

TTRA APAC CHAPTER 2018 ANNUAL CONFERENCE PROGRAM

Saturday, 1 December 2018			
8:00-9:00	Registration		
9:00-9:30	Opening Ceremony addressed by TTRA and RMIT Vietnam <ul style="list-style-type: none"> - <i>Dr Jeff Dalley, TTRA APac President</i> - <i>Professor Sue Beeton, TTRA International First Vice President</i> - <i>Professor Gael McDonald, President, RMIT Vietnam</i> - <i>Associate Professor Mathews Nkhoma, Head of School of Business & Management, RMIT Vietnam</i> 		
9:30-10:30	Keynote speech – in Coffee Table Talk Format – “Pioneers in Modern Vietnamese Tourism” <ul style="list-style-type: none"> - <i>Simon Christy, Founder/CEO, Alehap.vn</i> - <i>Pascale Herry, Head of Special Projects, TMG Hospitality</i> - <i>Benoit Perdu, Founder, Bassac Cruises</i> - <i>Associate Professor Robert McClelland, Head of Management Department, School of Business & Management, RMIT Vietnam</i> 		
10:30-11:00	Morning Tea		
11:05-12:25	Research Papers Presentation		
	Room 2.1.07 – Consumer behaviour <i>Chair: Aaron Tham</i>	Room 2.1.06 – Sustainable tourism <i>Chair: Alexander Trupp</i>	Room 2.1.05 – Hotel product/service quality <i>Chair: Seul Ki Lee</i>
11:05-11:25	Korean outbound travellers’ destination choice and travel expenditure: A simultaneous equation modelling <i>Young-Joo Ahn, Namho Lee & Jiwon (Michael) Ahn</i>	Using others’ behaviours as an intervention to foster pro-environmental behaviour in tourists: A case of beach cleaning <i>Taketo Naoi & Shoji Iijima</i>	The influences on perceived innovativeness on customer satisfaction: The case in mid-range boutique hotels <i>Ngan Tuyet Truong, Mathews Nkhoma, Robert McClelland & Duy Dang-Pham How</i>
11:25-11:45	Exploring hazards encountered by long-term youth travellers participating in Japan and South Korea’s bilateral working holiday programme <i>Hayato Nagai & Yirang Im</i>	Sociocultural and economic impacts of souvenir micro-businesses in Pacific Island countries <i>Alexander Trupp</i>	Investigating hotel guests’ preferences under uncertain product quality: An application of the mean-variance-skewness (MVS) approach <i>Soohyang Noh, Youngseok Shim & Seul Ki Lee</i>
11:45-12:05	Extending the norm-activation model with cultural and tradition conservation dimensions <i>Kiattipoom Kiatkawsin, Unji Baek & Ian Sutherland</i>	Inspiring awe through tourism and its effect on environmental responsible behaviour <i>Jiaying Lyu, Lili Wang & Zhenxing Mao</i>	Asian paradigm: Differences between small-to-medium sized hotel and international hotel chains in Thailand <i>Ng Jay Barry, Naipeng (Tom) Bu & Honggen Xiao</i>

12:05-12:25		Emerging trends in sustainable tourism in Vietnam <i>Avinash Shankaranarayanan, Peter Hyde & Hung Nguyen Manh</i>	Asian culture exists in Asian branded resort hotel: Investigating the effects of tangible factors on customer experience <i>Naipeng (Tom) Bu, Ng Jay Barry & Haiyan Kong</i>
12:25-13:30	Lunch time at room 2.2.06 and 2.2.07		
13:30-14:30	AGM – All delegates are welcome		
14:30-15:30	Special Session I – A Series of Speakers – “Handling Growth Sustainably” <i>Environment: Nia Klatté, Co-Founder of IMPACT Vietnam and Sustainability Coordinator EXO Travel Vietnam & Laos and Nick Wade, Co-Founder of IMPACT Vietnam and Assistant General Manager of Khiri Travel Vietnam</i> <i>Human Resources: Miquel Angel P. Martorell, General Manager, Oakwood Apartments Ho Chi Minh City</i> <i>Human Resources: Jimmy Pham AM, KOTO Founder and Global Ambassador</i>		
15:30-16:00	Afternoon Tea		
16:00-17:00	Special Session II – A Workshop <i>Handling Growth Sustainably – Nhan Nguyen, Co-Founder, Vietnam Clean & Green</i>		
17:00-18:30	Welcome Cocktail Function		
Sunday, 2 December 2018			
8:00-9:00	Registration		
9:00-9:15	Welcome Address by Professor Sue Beeton		
9:15-10:00	Keynote speech 1 - “Present building into the Future” <i>Presented by Wong Jie Cheng, Young Tourism Professional Ambassador, Pacific Asia Travel Association (PATA)</i>		
10:00-10:30	Morning Tea		
10:35-11:55	Research Papers Presentation		
	Room 2.1.07 – Tourism and education <i>Chair: Xiaoyu Zhang</i>	Room 2.1.06 – Responsible tourism <i>Chair: Jeff Dalley</i>	
10:35-10:55	The contextual influences on higher tourism and hospitality education in Vietnam: Setting a research agenda <i>Trang Thi Quynh Ngo, Tom Baum & Pauline Anderson</i>	Responsible tourism – But is it child safe? <i>Erwin Losekoot, Clarissa Elakis & Jackie Ong</i>	

10:55-11:15	The effect of push and pull motives on university students' intention to visit remote islands <i>Shina Yasuda, Taketo Naoi & Yuki Okano</i>	Development and validation of a Corporate Social Responsibility (CSR) scale in the hotel industry: An application of Delphi and Analytic Hierarchy Process (AHP) <i>Antony Wong & Seongseop (Sam) Kim</i>
11:15-11:35	Actively seeking leisure: International student self-discovery through travel <i>Xiaoyu Zhang, Bowei Zeng & Chunjuan Hu</i>	Zero waste attitudes in Vietnam <i>Nhan Nguyen, Jackie Lei Tin Ong & Erwin Losekoot</i>
11:35-11:55	Assessment of sustainable tourism: Proposal of a framework of analysis and application to the case of French Polynesia <i>Yann Rival</i>	Cultural values, the Balanced Scorecard and perceived organisational performance - Thai hotel perspective <i>Peter Hyde & Avinash Shankaranarayanan</i>
11:55-13:00	Lunch time at room 2.2.06 and 2.2.07	
13:00-13:45	Keynote speech 2 - "Present building into the Future" <i>Vietnam Tourism Development Policies and Demands for Hospitality in the Future - Cuong Tran, Director General of International Cooperation Department, Vietnam National Administration of Tourism, Ministry of Culture, Sports and Tourism and Secretary General of PATA Vietnam Chapter</i>	
13:50-15:10	Research Papers Presentation	
	Room 2.1.07 – Destination management <i>Chair: Brent Ritchie</i>	Room 2.1.06 – Tourism accounting for the Global South <i>Chair: Sue Beeton</i>
13:50-14:10	From sponsorship to partners: Exploring organisational change in a Japanese DMO <i>Jaewook Kim, Yuji Yashima, Hayato Nagai & Adam Doering</i>	Tourism mobilities and immobilities from a South Pacific Islands perspective <i>Alexander Trupp & Marcus Stephenson</i>
14:10-14:30	Segmentation of resident reactions to tourism performing arts development: A two-step cluster method <i>Danni Zheng, Brent Ritchie & Pierre Benckendorff</i>	Comparing stakeholders' perspectives of tourism impacts: A case study of Sapa, Vietnam <i>Van Huy Nguyen, Diane Lee & David Newsome</i>
14:30-14:50	A netnographic look at hospitality experiences in Ho Chi Minh City: An exploratory study <i>Scott McDonald & Earney Lasten</i>	Multiple stakeholders in tourism value chain at Phuoc Tich Heritage Village, Vietnam <i>Giang Duong Nguyen, Su Thi Oanh Hoa & Simon Milne</i>
14:50-15:10	Inbound tourism demand to Macao by South Korea <i>Christine Lim & Jianlun Zhang</i>	Decomposing online hotel rates in Shanghai: Implicit pricing of official quality ratings and consumer feedback <i>David Andersson & Mofei Jia</i>
15:10-15:45	Afternoon Tea	
15:50-17:10	Research Papers Presentation	
	Room 2.1.07 – Destination image and attachment <i>Chair: Hayato Nagai</i>	Room 2.1.06 – Value co-creation <i>Chair: Liang Wang</i>
15:50-16:10	Measuring the gap between projected and perceived destination image in Japan <i>Tsz Hei Kong & Hayato Nagai</i>	Exploring customer value co-creation in sharing tourism economy in Ho Chi Minh City <i>Vi Thi Tuong Tran & Massimo Morellato</i>

16:10-16:30	A conceptual model of tourism destination mapping: Structures or smiles? <i>Earney Lasten, Erwin Losekoot & Jackie Ong</i>	The impact of neighbourhood characteristics with accessibility measures in AirBnB markets: The case of San Francisco <i>Yanjie Luo</i>
16:30-16:50	Elucidation of the chronological formation of destination attachment: Applying the Trajectory Equifinality Approach <i>Yuki Okano & Taketo Naoi</i>	Do residents derive value from additional public beach access? <i>Anthony W. Dixon & Patrick J. Holladay, Minh C. Nguyen & Bao L. Nguyen</i>
16:50-17:10	Exploring local residents' perception towards integrated resorts with casino tourism: The case of Grand Ho Tram strip of Vietnam <i>Nguyen Anh Thu, Rebecca Oliphant, Robert McClelland, Wanniwat Pansuwong, Nguyen Thi Huong Giang, & Phung Thanh Phuong</i>	Intrinsic motivators and psychological benefits of customer engagement in tourism social media sites <i>Liang Wang</i>
Monday, 3 December 2018		
8:00-9:00	Registration	
9:00-10:25	Research Papers Presentation	
	Room 2.1.07 – Special interest tourism <i>Chair: Madelene Blaer</i>	Room 2.1.06 – Contemporary and future tourism workforce in Asia-Pacific <i>Chair: Aaron Tham</i>
09:05-09:25	Enmusubi tourism as a unique form of romance tourism in Japan: An exploration of participants' expectations and perceptions <i>Michiyo Yoshida, Hayato Nagai & Yuji Yashima</i>	The paradoxical nature of the volunteer tourism experience: An existential inquiry <i>Phuong Q. Tran, Nhu K. Q. Tran, Stephen Wearing & Matthew McDonald</i>
09:25-09:45	Corporate entrepreneurship through effectuation lens – The case of a medium size fashion retailer in Vietnam <i>Nguyen Thi Minh Thu & Rebecca Oliphant</i>	Investigating a hundred years of interpreter training programs in the US National Park Service: How has it evolved over time and why? <i>Jin-Hyung Lee</i>
09:45-10:05	The potential to develop inbound Japanese tourism to Vietnam employing the power of popular cultural forms of the media <i>Chieko Iwashita</i>	Exploring issues concerning staff turnover in a South East Asian destination hotel group: The case of Phi Phi hotel group Krabi, Thailand <i>Robert McClelland & Tanyaluk Huala</i>
10:05-10:25		A critical appraisal of the transplant tourism industry in the Global South <i>Marcus Stephenson and Nazia Ali</i>
10:25-10:50	Morning Tea	
10:50-11:45	Special Session III - Panel Discussion - Women's Roles in Developing Tourism Markets - Presented by - <i>Jackie Ong, Lecturer, RMIT Vietnam</i> - <i>Sophie Hartman, Coordinator, Asset – Hospitality & Catering, Institute of European Cooperation & Development</i>	

	<ul style="list-style-type: none">- <i>Chau Nguyen , Cluster Director of Marketing, Premier Village Phu Quoc Resort and Premier Residences Phu Quoc Emerald Bay Managed by AccorHotels</i>- <i>Hanh Ngo, Director of Human Resources, InterContinental Hanoi Landmark72</i>
12:00-14:30	Lunch (and Award Ceremony) at MerPerle Crystal Palace
14:30-15:30	Post Conference Tours