

Biennial Conference of IACTS 2025

Hong Kong, China

August 4-7, 2025

Time	Activities	Venue
Monday, August 4, 2025		
17:30 - 18:30	Arrival and Registration	Lobby Entrance, G/F, SHTM
18:30 - 19:30	Reception ✧ Welcome Speech by Prof. Haiyan Song, SHTM, PolyU ✧ Opening Speech by President. Prof. Jigang Bao, IACTS	THB112-113 Foyer, B1/F, SHTM
Tuesday, August 5, 2025		
9:00 - 11:00	Fellow Presentations – Moderator Prof. Jigang Bao ✧ Prof. Haiyan Song, “Is Tourism Research in Crisis?” ✧ Prof. Bing Pan, “Decolonization of Tourism Research” ✧ Prof. Noel Scott, “Developing Tourism Theory” ✧ Prof. Sam Huang, “Understanding Chinese Travellers' Perceptions and Demand for Australian First Nations Tourism Experiences”	THB104-105, B1/F, SHTM (Please bring wine to the venue for delivery to F&B)
11:00 - 11:30	Coffee Break	THB111, B1/F, SHTM
11:30 - 13:00	Newly Elected Outstanding Young Scholar (OYS) Presentations – Moderator Prof. Sam Huang ✧ Prof. Xiaoyue (Carol) Zhang , “Identity Theory in Tourism Research” ✧ Prof. Qingming Cui, “The Materiality of Responsibility: An Actor-network Perspective on Birdwatching Tourism” ✧ Prof. Jianwu Bi, “The Double-Edged Impact of AI Summaries on Tourist Review Behavior” (Online)	THB104-105, B1/F, SHTM

13:00 - 14:30	Lunch (Self-arrange)	
14:30 - 16:30	Fellow & Outstanding Young Scholar (OYS) Presentations – Moderator Prof. Gang Li ✧ Prof. Kevin Kam Fung So, “The Sharing Economy and Sustainable Consumption” ✧ Prof. Hui Li, “Digital Personality and Sharing Accommodation” ✧ Prof. Fang Meng, “Travel Photo Editing in the Social Media Era” ✧ Prof. Ganghua Chen, “Integrating Culture and Tourism: From Governmental Discourse to Tourist Experience”	THB104-105, B1/F, SHTM
16:30 - 17:00	Coffee Break	THB111, B1/F, SHTM
17:00 - 18:00	1 st Business Meeting	THB104-105, B1/F, SHTM
Evening	Free (Self-arrange)	
Wednesday, August 6, 2025		
9:00 - 10:30	Newly Elected Outstanding Young Scholar (OYS) Presentations – Moderator Prof. Haiyan Song ✧ Prof. Sai Liang, “AI in the Pen: How Real-Time AI Writing Guidance Shapes Online Tourism Reviews” ✧ Prof. Mingming Cheng, “Social Media Analytics in Tourism and Hospitality” ✧ Prof. Chunxiao Li, “Smart Tourism: AI Localization”	THB104-105, B1/F, SHTM
10:30 - 11:00	Coffee Break	THB111, B1/F, SHTM
11:00 - 12:00	Panel Discussion 1 – Tourism Research in the Era of AI • Moderator: Prof. Honggen Xiao • Panelists: Prof. Cathy Hsu, Prof. Li Miao, Prof. Christina Chi, Prof. Qiuju Luo	THB104-105, B1/F, SHTM

12:00 - 13:30	Lunch (Self-arrange)	
13:30 - 15:30	Newly Elected Fellow Presentations – Moderator Prof. Bing Pan ✧ Prof. Han Shen, “Cultural Color Signature in Dunhuang” ✧ Prof. Dan Wang, “Information Technology and Organization Imbrications in Hotel Industry” ✧ Prof. Dogan Gursoy, “When Disclosing the Artificial Intelligence Technology Integration into Service Delivery Fails” ✧ Prof. Feifei Xu, “The Restorative Effects of Audio-visual Interaction Among National Park Tourists: A Multi-method Approach” (Online)	THB104-105, B1/F, SHTM
15:30 - 16:00	Coffee Break	THB111, B1/F, SHTM
16:00 - 17:00	Panel Discussion 2 – Tourism Education in the Era of AI • Moderator: Prof. Robert Li • Panelists: Prof. Billy Bai, Prof. Jigang Bao, Prof. Jingjing Yang, Prof. Xin Jin	THB104-105, B1/F, SHTM
17:30 - 18:30	Wine and Cheese Reception & New Fellow Induction – Moderator Prof. Haiyan Song	Bistro 1979, B2/F, SHTM
18:30 - 20:30	Dinner	Bistro 1979, B2/F, SHTM
Thursday, August 7, 2025		
8:30 - 9:00	2 nd Business Meeting	THB104-105, B1/F, SHTM

9:00 - 10:30	Fellow & Outstanding Young Scholar (OYS) Presentations – Moderator Prof. Mimi Li ✧ Prof. Wolfgang Georg Arlt, “Learning by Travelling - International Meaningful Tourism Projects as Transformational Experience for Students” ✧ Prof. Chaozhi Zhang, “Digitlizing the Materiality of Chinese Shanshui Painting and the Visitors Experience” ✧ Prof. Chenguang Wu, “Collaborative Multi-agent Strategies and Tourism Demand Forecasting”	THB104-105, B1/F, SHTM
10:30 - 11:00	Coffee Break	THB111, B1/F, SHTM
11:00 - 12:00	Fellow Presentations – Moderator Prof. Sam Huang ✧ Prof. Honggang Xu, “Soundscape and Wellbeing in Tourism Destinations” ✧ Prof. Gang Li, “Multi-Dimensionality, Asymmetry and Nonlinearity: Distance’s Effects on International Tourism Demand”	THB104-105, B1/F, SHTM
12:00 - 12:30	Concluding Remark by Prof. Jigang Bao	THB104-105, B1/F, SHTM
13:00 - 17:30	Lunch and Field Trip to Hong Kong Palace Museum	King Lung Heen Hong Kong Palace Museum
Friday, August 8, 2025		
All Day	Departures	

Participants List

Name	Position	Organization	Department/Unit	Country	Post-conference tour
Billy Bai	Professor	University of Nevada Las Vegas	William F. Harrah College of Hospitality	United States	Lunch
Bing Pan	Professor	Penn State University	Recreation, Park and Tourism Management	United States	Lunch+ Visit
Cathy Hui-chun Hsu	Chair Professor of Hospitality and Tourism Marketing	The Hong Kong Polytechnic University	School of Hotel and Tourism Management	Hong Kong/China	Lunch
Chaozhi Zhang	Professor	Fudan University	The Department of Tourism	Shanghai/China	Lunch+ Visit
Chenguang Wu	Assistant Dean & Professor	Sun Yat-sen University	School of Business	Guangzhou/China	Lunch+ Visit
Christina Chi	Professor	Washington State University	School of Hospitality Business Management	United States	Lunch+ Visit
Chunxiao Li	Professor	Nankai University	College of Tourism and Service Management	Tianjin/China	/
Dan Wang	Assoc. DoRCDTT & Professor	The Hong Kong Polytechnic University	School of Hotel and Tourism Management	Hong Kong/China	Lunch
Dogan Gursoy	Regents Professor	Washington State University	School of Hospitality Business Management	Pullman WA. USA	Lunch+ Visit
Fang Meng	PhD Program Director & Professor	University of South Carolina	School of Hospitality and Tourism Research	Columbia South Carolina USA	Lunch+ Visit
Feifei Xu	Director & Professor	Southeast University	School of Architecture	Nanjing/China	/
Gang Li	Professor of Tourism Economics	University of Surrey	Surrey Business School	United Kingdom	Lunch+ Visit
Ganghua Chen	Professor	Sun Yat-sen University	School of Tourism Management	China	/
Haiyan Song	Assoc. Dean(SHTM) DoRCDTT & Chair Professor of Tourism	The Hong Kong Polytechnic University	School of Hotel and Tourism Management	Hong Kong/China	Lunch+ Visit
Han Shen	Director & Professor	Fudan University	The Department of Tourism	Shanghai/China	Lunch
Honggang Xu	Professor	Sun Yat-sen University	School of Tourism Management	China	Lunch+ Visit
Honggen Xiao	Assistant Dean(SHTM) & Professor	The Hong Kong Polytechnic University	School of Hotel and Tourism Management	Hong Kong/China	Lunch+ Visit
Hui Li	Associate Dean & Professor	Nankai University	College of Tourism and Service Management	Tianjin/China	/

Jianwu Bi	Associate Professor	Nankai University	College of Tourism and Service Management	Tianjin/China	/
Jigang Bao	Professor	Sun Yat-sen University	School of Tourism Management	China	Lunch
Jingjing Yang	Professor	Beijing Business and Technology University	Business School	Beijing/China	Lunch+ Visit
Kevin Kam Fung So	C.B. Smith Endowed Professor	Purdue University	White Lodging-J.W. Marriott Jr. School of Hospitality and Tourism Management	United States	Lunch+ Visit
Li Miao	Professor	University of Macau	Department of Integrated Resort and Tourism Management	Macau/China	Lunch+ Visit
Mimi Li	Assoc. DoRCDTT & Professor	The Hong Kong Polytechnic University	School of Hotel and Tourism Management	Hong Kong/China	Lunch+ Visit
Mingming Cheng	Professor	Curtin University	School of Management and Marketing	Australia	Lunch+ Visit
Noel Scott	Adjunct Professor	Edith Cowan University	School of Business and Law	Australia	/
Qingming Cui	Associate Professor	South China University of Technology	Department of Tourism Management	China	Lunch+ Visit
Qiuju Luo	Professor	Sun Yat-sen University	School of Tourism Management	China	Lunch+ Visit
Sai Liang	Professor	Nankai University	College of Tourism and Service Management	Tianjin/China	/
Sam Huang	Professor	Edith Cowan University	School of Business and Law	Australia	Lunch+ Visit
Wolfgang Georg Arlt	Executive Director & Professor	MTC Meaningful Tourism Center	MTC & COTRI	Kathmandu / Nepal	Lunch+ Visit
Xiang Li	Director & Fung King Hey Memorial Professor of Tourism Management	The Chinese University of Hong Kong	School of Hotel and Tourism Management	United States	Lunch+ Visit
Xiaoyue (Carol) Zhang	Associate Professor in Tourism Marketing	University of Nottingham	University of Nottingham Business School	United Kingdom	Lunch
Xin Jin	Associate Professor	Griffith University	Griffith Business School	Australia	Lunch+ Visit