SUNDAY | JULY 21, 2019

9:00am – 7:00pm | Doubletree Hotel, Hotel Lobby
Registration & Information

10:00 – 11:30pm | Doubletree Hotel, Aria Room | Pre-Forum Event
STR ROUNDTABLE SESSION — Hospitality and Tourism Data and Analytics for Research and the Classroom (RSVP Required)

11:00 – 12:30pm | Doubletree Hotel, Concerto Room | Pre-Forum Event
CNTO ROUNDTABLE SESSION — Market Outlook on U.S. Tourism to China (Invitation Only)

12:45 – 1:15pm
Shuttle Transportation from Doubletree Hotel to Temple University

1:30 – 2:45pm | Temple University, Alter Hall 7th Floor
ACADEMIC PAPER PRESENTATION

2:45 – 3:15pm | Temple University, Alter Hall 7th Floor
POSTERS & TEA BREAK

3:15 – 4:30pm | Temple University, Alter Hall 7th Floor
ACADEMIC PAPER PRESENTATION

4:45pm
Shuttle Transportation from Temple University back to Hotel

5:30 – 7:30pm | The Kimmel Center for Performing Art, 300 S Broad St, Philadelphia PA
"FLIGGY NIGHT" — Forum Welcome Reception
(Sponsored by Fliggy – Alibaba's Travel Division)
7:00am – 7:00pm
Registration & Information

9:00 – 9:45am
FORUM OPENING

Speakers:
Dr. Richard M. Englert, President, Temple University
Mr. Jim Kenney, Mayor, City of Philadelphia
Ambassador Ping Huang, Consul General of the People’s Republic of China in New York
Ms. Stephanie Sun, Pennsylvania Governor’s Advisory Commissioner on Asian Pacific
American Affairs; Associate Director of Partnerships, Philly Counts, City of Philadelphia
Dr. 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
Dr. Jeremy Jordan, Associate Dean, Millard E. Gladfelter Research Fellow, School of Sport,
Tourism and Hospitality Management, Temple University

9:45 – 10:00am
KEYNOTE — The Impact of Chinese Travel on the U.S. Economy
Mr. Roger Dow, President and CEO, U.S. Travel Association

10:00 – 10:15am
KEYNOTE — Embrace Guests Worldwide with More Openness
Mr. Huayong Ge, Chairman, UnionPay International Co.

10:15 – 10:30am
KEYNOTE — Bilateral Relations, Friendships & Interests of Both Sides: The Energy for Tourism
Mr. Shengkang He, Senior Counselor, World Tourism Cities Federation
10:30 – 10:45am

**KEYNOTE — Tourism Industry in Asia: The Way Forward**

**Dr. 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

10:45 – 11:15am

**TEA BREAK (Sponsored by the Fox School of Business, Temple University)**

11:15 – 11:30am

**KEYNOTE — China Hotel Industry - An Update and Thoughts for the Future**

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

11:30am – 12:20pm

**PANEL DISCUSSION — Trends and Challenges of Chinese Outbound Tourism**

**Moderator:**

**Dr. Sam (Songshan) Huang**, Professor of Tourism and Services Marketing, School of Business and Law, Edith Cowan University, Australia

**Panelists:**

**Mr. Fred Dixon**, President, and CEO, NYC & Company

**Mr. Raphael Lanfant**, Head of North America – Alibaba Fliggy

**Mr. Lin Wang**, Director of China Market Services, National Tour Association

**Mr. Ernest Wooden Jr.**, President, and CEO, Los Angeles Tourism & Convention Board

12:20 – 1:30pm

**LUNCH (Sponsored by the U.S.-Asia Center for Tourism & Hospitality Research, Temple University)**

1:30 – 1:45pm

**KEYNOTE — Perspectives on the Characteristics and Evolution of China’s Cruise Market**

**Mr. Adam Goldstein**, Vice Chairman, Royal Caribbean Cruises Ltd.
1:45 – 2:00pm
KEYNOTE — The Philadelphia Opportunity: A Case for Nonstop Air Service to China
Ms. Rochelle Cameron, CEO, Philadelphia International Airport

2:00 – 2:50pm
PANEL DISCUSSION — Hotel Development in China
Moderator:
Dr. Qu Xiao, Associate Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
Panelists:
Mr. Mengchao (Michael) Chen, Vice President of Wanda Hotels & Resorts
Mr. Anthony Emanuelo, Vice President Brand Operations, Wyndham Hotels & Resorts, Inc.
Mr. Mark Lomanno, Partner and Senior Advisor, Kalibri Labs
Dr. Wei Xiang, President, T&T Negotiations

2:50 – 3:30pm
STIMULATING TALKS — Development Trends of China's Mid-Scale IP Hotels
Dr. Kai Wang, Chief Strategy Officer, Atour Life
STIMULATING TALKS — From East to West: Encouraging Chinese Travel to Philadelphia
Ms. Svetlana Yazovskikh, Executive Director of Global Tourism, PHLCVB
STIMULATING TALKS — Hit the Target: Profile of the American Traveler to China
Dr. Bill Siegel, Founder & Executive Chairman, Longwoods International
STIMULATING TALKS — New Thoughts on Airlines Corporate Sales: How to Improve Corporate Clients' Travel Experience
Mr. James Cai, Sales Director of China Southern Airlines New York office

3:30 – 4:00pm
TEA BREAK (Sponsored by the Office of International Affairs, Temple University)
4:00 – 4:15pm
KEYNOTE — The Way to Discover Global Fun in the DT Era
Mr. Ray Wang, Deputy General Manager, Hotel Business, Alibaba Fliggy

4:15 – 5:15pm
PANEL DISCUSSION — Preparing Future Tourism Talents
Moderator:
Dr. Ceridwyn King, Associate Professor and Chair, Department of Tourism and Hospitality Management, Temple University
Panelists:
Dr. Billy Bai, Professor and Associate Dean of Research and Graduate Programs, William F. Harrah College of Hotel Administration at the University of Nevada Las Vegas (UNLV)
Dr. Huimin Gu, Dean, School of Tourism Sciences, Beijing International Studies University
Dr. Youcheng Wang, Dean, William Peeper Destination Marketing Preeminent Chair Professor, Rosen College of Hospitality Management at University of Central Florida
Dr. Ying Zhang, Professor of School of Management, Minzu University of China

5:15 – 5:30pm
KEYNOTE — Pride and Prejudice? Tackling US–China (Mis)Perceptions through Tourism
Dr. Xiang (Robert) Li, Professor & Director of the U.S.-Asia Center for Tourism and Hospitality Research, Temple University

6:00 – 7:30pm
DINNER (Sponsored by the Philadelphia International Airport)
ACADEMIC PAPER PRESENTATION SCHEDULE

1:30 – 2:45pm | Temple University, Alter Hall 7th Floor, Room 746

ACADEMIC PAPER PRESENTATION SESSION 1 — Cultural Difference and Tourism

Moderator: Dr. Yao-Chin Wang

Speakers:
Lisa Gao and Laurie Wu - The Impact of Cultural Differences On Reward Redemption – A Comparison of US and Chinese Loyal Consumers

Alei Fan, Laurie Wu, Yang Yang, and Zeya He - Robotic Restaurants: Chinese vs. American Consumer Perspectives

Yang Yang, Hongbo Liu, Xiang (Robert) Li, Rich Harrill, and David A. Cárdenas - The World is Flatter? Examining the Influence of Cultural Distance in International Tourism

Yao-Chin Wang, Po-Ju Chen, and Hui-Ming Shi - Buddhist Zen Meditation: A Case Study of Practicing Mindfulness at Donghua Zen Temple as Zen Tourism

1:30 – 2:45pm | Temple University, Alter Hall 7th Floor, Room 745

ACADEMIC PAPER PRESENTATION SESSION 2 — Tourism Economics

Moderator: Ms. Lijuan Su

Speakers:
Xinyi Zhang and Feng Zhu - The Structure Analysis of Chengdu Tourist Market

Changyao Song, Shanshan Shi, Jamie M. Chen, and Xinjian Li - What Affects China’s Tourism OFDI? An Inward FDI Perspective

Lijuan Su and Svetlana Stepchenkova - Spatial Competition Network of Top 5 Economy Chained Hotels in Beijing

Xiangming Liang - Promoting Ningxia Hui Autonomous Region as A Tourist Destination among Belt and Road Countries
1:30 – 2:45pm | Temple University, Alter Hall 7th Floor, Room 748

ACADEMIC PAPER PRESENTATION SESSION 3 — Experience Design and Marketing
Moderator: Dr. Ying (Tracy) Lu
Speakers:
Li Shi and Jaeseok Lee - Servicescape of Integrated Resort in the Guangdong-Hong Kong-Macao Greater Bay Area
Yuanyuan Lin, Xuhua (Michael) Sun, and Songshan (Sam) Huang - Beholding the Tourism Not Seen: Exploring Travel Experiences of People with Visual Impairment
Ying (Tracy) Lu and Wenmin Zhang - What Do We Know About “Incentive Travel”: A Grounded Theory Study on Companies’ Publications

2:45 – 3:15pm | Temple University, Alter Hall 7th Floor

ACADEMIC PAPER PRESENTATION SESSION 4 — Posters and Tea Break
Speakers:
Huina Gao and Huicai Cao - Impact of Blockchain Technology on Tourism Industry Development
Tingli Wen - An Empirical Study on the Integration of “Five-Tone Herbs” Self-Media and Traditional Chinese Medicine Culture Tourism
Yuxia Lin and Bing Pan - Inter-Organizational Cooperation of Tourism Management for National Park Service
Hui Fu and Yanling Yu - The Study on Upgrading of Rural Tourism Destinations Takes Longji Terrace as an Example
Zeya He, Laurie Wu, and Xiang (Robert) Li - How Alliance with Local Organization Influence Customers’ Response to Corporates’ Social Responsible Behaviors
Xingbao (Simon) Hu, Yang Yang, and Joydeep Srivastava - “Smile Big or Not?” Effects of a Reviewer’ Smile Intensity on Perceived Warmth, Competence of a Reviewer, and Perceived Helpfulness of an Online Review
Karen Tan, Xiang (Robert) Li, and Seoki Lee - Do Hotels in Emerging Markets Stabilize in Operating Performance?
Fan Wang - Endogenous Community Tourism Development Based on Residents’ Cultural Self-consciousness
3:15 – 4:30pm  |  Temple University, Alter Hall 7th Floor, Room 746

ACADEMIC PAPER PRESENTATION SESSION 5 — Destination Management
Moderator: Dr. Lu Lu
Speakers:
Yixiao Xiang - Rural Revitalization through Rural Tourism – The Case of Zhonghaoyu Village, China
Woke Wang - Residents’ Attitudes Toward Tourism Development: A Conceptual Model of Emotional Closeness
Hyejin Park, Yun Liang, and Ying Qiu - Projected and Perceived Destination Image on Social Media: Comparing Perception of Destination Image between Official DMO in South Korea and Chinese Travelers
Chien-hui Hung and Kang Ernest Liu - Why Is Sun Moon Lake the Most Favorite Destination in Taiwan for Chinese Tourists? Evidence from the Counterfactual Decomposition

3:15 – 4:30pm  |  Temple University, Alter Hall 7th Floor, Room 745

ACADEMIC PAPER PRESENTATION SESSION 6 — Sustainability in Tourism
Moderator: Dr. Emily Ma
Speakers:
Jia Liu, Yichen Zhao, and SooCheong (Shawn) Jang - The Effect of Environmental Perceptions on Tourists’ Willingness to Pay: Toward the Preservation of Chinese Coastal Tourism Destinations
Ganghua Chen and Yang Yang - When Fresh Air Breezes: An Examination of the Effects of Relative Air Qualities on Vacationers’ Perceived Destination Restorativeness
Yuxia Lin and Bing Pan - Overtourism and a New Tourism Narrative
Aijing Liu and Emily Ma - Chinese College Students’ Reaction to Perceived Crowding During Holidays in China
ACADEMIC PAPER PRESENTATION SESSION 7 — Smart Tourism

Moderator: Yeongbae Choe

Speakers:
Feng Zhu, Siyu Tian, Jinyue Zhang, Jinsen Wang, Juan Meng, and Xinyi Zhang - A Comparative Study on Multinational Tourists Behavior and Emotion Based on Big Data Analysis Taking the Tourists Comments of Ctrip and Mafengwo as an Example

Jiaqi Luo, Renwu Wang, and Songshan (Sam) Huang - A Fine-Grained Sentiment Analysis of Online Guest Reviews of Economy Hotels in China

Chengcheng Su, Bing Pan, Shanshan Lin, and Fuhua Song - Adoption of Smart Tourism Destination Technologies in China: An Extended Technology Adoption Model

Yeongbae Choe - Destinations' Preparedness for Smart Tourists: A Comparative Study of 11 Cities in the Greater Bay Area

4:45pm
Shuttle Transportation from Temple University back to Hotel
ORGANIZING COMMITTEE

Conference Co-Chair
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

Conference Co-Chair
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Program Co-Chair
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Program Co-Chair
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Director, The U.S.-Asia Center for Tourism & Hospitality Research | Professor and Washburn Senior Research Fellow | Department of Tourism and Hospitality Management | School of Sport, Tourism and Hospitality Management | Temple University

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Event Manager
Ms. Christine Cleaver, M.Ed.
Assistant Professor | Event Leadership Concentration/Certificate | School of Sport, Tourism and Hospitality Management | Temple University
CHINA TOURISM FORUM 2019 – USA

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