

Programme

Tuesday 13 Sept. 2016	
Before 17:00	Arrival
18:00	Dinner and After-dinner West Street Walk
Wednesday 14 Sept. 2016	
Morning: Fellows' Presentations/Discussions (Chaired by Prof. BAO Jigang, General Secretary of IACTS)	
08:30-09:05	<ul style="list-style-type: none"> ➤ Welcome remarks by Prof. SONG, President of IACTS ➤ “New Developments in Tourism Demand Forecasting” (Prof. Haiyan SONG, President of IACTS, Associate Dean: Research & Chair Professor of Tourism, School of Hotel & Tourism Management, The Hong Kong Polytechnic University) ➤ Discussion
09:05-09:35	<ul style="list-style-type: none"> ➤ “The Economic Impact Evaluation of Film Tourism” (Dr. Shina LI, Reader in Events Management, Leeds Beckett University, UK) ➤ Discussion
09:35-10:05	<ul style="list-style-type: none"> ➤ “Neuro-marketing research techniques applied to study tourism experiences” (Prof. Noel Scott, Griffith Institute for Tourism) ➤ Discussion
10:05-10:20	➤ Coffee Break

10:20-10:50	<ul style="list-style-type: none"> ➤ “Effects of perceived destination image on tourist attitude and visit intention: gender and generational differences” (Prof. Sam HUANG, University of South Australia) ➤ Discussion
10:50-11:20	<ul style="list-style-type: none"> ➤ “Experiential learning through ‘Professor-for-a-Day’” (Prof. Honggen XIAO, Associate Professor, School of Hotel & Tourism Management, The Hong Kong Polytechnic University") ➤ Discussion
11:20-11:50	<ul style="list-style-type: none"> ➤ “Unexpected Surprise and Comparative Surprise: Hidden Framework of Reference, Tourist Comparison and the Mode of Tourist Satisfaction” (Prof. WANG Ning, Sun Yat-sen University) ➤ Discussion
11:50-12:20	<ul style="list-style-type: none"> ➤ “The Extension of Tourism Field: Frontier & Related Policy” (Prof. MA Bo, Qingdao University) ➤ Discussion
12:20-12:30	➤ Session Conclusion by Prof. BAO Jigang
12:30-13:30	➤ Lunch
Afternoon: Field Study Tour	
13:30-16:00	➤ Yulong River Bamboo Rafting
16:00-18:30	➤ Silver Cave Scenic Spot
18:30	➤ Dinner
20:00	➤ Wine & Beer Reception

Thursday 15 Sept. 2016	
Fellows' Presentations/Discussions (Chaired by Prof. Sam HUANG)	
08:30-09:00	<ul style="list-style-type: none"> ➤ “The formation of the “West Street Phenomenon” in Yangshuo: Tourists’ rational consumption and the government’s non-interfering governance in guiding the tourism development at destination” (Prof. BAO Jigang, General Secretary of IACTS, Director of MCSTO, Dean of Graduate School and School of Tourism Management, Sun Yat-sen University) ➤ Discussion
09:00-09:30	<ul style="list-style-type: none"> ➤ Community social responsibility and business performance of small tourism enterprises in China (Prof. Gang LI, University of Surrey) ➤ Discussion
09:30-10:00	<ul style="list-style-type: none"> ➤ “Lifestyle mobility in China, context, perspective and prospect ” (Prof. XU Honggang, School of Tourism Management, Sun Yat-sen University) ➤ Discussion
10:00-10:15	➤ Coffee Break
10:15-10:45	<ul style="list-style-type: none"> ➤ “China’s Higher Education in Hospitality Management” (Prof. GU Huimin, Dean of School of Hotel Management, Beijing International Studies University) ➤ Discussion
10:45-10:55	➤ Session Conclusion by Prof. Sam HUANG
10:55-11:00	➤ Group photo

Business Meeting (Chaired by Prof. Haiyan SONG)	
11:00-12:00	➤ Business Meeting
12:00-13:00	➤ Lunch
Afternoon: Field Study Tour	
14:00-17:30	➤ The Ancient Town of Xingping
18:00-19:00	➤ Dinner
Night	➤ Watch <i>Impression Liu Sanjie</i> show
Friday 16 Sept. 2016	
Morning	Departure