

# CHINA TOURISM FORUM 2019 – USA



**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)**

# CHINA TOURISM FORUM 2019 – USA



MONDAY | JULY 22, 2019 | DOUBLETREE, ORMANDY BALLROOM

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*

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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.*

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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)**

# CHINA TOURISM FORUM 2019 – USA



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)**

**TUESDAY | JULY 23, 2019**

8:30 – 11:00am | The Barnes Foundation, 2025 Benjamin Franklin Pkwy, Philadelphia, PA

**Breakfast with VIP Tour (Sponsored by the the Barnes Foundation)**

# CHINA TOURISM FORUM 2019 – USA



SUNDAY | JULY 21, 2019

## 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*

# CHINA TOURISM FORUM 2019 – USA



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*

# CHINA TOURISM FORUM 2019 – USA



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*



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3:15 – 4:30pm | Temple University, Alter Hall 7th Floor, Room 748

## 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

# CHINA TOURISM FORUM 2019 – USA



## 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*

### Program Co-Chair

#### **Qu Xiao, Ph.D.**

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

### Academic Paper Chair

#### **Yang Yang, Ph.D.**

*Associate Professor | Department of Tourism and Hospitality Management | Assistant Director, The U.S.-Asia Center for Tourism & Hospitality Research | School of Sport, Tourism and Hospitality Management | Temple University*

### Conference Co-Chair

#### **Jeremy Jordan, Ph.D.**

*Associate Dean | Millard E. Gladfelter Research Fellow | School of Sport, Tourism and Hospitality Management | Temple University*

### Program Co-Chair

#### **Xiang (Robert) Li, Ph.D.**

*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*

### 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



## ORGANIZING COMMITTEE

### Committee Members

#### **Elizabeth H. Barber, PhD, CHE**

*Professor | Executive Director for Business Development and Partnerships | School of Sport, Tourism and Hospitality Management | Temple University*

#### **Mr. Andrew Lovell**

*Senior Associate Director of Industry Relations | School of Sport, Tourism & Hospitality Management | Temple University*

#### **Chihyung "Michael" Ok, Ph.D.**

*Associate Professor | Department of Tourism and Hospitality Management | School of Sport, Tourism and Hospitality Management | Temple University*

#### **Laurie Wu, Ph.D.**

*Assistant Professor | Department of Tourism and Hospitality Management | School of Sport, Tourism and Hospitality Management | Temple University*

#### **Ceridwyn King, Ph.D.**

*Associate Professor and Paul Anderson Research Fellow  
Chair, Department of Tourism and Hospitality Management  
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*Assistant Professor | Department of Tourism and Hospitality Management | School of Sport, Tourism and Hospitality Management | Temple University*

#### **Mr. Rick Ridall**

*Associate Professor & Director of Industry Relations | School of Sport, Tourism & Hospitality Management | Temple University*