Kong Polytechnic University (PolyU), the 2019 Conference will be run entirely by SHTM undergraduate students from the Special Event Class. These talented students formed an organising committee to manage the Conference and put together an enriching programme for our international delegates, ensuring you an experience unlike any other.

This great historical event will take place in the very heart of where East meets West – Hong Kong – a dynamic and vibrant city connecting the world. The 2019 Conference is a game changer for the international community, showcasing East Meets West in Hospitality and Tourism Education, a place where ideas will shape the future of the hospitality and tourism industry.

The 2019 Conference will provide a wonderful platform for academics, industry leaders, journal editors, young scholars and researchers to define the future roadmap of the global hospitality and tourism sector. As the Founding Chairman of APacCHRIE, I look forward to the close collaboration of APacCHRIE and EuroCHRIE and the role both federations will continue to play in advancing hospitality and tourism education and research internationally.

The year 2019 is also a special year for all of us at the SHTM as it marks the 40th anniversary of our School. This is a time for us to look back with pride and forward in confidence. This is also a time for us to celebrate and celebrations will culminate in the 2019 Conference. I look forward to welcoming you to the Conference and to the celebrations.

# 03 WELCOME MESSAGE FROM APACCHRIE & EUROCHRIE PRESIDENTS



**Dr Peter Kim**  
Presidents of APacCHRIE,  
Associate Professor & Associate  
Director of New Zealand Tourism  
Research Institute,  
Auckland University of Technology



**Dr Ralf Burbach**  
President of EuroCHRIE,  
Head of Hospitality Discipline &  
Assistant Head of School of Hospitality  
Management and Tourism,  
Technological University Dublin

On behalf of the EuroCHRIE and APacCHRIE Federations and the planning committee of the conference, it is our great honour and pleasure to welcome all of you to the very first joint APacCHRIE – EuroCHRIE conference in the fantastic city of Hong Kong where East meets West in a multitude of ways.

As part of the International CHRIE family, our Federations decided two years ago to join forces to bring you a truly International conference. From now on, we will have joint conference every four years. At a board meeting, we literally flipped a coin to decide whether to hold the first in Europe or in Asia Pacific.

Since the decision was made to award the conference to the School of Hotel and Tourism Management at Hong Kong Polytechnic University, one of the leading hospitality and tourism schools in the world, our colleagues here have put in a tremendous amount of effort to organise what promises to be a truly unforgettable conference experience in the ground breaking Hotel ICON. On behalf of both APacCHRIE and EuroCHRIE, we are appreciative of the collective effort of individuals in the organizing committee chaired by Professor Kaye Chon who have successfully planned and organized the conference.

We are thrilled with a record number of attendees and an exciting and inspiring conference programme that will really encapsulate the conference theme 'East meets West in Hospitality and Tourism Education'. We are sure that you will have the pleasure to experience the wonderful Asian Pacific and European hospitality breaking new ground with this new conference!

# 04

# ADVISORY COMMITTEE



## Conference Chairman

### Prof. 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



## Program Chairman Dr. Qu Xiao

Associate Professor  
School of Hotel and  
Tourism  
Management  
The Hong Kong  
Polytechnic  
University



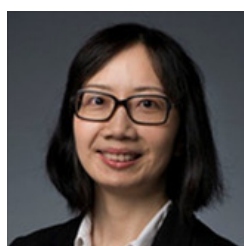
## Paper Chairman Prof. Sam Kim

Professor  
School of Hotel and  
Tourism  
Management  
The Hong Kong  
Polytechnic  
University



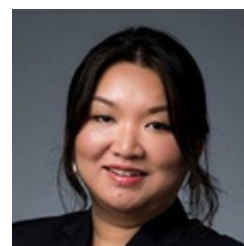
## Youth Conference Chairman Dr. Henry Tsai

Associate Professor  
School of Hotel and  
Tourism  
Management  
The Hong Kong  
Polytechnic  
University



## Executive Officer (Conferences) Ms. Leslie Fung

Executive Officer  
School of Hotel and  
Tourism  
Management  
The Hong Kong  
Polytechnic  
University



## Advisor to Student Committee Ms. Pia Kwan

Instructor  
School of Hotel and  
Tourism  
Management  
The Hong Kong  
Polytechnic  
University

# ORGANIZING COMMITTEE

Billy CHAN

Yannes CHEUNG

Katie IP

Janet LEE

Victoria TAI

Heidi WONG

Charlotte CHAN

Jeffrey CHIM

Amber Keung

Shirley LEE

Chingves TAM

Jayden WONG

Enya CHAN

Teddy CHOI

Lemon KU

Sophia LEE

Dylan TAM

Bowie WU

Jackson CHAN

Christy CHOW

Dior LAI

Winkie LEE

Coey TANG

Alex YUENG

Jimmy CHAN

Hilda CHOW

Cora LAU

Avis LI

Jasmine TANG

Yanris YUAN

Phoebe CHENG

Karen CHOY

Leo LAU

Iris Li

Tiffany TEOW

Ariel YUEN

Becky CHEUNG

Nancy CHUENCHAI

Melody LAU

Shirley LI

Alice TUNG

Eagle ZHOU

Cheyenne CHEUNG

Callie CHUNG

Chloe LAW

Nancy NG

Ada WAN

Nicole CHEUNG

Alan HO

Crystal LEE

Tommy NG

Alfred WONG

Yanice CHEUNG

Emma HON

Kary LEE

Ivan NGAN

Canny WONG

# 05 PLANNING COMMITTEE

## APacCHRIE



**Dr. Peter B. Kim**

President,  
Auckland University  
of Technology,  
New Zealand



**Mr. Samir Thapa**

Immediate Past  
President,  
Silver Mountain School  
of Hotel Management,  
Nepal



**Professor  
Pearl Yueh-Hsiu Lin**

Vice President,  
National Kaohsiung  
University of  
Hospitality and  
Tourism, Taiwan



**Professor Sam Kim**

Secretary,  
The Hong Kong  
Polytechnic University,  
Hong Kong SAR



**Ms. Joji Ilagan Bian**

Treasurer,  
Joji Ilagan Schools  
Foundation Inc,  
The Philippines

## EuroCHRIE



**Dr. Ralf Burbach**

President,  
Dublin Institute of  
Technology, Ireland



**Mr. Anders Justenlund**

Immediate Past  
President,  
University College,  
Northern Denmark,  
Denmark



**Ms. Chrystel Masdupuy**

Vice President,  
Ecole Supérieure  
Internationale de  
Savignac,  
France



**Dr. Steven Rhoden**

Secretary  
Manchester  
Metropolitan University,  
United Kingdom



**Mr. Risto Karmavuo**

Treasurer,  
Haaga-Helia  
University of Applied  
Sciences,  
Finland

## Hong Kong PolyU



**Dr. Qu Xiao**

Past President of  
APacCHRIE,  
Hong Kong SAR

## Paper Review Committee



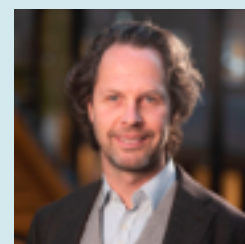
**Professor Sam Kim**

Paper Review Chair,  
The Hong Kong  
Polytechnic University,  
Hong Kong SAR



**Associate Professor  
Bongkosh N. Rittichaiuwat**

Paper Review Co-Chair,  
Director of Research of  
APacCHRIE, Thailand



**Professor Xander Lub**

Paper Review Co-Chair,  
Director of Research of  
EuroCHRIE, Netherlands

# 06

# VENUE - HOTEL ICON



Officially open in September 2011, Hotel ICON is a unique teaching and research hotel offering a fully-integrated teaching and learning education approach. Wholly owned by PolyU and an extension of the SHTM, Hotel ICON is a 262-room hotel that takes a new look at hospitality, delivering a kaleidoscope of fresh experiences with cutting edge facilities for guests from around the world.

Located in a building complex that also houses the SHTM campus, university staff quarters, research facilities, resources centre, classrooms as well as faculty and administration offices, Hotel ICON is envisioned as a “hotel with a purpose”, committed to providing interactive and dynamic learning environments as well as state-of-the-art educational facilities.

## **FACILITIES & SERVICES**

The hotel in East Tsim Sha Tsui offers three vibrant dining spaces including Green café on the lobby level, The Market for an international buffet with an array of Asian fare, and Above & Beyond, a top-floor Chinese fine-dining restaurant. Silverbox, a 570 square metre open-plan ballroom, can accommodate a broad range of special events, conferences, banquets or meetings.

As the world’s first co-located, co-lead programme offered in a teaching and research hotel – Hotel ICON believes in the future of Asian hospitality and provides a dynamic environment to inspiring a new generation of passionate pioneering hoteliers and students who will one day take their positions as leaders in the hospitality and tourism sector.

# 07 PROGRAMME RUNDOWN

Day 1 - 22 May 2019

Time	Programme	Venue
08:00-21:00	Registration	
<b><i>APacCHRIE &amp; EuroCHRIE Board Meetings</i></b>		
08:30-12:30	APacCHRIE Board Meeting	Silverbox Ballroom, Hotel ICON
09:00-12:30	EuroCHRIE Board Meeting	Resource Centre 4/F, SHTM
<b><i>Workshops</i></b>		
08:30-17:00	<b>Certification in Advanced Hospitality and Tourism Analytics (CAHTA)</b> Facilitator: <ul style="list-style-type: none"> <li>Mr. Steve Hood, Senior Vice President, Research &amp; Founding Director, STR SHARE Center</li> </ul>	302, SHTM
08:30-17:00	<b>Certification in Hotel Industry Analytics (CHIA)</b> Facilitator: <ul style="list-style-type: none"> <li>Mr. Duane Vinson, Assistant Director, STR SHARE Center</li> </ul>	303, SHTM
09:00-11:30	<b>Design Thinking</b> Facilitator: <ul style="list-style-type: none"> <li>Dr. Geoff Maree, Senior Lecturer, Breda University of Applied Sciences</li> </ul>	306, SHTM
09:00-10:30	<b>Hotel Industry Insights and Revenue Management Outlook: An Interactive Simulation Works hop</b> Facilitators: <ul style="list-style-type: none"> <li>Mr. Peter Russell, Operations Director, Russell Partnership Technology</li> <li>Ms. Heidi Anaya, Head of Education, Russell Partnership Technology</li> </ul>	304, SHTM
09:00-10:30	<b>Taylors &amp; Francis Workshop: What's Next in Tourism and Hospitality</b> Moderator: <ul style="list-style-type: none"> <li>Ms. Lyndsey Dixon, Regional Editorial Journals Director, Asia Pacific, Taylor &amp; Francis Group</li> </ul> Panelists: <ul style="list-style-type: none"> <li>Prof. Rob Law, Managing Editor, Asia Pacific Journal of Tourism Research and Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> <li>Dr. Jinsoo Lee, Managing Editor, Journal of Travel and Tourism Marketing and Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> </ul>	Function Rooms 1 & 2, B1, SHTM



# 08

# PROGRAMME RUNDOWN

Day 1 - 22 May 2019

10:30-11:00	Refreshment Break	Foyer B1, SHTM
11:00-12:30	<p><b>Early Career Development: Issues and Strategies</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Prof. Vikneswaran Nair, Dean of Graduate Studies and Research, University of The Bahamas</li> </ul> <p>Panelists:</p> <ul style="list-style-type: none"> <li>Dr. Yong Chen, Assistant Professor, École hôtelière de Lausanne</li> <li>Prof. Agnes DeFranco, Conrad N. Hilton Distinguished Chair, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston</li> <li>Prof. SooCheong (Shawn) Jang, School of Hospitality and Tourism Management, Purdue University</li> <li>Dr. Ksenia Krilova, Assistant Professor, School of Hospitality and Tourism Management, The Hong Kong Polytechnic University</li> <li>Dr. Laurie Wu, Assistant Professor, Temple University</li> </ul>	Function Rooms 5 & 6, B1, SHTM
11:00-12:30	<p><b>Mid-Career Development: Issues and Strategies</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Dr. Basak Denizci, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> </ul> <p>Panelists</p> <ul style="list-style-type: none"> <li>Prof. Ki-Joon Back, Associate Dean for Research and Graduate Studies, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston</li> <li>Prof. Billy Bai, Associate Dean of Research and Graduate Programs, William F. Harrah College of Hospitality, University of Nevada, Las Vegas</li> <li>Prof. Brian King, Associate Dean, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> <li>Prof. Anna Mattila, Marriott Professor of Lodging Management, The Pennsylvania State University</li> </ul>	Function Rooms 1 & 2, B1, SHTM
<b><i>APacCHRIE &amp; EuroCHRIE Board Meetings</i></b>		
14:00-15:30	APacCHRIE & EuroCHRIE Joint Board Meeting	Silverbox Ballroom, Hotel ICON

# 09

# PROGRAMME RUNDOWN

Day 1 - 22 May 2019

<b>Workshop</b>		
14:00-15:30	<p><b>Research and Publication: Insights from Journal Editors</b></p> <p>Moderator:</p> <ul style="list-style-type: none"> <li>Prof. Bob McKercher, Interim Editor-in-Chief, <i>Tourism Management</i> and Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> </ul> <p>Panelists</p> <ul style="list-style-type: none"> <li>Prof Perry Hobson, Editor-in-Chief, <i>Journal of Vacation Marketing</i> and Pro-Vice Chancellor Global Engagement, Sunway University</li> <li>Prof. Rob Law, Managing Editor, <i>Asia Pacific Journal of Tourism Research</i> and Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> <li>Dr. Jinsoo Lee, Managing Editor, <i>Journal of Travel and Tourism Marketing</i> and Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> <li>Prof. Haiyan Song, Editor-in-Chief, <i>Journal of China Tourism Research</i> and Associate Dean and Chair Professor, Mr and Mrs Chan Chak Fu Professor in International Tourism, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> <li>Dr. Wantanee Suntikul, Joint Editor-in-Chief, <i>Tourism Culture &amp; Communication</i> and Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> <li>Prof Jinlin Zhao, Editor-in-Chief, <i>International Hospitality Review</i> and Professor of Hospitality and Tourism management and Director of Graduate Programs, Florida International University</li> </ul>	Function Rooms 5 & 6, B1, SHTM
<b>Concurrent Sessions</b>		
14:00-15:30	<b>Concurrent Session 1</b>	B1, 3/F, 8/F, SHTM
15:30-16:00	Refreshment Break	Foyer B1, SHTM
16:00-17:30	<b>Concurrent Session 2</b>	B1, 3/F, 8/F, SHTM
16:00-17:00	<b>Deans and Directors Meeting</b>	Silverbox Ballroom, Hotel ICON
17:30-18:30	<b>First-time Attendees Reception</b>	Foyer B1, SHTM
18:30-20:30	<b>Welcome Reception</b>	Silverbox Ballroom, Hotel ICON

<b>SHTM/Hotel ICON Tours (Pre-registration required)</b>		
14:30-15:30	Optional SHTM/Hotel ICON Tour 1	SHTM Lobby
15:30-16:30	Optional SHTM/Hotel ICON Tour 2	SHTM Lobby
16:30-17:30	Optional SHTM/Hotel ICON Tour 3	SHTM Lobby
17:00-18:00	Optional SHTM/Hotel ICON Tour 4	SHTM Lobby

# 10

# PROGRAMME RUNDOWN

Day 2 - 23 May 2019

Time	Programme	Venue
07:30-18:00	Registration	
08:00-18:00	<b>Exhibition Area Open</b>	Function Rooms 5 & 6, B1, SHTM
09:00-09:30	<p><b>Opening Ceremony</b></p> <ul style="list-style-type: none"> <li>• Dr. Peter Kim, Presidents of APacCHRIE and Associate Professor &amp; Associate Director of New Zealand Tourism Research Institute, Auckland University of Technology</li> <li>• Dr. Ralf Burbach, President of EuroCHRIE and Head of Hospitality Discipline &amp; Assistant Head of School of Hospitality Management and Tourism, Dublin Institute of Technology</li> <li>• Professor 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</li> </ul>	Silverbox Ballroom, Hotel ICON
09:30-10:30	<p><b>Plenary Session 1</b> <b>Connecting the Dots between Research and Industry Practices</b></p> <p><u>Session Chair:</u></p> <ul style="list-style-type: none"> <li>• Prof. Haiyan Song, Associate Dean and Chair Professor, Mr and Mrs Chan Chak Fu Professor in International Tourism, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li> </ul> <p><u>Featured Speakers:</u></p> <ul style="list-style-type: none"> <li>• Prof. Joseph Sirgy, Virginia Tech Real Estate Professor of Marketing, Virginia Polytechnic Institute and State University</li> <li>• Dr. Jennifer Cronin, President of Wharf Hotels Management Limited</li> <li>• Prof. 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</li> </ul>	Silverbox Ballroom, Hotel ICON
10:30-11:00	Refreshment Break	Foyer B1, 306, Resource Centre 4/F, SHTM
10:45-11:30	<b>Poster Session 1</b>	Resource Centre 4/F, SHTM
11:00-12:30	<b>Concurrent Session 3</b>	B1, 3/F, 8/F, SHTM
12:30-14:00	Luncheon	Silverbox Ballroom & The Green, Hotel ICON

# 1 1 PROGRAMME RUNDOWN

Day 2 - 23 May 2019

14:00-15:30	<b>Concurrent Session 4</b>	B1, 3/F, 8/F, SHTM
15:00-15:45	<b>Poster Session 2</b>	Resource Centre 4/F, SHTM
15:30-16:00	Refreshment Break	Foyer B1, 306, Resource Centre 4/F, SHTM
16:00-17:30	<p><b>Plenary Session 2</b> <b>Current Issues on Hospitality and Tourism Industry</b></p> <p><u>Session Chair:</u></p> <ul style="list-style-type: none"> <li>Dr. Louis Shih, Executive Director, Old Stone Hotels Company Limited</li> </ul> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>Dr. James Mabey, Chief International Business Officer &amp; Head of Asia and Middle East, Standard International</li> <li>Mr. Peter Russell, Operations Director, Russell Partnership Technology</li> <li>Ms. Rebecca Kwan, Chairman of the Hong Kong Hotels Association</li> <li>Mr. Steve Hood, Senior Vice President, Research and Founding Director, SHARE Center STR</li> </ul>	Silverbox Ballroom, Hotel ICON
17:30-19:00	<b>Virginia Tech Alumni Reception</b>	The Crossroad, 7/F, SHTM
19:00-22:00	<p><b>Dinner with Speakers</b> (Optional and Pre-registration required)</p> <ul style="list-style-type: none"> <li>Provided by Mr. Lee Adams, Head Chef of SKYE, The Park Lane Hong Kong, a Pullman Hotel</li> </ul>	Bistro 1979, B2, SHTM
Open Evening	<i>Explore Hong Kong on your own</i>	

## SHTM/Hotel ICON Tours (Pre-registration required)

10:30-11:30	Optional SHTM/Hotel ICON Tour 5	SHTM Lobby
14:30-15:30	Optional SHTM/Hotel ICON Tour 6	SHTM Lobby
17:00-18:00	Optional SHTM/Hotel ICON Tour 7	SHTM Lobby

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# PROGRAMME RUNDOWN

Day 3 - 24 May 2019

Time	Programme	Venue
08:00-17:00	Registration	
08:00-17:00	<b>Exhibition Area Open</b>	Function Rooms 5 & 6, B1, SHTM
08:45-09:15	<b>APacCHRIE AGM</b>	Silverbox Ballroom, Hotel ICON
	<b>EuroCHRIE Information Session</b>	Function Room 1, B1, SHTM
09:30-10:30	<p><b>Plenary Session 3</b> <b>Service Design</b></p> <p><u>Session Chair:</u></p> <ul style="list-style-type: none"> <li>Prof. Kun Pyo Lee, Dean of School of Design, Swire Chair Professor of Design, Alex Wong Siu Wah Gigi Wong Fook Chi Professor in Product Design Engineering, The Hong Kong Polytechnic University</li> </ul> <p><u>Panelists:</u></p> <ul style="list-style-type: none"> <li>Prof. Birgit Mager, Service Design Professor, Köln International School of Design</li> <li>Dr. Jung-Joo Lee, Deputy Head, Research Division of Industrial Design, School of Design and Environment, National University of Singapore</li> </ul>	Silverbox Ballroom, Hotel ICON
09:00-10:30	<b>Concurrent Session 5</b>	3/F, SHTM
10:30-11:00	Refreshment Break	Foyer B1, 306, Resource Centre 4/F, SHTM
10:45-11:30	<b>Poster Session 3</b>	Resource Centre 4/F, SHTM
11:00-12:30	<b>Concurrent Session 6</b>	B1, 3/F , 8/F, SHTM
12:30-14:00	Luncheon	Silverbox Ballroom & The Green, Hotel ICON
14:00-15:30	<b>Concurrent Session 7</b>	B1, 3/F , SHTM
14:00-15:30	Introduction to SHARE Center Data for Research and Resources for the Classroom	821, SHTM
15:30-16:00	Refreshment Break	Foyer B1, 306, SHTM

# 13

# PROGRAMME RUNDOWN

Day 3 - 24 May 2019

16:00-17:30	<p><b>Plenary Session 4</b> <b>Hospitality and Tourism Education: Embracing Innovations</b></p> <p><u>Session Chair:</u></p> <ul style="list-style-type: none"><li>• Prof. Cathy Hsu, Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University</li></ul> <p><u>Panelists:</u></p> <ul style="list-style-type: none"><li>• Dr. Inès Blal, Executive Dean, Ecole hôtelière de Lausanne</li><li>• Mr. Anders Justenlund, Lecturer/Business Developer, Int. Hospitality Management at University College, Northern Denmark</li><li>• Prof. Pearl Yueh-Hsiu Lin, President, National Kaohsiung University of Hospitality and Tourism</li><li>• Dr. Nicholas J. Thomas, Associate Professor &amp; Director, School of Hospitality Leadership, DePaul University</li></ul>	Silverbox Ballroom, Hotel ICON
17:45-18:45	<b>Cocktail Reception</b>	Foyer B1, SHTM
19:00-22:00	<b>Gala Dinner &amp; Closing Ceremony</b>	Silverbox Ballroom, Hotel ICON

Day 4 - 25 May 2019

Post Conference Tour

# 14

# PLENARY SESSION 1

Day 2, 23 May 2019, 09:30 - 10:30, Silverbox Ballroom

**Theme: Connecting the Dots between Research and Industry Practices**



## SESSION CHAIR

### **Professor Haiyan Song**

Associate Dean (Research) and Chair Professor,  
Mr and Mrs Chan Chak Fu Professor in International Tourism,  
School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University

Professor Haiyan Song's research focuses on tourism demand modelling and forecasting, service recovery, tourist satisfaction, and wine economics. He has played significant roles in a number of international consultancy and collaborative projects, covering tourist satisfaction and service quality indices, Asia Pacific visitor forecasts, web-based tourism demand forecasting system, and development of the Guangdong tourist satellite account, which have considerable impact on tourist destination management. Prof. Song is President of the International Association for Tourism Economics (IATE) and International Association for China Tourism Studies (IACTS). The honours he received include the John Wiley & Sons Lifetime Research Achievement Award by ICHRIE in 2010 and Michael D. Olsen Research Achievement Award by University of Delaware in 2014.



## SPEAKER

### **Professor M. Joseph Sirgy**

Virginia Tech Real Estate Professor of Marketing,  
Virginia Polytechnic Institute and State University

M. Joseph Sirgy is a management psychologist (Ph.D., U/Massachusetts, 1979) and the Virginia Tech Real Estate Professor of Marketing. He has published extensively in the area of marketing, business ethics, and quality of life (QOL). He served as President of the Academy of Marketing Science from which he received the Distinguished Fellow Award and the Harold Berkman Service Award (lifetime achievement award for serving the marketing professoriate). He co-founded the Macromarketing Society, the International Society for Quality-of-Life Studies, the Community Indicators Consortium, and Applied Research in Quality of Life (the official journal of the ISQOLS). He received the Virginia Tech's Pamplin Teaching Excellence Award/Holtzman Outstanding Educator Award and University Certificate of Teaching Excellence. Furthermore, he won the Best Paper Award in the Journal of Travel Research for his goal theory of leisure travel satisfaction.

# 15



## SPEAKER

**Dr. Jennifer Cronin**  
President,  
Wharf Hotels Management Limited

An Australian, Dr. Cronin has an extensive career and track record in hotels and hospitality throughout Asia and Australia and was appointed President of Wharf Hotels (formerly known as Marco Polo Hotels) in February 2016 after serving as VP Sales & Marketing from 2014. Her initial remit was to launch the new luxury hotel brand, Niccolo and open the first of the luxury portfolio, Niccolo Chengdu in 2015. This has set the benchmark for new openings in Chongqing, Changsha and Suzhou, including the opening of the new HK flagship property in 2018 in the conservation project, The Murray, Hong Kong, a Niccolo Hotel. Jennifer graduated with a Doctorate of Philosophy in 2016 from Bond University based on her PhD research, titled “Empowering Readiness; influencing crisis management success outcomes”. In 2016, Jennifer was also conferred Bond University’s most prestigious alumni accolade; the Robert Stable Alumni Medal, for her exceptional achievement in bridging academia and industry. 2016 culminated with Jennifer receiving the 2016 APAC BMW Corporate Hotelier of the Year Award. Her commitment to professional development and supporting future hoteliers is evidenced with her appointment to Chairperson of the Industry Advisory Committee for the SHTM, Hong Kong Polytechnic University, as well as the Advisory Board of Bond Business School.



## SPEAKER

**Professor 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

A former hotel manager and tourism industry consultant, Professor Kaye Chon (Ph.D., CHE, FIH) is Dean, Chair Professor and Walter Kwok Foundation Professor in International Hospitality Management of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University. Professor Chon is a graduate of the University of Maryland (AA), Georgia State University (BSc), University of Nevada, Las Vegas (MSc), and Virginia Tech (Ph.D.). Under Professor Chon’s leadership, SHTM has arisen as one of the world’s leading institutions in hospitality and tourism management. The School is ranked No. 1 globally in international rankings including ShanghaiRanking’s Global Ranking of Academic Subjects 2017/2018, University Ranking by Academic Performance Laboratory in 2017/2018 and the CWUR Rankings by Subject 2017. A frequent speaker at international conferences, Professor Chon has published over 200 papers in international journals and professional publications and has authored or edited ten books. One of his co-authored books, *Welcome to Hospitality: An Introduction* has been adopted as a textbook in more than 100 hospitality education programmes world-wide. He is currently the Editor-in-Chief of the *Journal of Travel & Tourism Marketing* and the *Asia Pacific Journal of Tourism Research*. He has been listed in *Who’s Who In The World*.



# 16

# PLENARY SESSION 2

Day 2, 23 May 2019, 16:00 - 17:30, Silverbox Ballroom

## Theme: Current Issues on Hospitality and Tourism Industry

### SESSION CHAIR



**Dr. Louis Shih**  
Executive Director,  
Old Stone Hotels Company Limited

Dr. Shih began his hotel career as a venture capitalist specialized in hotel investment in mid-1980's. In 1995, he was recruited by Marriott International to develop Marriott hotel brands in China, and he introduced Marriott to acquire the Renaissance Hotel Group which added more than 100 properties to Marriott in 1999. In 2000, he founded his own hotel consultancy, Old Stone Hotels Company Limited, an independent consultant to give hotel investors advice on hotel development. He also assists hotel owners to identify appropriate hotel brands and help negotiate management agreements and manage the management companies.

Dr. Shih attended University of Massachusetts, University of Hartford, and The Hong Kong Polytechnic University where he earned B.Sc., MBA, and D.HTM degrees respectively.

### PANELIST



**Mr. Steve Hood**  
Senior Vice President,  
Research and Founding Director,  
SHARE Center STR

Steve is Senior Vice President of Research for STR. He has been with STR for 23 years and was involved in the original development of the STAR program utilized by nearly 65,000 hotels and most hotel companies around the world. Steve is the Founding Director of the SHARE Center, STR's program to support hospitality and tourism schools with nearly 850 members from 75 different countries. The STR SHARE Center provides hospitality and tourism data for research and for use in the classroom as well as related resources including training programs and student certifications. Steve serves on advisory boards and as an honorary professor for leading schools, including Cornell, Penn State, Virginia Tech, University of Delaware, Colorado State, Ecole Hoteliere de Lausanne and Hong Kong Poly. Steve has been recognized with the ICHRIE Industry Recognition Award, the EuroCHRIE Nestle Pro Gastronomica Award and by the Hotel Schools of Distinction for his commitment to hospitality and tourism education.

# 17

## PANELIST



**Ms. Rebecca Kwan**  
Chairman of the Hong Kong Hotels Association

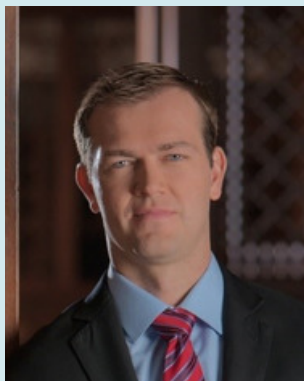
Ms. Rebecca Kwan was elected as the first female Chairman of the Hong Kong Hotels Association for the term of 2018-2020 since the association established in 1961.

Ms. Kwan is the Senior Vice President of Sales – HK & UK and Head of Operations – UK of Dorsett Hospitality International. Ms. Kwan also holds the position of General Manager of Lan Kwai Fong Hotel @ Kau U Fong, under “d.Collection” Brand of Dorsett Group.

Ms. Kwan was invited as the Members of Tourism Strategy Group – Tourism Commission under The Government of HKSAR since Yr. 2017. She is also is the Honorary Vice President of GHM (Guangdong Hong Kong Macao) Hotel General Managers Society since 2019.

With over 20 years of experience in the hospitality and tourism industry, Ms. Rebecca Kwan has held executive roles as well as various positions in Sales & Marketing in both international deluxe hotel chain and boutique hotels, including The Ritz-Carlton, Hong Kong and Kempinski Hotel Group.

## PANELIST



**Dr. James Mabey**  
Chief International Business Officer,  
Head of Asia and Middle East,  
Standard International

Dr. James Mabey is Chief International Business Officer- Head of Asia and Middle East, Standard International and is responsible for Standard’s business in the Asia and the Middle East.

Dr. Mabey holds degrees from the United States, Thailand, Dubai, and China including an MBA, Law Degree, and a Doctorate Degree in Hospitality and Tourism Management from Hong Kong Polytechnic University. Dr. Mabey has lived in Asia since 1999, and has over a decade of business consulting and real-estate development experience in the region. He speaks Mandarin, Thai, Laotian, and Spanish. Prior to joining Standard International, Dr. Mabey previously held key positions as, Chief Operating Officer Antaeus Group (Hospitality and Real Estate), Interim Chief Development Officer and Senior Vice President of Development – Asia Pacific, for Jumeirah Group, Senior Director of Development for Marco Polo Hotels, and Director of Development for Jumeirah Private Island, Phuket, as well as China Operations and Development Manager for the International Resort Development Group. He also served as Economic and Tourism Development Advisor to the Thailand Ministry of the Interior, and Phuket Governor’s Office from 2005 to 2011.

# 18



## PANELIST

**Mr. Peter Russell**  
Operations Director,  
Russell Partnership Technology

Peter Russell manages global operations and leads the training team for Russell Partnership Technology (RPT). RPT works in synergy with global hotel schools by delivering simulation programs that optimise how students learn about the hospitality industry – this prepares them for entering the industry on graduation. RPT also deliver a wide variety of technology supporting hospitality operations.

Peter speaks at hospitality conferences worldwide on the utilisation of technology for learning & development and has also completed the Cornell Certificate in Hotel Revenue Management.

Peter develops ways to utilise Business Intelligence for collecting and presenting operational performance data for hospitality delivery at major events. Further to this, he also creates bespoke simulations and business models to test scenarios and deliver feasibility projects.

## PLENARY SESSION 3

Day 3, 24 May 2019, 09:30 - 10:30, Silverbox Ballroom

### Theme: Service Design

## SESSION CHAIR



**Professor Kun Pyo Lee**  
Dean of School of Design,  
Swire Chair Professor of Design,  
Alex Wong Siu Wah Gigi Wong Fook Chi  
Professor in Product Design Engineering,  
The Hong Kong Polytechnic University

Kun-Pyo Lee is the Dean of School of Design at The Hong Kong Polytechnic University. He is founding member and president emeritus of IASDR (International Association of Design Research Societies), the largest international design research society. During his more than 30 years of experience he also worked as the head of the Corporate Design Center and executive vice president at LG Electronics.

He studied at Chung Ang University. (BFA), at the Institute of Design, IIT Institute of Technology (MS. Design), and at the University of Tsukuba (Ph.D. Design). His main research interests include design methodology, design planning, user-centered design, interaction design, and user-experience design. Recently he has been working on envisioning future design education, research and methods.

# 19



## PANELIST

**Dr. Jung-Joo Lee**

Assistant Professor,  
Deputy Head of Research,  
Division of Industrial Design,  
School of Design and Environment,  
National University of Singapore

Dr. Jung-Joo Lee is an Assistant Professor in the Division of Industrial Design, National University of Singapore, where she leads service design research and education. Her expertise lies in service design, co-design and human-centered design. Since 2014, she heads Service Design Lab Singapore and has collaborated with various government agencies, including Ministry of Manpower, Ministry of Education and GovTech, and companies from hospitality, finance, healthcare, IT and marine businesses for their service innovation and design capability development. She earned PhD from Aalto University, Finland, and M.Sc. and B.Sc. from KAIST, South Korea.



## PANELIST

**Professor Birgit Mager**

President of Global Service Design Network,  
Service Design Professor at KISD

Birgit Mager is Co-Founder and President of the International Service Design Network, editor in chief of Touchpoint, the international Journal of Service Design and founder and manager of sedes|research, the Center for Service Design Research at the University of Applied Sciences Cologne.

Since 1995 Birgit Mager holds the first European professorship on "Service Design" at the University of Applied Sciences Cologne, Germany and since then has developed the field of Service Design constantly in theory, methodology and in practice. Her numerous lectures, her publications and her projects have strongly supported the implementation of a new understanding of the economical, ecological and social function of design in the domain of services.

# 20

# PLENARY SESSION 4

Day 3, 24 May 2019, 16:00 - 17:30, Silverbox Ballroom

## Theme: Hospitality and Tourism Education: Embracing Innovations



### SESSION CHAIR

**Professor Cathy Hsu**

Chair Professor,  
School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University

Professor Hsu has 30 years of experience in higher education. Her most recent co-authored book, *Tourism: The Business of Hospitality and Travel* (6th ed.), was published by Prentice Hall in 2017. Her research foci have been tourist behaviors, resident sentiment, and hospitality marketing and branding. She has obtained numerous extramural and intramural grants and has over 300 refereed publications. She has also provided training to various hotel and tourism organizations over the years on service quality, branding, and marketing. Professor Hsu serves on 15 journal editorial boards. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educator's Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.



### PANELIST

**Dr. Inès Blal**

Executive Dean,  
Ecole hôtelière de Lausanne (EHL)

The first woman and youngest person to hold the position since the creation of the school in 1893, Dr. Inès Blal assumed the deanship in August 2017. Ines designed and taught undergraduate, graduate, and executive courses and managed multiple applied research and consulting projects for the hotel industry. During her eleven years of experience in research and teaching, Ines gained expertise in curriculum development, implementation of innovative teaching practices, academic governance, and program accreditation in Europe, North Africa, and the United States. Ines holds a PhD in Strategic Management in Hospitality and Tourism from Virginia Polytechnic Institute and State University, an MBA in Hospitality Administration from EHL, and a bachelor's degree in International Business from INSEEC.

# 21



## PANELIST

### **Mr. Anders Justenlund**

Lecturer/Business Developer,  
Int. Hospitality Management at University College, Northern Denmark

Anders Justenlund is a tenured associate professor at University College Northern Denmark (UCN) and based in Aalborg. He does research and teaches within the areas of business development, innovation, creative newthinking, business strategy and market understanding, with a focus on the international hotel and restaurant industry. Furthermore, Anders Justenlund is an affiliated senior lecturer at the Luxury Hotel School in Paris, France and works as an affiliated trainer for Russell Partnership Technology. Anders Justenlund is the current Immediate Past President of EuroCHRIE and is the current ICHRIE Director of Marketing. He has been a part of the CHRIE-family since 2012. Anders Justenlund works within the area of the hospitality industry and academia and values applied research that impact the international hospitality industry positively. His latest major industry knowledge contributions was created in collaboration with skift.com, which includes the SkiftX report; European Hospitality's Creative Renaissance (Nov, 2018) in collaboration with ACCOR Hotels and the Skift article How a French Gourmet Food Brand Plans to Succeed in Hotels (March, 2019) together with Fauchon and Fauchon L'hôtel Paris. Both contributions focused on modern understandings of luxury and business innovation.



## PANELIST

### **Professor Pearl Yueh-Hsiu Lin**

President,  
National Kaohsiung University of Hospitality and Tourism (NKUHT)

Professor Pearl Lin earned her MS from University of Oregon, USA, 1984, and Ph.D. from Oxford Brookes University, UK, 1997. She is currently the President of NKUHT in Taiwan and also serves as Chairpersons for CHEA, Chinese Tourism Management Association, and Vice-President for APac-CHRIE board. She has been a LM of WLO since 1990. She was appointed as Board Director for Promised Land Resort & Lagoon – ranked as top 100 resorts in the world, and Yamay International Development Co., representing a total of US\$44 million of Government investment. She has published a number of leading journal papers and Chinese textbooks in both Hospitality and Tourism fields. Her ambition is to commence social enterprise after retirement for welfare of single parents.

# 22



## PANELIST

**Dr. Nicholas J. Thomas**

Associate Professor & Director,  
School of Hospitality Leadership,  
DePaul University

Nicholas Thomas is an Associate Professor and Director of the School of Hospitality Leadership in the Driehaus College of Business at DePaul University. He teaches courses related to customer service and technology in the hospitality industry. Additionally, he actively conducts research in the areas of human resources and hospitality education. Dr. Thomas has been published in the field's top journals, co-authored a textbook on the topic of hospitality leadership, and frequently presents internationally in both academic and industry settings. Prior to academia, Dr. Thomas occupied leadership positions in luxury hotel and casino organizations, with the majority of his career focused on hotel operations and human resources.

# 23

# WORKSHOP PANELISTS

Day 1 - 22 May 2019

## Certification in Hotel Industry Analytics (CHIA)

08:30 - 17:00, SHTM 302



### FACILITATOR

**Mr. Duane Vinson**  
Assistant Director,  
STR SHARE Center

## Certification in Advanced Hotel and Tourism Analytics (CAHTA)

08:30 - 17:00, SHTM 303



### FACILITATOR

**Mr. Steve Hood**  
Senior Vice President,  
Research & Founding  
Director,  
STR SHARE Center

## Hotel Industry Insights and Revenue Management Outlook: *An Interactive Simulation Workshop*

09:00 - 10:30, SHTM 304



### FACILITATOR

**Mr. Peter Russell**  
Operations Director,  
Russell Partnership  
Technology



### FACILITATOR

**Ms. Heidi Anaya**  
Head of Education,  
Russell Partnership  
Technology



# 24 WORKSHOP PANELISTS

Day 1 - 22 May 2019

## Design Thinking

09:00 - 11:30, SHTM 307



### FACILITATOR

**Dr. Geoff Maree**  
Senior Lecturer,  
Breda University of  
Applied Sciences

## What's Next in Tourism and Hospitality

09:00 - 10:30, SHTM Function Rooms 1 & 2



### MODERATOR

**Ms. Lyndsey Dixon**  
Regional Editorial Journal Director,  
Asia Pacific, Tylor & Francis Group



### PANELIST

**Professor Rob Law**  
Managing Editor,  
Asia Pacific Journal of  
Tourism Research and  
Professor,  
School of Hotel and  
Tourism Management,  
The Hong Kong  
Polytechnic University



### PANELIST

**Dr. Jinsoo Lee**  
Managing Editor,  
Journal of Travel and  
Tourism Marketing and  
Associate Professor,  
School of Hotel and  
Tourism Management,  
The Hong Kong  
Polytechnic University

# 25

# WORKSHOP PANELISTS

Day 1 - 22 May 2019

## Early-Career Academics: Issues and Strategies

11:00 - 12:30, SHTM Function Rooms 5 & 6



### MODERATOR

**Professor Vikneswaran Nair**  
Dean of Graduate Studies  
and Research,  
University of The Bahamas



### PANELIST

**Dr. Yong Chen**  
Assistant Professor,  
École hôtelière de Lausanne



### PANELIST

**Professor Agnes DeFranco**  
·Conrad N. Hilton  
Distinguished Chair,  
Conrad N. Hilton College of  
Hotel and Restaurant  
Management,  
University of Houston



### PANELIST

**Professor SooCheong  
(Shawn) Jang**  
School of Hotel and  
Tourism Management,  
Purdue University



### PANELIST

**Dr. Ksenia Krilova**  
Assistant Professor,  
School of Hotel and  
Tourism Management,  
The Hong Kong  
Polytechnic University



### PANELIST

**Dr. Laurie Wu**  
Assistant Professor,  
Temple University

# 26

# WORKSHOP PANELISTS

Day 1 - 22 May 2019

## Mid-Career Academics: Issues and Strategies

11:00 - 12:30, SHTM Function Rooms 1 & 2



### MODERATOR

**Dr. Basak Denizci**  
Associate Professor,  
School of Hotel and  
Tourism Management,  
The Hong Kong  
Polytechnic University



### PANELIST

**Professor Ki-Joon Back**  
Associate Dean for  
Research and Graduate  
Studies,  
Conrad N. Hilton College  
of Hotel and Restaurant  
Management,  
University of Houston



### PANELIST

**Professor Billy Bai**  
Associate Dean of  
Research and Graduate  
Programs,  
William F. Harrah College  
of Hospitality,  
University of Nevada,  
Las Vegas



### PANELIST

**Professor Brian King**  
Associate Dean,  
School of Hotel and  
Tourism Management,  
The Hong Kong  
Polytechnic University



### PANELIST

**Professor Anna Mattila**  
Marriott Professor of  
Lodging Management,  
The Pennsylvania State  
University

# 27

# WORKSHOP PANELISTS

Day 1 - 22 May 2019

## Research and Publication: Insights from Journal Editors

14:00 - 15:30, SHTM Function Rooms 5 & 6



### MODERATOR

**Professor Bob McKercher**

School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University



### PANELIST

**Professor Perry Hobson**

Pro-Vice Chancellor  
Global Engagement,  
Sunway University



### PANELIST

**Professor Rob Law**

Professor of  
Technology Management,  
School of Hotel and  
Tourism Management,  
The Hong Kong  
Polytechnic University



### PANELIST

**Dr. Jinsoo Lee**

Associate Professor,  
School of Hotel and  
Tourism Management,  
The Hong Kong  
Polytechnic University



### PANELIST

**Professor Haiyan Song**

School of Hotel and  
Tourism Management,  
The Hong Kong  
Polytechnic University



### PANELIST

**Dr. Wantaness Suntiku**

Assistant Professor,  
School of Hotel and  
Tourism Management,  
The Hong Kong  
Polytechnic University



### PANELIST

**Professor Jinlin Zhao**

Professor of Hospitality  
and Tourism Management  
and Director of Graduate  
Programs, Florida  
International University

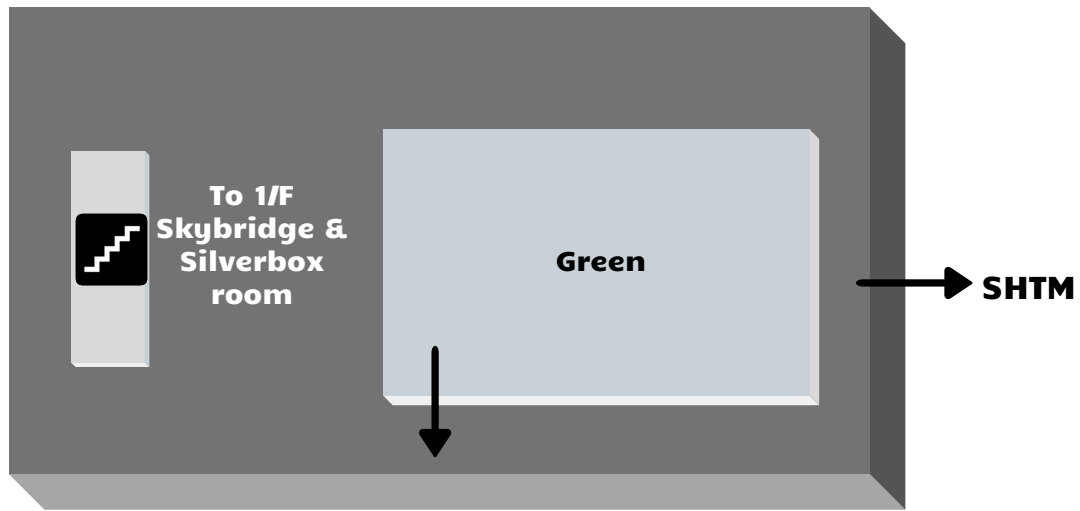


# 29

# FLOOR PLANS

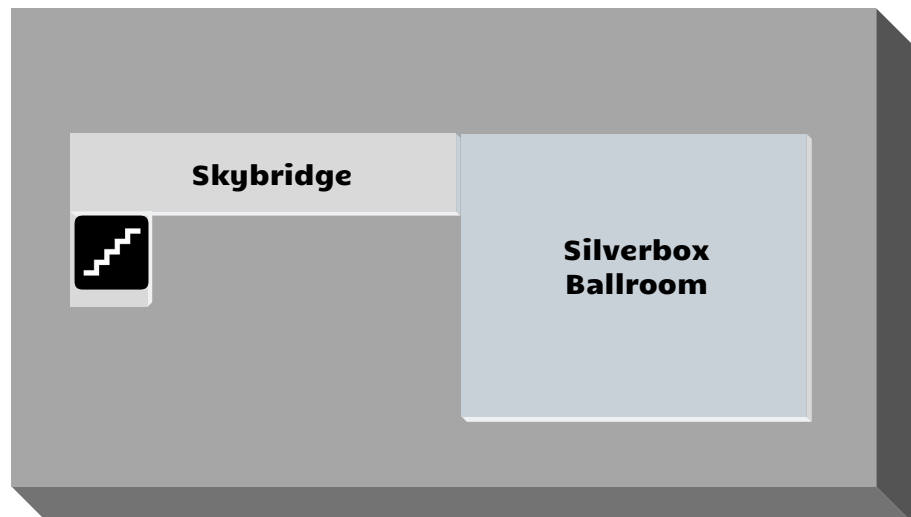
## Hotel ICON

### Hotel ICON Lobby



Hotel ICON Entrance

### Hotel ICON 1/F

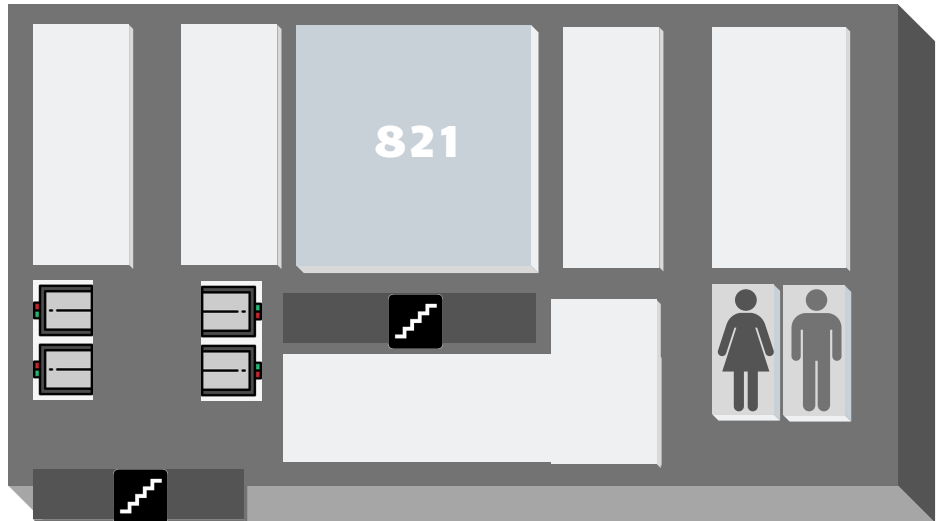


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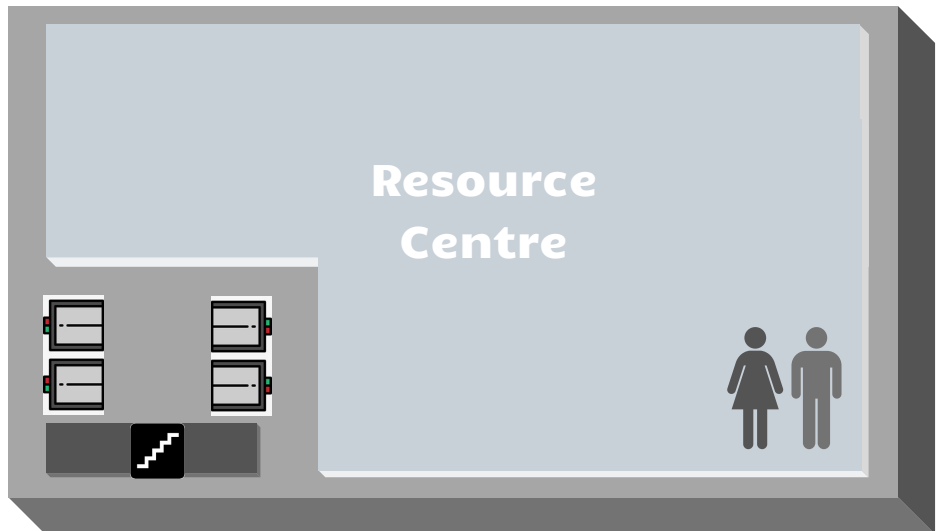
# FLOOR PLANS

## School of Hotel and Tourism Management

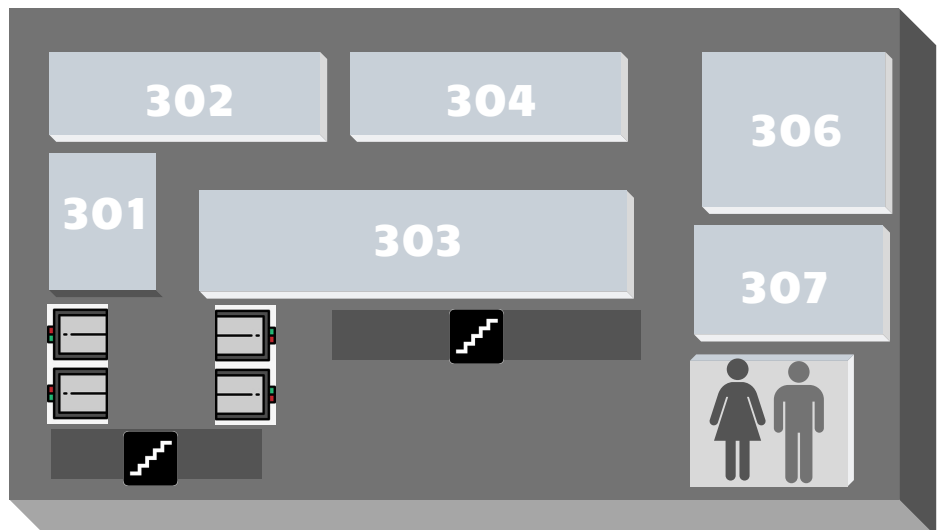
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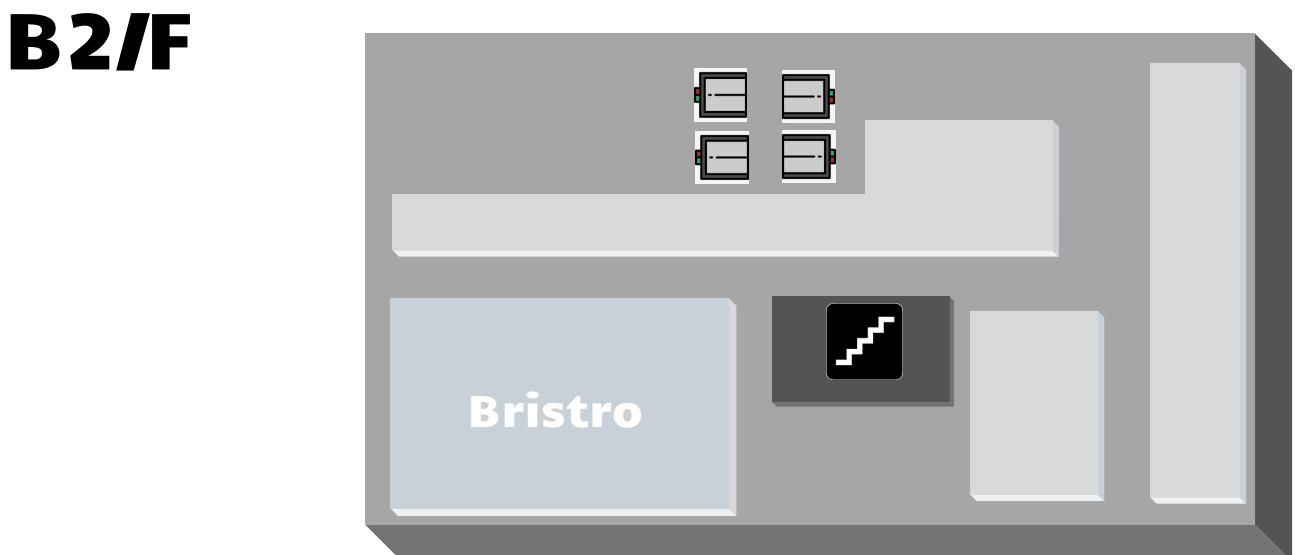
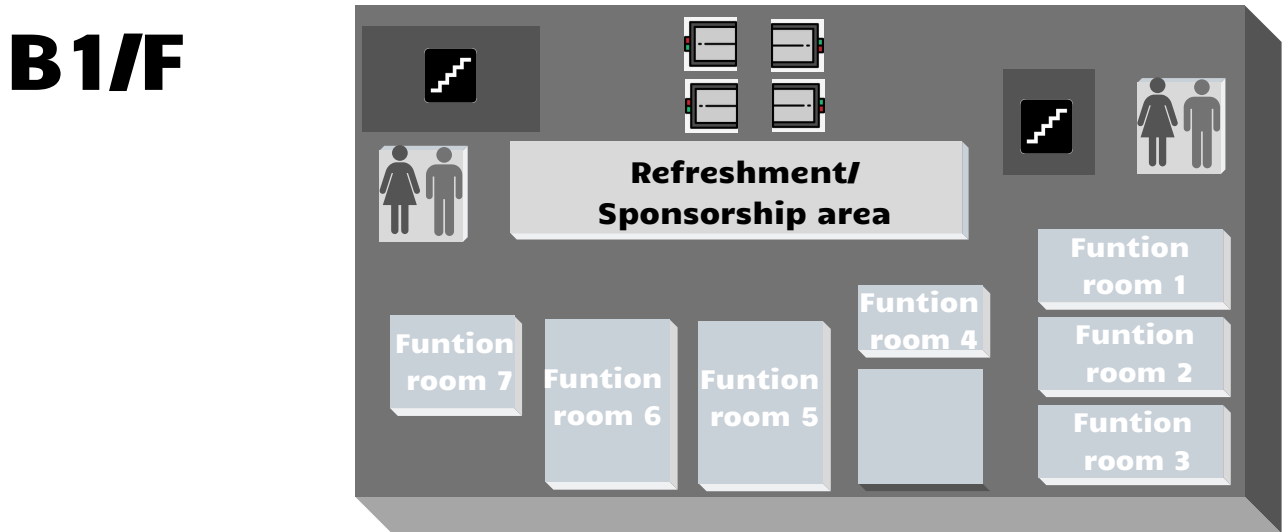
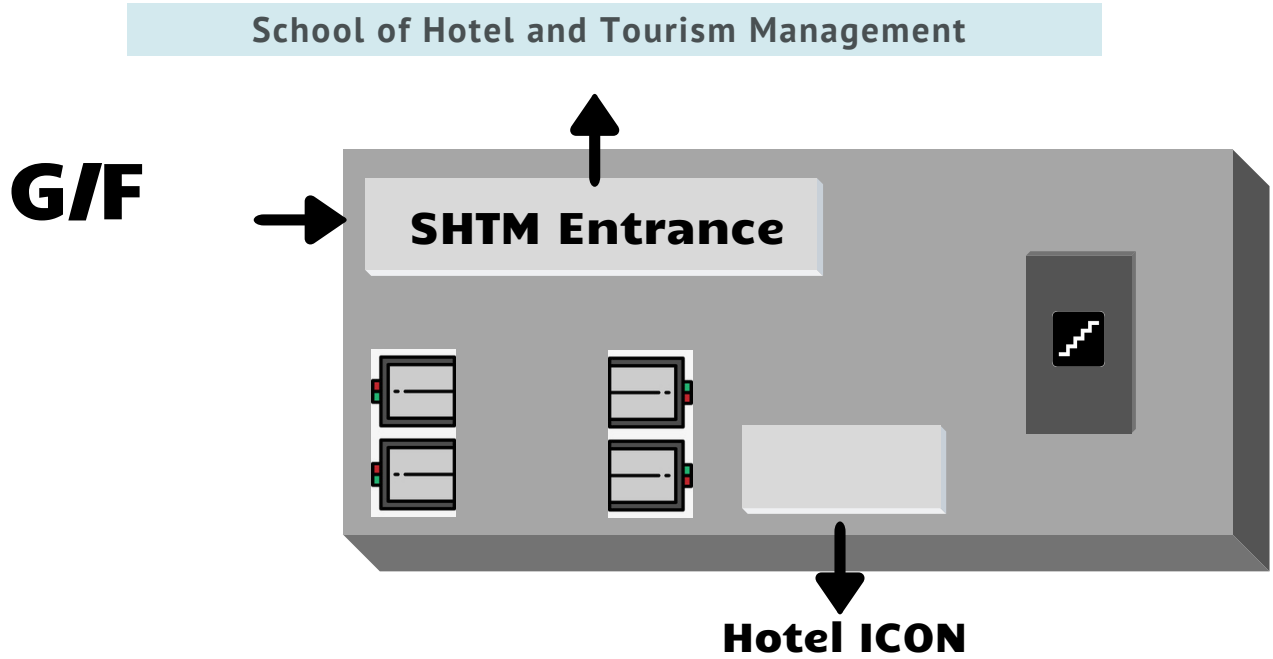


**3/F**



# 3 1

# FLOOR PLANS





## 3 2 POST-CONFERENCE TOURS



### Deluxe Hong Kong Island

This classic tour includes riding the Peak Tram to visit Victoria Peak, follow by entering Sky Terrace 428 - the highest viewing platform in Hong Kong. Then, tour will visit Aberdeen Fishing Village (old Hong Kong) and you may choose to ride the sampan to explore the fishing village in details.



### New Territories Heritage Tour

One such clan is the Tang and the Ping Shan Heritage Trail takes you on a journey in a historical part of Hong Kong that has been populated by them since the late Yuan dynasty. Taking in historic sites around the New Territories, the tour brings to life the customs and cultures of these clans and provides a fascinating glimpse of Hong Kong's rich heritage.



### 360 Lantau Explorer Tour

Tour begins with a visit to Old Clock Tower. Afterwards, join us to nature on this tour in going to Tung Chun to ride the Ngong Ping 360 cable car, visit the Largest outdoor seated Buddha statue in Hong Kong, and follow by a vegetarian lunch at famous Po Lin Monastery. After lunch, tour will explore Tai O, a quaint fishing village where the houses are on stilts (a boat ride around the Stilts House is included to experience the "Venice of The East").



### Hong Kong Culture Experience

The tour will visit the Old Clock Tower and Tsim Sha Tsui Promenade. After that, you will take the star ferry to the Hong Kong island and ride the Hong Kong Observation Wheel. A rickshaw style open top bus has been arranged to take you thru central and arrive at Tai Kwun. After Tai Kwun, we will travel to Wan Chai by Tram ("Ding Ding") ride. Arriving Wanchai, the tour will bring you to Tai Yuen Street Market and Double Happiness Street.

# 3 3 POST-CONFERENCE TOURS



## Highlight of The Night

Tour will begin by going to Hong Kong Observation Wheel (Sky), a visit to Temple Street (Land). Finish the day off by having a gourmet international buffet and enjoy the view of Victoria Harbour on Bauhinia Harbour Cruise (Sea).



## "A Symphony of Lights" Victoria Harbour Dinner Cruise

One such clan is the Tang and the Ping Shan Heritage Trail takes you on a journey in a historical part of Hong Kong that has been populated by them since the late Yuan dynasty. Taking in historic sites around the New Territories, the tour brings to life the customs and cultures of these clans and provides a fascinating glimpse of Hong Kong's rich heritage.



## Macau World Heritage Excursion Tour

The tour starts with bringing you to the must-go attraction in Macau - Ruins of St. Paul's Roman Catholic Church. Experience Macau's history through visiting World Heritage Sites including Na Tcha Temple, St. Dominic's Church, Senado Square.

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SHTM Alumni Group in Macau



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Technology



Prince of Songkla  
University, Phuket



China Hospitality  
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