

# APF2025

The 21<sup>st</sup> Asia Pacific Forum  
for Graduate Students  
Research in Tourism



14-16 May 2025  
SHTM and Hotel ICON



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

# CONFERENCE SCHEDULE

14 May 2025 (Wednesday)

15:00 – 21:00

**Conference Registration** (B1/F, SHTM)

16:15 – 17:30

**Pre-Conference Workshop** (TB100, SHTM)

**“Meet the Editors”**

Panelists:

- Prof. Kaye Chon, Editor-in-Chief of Journal of Travel & Tourism Marketing and Asia Pacific Journal of Tourism Research
- Prof. Cathy Hsu, Editor-in-Chief of Tourism Management
- Prof. Haiyan Kong, Regional Editor (China) of Asia Pacific Journal of Tourism Research
- Prof. Haiyan Song, Editor-in-Chief of Journal of China Tourism Research
- Prof. Honggen Xiao, Managing Editor of Journal of China Tourism Research

Session Chairs:

- Mr. Ratiibu Ssemata, PhD student, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Ms. Cyan Zheng, PhD student, School of Hotel and Tourism Management, The Hong Kong Polytechnic University

18:30 – 20:30

**Opening Reception** (B1, SHTM)



# CONFERENCE SCHEDULE

15 May 2025 (Thursday)

08:00 – 18:00

**Conference Registration** (B1/F, SHTM)

09:00 – 09:20

**Conference Opening** (THB100, SHTM)

- Prof. Kaye Chon, Dean and Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University

09:20 – 10:30

**Panel Discussion** (THB100, SHTM)

**“From Graduate to Scholar: Insights from Early-Career Academics”**

Panelists:

- Dr. Simone Bianco, Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Dr. Dori Davari, Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Dr. Faye Hao, Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Dr. Wangoo Lee, Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University

Session Chairs:

- Ms. Daffne Qiu, PhD student, School of Hotel and Tourism Management, The Hong Kong Polytechnic University
- Mr. Jacky Yang, PhD student, School of Hotel and Tourism Management, The Hong Kong Polytechnic University

# CONFERENCE SCHEDULE

15 May 2025 (Thursday)

10:30 – 11:00	<b>Refreshment Break</b> (B1/F, SHTM)
11:00 – 12:30	<b>Parallel Sessions – Paper Presentations</b> (B1/F, SHTM)
12:30 – 14:00	<b>Lunch</b> (Bistro 1979 – B2/F, SHTM)
14:00 – 15:30	<b>Parallel Sessions – Paper Presentations</b> (B1/F, SHTM)
15:30 – 16:00	<b>Refreshment Break</b> (B1/F, SHTM)
16:00 – 17:30	<b>Parallel Sessions – Paper Presentations</b> (B1/F, SHTM)



# CONFERENCE SCHEDULE

16 May 2025 (Friday)

08:00 – 18:00

**Conference Registration** (B1/F, SHTM)

09:00 – 10:30

**Panel Discussion** (THB100, SHTM)

**“From Graduate to Industry Leader: The Journey to Professional Success”**

Panelists:

- Ms. Sylvia Chung, Chief Business Impact Officer at Chinachem Group
- Mr. Pierandrea Falchi, Cost Controller at Swire Hotels
- Ms. Renee Kim, General Manager at Regala Skycity Hotel
- Dr. Robin Ning, General Manager at Hualuxe Kunming
- Mr. Calvin Yuen, Senior Manager, Headquarters Food & Beverage, Shangri-La Group

Session Chair:

- Dr. Simone Bianco, Assistant Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University

# CONFERENCE SCHEDULE

16 May 2025 (Friday)

10:30 – 11:00	<b>Refreshment Break</b> (B1/F, SHTM)
11:00 – 12:30	<b>Parallel Sessions – Paper Presentations</b> (B1/F, SHTM)
12:30 – 14:00	<b>Lunch</b> (Bistro 1979 – B2/F, SHTM)
14:00 – 15:30	<b>Parallel Sessions – Paper Presentations</b> (B1/F, SHTM)
15:30 – 16:00	<b>Refreshment Break</b> (B1/F, SHTM)
16:00 – 17:30	<b>Concluding Session</b> (THB100, SHTM)



# MEET THE EDITORS



14 May 2025



16:15 - 17:30



THB100, SHTM

## Featured Speaker



**Prof. Cathy HSU**

Editor-in-Chief of Tourism  
Management



**Prof. Kaye CHON**

Editor-in-Chief of Journal of Travel  
& Tourism Marketing and Asia  
Pacific Journal of Tourism Research



**Prof. Haiyan SONG**

Editor-in-Chief of Journal of China  
Tourism Research



**Prof. Haiyan KONG**

Regional Editor (China) of Asia  
Pacific Journal of Tourism Research



**Prof. Honggen XIAO**

Managing Editor of Journal of  
China Tourism Research

## Session Chairs



**Ms. Cyan ZHENG**

PhD student, School of Hotel and  
Tourism Management, The Hong  
Kong Polytechnic University



**Mr. Ratiibu SSEMATA**

PhD student, School of Hotel and  
Tourism Management, The Hong  
Kong Polytechnic University

# CONFERENCE OPENING

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15 May 2025



09:00 – 09:20



THB100, SHTM

Featured Speaker:



**Prof. Kaye CHON**


Dean and Chair Professor  
Walter and Wendy Kwok Family Foundation  
Professor in International Hospitality Management  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University



# PANEL DISCUSSION

## From Graduate to Scholar: Insights from Early-Career Academics

 15 May 2025

 9:20-10:30

 THB100, SHTM

### Panelists



**Dr. Faye HAO**

Assistant Professor,  
School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University



**Dr. Dori DAVARI**

Assistant Professor,  
School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University



**Dr. Simone BIANCO**

Assistant Professor,  
School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University



**Dr. Wangoo LEE**

Assistant Professor,  
School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University

### Session Chairs



**Ms. Daffne QIU**

PhD student,  
School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University



**Mr. Jacky YANG**

PhD student,  
School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University



# PARALLEL SESSIONS – PAPER PRESENTATIONS I

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15 May 2025



11:00–12:30



THB104, SHTM

## Culture and Storytelling

**Moderator: Dr. Irene Zhang**

**MYTHOLOGICAL STORYTELLING AS A CROSS-CULTURAL BRIDGE: HOW NARRATIVE TRANSPORTATION IN “BLACK MYTH: WUKONG” SHAPES INTERNATIONAL PLAYERS’ DESTINATION IMAGE PERCEPTION AND TOURISM MOTIVATION**

*Jiacheng Jie, The Hong Kong Polytechnic University*

*Min Yan, The Hong Kong Polytechnic University*

*Wangoo Lee, The Hong Kong Polytechnic University*

**THE INFLUENCE OF TOUR GUIDE TONE AND NARRATIVE CONTENT ON TOURISTS’ DESTINATION IMAGE PERCEPTION: THE MEDIATING ROLE OF PERSONAL INVOLVEMENT**

*Dengyun Wang, City University of Macau*

*Wai Ching Wilson Au, City University of Macau*

*Yixiao Zheng, City University of Macau*

*Zishuo Zhai, City University of Macau*

**THE ROLE OF CHINESE CULTURAL SYMBOLS IN TOURISTS’ EMOTIONAL RESONANCE AND IDENTITY CONSTRUCTION: EVIDENCE FROM THE CHINESE DRAGON BOAT RACE FESTIVAL**

*Jiahe Zhu, Southeast University*

*Qiushi Gu, Southeast University*

**LIMA AS A MICE DESTINATION – CASE STUDY BASED ON APEC 2024**

*Marjorie Riofrío Carbajal, The University of San Martín de Porres*



# PARALLEL SESSIONS – PAPER PRESENTATIONS I

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15 May 2025



11:00–12:30



THB105, SHTM

## Business Development and Management

**Moderator: Dr. Yvonne Yang**

### **THE VALUE OF MANAGERIAL ABILITY IN HOTELS**

*Peng Liu, Cornell University*

*Yilin Hong, Southwestern University of Finance and Economics*

*Peihong Liu, Cornell University*

### **THE IMPACT OF DIGITAL PLATFORM PARTICIPATION ON B&B PERFORMANCE**

*Ke Xin Guo, Zhejiang University/The Hong Kong Polytechnic University*

*Anyu Liu, The Hong Kong Polytechnic University*

*Shanshan Lin, Zhejiang University*

*Haiyan Song, The Hong Kong Polytechnic University*

*Weizheng Zhang, Newcastle University*

### **BUSINESS-TO-FAMILY ENRICHMENT AND INTERFERENCE IN SMALL FAMILY ENTERPRISES IN RURAL DESTINATIONS: FROM A FAMILY ECOLOGY PERSPECTIVE**

*Meiqi Zhang, Zhejiang University*

*Mao-Ying Wu, Zhejiang University*

*Longjie Wang, Zhejiang University*

*Geoffrey Wall, University of Waterloo*

# PARALLEL SESSIONS – PAPER PRESENTATIONS I

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15 May 2025



11:00–12:30



THB105, SHTM

## Business Development and Management

**Moderator: Dr. Yvonne Yang**

### **THE INFLUENCE OF BUSINESS INCUBATORS ON HOSPITALITY STARTUPS' PERFORMANCE**

*Sarvinoz Odilova, The Hong Kong Polytechnic University*

*Simone Bianco, The Hong Kong Polytechnic University*

### **THE "HALO EFFECT" OF THE IMPLEMENTATION OF CHINA'S BED-AND-BREAKFAST CLASSIFICATION SYSTEM: HOW INDUSTRY STANDARDS RAISE QUALITY?**

*Wenjie Zhang, Zhongnan University of Economics and Law*

*Tingting Mo, Zhongnan University of Economics and Law*

*Yongying Wang, Zhongnan University of Economics and Law*



# PARALLEL SESSIONS – PAPER PRESENTATIONS II

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15 May 2025



14:00–15:30



THB104, SHTM

## Experience Economy

**Moderator: Dr. Lisa Gao**

### **HOMOGENEOUS OR HETEROGENEOUS?—THE FORMATION MECHANISM OF MEMORABLE TOURISM EXPERIENCE AMONG DIVERSE IMMERSIVE EXPERIENCESCAPES**

*Chunxiao Li, Nankai University*

*Jiaqi Su, Nankai University*

*Xiaoyang Sun, Nankai University*

### **THE PARADOX AND BREAKTHROUGH OF EMOTION-DRIVEN TOURISM: RECOVERY AND TRANSFORMATIVE EXPERIENCES OF "LYING FLAT" YOUTH IN HOTEL SPACES**

*Yingxia Sun, Jinan University*

*Jiaxin Tang, Jinan University*

### **UNPLUGGING ON HOLIDAY: ASSESSING CHINESE TOURISTS' INTENTIONS TOWARDS DIGITAL DETOX TRAVEL EXPERIENCES**

*Aijing Li, Macao University of Tourism*

*Qinglang Su, Macao University of Tourism*

# PARALLEL SESSIONS – PAPER PRESENTATIONS II

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15 May 2025



14:00–15:30



THB104, SHTM

## Experience Economy

**Moderator: Dr. Lisa Gao**

### **UNLOCKING GENERATION Z TOURISTS' TIME STYLE FROM THE PERSPECTIVE OF SOCIAL ACCELERATION THEORY**

*Haoyue Jiao, SUN Yat-sen University*

*Kun Lai, SUN Yat-sen University*

### **FROM GAMEPLAY TO REAL-WORLD EXPLORATION: HOW VIDEO GAME EXPERIENCE INFLUENCES TRAVEL INTENTION THROUGH FANDOM**

*Yeyao Wang, City University of Macau*

*Rui Hu, City University of Macau*

*Wai Ching Wilson Au, City University of Macau*



# PARALLEL SESSIONS – PAPER PRESENTATIONS II

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15 May 2025



14:00–15:30



THB105, SHTM

## Social Media and Digital Platform

**Moderator: Dr. Curley Liu**

### **SOCIAL MEDIA USER'S TRAVEL PLANNING BEHAVIORS: A MULTI-ANALYTICAL APPROACH**

*Chanho Chung, Kyung Hee University*

*Shuang Ding, Kyung Hee University*

*Seunghun Shin, The Hong Kong Polytechnic University*

*Namho Chung, Kyung Hee University*

### **SEEING IS BELIEVING: EXAMINING XIAOHONGSHU'S VISUAL DECEPTION TRAVEL PHOTO INFLUENCES ON FEMALE TRAVELERS**

*Yingxin Zhu, Macao University of Tourism*

### **EXPLORING THE WEBSITE COMMUNICATION PRACTICES OF VOLUNTEER TOURISM OPERATORS ON ENVIRONMENTAL AND SOCIAL CLAIMS**

*King Yau Yu, The University of Queensland*

### **THE INFLUENCE OF SOCIAL MEDIA ON COLLEGE STUDENTS' PARTICIPATION IN VOLUNTEER TOURISM**

*Zexuan Dong, Hainan University*

# PARALLEL SESSIONS – PAPER PRESENTATIONS III

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15 May 2025



16:00–17:30



THB104, SHTM

## Food and Beverage

**Moderator: Dr. Yvonne Yang**

### **A CULINARY JOURNEY: UNVEILING THE ROLE OF PERCEIVED VALUE IN SHAPING THE PURCHASE OF PRE-COOKED FOOD SOUVENIRS**

*Yanling She, City University of Macau*

### **THE IMPACT OF LIMITED FINANCIAL RESOURCES ON STUDENTS' FOOD PURCHASING BEHAVIOURS AND EATING HABITS**

*Mpho Mokoena-Sealetse, Tshwane University of Technology*

*Carina Kleynhans, Tshwane University of Technology*

*Joseph Roberson, Tshwane University of Technology*

### **“CITY OF GASTRONOMY” CASE STUDIES OF MACAO FOOD FESTIVAL – THE EFFECTIVENESS OF GASTRONOMY TOURISM IN MACAO**

*Ka Hou Kelvin Leong, Macao University of Tourism/The University of Saint Joseph, Macao*

*Marieta Wong, Macao University of Tourism*

*Chon Long, Macao University of Tourism*

*Michael Ng, Macao University of Tourism*



# PARALLEL SESSIONS – PAPER PRESENTATIONS III

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15 May 2025



16:00–17:30



THB105, SHTM

## Tourism and Community

**Moderator: Dr. Curley Liu**

### **MANIFESTATION OF AGEING-IN-PLACE: SOCIAL TOURISM IN HONG KONG**

*Wai Ki Casey Ho, Lingnan University*

### **BRIDGING PERSPECTIVES: STAKEHOLDERS' ATTITUDES TOWARD SUSTAINABLE TOURISM IN RURAL INDONESIA – INSIGHTS FROM HANJELI TOURIST VILLAGE, WEST JAVA**

*Ade Suherlan, Western Sydney University*

*Joseph M. Cheer, Western Sydney University*

### **LEVERAGING INDIGENOUS TSONGA FOOD FOR SUSTAINABLE TOURISM DIVERSIFICATION IN MPUMALANGA, SOUTH AFRICA FOR SUSTAINABLE TOURISM DIVERSIFICATION**

*Sisa Ngcwangu, University of Mpumalanga*

*C Kleynhams, Tshwane University of Technology*

*JR Roberson, Tshwane University of Technology*

### **BEYOND PROFIT: PUBLIC SERVICE MOTIVATION AND COMMUNITY CITIZENSHIP BEHAVIOR IN RURAL TOURISM**

*Shaogui Xu, Fujian Normal University*

*Wenjuan Zheng, Fujian Normal University*

# PANEL DISCUSSION

## From Graduate to Industry Leader: The Journey to Professional Success



16 May 2025



9:00-10:30



THB100, SHTM

### Panelists



**Dr. Robin NING**

General Manager at Hualuxe  
Kunming



**Ms. Sylvia CHUNG**

Chief Business Impact Officer at  
Chinachem Group



**Ms. Renee KIM**

General Manager at Regala  
Skycity Hotel



**Mr. Calvin YUEN**

Senior Manager, Headquarters Food  
& Beverage, Shangri-La Group



**Mr. Pierandrea FALCHI**

Cost Controller at Swire Hotels

### Session Chair



**Dr. Simone BIANCO**

Assistant Professor, School of Hotel and Tourism Management,  
The Hong Kong Polytechnic University



# PARALLEL SESSIONS – PAPER PRESENTATIONS IV

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16 May 2025



11:00–12:30



THB104, SHTM

## Digital Transformation in Tourism

**Moderator: Dr. Nan Chen**

### **MEMORY THAT MATTERS: HOW AI MEMORY ENHANCES CONSUMER ATTITUDES AND WHEN IT BACKFIRES**

*David Chai, Tianjin Foreign Studies University*

*Yidan Ma, Liaoning University*

*Yangjun Le, Tianjin Foreign Studies University*

*Jian Li, Beihang University*

### **ENABLER OR DISRUPTOR? UNPACKING GENERATIVE AI AFFORDANCES AND CONSTRAINTS IN TRAVEL PHOTOGRAPHY**

*Xuejie Qiu, The Hong Kong Polytechnic University*

*Fei Hao, The Hong Kong Polytechnic University*

*Kangping Wang, The Hong Kong Polytechnic University*

*Shuxu Liu, The Hong Kong Polytechnic University*

### **DIGITALIZATION OF TOURISM IN ALMATY: ANALYZING THE INFLUENCE OF DIGITAL MARKETING ON TOURIST DESTINATION PREFERENCES, BEHAVIOR, AND SUSTAINABLE CHOICES**

*Akhmetkhanova S.M., Almaty Management University*

*Omirtay A.E., Almaty Management University*

*Kagyrzhan A.G., Almaty Management University*

*Yessengaliyeva A.K., Almaty Management University*

# PARALLEL SESSIONS – PAPER PRESENTATIONS IV

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16 May 2025



11:00–12:30



THB104, SHTM

## Digital Transformation in Tourism

**Moderator: Dr. Nan Chen**

### **VIRTUAL INFLUENCERS: THE AI AMBASSADOR MAKING VACATIONS MEMORABLE AND BRAND UNSTOPPABLE**

*Chon In Alston Ho, Macao University of Tourism*

*Henrique Fátima Boyol Ngan, Macao University of Tourism*

### **CUSTOMERS' WILLINGNESS TO RESERVE HOTELS: COMPARING 2D VS. 3D VS. VIRTUAL REALITY (VR) IMAGES**

*Yuqian Star Zhong, City University of Macau*

*Wai Ching Wilson Au, City University of Macau*

*Fiona Chi, Technological and Higher Education Institute of Hong Kong*

*Pearl M C Lin, The Hong Kong Polytechnic University*



# PARALLEL SESSIONS – PAPER PRESENTATIONS IV

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16 May 2025



11:00–12:30



THB105, SHTM

## Organizational Behaviour

**Moderator: Dr. Crystal Shi**

### **ORGANIZATIONAL CULTURES INFLUENCE EMPLOYEE INNOVATION AMID TOURISM DIGITAL TRANSFORMATION: THE MEDIATING ROLES OF OPENNESS AND RESISTANCE**

*Jun Zhang, China Academy of Social Management/Beijing Normal  
University*

*H.Y. Alice Hon, The Hong Kong Polytechnic University*

### **IMPACTS OF ORGANIZATIONAL ELEMENTS ON INTRAPRENEURSHIP INSIDE HOTELS LOCATED IN DA NANG CITY, VIETNAM**

*Thanh-Dung Dang, Duy Tan University*

*Huy-Tuan Nguyen, Duy Tan University*

*Cong-Minh Nguyen, Duy Tan University*

*Thu-Huong Luu Thi, Duy Tan University*

*Khanh-Ly Le Thi, Duy Tan University*

### **THE NOSY EMPLOYER: HOW HOSPITALITY FIRMS MEDDLE WITH EMPLOYEE PRIVACY**

*Hira Shaukat, COMSATS University*

*Syed Asim Shan, COMSATS University*

# PARALLEL SESSIONS – PAPER PRESENTATIONS IV

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16 May 2025



11:00–12:30



THB105, SHTM

## Organizational Behaviour

**Moderator: Dr. Crystal Shi**

### **APPLICANTS' AND EMPLOYERS' GHOSTING EXPERIENCED, EXPECTED, AND ACCEPTED**

*Storms Suzanne, The Hong Kong Polytechnic University*

*Deniz Kucukusta, The Hong Kong Polytechnic University*

### **RETAINING TALENT IN TOURISM: THE HIDDEN CONNECTION BETWEEN JOB SATISFACTION AND TURNOVER INTENTION**

*Khanh-Ly Le Thi, Duy Tan University*

*Huy-Tuan Nguyen, Duy Tan University*

*Cong-Minh Nguyen, Duy Tan University*

*Thu-Huong Luu Thi, Duy Tan University*

*Thanh-Dung Dang, Duy Tan University*



# PARALLEL SESSIONS – PAPER PRESENTATIONS V

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16 May 2025



14:00–15:30



THB104, SHTM

## AI and Technology Adoption

**Moderator: Dr. Emily Chen**

### **THE DETERMINANTS AFFECT AI CHATBOTS ADOPTION OF THE ELDERLY IN TOURISM AND HOSPITALITY**

*Thu-Huong Luu Thi, Duy Tan University*

*Cong-Minh Nguyen, Duy Tan University*

*Huy-Tuan Nguyen, Duy Tan University*

*Khanh-Ly Le Thi, Duy Tan University*

*Thanh-Dung Dang, Duy Tan University*

### **INTEGRATION OF SECURITY RISKS IN TECHNOLOGY ACCEPTANCE OF GENERATIVE AI**

*Xinyu Ma, Macao University of Tourism*

*Henrique Fátima Boyol Ngan, Macao University of Tourism*

### **APPROACH OR AVOIDANCE? THE MODERATING ROLE OF ETHICAL AWARENESS IN DYNAMIC TRUST AND TRANSPARENCY ANXIETY TOWARD AI USAGE IN TOURISM**

*Bo Wang, Macao University of Tourism*

*Huijun Yang, Macao University of Tourism*

# PARALLEL SESSIONS – PAPER PRESENTATIONS V

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16 May 2025



14:00–15:30



THB104, SHTM

## AI and Technology Adoption

**Moderator: Dr. Emily Chen**

### **DEVELOPING A MEASUREMENT SCALE OF AI COMPANIONS**

*Haiyan Kong, Shandong University*

*Xiaoying Feng, Shandong University*

### **HUMAN INTELLIGENCE VS. ARTIFICIAL INTELLIGENCE IN HOTEL SERVICES: ANALYZING GENDER-BASED CUSTOMER PERCEPTIONS**

*Abylay Musabay, The Hong Kong Polytechnic University*

*Mahlagha Darvishmotevali, The Hong Kong Polytechnic University*



# PARALLEL SESSIONS – PAPER PRESENTATIONS V

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16 May 2025



14:00–15:30



THB105, SHTM

## Destination Image and Identity

**Moderator: Dr. Lisa Gao**

### **THE LOCAL CONSTRUCTION OF MACAO TOURISM SOUVENIRS AND ITS IMPACT ON TOURISTS' EMOTIONAL VALUE AND POST-TRIP WELL-BEING**

*Yawen Lee, Macau University of Science and Technology*

### **CONVERSATION WITH NATURAL ATTRACTIONS: THE DEVELOPMENT OF AN EVALUATION FRAMEWORK**

*Frank Guo, The Hong Kong Polytechnic University*

*Cathy H.C. Hsu, The Hong Kong Polytechnic University*

### **INTELLECTUAL PROPERTY LOCALIZATION OF INTERNATIONAL THEME PARKS IN CHINA – THE CASES OF SHANGHAI DISNEY RESORT AND BEIJING UNIVERSAL STUDIOS**

*Yuting Dai, Macao University of Tourism*

# CONCLUDING SESSION

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16 May 2025



16:00 – 17:30



THB100, SHTM



Best Paper Award Presentation



Concluding Remarks



**Prof. Kaye CHON**

Dean and Chair Professor  
Walter and Wendy Kwok Family Foundation  
Professor in International Hospitality Management  
School of Hotel and Tourism Management  
The Hong Kong Polytechnic University