

TTRA APac 3rd Annual Conference

4th-6th December. Meiji University, Tokyo, Japan

Friday 4 th December 2015		
14:00	Registration	Liberty Tower, 14th Floor, Classroom No. 1146 ※take elevator to 13 th Floor, then take escalator up to 14 th Flr Campus Map:- http://www.meiji.ac.jp/cip/english/about/campus/su_campus.html
15:00–15:15	Welcome <ul style="list-style-type: none"> • Carolyn Childs, President APac; • Jeffrey Eslinger, President TTRA Intl 	
15:15–16:05	Keynote Address <ul style="list-style-type: none"> • Jeffrey Eslinger, DK Shiffler 	
16:05–17:45	Panel: Women in Contents Tourism <ul style="list-style-type: none"> • Akiko Sugawa-Shimata; • Philip Seaton; • Takayoshi Yamaura; • Sue Beeton 	
18:00–20:00	Welcome Cocktail Function	
		Café Pensee, Academy Common 1F

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Saturday 5 th December 2015	
8:45	Registration
9:20–9:30	Welcome / Housekeeping
9:30-10:30	Panel: National Parks in Asia Pacific <ul style="list-style-type: none"> • Dinh Thi Hong Nhung • Christy Bidder • Reni Cacillia Polus • Keita Akiba • Tom Jones
10:30–10:50	Morning Coffee Break
10:50–12:30	Research Papers Concurrent Session 1-3
12:30–13:30	Lunch
13:30–14:30	AGM
14:30–15:30	Research Papers Concurrent Session 4-6
15:30–16:00	Afternoon Coffee Break
16:00–17:40	Research Papers Concurrent Session 7-9
18:00–20:30	Conference Dinner

**Kenkyuto
(Faculty Office Building)
2nd Floor, Room No. 9**

※Kenkyuto is the building BEHIND Liberty Tower. Access from Hill Top Hotel, OR take the elevator in Liberty Tower up to the 3rd floor then cross over using the glass bridge.

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Schedule of Concurrent Sessions on Dec. 5

10:50-12:30 Kenkyuto (Faculty Office Building) 4th Floor Room No. 2)	Session 1 Consumer Behavior Moderator: Dr. Jenny Cave
	<input type="checkbox"/> International Travel for Student Development – Impact Assessment of Overseas Field Study Embedded in Regular University Curriculum Bui, Huong T., Mahichi, Faezeh and Tsutsui, Kumiko, Ritsumeikan, Asia Pacific University
	<input type="checkbox"/> The Roles and Overseas Travel Experiences of Taiwanese Women in Family Travel Pei-Hua Chao, Ho-chia Chueh, Chia-Pin Yu, National Taiwan University
	<input type="checkbox"/> Investigating Travel Memories on Social Media, through Online Review and Photo Posting Pearl M.C. Lin, Vincent Tung, Hanqin Qiu, Qiushi (Cathy) Gu, Aimin Zhao, The Hong Kong Polytechnic University
	<input type="checkbox"/> Green Attributes of Restaurants: What Do Restaurateurs Really Care? Linchi Kwok, Yung-Kuei Huang, Lanlan Hu, The Collins College of Hospitality Management
	<input type="checkbox"/> The Role of Married Women in Family Tourism Decision Process Yong Ma, Peipei Wang, Hubei University
10:50-12:30	Session 2 Tourism Enterprise and Operators

Kenkyuto (Faculty Office Building) <u>2nd Floor</u> <u>Room No. 9)</u>	Moderator: Ms. Kate Ji
	<input type="checkbox"/> Development of an Efficient Data-based Service Team Scheduling Method Seul Ki Lee, Unji Baek, Sejong University
	<input type="checkbox"/> What Do We Know about Government Travel Advisories? A Conceptual Exploration of Outbound Travel Advisory System Ophelia Wong, Nelson Tsang, Henry Tsai, The Hong Kong Polytechnic University
	<input type="checkbox"/> Public Private Partnership in Tourism Development of Bangladesh: Cox's Bazar Sea Beach Area as a Case Study Mohammad Ismail Hossain, Ummeh Saika, Mohammad Nayeem Aziz Ansari, Tokyo Metropolitan University
	<input type="checkbox"/> So Close Yet So Far: Economic Accessibility and Price Fairness of Mount Kinabalu Christy Bidder, Reni Cacillia Polus, Tom Jones, Universiti Teknologi MARA
<input type="checkbox"/> Organisational Characteristics and CRM Readiness in SMTEs of the Eastern Cape, South Africa Dinesh Vallabh, Walter Sisulu University	
10:50-12:30 Kenkyuto (Faculty Office Building) <u>4th Floor</u> <u>Room No. 7)</u>	Session 3 Destination Marketing and Management Moderator: Dr. Jian Gong
<input type="checkbox"/> Destination Attributes, Memorable Tourism Experiences and Loyal Behavior in Nature-Based Tourism Destination Chia-Pin (Simon) Yu, Pei-Hua Chao, Wei-Ju Chen, National Taiwan University	
<input type="checkbox"/> Tourist-narrative Destination Loyalty Shan Ju Christine Chi, Tamkang University Lanyang Campus	
<input type="checkbox"/> A Study of Cooperation Modes at Provincial Cross-border Tourism Destinations in China Xiaotao Lin, Guangxi Tourism Research Institute	
<input type="checkbox"/> Understanding Local Eco-tour Operators in the Amami Oshima: In the Run-up to the Designation as a World Natural Heritage Site Yuki Miyamoto, Takahiro Kubo, Natsumi Izu, Takahiro Tsuge, Yasushi Shoji, Tetsuya Aikoh, Koichi Kuriyama, Hokkaido University	
<input type="checkbox"/> Future Direction of Tourism Policy Studies Shuichi Teramae, Human Logistics & Tourism Laboratory	
14:30-15:30 Kenkyuto <u>4th Floor</u> <u>Room No. 2)</u>	Session 4 Destination Marketing and Management Moderator: Dr. Vincent Tung
<input type="checkbox"/> Protecting Beach Visitors: Testing Communication Messages Brent W. Ritchie, University of Queensland	

Kenkyuto 4th Floor Room No. 2)	<input type="checkbox"/> Emerging Forest Therapy Tourism: Opportunities and Challenges Yasuo Ohe, Harumi Ikei, Chorong Song, Yoshifumi Miyazaki, Chiba University
	<input type="checkbox"/> What Will a Tourist Do When a Horrible Thing Happens? Doris Chenguang Wu, Clemens Tiedeken, Sun Yat-sen University
14:30-15:30	Session 5 Tourism Enterprise and Operators
Kenkyuto 2nd Floor Room No. 9)	Moderator: Dr. Linchi Kwok
	<input type="checkbox"/> Enterprise in a Culture of Migration: Tongan Diaspora and VFR Jenny Cave, University of Waikato
	<input type="checkbox"/> Experiencing of Prosperous Tourism with Tourists from Diverse Areas: Case Study of Beitou, Taiwan Dietermar Say, Ritsumeikan, Asia Pacific University
	<input type="checkbox"/> Price Determination and Competition in Peer-to-Peer (P2P) Accommodation Iis Tussyadiah, Seul Ki Lee, Sejong University
14:30-15:30	Session 6 Consumer Behavior
Kenkyuto 4th Floor Room No. 7)	Moderator: Dr. Simon Yu
	<input type="checkbox"/> Can Tourists Cope with Chinese Food? Lancy Wing Sze Tsang , PolyU Hong Kong Community College
	<input type="checkbox"/> To Decide or to be Decided? — Dilemmas of Parents Traveling with Children Kate Mingjie Ji, Mimi Li, The Hong Kong Polytechnic University
	<input type="checkbox"/> Comparative Study on the Online tourism Industry of China and the United States Jian Gong, Yuan Yang, Central China Normal University
16:00-17:40	Session 7 Destination Marketing and Management
Kenkyuto 4th Floor Room No. 2)	Moderator: Dr. Seul Ki Lee
	<input type="checkbox"/> Practical Implementation of the PDC Model of Event Management and Implications for the Marketing of Events in Japan James Bury, Shumei University
	<input type="checkbox"/> MICE (Meetings, Incentives, Conferences, Exhibitions) Industry for the Rejuvenations of Tourist Destinations in Japan Ri Sil Park, Ritsumeikan, Asia Pacific University
	<input type="checkbox"/> Business Intelligence Framework: From Insights to Value in Festival Tourism Thanathorn Vajirakachorn, Jongsawas Chongwatpol, University of the Thai Chamber of Commerce
	<input type="checkbox"/> Exploring Exhibition Stakeholder Dynamics Hwabong Lee, The Hong Kong Polytechnic University

	<input type="checkbox"/> Tourism Experience Innovation: The Need for Knowledge Flow Framework to Stimulate Innovative Behaviour Hamed Al-Muhrzi, Sultanate of Oman
16:00-17:40	Session 8 Sustainable Tourism
Kenkyuto <u>2nd Floor</u> <u>Room No. 9)</u>	Moderator: Dr. Vincent Tung
	<input type="checkbox"/> Ethnic Neighborhood Tourism and the Dominant Ethnic Group: Qualitative Findings in Japan Naho Maruyama, Kyle M. Woosnam, B. Bynum Boley, Takasaki City University of Economics
	<input type="checkbox"/> The Role of Community Participation in Tourism Planning: A Case Study of Public Use Planning Project in Hoi An City, Vietnam Dinh Thi Hong Nhung, Institute for Tourism Development Research
	<input type="checkbox"/> Residents' Attitudes towards Tourism: Considering Empowerment and Ethnicity Naho Maruyama, Kyle M. Woosnam, B. Bynum Boley, Takasaki City University of Economics
	<input type="checkbox"/> Characteristics of Spaces for Locals in a Historic City: in Light of Tourists' Evaluation of Tourist Sites Taketo Naoi, Akira Soshiroda, Shoji Iijima, Tokyo Metropolitan University
	<input type="checkbox"/> Management of the Temple of the Healing Buddha in Onsen -- A Sample of Matsunoyama Onsen Resort Yuki Tatui, Nara Women's University
16:00-17:40	Session 9 Consumer Behavior
Kenkyuto <u>4th Floor</u> <u>Room No. 7)</u>	Moderator: Dr. Jenny Cave
	<input type="checkbox"/> Can Generation Y Blossom Hotels through Organisational Citizenship Behaviour? A Preliminary Study of Generation Y Employees in Hong Kong Hospitality Industry Chin Wah Rachel Lam, Yin Ching Carrie Li, The Hong Kong Polytechnic University
	<input type="checkbox"/> Examining Consumers' Electronic-word-of-mouth Behaviors on Facebook Linchi Kwok, Zhengxin (Eddie) Mao, Yung-Kuei Huang, California State Polytechnic University Pomona
	<input type="checkbox"/> Are Filipino Youth Affluent Travelers? Perception of Students in an All-Women College Allan Paul R. Tang, Olivia Carandang, Miriam College
	<input type="checkbox"/> Longitudinal Analysis of Visitors' Evaluations of a World Heritage Site: A Comparison of Five-year Models from Mt. Yoshino, Japan Yoshimi Kunieda, Osaka Seikei College
	<input type="checkbox"/> Understanding Immigrants' Psychological Well-being during Homeland Visit Man-U Io, Institute for Tourism Studies

Sunday 6th December 2015	
9:15-10:15	Keynote Address <ul style="list-style-type: none"> • Repucom
10:15-11:15	Research Papers Concurrent Session 10-12
11:15-11:35	Morning Coffee Break
11:35-13:00	Tourism Sustainability in the Pacific <ul style="list-style-type: none"> • Jeffrey Dalley, Dept of Conservation, New Zealand; • Joseph Cheer, Monash University
13:00-13:45	Lunch
13:45-15:05	Research Papers Concurrent Session 13-15
15:05-16:25	Research Papers Concurrent Session 16-17
16:30-16:50	Summary and Close

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Schedule of Concurrent Sessions on Dec. 6

10:15-11:15 Kenkyuto 4th Floor Room No. 3)	Session 10 Consumer Behavior Moderator: Dr. Lianping Ren
	<input type="checkbox"/> Contributions to Sustainable Tourism Development for Small Island Developing States (SIDS) – The Cittaslow Approach Therez B. Walker, Ritsumeikan Asia Pacific University
	<input type="checkbox"/> Integration of Sustainability Practices in Hospitality Enterprises. A Strategic Challenge towards Business Competitive Performance Michalis Toanoglou, Woosong University
	<input type="checkbox"/> Health Tourism in Japan Masashi Arakawa, Erwei Dong, Nobuyoshi Takahashi, Center on Religion and Chinese Society
10:15-11:15 Kenkyuto 4th Floor Room No. 2)	Session 11 Sustainable Tourism Moderator: Dr. Caiwei Ma
	<input type="checkbox"/> Assessing the Economic Sustainability of Tourism Development: Evidence from Hong Kong Hanqin Qiu, Daisy X.F. Fan, Jiaying Lu, Kam Hung, Zhejiang University

Kenkyuto 4th Floor Room No. 2)	<input type="checkbox"/> The Current State and Future Challenges of A Mountain Trail Grading System for Hikers in Japan: A Case Study of Daisetsuzan National Park and Several Prefectures Dealing with Increased Climbing Incidents Akihiro Kobayashi, Thomas Jones, Senshu University
	<input type="checkbox"/> Evaluation of Environmental and Social Impact and Policy Recommendation for Geoparks in Japan Naoto Ohishi, Noriyasu Kunori, Goichiro Takahashi, TOYAMA Prefectural University
10:15-11:15 Kenkyuto 2nd Floor Room No. 9)	Session 12 Destination Marketing and Management Moderator: Dr. Liang Wang
	<input type="checkbox"/> Exploring Stakeholder Collaboration in Tourism Disaster Management: The Case of Cyclone Marcia in Central Queensland Yawei Jiang, Brent W. Ritchie, University of Queensland
	<input type="checkbox"/> A Theoretical Consideration on the Study of Disaster Reconstruction and Tourism: Turning from Dark Tourism to Resilience Hikaru Kenchu, Wakayama University
	<input type="checkbox"/> The Possibility of Creating a Support System for a Disaster-affected Tourist Destination Hiromi Kamata, Shukutoku University
13:45-15:05 Kenkyuto 2nd Floor Room No. 9)	Session 13 Sustainable Tourism Moderator: Dr. Jiaying Lu
	<input type="checkbox"/> The Challenges of Rural Tourism Marketing in Nepal: Underlying the Social and Political Issues in Nepalese Tourism Industry Anglia Ruskin University
	<input type="checkbox"/> A Study on the Inbound Tourism into the Remote Rural Areas in Japan Kensuke Momoi, Shinshu University
	<input type="checkbox"/> Current Status and Prospects of Sustainable Tourism and Japanese Tourism Industry-Beyond Environmental Tourism Management Noriyasu Kunori, Sagami Women's University
13:45-15:05 Kenkyuto 4th Floor Room No. 2)	Session 14 Consumer Behavior Moderator: Dr. Erwei Dong
	<input type="checkbox"/> Exploring Customers' Perception of Culinary Authenticity Lianping Ren, Pearl M.C. Lin, Hanqin Qiu, Caiwei Ma, Institute for Tourism Studies
	<input type="checkbox"/> Why Credible Information is Preferred by Travellers in the Social Media Context? An Explanation from Information Processing Perspective Caiwei Ma, Norman Au, Lianping Ren, Tianhua College of Shanghai Normal University

	<input type="checkbox"/> Perceptions of Luxury Shopping Destination: Perspectives of Mainland Chinese Kam Hung, Hanqin Qiu, Basak Denizci Guillet, Liang Wang, Zhejiang University
13:45-15:05	Session 15 Tourist Enterprise and Operators
Kenkyuto 4th Floor Room No. 3)	Moderator: Dr. Brent Ritchie
	<input type="checkbox"/> Job Embeddedness of Foreign Employees in Australia In Young YOO, Ritsumeikan Asia Pacific University
	<input type="checkbox"/> Management Capacity within Small Medium Tourism Enterprises (SMTES) Siyabonga Mxunyelwa, Dinesh Vallabh, Walter Sisulu University
	<input type="checkbox"/> A Stakeholder Analysis of Tourism Enterprise Zone Implementation in the Philippines Edieser Dela Santa, University of the Philippines Diliman
15:05-16:25	Session 16 Sustainable Tourism
Kenkyuto 4th Floor Room No. 2)	Moderator: Dr. Lianping Ren
	<input type="checkbox"/> Visitor Preference of the for Recreational Use of Small Drones in Protected Areas: A Case Study in Daisetsuzan National Park, Northern Japan Takumi Taoka, Hiromichi Saitoh, Yasushi Shoji, Tetsuya Aikoh, Hokkaido University
	<input type="checkbox"/> Introducing Tradition Taiji Simon Wearne, Wakayama University
	<input type="checkbox"/> Influence of Demographic Variables on Customers' Experiences in Restaurants in Port Elizabeth, South Africa Osward Mhlanga, Walter Sisulu University
15:05-16:25	Session 17 Consumer Behavior
Kenkyuto 4th Floor Room No. 3)	Moderator: Dr. Caiwei Ma
	<input type="checkbox"/> Influences of University Students' Perceived Overseas Travel Constraints on their Travel Motives: With Pull Factors in Mind Atsushi Horiba, Taketo Naoi, Tokyo Metropolitan University
	<input type="checkbox"/> Price and Prejudice: Tipping Behavior in Restaurants ChihChien Chen, University of Nevada
	<input type="checkbox"/> Customer Satisfaction and Experiences in Fine Dining Restaurants in East London, South Africa. ZwelethuMtshokotshe, Salter Sisulu University