



2013 International Conference on Hospitality, Tourism and Leisure

Date : 19 Apr, 2013

Venue : HungKuang University, Taichung, Taiwan

19 Apr, 2013

Time	Program	
9:20~9:50	Registration	
9:50~10:00	<p>Opening ceremony</p> <p>Welcome address</p> <p>President Guor-Cheng Fang (HuangKuang University)</p> <p>Dean Jeou-Shyan Horng Conference Chairman (HuangKuang University)</p>	
10:00~11:00	Keynote Speech I	<p>Making Our Heritage Sustainable: Challenges for Sustainable Tourism - an innovatory approach</p> <p><u>Prof. Bernard Lane</u> (Co-Editor, Journal of Sustainable Tourism, SSCI Journal)</p> <p>Moderator: President Ji-Ye Rong (National Kaohsiung University of Hospitality and Tourism)</p> <p>Venue : International Conference Hall</p> 

Time	Program	
11:00~12:00	Keynote Speech II	<p>Towards greener graduates: Concepts and tools to build sustainability values and skills into tourism hospitality and leisure education</p> <p><u>Prof. Philip Pearce</u> (Head of Discipline – Tourism Events & Sports, Foundation Professor of Tourism, James Cook University, Australia)</p> <p>Moderator: Prof. Ming-Huei Lee (Hsing Wu University)</p> <p>Venue : International Conference Hall</p> 
12:00~13:50	<p>Hospitality Education Association/Home Economics Association</p> <p>General Assembly /</p> <p>Lunch Time</p>	
13:50~14:50	Keynote Speech III	<p>Thinking outside the box – Innovation in Hospitality and Tourism</p> <p><u>Prof. Perry Hobson</u> (Pro-Vice Chancellor – Global Engagement, Taylor’s University, Malaysia)</p> <p>Moderator: Dean Jeou-Shyan Horng (HuangKuang University)</p> <p>Venue : International Conference Hall</p> 
14:50~15:10	Refreshment Break (Poster I)	

Time	Program			
<p>15:10-16:10</p> <p>Oral Presentation should be presented within 10 minutes, and Q&A 5 minutes</p>	General Presentation Session I			
	LB 20301	LB 20302	LB 20303	LB 20304
	<p style="text-align: center;">【Session A】</p> <p>Topic : Hospitality Management Moderator : Dr. Wu-Chung Wu</p> <p>NO.103-Image of Food Culture and Behavior of Eating Among Generations: A Case Study of Hakkas in Maioli</p> <p>NO.126-The Study of Consumers' Attitude and Willingness to Stay at Green Hotels in Taiwan and China</p> <p>NO.142-Research on the Mediating Effects of Career Adaptability on Attitudes Toward Functional Flexibility and Job Involvement</p> <p>NO.147-The Relationship between Job Involvement and Workplace Deviance Behavior in Taiwan Exhibition</p>	<p style="text-align: center;">【Session B】</p> <p>Topic : Hospitality Management Moderator : Dr. Lou-Hon Sum</p> <p>NO.104-The impact of CSR on relationship quality and relationship outcomes A multi stakeholder perspective of Taiwan hotel industry</p> <p>NO.121-The impact of environmental knowledge and environmental behavior on restaurant consumer: the moderation effects of self-determination theory</p> <p>NO.127-The Relationship between of Leadership Styles and Internal Service Quality at Taiwan's International Tourism Hotels</p> <p>NO.148-The Relationship between Work-base Support and Job Stress: A Study in Restaurant Service</p>	<p style="text-align: center;">【Session C】</p> <p>Topic : Marketing and branding strategies in tourism, Leisure and hospitality industry Moderator : Prof. Kuo-Ching Wang</p> <p>NO.133-How to educate the public for low-carbon tourism in Taiwan?</p> <p>NO.110-A Study on the Relationship amidst Brand Image, Product Satisfaction, and Purchase Intention on Green Product</p> <p>NO.135-Customer loyalty modeling research of the theme park in Taiwan</p> <p>NO.164-A study of the relationships among Experiential Value, Customer Satisfaction, and Customer Loyalty: A Case of Starbucks</p>	<p style="text-align: center;">【Session D】</p> <p>Topic : Tourism and Leisure Management Moderator : Prof. Homer C. Wu</p> <p>NO.119-Prospective tourist's action towards on-line travel information</p> <p>NO.106-Understanding Tourists' Behavioral Intentions to Taiwanese Agritourism</p> <p>NO.111-The Potential of Food Tourism in the Province of Pampanga: Basis for Proposed Intervention Measures</p> <p>NO.108-Selecting Critical Position for Tradeoff between Quality and Quantity of Knowledge: Analysis of Tourism</p>

Time	Program			
<p>16:20-17:20</p> <p>Oral Presentation should be presented within 10 minutes, and Q&A5 minutes</p>	General Presentation Session II			
	LB 20301	LB 20302	LB 20303	LB 20304
	<p style="text-align: center;">【Session E】</p> <p>Topic : Tourism Management Moderator : Prof. Ming-Ching Yang</p> <p>NO.152-B&B owners' receiving mainland China FIT Tourists</p> <p>NO.159-The Effects of Purchasing Involvement on tourist' Pre-purchasing Information Searching Behavior-a case study of QR codes</p> <p>NO.161-Examine the Influences of Conscientiousness and Induced Conscientious Leisure Attitude on Leisure Satisfaction for the 5th and 6th Graders from the Central Taiwan</p> <p>NO.181-Organizational commitment, knowledge sharing, and organizational citizenship behavior: A case of Taiwanese travel agencies</p>	<p style="text-align: center;">【Session F】</p> <p>Topic : Emerging topics relating to tourism, Leisure and hospitality Moderator : Dr. Roger Chyuan Sha</p> <p>NO.170-Development and Examination of Emotional Intelligence (EI) Training Programs for Taiwan Hospitality</p> <p>NO.117-A Pilot Study on the Hardiness and Irrational Beliefs on Vocational High School Hospitality Students</p> <p>NO.122-Competencies Transfer, Social Capital Accumulation and Job</p> <p>Performance: Evidence from Employees of Chain Restaurant</p> <p>NO.169-An Empirical Study on Internet Using Behavior of Colleague Students in the Department of Management in Taiwan</p>	<p style="text-align: center;">【Session G】</p> <p>Topic : Sustainable development of tourism, leisure & hospitality industry Moderator : Dr. Hong-Sheng Chang</p> <p>NO.144-Developing attitude scales towards validity of green foods</p> <p>NO.129-The intention of energy saving and carbon reduction behavior: Adopting the theory of planned behavior</p> <p>NO.162-Capability for Innovative Restaurant Space Planning: toward Creativity, Aesthetics and Eco-friendliness</p> <p>NO.177-The Potential Contribution of Online Wedding Dress Fitting Platform for Bridal Photography Tourism in Taiwan</p>	<p style="text-align: center;">【Session H】</p> <p>Topic : Information technology in tourism, Leisure and hospitality Moderator : Dr. Chih-Hsing (Sam) Liu</p> <p>NO.115-Optimal Criteria Selection for Dining Restaurant using Rough Set Theory Approach</p> <p>NO.120-Application of Web 2.0 in Taiwanese Travel Agent Websites: An Information Technologies Perspective</p> <p>NO.137-Enhancing Automatic Generation in Level Design for Serious Game</p>

20 Apr, 2013

Time	Program			
9:20~9:30	Registration			
9:30~10:30	Panel Session	SIG: Hospitality & Tourism (National Science Council) Moderator: Dean Jeou-Shyan Horng (HuangKuang University) Panelist: Dr. Meng-Lei (Monica) Hu (Jinwen University of Science and Technology) Panelist: Dr. Chih-Ching Teng (Fu-Jen Catholic University) Venue : LB207		
10:30-10:50	Refreshment Break (Poster II)			
10:50-12:00 Oral Presentation should be presented within 10 minutes, and Q&A 5 minutes	General Presentation Session			
	LB 20301	LB 20302	LB 20303	LB 20304
	【Session I】 Topic : Education and Training in tourism, leisure & hospitality industry Moderator : Dr. Ching-Shu Su NO.132-A Study on the Learning Motivation, and Learning Attitude toward Learning Self-Fulfillment in Hospitality Field for Cooperative Technique Education Program in Junior High Schools – a Case Study in Taipei Area	【Session J】 Topic : Marketing and branding strategies in tourism, Leisure and hospitality industry Moderator : Dr. Lynn Lin NO.128- How Tourism Factory Attribution, Perceived Value, and Loyalty Predict Industrial Tourists' Propensity NO.180- The study of designers' competencies in creating restaurant space designs: the mediation role of profession ability	【Session K】 Topic : Management Moderator : Prof. Shou-Lien Yuan NO.153 -Human capital concepts to explore e-learning, knowledge management and organizational learning NO.157 -Exploring factors affecting customers' visiting the restaurant with an open kitchen NO.165- Consumer Behavior with Experiential Marketing, Market Segmentation and Recreation Demand in Festival	【Session L】 Topic : Other topics relating to tourism, Leisure and hospitality Moderator : Dr. Wen-Hwa Ko NO.114- Feasibility of rice cake making by replace flour with japonica rice powder NO.141- The New Taiwanese Cuisine Restaurant Business Performance Evaluation Model NO.171- Can Coworkers' Knowledge Sharing Predict a Perceiver's KS: Social Influence Perspective

Time	Program			
	<p>NO.134- A study on the effect of one time health education intervention on community residents' nutritional perception and dietary behavior</p> <p>NO.172- Examining Factors Affecting Hospitality Intern Students' Service Performance: From a Performance Perspective</p> <p>NO.167- An Exploration of the Influence of Team-Teaching with Industrial Experts to Student' Practical Learning Efficiency</p>	<p>NO.158- How story construct tourism destination's brand image</p> <p>NO.166- Exploring factors affecting consumers' selection of traditional Taiwanese banquet</p>	<p>NO.174 -Exploring the relationships among job involvement, emotional labor and customer-oriented behavior</p>	<p>NO.182- Application of Fuzzy Delphi Method on Analysis of Key Success Factors of Differentiation based on the Opinions of Operators of Leisure Farms in Leisure Agricultural Regions</p>