

2022 The 4th International Tourism and Retail Service Management Conference

TRMC2022

Itinerary is in US Eastern Standard Time (EST)
(subject to change)

WEDNESDAY, OCTOBER 19, 2022	
8:00 – 8:05AM	Introduction
8:05 – 8:20AM	Welcome Speech
8:20 – 9:20AM Moderator: Dr. Rich Harrill	Keynote Speech by Professor Simon Hudson <i>Topic: International practices on tourism destination management and Covid-19</i>
9:20 – 10:20AM Moderator: Dr. Scott Smith	Industry Panel Session Sarah D'Angelo, Passion Graham, Maxine Taylor, Jon Bollman
10:20 – 10:30AM	Break
10:30 – 10:55AM	Networking Session <i>Please get your networking PPT slide template ready</i>
11:00 – 12:00PM	Breakout Research Session <i>Grouped into five themes (Themes 1 to 5)</i>
Theme 1: Customer Behavior and Experiences Moderator: Dr. Rich Harrill, Xiao (Forest) Ma (tech assistant)	#57 Exploring the formation mechanism of tourist citizenship behavior in wellness tourism destinations: The mediating role of psychological ownership <i>Guoquan Wang*, Nankai University; Hanqin Qiu, Zhejiang University City College; and Lianping Ren, Macao Institute for Tourism Studies</i> #16 Hotel staycation during the covid-19 pandemic: An extraordinary experience in the ordinary life <i>Su Hei Lo and Yi Fan Chen*, both of Macao Institute for Tourism Studies; Ka Kui Yan, The Hong Kong Polytechnic University</i> #59 Mediation effect of consumer perceived event innovation <i>Sophie Unson*, Wei Wang, and Kristina Harrison, all of The University of Southern Mississippi</i>
Theme 2: Customer Behavior and Experiences Moderator: Dr. Zhuo (Catherine) Li,	#52 The characteristics and formation of flow tourism experience—A perspective of tourists' embodied performance <i>Yong Yang* and Yongguang Zou, both of Huaqiao University</i> #20 Exploring the changes of Chinese tourists in travel behaviour and preferences before and after COVID-19 pandemic outbreak <i>Yu Yao* and Shanshan Qi, both of Macau Institute for Tourism Studies</i>

<p>Lali Odosashvili (tech assistant)</p>	<p>#23 Exploring antecedents and consequences of trade show visitors' experience value: A liminality framework <i>Jingna Wang, Xu Xiang*, and Jing Huang, all of Nankai University</i></p>
<p>Theme 3: Customer Behavior and Experiences</p> <p>Moderator: Dr. Scott Taylor, Carol Como (tech assistant)</p>	<p>#14 Knowledge mapping of smart tourism experience - A visual analysis using citespace <i>Jin Liu, Macau University of Science and Technology</i></p> <p>#56 Path for Whom? Walking at the Historic Center of Macao SAR: the flow experience and space-time usage of traveller <i>Ku Kei Ieng Tammy, Macao Institute for Tourism Studies; Lai Tsz Ming Terence, Macao Polytechnic University</i></p> <p>#29 A study on market segmentation differences of travellers' service experience with various partners <i>Hongji Hu, Fudan University; Miao Zhang, Fudan University, Hexi University; and Yingzhi Guo*, Fudan University</i></p>
<p>Theme 4: Marketing and Management</p> <p>Moderator: Dr. Zhe Chen, Ningqiao Li (tech assistant)</p>	<p>#39 The strategic transformation motivation of travel agency enterprise: A case study Pingping Hou*, Zhejiang University City College; Yu Zhou, Nanchong Vocational College of Culture and Tourism</p> <p>#61 Hotel marketing strategies during turbulent times: Surfacing the local complexities of strategic decisions Drew Martin, University of South Carolina</p> <p>#28 Research on the mechanism of brand social media marketing Danyu Huang, Guangdong University of Technology</p>
<p>Theme 5: Planning, Policy & Sustainability</p> <p>Moderator: Dr. Joo Ee Gan, Alex Arhin (tech assistant)</p>	<p>#49 Support or Object? Residents' attitude to land lease in proposed tourism development <i>Litian Zhang*, Xiaolong Ma, and Weifeng Su, all of Nankai University</i></p> <p>#42 An analysis of the coupling-coordination degree between tourism development and urban liveability and its determinants: a perspective of the recreation system in China <i>Jingjing Liu, Lanxin Ren*, Yahui Su, China University of Geosciences; Peter Nijkamp, Alexandru Ioan Cuza University and Huiqin Li, China University of Geosciences</i></p> <p>#25 Residents' self-protective behavior during health crisis: Protection motivation theory and role of trust in government <i>Swechchha Subedi and Marketa Kubickova, both of University of South Carolina</i></p>

THURSDAY, OCTOBER 20, 2022

8:00 – 9:00AM Moderator: Dr. Jeff Campbell	Keynote Speech by Dr. Amata Ring <i>Topic: Recent crises and effects on consumers' behaviors in everyday life</i>
9:00 – 9:30AM Moderator: Dr. Fang Meng	Keynote Speech by Professor Hanqin Qiu <i>Topic: Digitalization of hospitality and tourism education after Covid-19</i>
9:30 – 10:30AM	Breakout Research Session <i>Grouped into five themes (Themes 6 to 10)</i>
Theme 6: Customer Behavior and Experiences Moderator: Dr. Kei leng (Tammy) Ku, Miriam Feng (tech assistant)	<p>#31 A phenomenological study on guests' artistic experience in luxury hotels in Macao <i>Luyang Wang and Lianping Ren, both of Macao Institute for Tourism Studies</i></p> <p>#44 Mexican craft beer consumers preferred attributes: A conjoint analysis approach <i>Ismael Castillo-Ortiz, Universidad Anáhuac; Diego Bufquin, University of Central Florida; Scott Taylor, Jr. *, University of South Carolina; and Minwoo Lee, University of Houston</i></p> <p>#19 The influence of individual authenticity experiences on tourists' behavioral intentions: The mediating role of place attachment <i>Jingjing Liu, Yahui Su*, Lanxin Ren, China University of Geosciences; and Peter Nijkamp, Alexandru Ioan Cuza University</i></p>
Theme 7: Customer Behavior and Experiences Moderator: Dr. Qinglang Su, Katherine Stinson (tech assistant)	<p>#47 How to recognize a secure tour guide? Impact of personality and work resources on tour guides' safety performance <i>Yuan Li, Yongguang Zou, and Yong Yang*, all of Huaqiao University</i></p> <p>#38 A systematic review of food festival research in tourism <i>Yu Zhou*, Nanchong Vocational College of Culture and Tourism; Pingping Hou, Zhejiang University City College</i></p> <p>#51 Understanding the changing experience of tourist shopping in the post-covid era: Evidence from Macao <i>Xiaojuan Li, Yangping Feng*, Lianping Ren, Macao Institute of Tourism Studies; and Cora Un In Wong, Macao Polytechnic University</i></p>
Theme 8: Marketing and Management Moderator:	<p>#50 A comparative analysis of Wuzhen's social media: The tourists' perceived destination image of the historic water town <i>Jing Ji*, Zhejiang University City College; Zheng Ling, Capital Normal University; Genyuan Jiang, Wenzhou Business College; Eduardo Parra-López, Universidad de La Laguna; María de los Ángeles Pérez Sánchez, Zhejiang University; and Hanqin Qiu, Zhejiang University City College</i></p>

<p>Dr. Henrique Nga, Hui Jiang (tech assistant)</p>	<p>#30 A study on the mechanism of leisure well-being of western residents under the "belt and road" initiative: A case study of China's Gansu province <i>Miao Zhang*</i>, Fudan University, Hexi University; <i>Hongji Hu and Yingzhi Guo</i>, both of Fudan University</p> <p>#9 Going to a cool destination: What is and how tourists perceive cool destinations <i>Chong Fo Lei*</i>, Macao Institute for Tourism Studies; <i>Chi Ion Lei</i>, Tsinghua University; and <i>Henrique Ngan</i>, Macao Institute for Tourism Studies</p>
<p>Theme 9: Planning, Policy & Sustainability</p> <p>Moderator: Dr. Jingjing Yang, Luotong Wang (tech assistant)</p>	<p>#43 Local government intervention in tourism-driven rural gentrification: Types and interpretative framework <i>Weifeng Su*</i> and <i>Xiaolong Ma</i>, both of Nankai University</p> <p>#36 Toward bike program for tourism and leisure in urban periphery: Examination of innovating product development model <i>Wilco Chan</i>, Macao Institute for Tourism Studies; <i>Chammy Lau</i>, The Hong Kong Polytechnic University; <i>Xintong Lu*</i> and <i>Hangzun Zhang</i>, both of Macao Institute for Tourism Studies</p> <p>#18 Social networks of urban livability and their role in tourism development <i>Yiting Wang</i>, China University of Geosciences</p>
<p>Theme 10: POSTER session</p> <p>Moderator: Dr. Xiangping Li, Swechchha Subedi (tech assistant)</p>	<p>#17 Student engagement, peer influence and adoption intention to self-regulated learning platform <i>Yuanyuan Jiao and Xue Gao*</i>, both of Nankai University</p> <p>#13 Live streaming: Recent trends and future directions <i>Mengfan Li</i>, Curtin University</p> <p>#12 Research on the influence of menu label on consumers' visual attention—based on eye movement technology <i>Ningning Xing</i>, Zhangzhou Institute of Technology; <i>JingQiang Wang</i>, Huaqiao University; and <i>Xin Huang</i>, Guangdong Ocean University</p> <p>#33 Effective tourism market governance: the framework and mechanism to make tourists spend <i>Yuting Wang*</i> and <i>Hui Li</i>, both of Nankai University</p> <p>#10 Examining sports tourists' behavioral intentions: An application of embodied experience and S-O-R from a cross-cultural perspective</p>

	<p><i>Huimin Song and Wei Zeng*</i>, both of <i>Huaqiao University</i>; <i>Tingting Zeng</i>, <i>Nanfang College</i>; and <i>Jamie M. Chen</i>, <i>North Dakota State University</i></p> <p>#37 Get more likes: Exploring the impact of sentiment in online reviews on the received recognition under the forest tourism perspective <i>Jie Zheng*</i>, <i>Iowa State University</i>; <i>Xi Wang</i>, <i>BNU-HKBU United International College</i></p> <p>#46 Traveling in the digital age: What does the senior group experience? <i>Danlei Mao*</i>, <i>Hanqin Qiu</i> and <i>Jing Ji</i>, all of <i>Zhejiang University City College</i></p>
<p>10:30 – 10:50AM Moderators: Robby Lybrand, Dr. Scott Taylor</p>	Food Lab Demonstration
10:50 – 11:00AM	BREAK
11:00 – 12:00PM	Breakout Research Session <i>Grouped into 5 themes (Themes 11 to 15)</i>
<p>Theme 11: Customer Behavior and Experiences</p> <p>Moderator: Dr. Miyoung Jeong, Badr Badraoui (tech assistant)</p>	<p>#40 Examining the relationship between service failure and consumer justice: The role of ambivalent identification in consumer market <i>Lok Man LM Lee*</i>, <i>The Hong Kong Polytechnic University</i>; <i>Yee Man Siu</i>, <i>Jun Feng Zhang</i> and <i>Wai Lam Tsui</i>, all of <i>Hong Kong Baptist University</i></p> <p>#32 Greeting “virtual friends”: A study on the behavior pattern of Chinese anime pilgrims <i>MingJun Ji*</i> and <i>Chunxiao Li</i>, both of <i>Nankai University</i></p> <p>#62 Themed Casino shopping malls: The hedonic shopping value and share of wallet <i>Zhuo (Catherine) Li*</i>, <i>Macao Institute for Tourism Studies</i>; and <i>IpKin Anthony Wong</i>, <i>Sun Yat-Sen University</i></p>
<p>Theme 12: Customer Behavior and Experiences</p> <p>Moderator: Dr. Philip Wong, Miriam Feng (tech assistant)</p>	<p>#63 Travel live streaming presence and visit intention: The role of engagement <i>Yi Ren</i> and <i>Xiangping Li*</i>, both of <i>Macao Institute for Tourism Studies</i></p> <p>#34 Analyzing host-tourist interaction from social exchange perspective in rural tourism development <i>Hui Li *</i> and <i>Yan Jiao</i>, both of <i>Nankai university</i></p> <p>#48 Impact of tourists’s heritage spatial perception on place identity Evidence from Quanzhou in China <i>Yong Yang*</i>, <i>Yuan Li</i> and <i>Yongguang Zou</i>, all of <i>Huaqiao University</i></p>

<p>Theme 13: Marketing and Management</p> <p>Moderator: Dr. Ercan Sirakaya- Turk, Damla Sonmez (tech assistant)</p>	<p>#54 Struggling in silence? The formation mechanism of implicit conflict in rural tourism communities <i>Youguang Zou, Huaqiao University; Fang Meng*, University of South Carolina; and Yao Zhu, Huaqiao University</i></p> <p>#55 Daily vlog-induced tourism: How did my travel intention come about? <i>Pei Wu*, Yongguang Zou, and Yong Yang, all of Huaqiao University</i></p> <p>#41 Consumers' continuance use of smart unmanned vending machines: A value-based adoption model <i>Sharleen Chen, Macao Institute for Tourism Studies</i></p>
<p>Theme 14: Planning, Policy & Sustainability</p> <p>Moderator: Dr. Daniel Chong Ka Leong, Omid Oshriyeh (tech assistant)</p>	<p>#27 Restrictions and planning during covid-19: challenges in leisure and hospitality employment in the United States <i>Lali Odosashvili* and Mark Nagel, both of University of South Carolina</i></p> <p>#60 Sustainability of rural tourism in deep East Texas after the covid-19 pandemic <i>Jennifer T Edwards*, Tarleton State University; Gina Fe Causin, Stephen F. Austin State University</i></p> <p>#15 A comprehensive analytical framework for energy and tourism economy growth: Evidence from cities in the Yangtze river delta <i>Dongdong Wu* and Hui Li, both of Nankai University</i></p>
<p>Theme 15: Human Resources & Leadership & Education</p> <p>Moderator: Dr. Alexander Trupp, Katheldra Alexander (tech assistant)</p>	<p>#53 Engaging tourism retail students in the post-covid era via a retail lab — experience from IFTM Macao <i>Zhuo (Catherine) Li*, Simon Lei, Lianping Ren, and Fernando Lourenco, all of Macao Institute for Tourism Studies</i></p> <p>#11 Experiential Learning in Hospitality and Tourism Education <i>Wei Wang* and Chris Croft, both of University of Southern Mississippi</i></p> <p>#26 Hotel employees' support for federal government policies during crisis: Extension of social exchange theory <i>Swechchha Subedi*, Lali Odosashvili, and Marketa Kubickova, all of University of South Carolina</i></p>
<p>12:00 – 12:10PM</p>	<p>Break</p>
<p>12:10 – 12:30PM</p>	<p>Closing Session: Announcement for winners of the Best Papers Award Closing remarks</p>

