

# Conference Programme

*Itinerary is in Malaysia Time Zone*

## 12 October 2021 (Tuesday)

**Link** : [sunway-edu-my.zoom.us/j/98296308466?pwd=TkFvejRONlhpdjFQbFkxalFkdENOUT09](https://sunway-edu-my.zoom.us/j/98296308466?pwd=TkFvejRONlhpdjFQbFkxalFkdENOUT09)

**Password**: SunwayU

<b>0800 - 0805</b>	<b>Introduction</b>
<b>0805 - 0820</b>	<b>Welcome speech</b>
<b>0820 - 0920</b>	<b>Keynote speech 1 by Professor Dallen Timothy</b> <i>Tourism and the importance of place in today's retail environment</i>
<b>0920 - 1015</b>	<b>Industry panel session</b> <i>With Mr KS Wong, Sr General Manager of Sunway Malls and Mr Paul Gibbons, Managing Director of Sports Direct Malaysia and MST Golf Management</i>
<b>1015 - 1030</b>	<b>Break</b>
<b>1030 - 1100</b>	<b>Networking session 1</b> <i>Please get your networking PPT slide template ready</i>
<b>1100 - 1240</b>	<b>Breakout paper session 1</b> <i>Grouped into six themes (Themes 1 to 6)</i>

### Theme 1: Tourism and Shopping Moderated by Dr Miyoung Jeong

SHOPPING TOURISM AND TOURIST SHOPPING (2000-2020): A NARRATIVE REVIEW AND FUTURE RESEARCH DIRECTIONS

*Alok Kumar [(Jain (Deemed-to be University))] and Rajat Gera [(Jain (Deemed-to be University))]*

HOW DOES THE AIRPORT DUTY-FREE SHOPPING ENHANCE TRAVELER'S PURCHASE INTENTION ON NON-LANDING INTERNATIONAL TOUR FLIGHT?

*Hoang Tran Phuoc Mai Le (Hanyang University) and Jungkun Park (Hanyang University)*

I LIKE YOUR PRODUCTS, BUT CAN I USE ANOTHER PAYMENT METHOD? EXPLORING VISITOR EXPERIENCE WITH PAYMENT METHODS IN THE GBA

*Jieqi Guan (Macao Institute for Tourism Studies), Lianping Ren (Macao Institute for Tourism Studies), Zhuo Li (Macao Institute for Tourism Studies) and Yi Fan Chen (Macao Institute for Tourism Studies)*

A STUDY ON CONSUMPTION PREFERENCE OF CULTURAL AND CREATIVE TOURISM PRODUCTS OF THE "POST-90S" GROUP BASED ON PRODUCT ATTRIBUTES

*Yanbo Yao (Nankai University), Jiixin Wu (Nankai University), Chen Yin (Nankai University), Jinyi Zhang (Nankai University), Shuxin Peng (Nankai University) and Tiantian Yang (Nankai University)*

LINKING TOURISTS' AND MICRO ENTREPRENEURS' PERCEPTIONS OF SOUVENIRS: THE CASE OF FIJI

*Navneet Nimesh Kumar (The University of the South Pacific), Alexander Trupp (Sunway University) and Stephen Pratt (The University of the South Pacific, Fiji)*

## **Theme 2: Tourism and Sustainable Development** **Moderated by Dr Fang Meng**

### THE INFLUENCE OF THE HONG KONG-ZHUHAI-MACAO BRIDGE ON CITY'S VISITORS TRAVEL PLANNING AND PATTERNS

*Yui-Yip Lau (The Hong Kong Polytechnic University), Jieqi Guan (Macao Institute for Tourism Studies), Ching-Chi Cindia Lam (Macao Institute for Tourism Studies) and Ivy Chan (The Hong Kong Polytechnic University)*

### GUANGDONG-HONG KONG-MACAO GREATER BAY AREA REGIONAL COOPERATION AND TOURISM RETAILING

*Yijun Liu (Beijing International Studies University), Jingjing Yang (Macao Institute for Tourism Studies), Xiaolong Guo (Chinese Academy of Social Sciences) and Xinjian Li (Beijing International Studies University)*

### SURVIVAL STRATEGIES OF MSMES IN TOURISM INDUSTRY DURING PANDEMIC: AN IN-DEPTH LITERATURE REVIEW

*Anjusha P P (Mahatma Gandhi University), Noufal Naheem Kottekkadan (Mahatma Gandhi University), Harish P (Mahatma Gandhi University) and Mohammed Niyas (Mahatma Gandhi University)*

### BENCHMARK ANALYSIS OF TOURISM SUSTAINABLE DEVELOPMENT USING META-FRONTIER DATA ENVELOPMENT ANALYSIS

*Dongdong Wu (Nankai University) and Hui Li (Nankai University)*

### HOW RESIDENTS' EMPOWERMENT INFLUENCE ON COMMUNITY SUPPORT FOR TOURISM IN BAGAN WORLD HERITAGE SITE, MYANMAR

*Ye Htut Naing (Mahidol University)*

## **Theme 3: Travel and tourism decision-making and intention** **Moderated by Assoc Prof Dr Daniel Chong**

### A STUDY ON THE CHANGE OF TOURISM CONSUMER'S DECISION-MAKING BEHAVIOR IN THE POST-EPIDEMIC PERIOD

*Qingjuan Wang (Nankai University), Wenhao Liu (Nankai University), Zhengke Wang (Nankai University) and Wenyu Ding (Nankai University)*

### IS SENSORY STIMULUS EFFECTIVE TO TOURISTS? OR EMOTIONAL STATE PLAYS KEY ROLE TO PREDICT TOURISTS' REVISIT INTENTION?

*Tao Xue (Nankai University), Hanqin Qiu (Nankai University) and Fang Wang (Huaqiao University)*

### DESTINATION BRAND EQUITY AND REVISIT INTENTION OF TOURISTS: THE THEORETICAL PERSPECTIVE

*Hoang Thi Van (Ton Duc Thang University, Vietnam) and Pham Hong Long (University of Social Sciences and Humanities Vietnam National University in Hanoi)*

### WHERE DO YOU WANT TO GO IF YOU ARE LONELY? - EXPLORING THE IMPACT OF SOCIAL MEDIA ON THE TRAVEL DECISIONS OF LONELY PEOPLE

*Junjiao Zhang (Nankai University), Wanying Leng (Nankai University), Yini Li (Nankai University) and Huijie Liu (Nankai University)*

### THE IMPACT OF ADULT CHILDREN-PARENT INTERACTION ON THE REVISIT INTENTION IN FAMILY TRAVEL

*Yanbo Yao (Nankai University) and Guangmei Jia (Nankai University)*

## **Theme 4: Tourism and Destinations** *Moderated by Dr Maggie Leong*

DIFFERENT ACTIVITIES, DIFFERENT SENSES: WHAT IS THE ASSOCIATION BETWEEN ACTIVITIES AND SENSORY EXPERIENCE?

*Huahua Li (Nankai University) and Hanqin Qiu (Nankai University)*

MARKETING MUSLIM-FRIENDLY TOURISM IN TAIWAN: A REVIEW AND FUTURE RESEARCH AGENDA

*Farah Atiqah Mohamad Noor (Sunway University), Zulfikry Basar (Sunway University) and Nawal Hanim Abdullah (Universiti Putra Malaysia)*

SCUBA DIVING TOURISM INDUSTRY IN MALAYSIA: DEMOGRAPHIC PROFILE OF DIVE TOURIST

*Kalsitinoor Set (Universiti Malaysia Terengganu), Norlida Hanim Mohd Salleh (Universiti Kebangsaan Malaysia) and Munira Mhd Rashid (Jalan Pasir Mas Salor)*

THE INFLUENCE OF MALAYSIA'S IMAGE AS A TRAVEL DESTINATION ON SRI LANKAN YOUTH VISIT INTENTION: HOW PROMINENT IS THE ROLE OF INTERNET SOURCES?

*Trevor Anton (Sunway University)*

NEW RELIGIOUS TRAVEL SEGMENT

*Siti Atikah Rusli (Sunway University), Tan Ai Ling (Sunway University), Alexander Trupp (Sunway University), Chong Ka Leong (Sunway University) and Vijaya Malar V Arumugam (Sunway University)*

## **Theme 5: Technology and Innovations in Hospitality and Tourism** *Moderated by Dr Teh Pek Yen*

THE IMPACT OF TOURISTS' PERCEPTIONS OF SPACE-LAUNCH TOURISM: AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOUR APPROACH

*Philip Pong Weng Wong (Sunway University), Lei Wang (Xuzhou University of Technology) and Qi Zhang (Xuzhou University of Technology)*

RELATIONSHIP OF RFMU AND ONLINE GROCERIES SHOPPING BEHAVIOURS

*Rita Lo (Sunway University)*

A CONCEPTUAL ASSESSMENT CONCERNING THE INTERCEPTIONS BETWEEN U-COMMERCE AND TOURISM RETAIL

*Evelyn Loh (Sunway University) and Marcus Stephenson (Sunway University)*

HEY, STOP GIVING A TIP TO HUMAN WAITERS! EXPLORING FACTORS THAT INFLUENCE CONSUMERS' WILLINGNESS TO PAY MORE FOR ROBOTIC RESTAURANTS

*Siriprapha Jitanugoon (National Yunlin University of Science and Technology), Pittinun Puntha (National Yunlin University of Science and Technology), Stephanie Hui-Wen Chuah (Taylor's University) and Eugene Cheng-Xi Aw (USCI University)*

**Theme 6: Employment Concerns in Tourism and Hospitality**  
*Moderated by Dr Xing Su*

A STUDY ON THE INFLUENCE OF SERVICE-ORIENTED HUMAN RESOURCE MANAGEMENT ON PROMOTION FAIRNESS - TAKE B ENTERPRISE AS AN EXAMPLE  
*Qingjuan Wang (Nankai University), Zijie Zhao (Nankai University), Wenyu Ding (Nankai University) and Zhengke Wang (Nankai University)*

FROM DINE IN TO TAKEOUT: INVESTIGATING RAPID ORGANIZATIONAL TRANSFORMATION DURING THE COVID-19 OUTBREAK  
*Dachen Wang (Sun Yat-Sen University), Yifei Wang (Sun Yat-Sen University), Huihui He (Sun Yat-Sen University) and Ipkin Anthony Wong (Sun Yat-Sen University)*

HOSPITALITY GRADUATES' CAREER INTENTIONS DURING COVID-19: EVIDENCE FROM MALAYSIA  
*Kok Ann Ng (Sunway University), Alexander Trupp (Sunway University) and Charuwan Phongpanichanan (Sunway University)*

A QUALITATIVE STUDY ON HOTEL EMPLOYEES' RESIGNATION EXPERIENCES IN VIETNAM  
*Nguyen Thi Hao (Yuan Ze University) and Poh Theng Loo (I-Shou University)*

RESEARCH ON THE INFLUENCE OF EMPLOYEE SATISFACTION ON CUSTOMER SATISFACTION IN CATERING INDUSTRY-- TAKING SERVICE QUALITY AS THE MEDIATOR  
*Qingjuan Wang (Nankai University), Jiaqi Tan (Nankai University), Wenyu Ding (Nankai University) and Zhengke Wang (Nankai University)*

..... **End of Day One** .....

**13 October 2021 (Wednesday)**

**Link** : [sunway-edu-my.zoom.us/j/99279543914?pwd=aG82L0hRTzVKWFIEbjBSOXowUVpSZz09](https://sunway-edu-my.zoom.us/j/99279543914?pwd=aG82L0hRTzVKWFIEbjBSOXowUVpSZz09)  
**Password**: SunwayU

**0800 - 0900**      **Keynote Speech 2 by Professor Ming-Hui Huang**  
*Female advantage from artificial intelligence*

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**0900 - 1000**      **Breakout paper session 2**  
*Grouped into seven themes (Themes 7 to 13)*

## **Theme 7: Leadership and Sustainability** *Moderated by Dr Kathy Kawon Kim*

### EMPLOYEE'S BRAND LOVE: THE ROLE OF INTERNAL BRANDING

*Virginia Meng-Chan Lau (Macao Institute for Tourism Studies) and Chrystal Hun Chen (Macao Institute for Tourism Studies)*

### EXPLORE PASTRY FOOD TRUCK FROM MICRO-ENTREPRENEURSHIP PERSPECTIVE IN TAIWAN

*Erin Hui-Wen Shih (Southern Taiwan University of Science and Technology), Fang-Ting Kuo (Southern Taiwan University of Science and Technology) and Hung-Ju Tsai (National Pingtung University of Science and Technology)*

### NEKONOMICS AND FELINE STATIONMASTERS – THE POINT OF PUTTING A HAT ON A CAT

*Johan Edelheim (Hokkaido University)*

## **Theme 8: Developments in the Hospitality and Hospitality-related Fields** *Moderated by Dr Drew Martin*

### THE SHIFT FROM BUSINESS TO LEISURE: AN INDUSTRY PERSPECTIVE OF MOTIVATORS OF BUSINESS TOURISTS' TRANSITION TO LEISURE TOURISTS

*Ai Ling Tan (Sunway University), Vijaya Malar Arumugam (Sunway University) and Anisha Mee Fong Chai (Sunway University)*

### A STUDY ON THE VALUE CO-CREATION MODEL OF EXHIBITORS AND ORGANIZERS - FROM THE PERSPECTIVE OF EXHIBITORS

*Jingna Wang (Nankai University), Jingjing Qi (Nankai University), Zhilin Yuan (Nankai University) and Xu Xiang (Nankai University)*

### MACHINE LEARNING TECHNIQUES IN TOURISM AND HOSPITALITY RESEARCH: A CRITICAL ASSESSMENT

*Ningqiao Li (University of South Carolina), Xiaoyi Liu (University of South Carolina) and Fang Meng (University of South Carolina)*

## **Theme 9: Tourist experiences and consumption** *Moderated by Dr Pearl Lin*

### AN EXPLORATORY STUDY OF MEMORABLE TOURISM EXPERIENCE FOR OLDER TOURISTS: BASED ON EMBODIMENT COGNITIVE THEORY

*Jing Huang (Nankai University), Yanjun Chen (Nankai University) and Danpu Xing (Nankai University)*

### EXAMINING THE ASYMMETRIC IMPACT OF ATTRIBUTE-LEVEL PERFORMANCE OF YOUTH HOSTELS ON TOURIST SATISFACTION

*Jing Huang (Nankai University), Danpu Xing (Nankai University), Shiyu Zhou (Nankai University) and Yanjun Chen (Nankai University)*

### WILLINGNESS OF US DOMESTIC TOURISTS TO PURCHASE SUSTAINABLE TOURISM PRODUCTS IN HAWAII

*Jerome Agrusa (University of Hawaii), Joseph Lema (University of Nevada Las Vegas), Cathrine Linnes (Østfold University College) and Gabriella Andrade (University of Hawaii)*

## **Theme 10: Resource Management in Hospitality and Tourism** **Moderated by Ms Rita Lo**

SURVIVING COVID-19, WHAT HAVE THE LUXURY TRAVEL RETAILERS IN MACAO BEEN DOING?

*Zhuo Catherine Li (Macao Institute for Tourism Studies) and Lianping Ren (Macao Institute For Tourism Studies)*

FACTORS AFFECTING PURCHASE INTENTION THROUGH THE MEDIATING ROLE OF CONSUMER TRUST: A CONCEPTUAL FRAMEWORK FOR EFFECTIVE SALES MANAGEMENT

*Mei Kei Leong (Sunway University) and Evelyn Geok Yan Loh (Sunway University)*

MIXED-EMBEDDEDNESS AMONG SOUVENIR STREET VENDORS IN A DOMESTIC MARKET

*Chetan Shah (University of Auckland), Alexander Trupp (Sunway University) and Shipra Shah (Fiji National University)*

## **Theme 11: Health and Wellness Tourism** **Moderated by Dr Catherine Li**

CULTURE OF HEALTH: PAVING THE WAY FOR AN INCLUSIVE POST-PANDEMIC TOURISM AGENDA

*Vijaya Malar Arumugam (Sunway University), Siew Cheng Ng (Sunway University), Sivakumari Supramaniam (Sunway University) and Ai Ling Tan (Sunway University)*

DEVELOPING HEALTH TOURISM IN MACAO, REALLY? AN ANALYSIS OF A RECENT STRATEGIC PROPOSAL BASED ON STAKEHOLDER PERCEPTIONS

*Ming Liu (University of Macau), Jieqi Guan (Macao Institute for Tourism Studies), Lianping Ren (Macao Institute for Tourism Studies) and Huijun Yang (Macao Institute for Tourism Studies)*

DECISION FACTORS TOWARDS MEDICAL TOURISM: PERCEPTION OF BANGLADESHI PATIENTS IN INDIAN HOSPITALS

*Dhanonjoy Kumar (Islamic University), Shenba Kanagasabapathy (Sunway University) and Khakan Najaf (Sunway Univeristy)*

## **Theme 12: Shopping and retail consumption** **Moderated by Dr Beile Zhang**

WHAT COULD BE THE PERCEIVED RISKS AS IMPEDING FACTORS THAT COULD PREVENT RETAIL FROM BEING SHIFTED ONLINE COMPLETELY? PERSPECTIVES FROM BOTH USERS AND SUPPLIERS

*Amy Sio Sin Lo (Macao Institute for Tourism Studies) and Cora Un In Wong (Macao Institute for Tourism Studies)*

HOW MUCH YOU CAN SAVE DEPENDS ON THE COLOR OF THE PRICE TAG

*Ao Lin [Lululemon Athletica Trading (Shanghai) Ltd] and Henrique Ngan (Macao Institute for Tourism Studies)*

DEVELOPING THE RETAIL MARKET BY COCONUT PRODUCTS IN TOURISM – ECONOMIC RECOVERY AFTER COVID-19 IN BEN TRE

*Pham Van Luan (Ben Tre College) and Tran Dong Phu (Ben Tre College)*

### Theme 13: Alternative Themes I Moderated by Dr Rachel Thomas

ANTECEDENTS TO ENGAGEMENT IN AGRITOURISM FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMES): THE ROLE OF GOVERNMENTAL SUPPORT

*Jeffrey Campbell (The University of South Carolina) and Marketa Kubickova (The University of South Carolina)*

WHAT DO TOURISTS LOOK LIKE? SCALE DEVELOPMENT FOR IMAGE BASED ON CHINESE TOURISTS FROM THE DESTINATION RESIDENTS' PERSPECTIVE

*Qiu Wei (Nankai University), Xingyang Lv (Southwestern University of Finance and Economics), Yan Chen (Nankai University) and Xin Zheng (Nankai University)*

COMMUNITY RESILIENCE IN A MULTI-CULTURAL, URBAN SOUQ ON THE ARABIAN PENINSULA

*Manuela Gutberlet (University of Johannesburg)*

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**1000 - 1015**      **Mindfulness workout session by Mr Jespuvan Singh**  
*The Art of Breathing*

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**1015 - 1030**      **Break**

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**1030 - 1100**      **Networking session**  
*Please get your networking PPT slide template ready*

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**1100 - 1200**      **Breakout paper session 3**  
*Grouped into six themes (Themes 14 to 19)*

### Theme 14: Food and Beverage Consumption Moderated by Dr Tan Ai Ling

PREDICTORS OF FOOD WASTE BEHAVIOR AMONG UNIVERSITY STUDENTS

*Khee Min Teo (Sunway University) and Kamelia Chaichi (Sunway University)*

COFFEE AND COVID-19: FACTORS INFLUENCING THIRD-WAVE CAFE PATRONAGE

*Ian J. Choy (Alumni, Victoria University)*

ELDERLY ACCEPTANCE OF NUTRITIONAL COMMERCIAL FORMULA IN SNACK FOOD: A CASE STUDY IN DAY CARE

*Erin Hui-Wen Shih (Southern Taiwan University of Science and Technology), Cheau-Jane Peng (Southern Taiwan University of Science and Technology) and Mei-Yuan Liu (Chi Mei Hospital Taiwan)*

## **Theme 15: Marketing, Branding and Image** *Moderated by Dr Philip Wong*

MARKETING OPPORTUNITIES FOR TRADITIONAL FERMENTED FOOD PRODUCTS IN MALAYSIA

*Rachel Thomas Tharmabalan (Sunway University)*

MYA SILK – FROM AN EXCEPTIONAL FABRIC TO POTENTIALS OF REPRESENTING THE FASHION TOURISM OF VIETNAM

*Xuan Quyet Pham (University of Economics Ho Chi Minh City)*

MALAYSIAN SELFIE TOURIST AFORE THE COVID-19 PANDEMIC: WHO ARE THEY?

*Sathish Kumar Velayuthan (Universiti Teknologi Malaysia) and Noor Hazarina Hashim (Universiti Teknologi Malaysia)*

## **Theme 16: Motivation and Experiences in Service Management** *Moderated by Dr Marketa Kubickova*

I FOUND A CROCKROACH IN MY BOWL!!! RESTAURANT CUSTOMERS' SERVICE FAILURE AND RECOVERY ENCOUNTERS IN TAIWAN

*Poh Theng Loo (I-Shou University)*

DEVELOPING A NEW MODEL OF SERVICE QUALITY IN HOTEL DURING INFECTION DISEASE OUTBREAK, A CASE STUDY COVID-19

*Yousef Keshavarz (Islamic Azad University), Zeinab Ansari (Islamic Azad University) and Hossein Nezakati (Sunway University)*

RESEARCH ON THE RELATIONSHIP AMONG SERVICE FAIRNESS, CUSTOMER SATISFACTION AND SWITCHING INTENTION IN OTA SERVICE

*Qingjuan Wang (Nankai University), Jie Xu (Nankai University), Zhengke Wang (Nankai University) and Wenyu Ding (Nankai University)*

## **Theme 17: Post-COVID-19 Hospitality Experiences** *Moderated by Dr Jing Fu*

THE INFLUENCE OF E-MENUS ON CONSUMERS' PURCHASE INTENTION TOWARD ONLINE FOOD ORDERING DURING THE COVID-19 PANDEMIC: AN EMPIRICAL STUDY IN VIETNAM

*My Nguyen Thi Nguyet (Ton Duc Thang University Vietnam) and Thai-Ngoc Pham (Ton Duc Thang University Vietnam)*

PERSPECTIVES AND EXPERIENCES OF STREET FOOD VENDORS; AN EXPLORATORY STUDY OF STREETS OF INDIA

*Raji Vipin (Mahatma Gandhi University), Manasse Benny [Mar Ivanios College (Autonomous) Trivandrum, KERALA], Anita T.A (Mahatma Gandhi University) and Rigin Sebastian (Mahatma Gandhi University)*

HOLIDAY INTENTION AND HOPE OF RECOVERING IN THE HOTEL INDUSTRY AFTER COVID-19 PANDEMIC

*Ling Foon Chan (Sunway University)*



**Theme 18: How COVID-19 has changed the way people 'consume'?**  
*Moderated by Dr Virginia Lau*

COVID SCAPE: INNOVATION RELATED DISSONANCE AMONG JAPANESE DOMESTIC TOURISTS. A CASE STUDY IN TSURUI VILLAGE, JAPAN

*Beatriz Adriana Roldán Martínez (Hokkaido University)*

APPLYING A 2020 COVID-19 DEVELOPMENT TIMELINE TO CURRENT, FUTURE, AND RESULTING STATES OF US RETAIL, HOSPITALITY, AND TOURISM SITUATIONS

*Judith Forney (University of North Texas) and Dee Knight (University of North Texas)*

**Theme 19: Alternative Themes II**  
*Moderated by Dr Rich Harrill*

ATTRACTIVENESS OF MUNICIPALITIES FOR SECOND HOMES

*Xiang Lin (Södertörn University), Eva Hagsten (University of South Eastern Norway) and Martin Falk (University of South Eastern Norway)*

A STUDY OF HOTEL AND PROPERTY SECTORS IN MALAYSIA: DEVELOPERS' VIEWS AND SELECTED ANALYSES OF PRICE DRIVERS

*Mohamed Ariff (Sunway University), Calvin W. H. Cheong (Sunway University) and Hassanudin Thaker (Sunway University)*

THE INFLUENCE OF GREEN FEATURES ON CONSUMER PERCEPTION IN CREATING SUSTAINABLE SHOPPING CENTERS

*Izian Idris (Sunway University), Mikkay Wong Ei Leen (Sunway University) and Shu Yee Ng (Sunway University)*

1200 - 1230

**Closing panel**

*Announcement for winners of the Best Papers Award*

*Post-conference video*

*Closing remarks by the Conference Chair*

*Handing over to TRMC2022 hosts - The University of South California*

..... **End of Day Two** .....