

Technical Program

Inauguration Session (Lotus 01)

Thursday, 26th May 2016 | 08.45 to 09.55

07.45 – 08.45	Conference Registration
08.45 – 08.55	Welcome Address by the Conference Co – Chair (ICOM 2016) Prof. Serigus Koku (<i>Professor, Florida Atlantic University, Boca Raton, Florida, USA</i>)
09.00 – 09.10	Speech by the Conference Co - Chair (ICOHT 2016) Prof. Konstantinos Andriotis (<i>Professor in Tourism, Middlesex University, London</i>)
09.10 – 09.20	Speech by the President of Khon Kaen University
09.20 – 09.30	Web Launch
09.30 – 09.40	Vote of Thanks by the Conference Convener Mr. Isanka P. Gamage (<i>Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>)
09.40 – 09.55	Conference Photograph
09.55 – 10.25	Morning Refreshments

Keynote Forum (Lotus 01)

Thursday, 26th May 2016 | 10.30 to 13.00

10.30 – 11.00	On Humanity and Marketing Prof. Serigus Koku (<i>Professor, Florida Atlantic University, Boca Raton, Florida, USA</i>)
11.00 – 11.30	Dr. Pairach Piboonrunroj (<i>Director, Supply Chain Economic Research Centre (SCERC)</i>)
11.30 – 12.00	Prof. Sarath Kotagama (<i>Professor of Environmental Science, Department of Zoology, University of Colombo, Sri Lanka</i>)
12.00 – 12.30	Sustainability: Leading Edge for Destinations Ms. Nichapa Yoswee (<i>Director of MICE Capabilities, Thailand Convention and Exhibition Bureau, Thailand</i>)
12.30 – 13.00	Young Entrepreneurs Seek Success in Creating Jobs in a More Diversified Algerian Economy Prof. Greg Sand (<i>Founder and Executive Director of GLOBALTEAM International Marketing Consultants</i>)
13.00 – 14.00	Networking Lunch

RESEARCH WORKSHOP ON HOW TO GET PUBLISHED

Thursday, 26th May 2016 | 14.00 to 15.00 (Lotus 01)

14.00 – 15.00	Research Workshop on How to Get Published Prof. Serigus Koku (<i>Professor, Florida Atlantic University, Boca Raton, Florida, USA</i>) & Dr. Sami Kajalo (<i>Aalto University, Finland</i>)
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Keynote Forum

Thursday, 26th May 2016 | 15.00 to 15.30 (Lotus 01)

15.00 – 15.30	Publishing in Academic Journals: The Case of International Journal of Tourism Policy (IJTP) Prof. Konstantinos Andriotis (<i>Professor in Tourism, Middlesex University, London</i>)
15.30 – 15.50	Evening Refreshments

MARKETING SESSION 01: MARKETING AND BUSINESS

Chaired by **Prof. Serigus Koku** (*Professor, Florida Atlantic University, Boca Raton, Florida, USA*)

Thursday, 26th May 2016 | 15.50 – 17.10 (Lotus 01)

15.50 – 16.10	Relationships between Employee Turnover, Knowledge Creation and Firm Performance in China Ms. Jia Song (<i>Hokkaido University, China</i>)
16.10 – 16.30	A Milestone in Successful Franchisor of Moly-Care Car Care Company Ms. Arunee Lertkornkitja & Wari Chokelumlerd (<i>Stamford International University, Thailand</i>)
16.30 – 16.50	Small and Medium Scale Enterprise Development in Sri Lanka Mr. Damayantha Dodamwala (<i>Asian Collage Of Management, Sri Lanka</i>)
16.50 – 17.10	The Status of the Entrepreneurs at the Cagayan State University Prof. Beatriz Onate (<i>Cagayan State University, Philippines</i>)

TOURISM SESSION 02: SPECIAL INTEREST TOURISM

Chaired by **Prof. Sarath Kotagama** (*Professor of Environmental Science, Department of Zoology, University of Colombo, Sri Lanka*)

Thursday, 26th May 2016 | 15.50 – 17.50 (Lotus 02)

15.50 – 16.05	Cruise Tourism: challenges and opportunities, case of New Zealand as a destination. Mr. Vijay Kumar (<i>University of Waikato, New Zealand</i>)
16.05 – 16.20	The Development of Agrotourism of Minangkabau Agricultural Village (Tarusan Kamang, West Sumatra) Based on Traditional Art, Randai “English Version” to Attract the International Tourist Interest Mr. Syukri Hidayat (<i>Indonesia</i>)
16.20 – 16.35	Backpacker Tourism and Cultural Heritage Tourism: Wat Thung Sri Muang (Ubonratchathani, Thailand) Ms. Buddalerd Patlapa (<i>Silpakorn University, Thailand</i>)
16.35 – 16.50	Positioning a LGBT-Friendly Destination: The Case of Ames, Iowa Dr. Eric D. Olson (<i>Iowa State University, USA</i>)
16.50 – 17.05	Working Holiday Tourism: An Exploration Using Netnography Method Mr. Bill Xu (<i>Hong Kong Polytechnic University, Hong Kong</i>)
17.05 – 17.20	Study on Participation Motivation of Volunteer Traveler Prof. Chang-Jen Kuo (<i>National Formosa University, Taiwan</i>)
17.20 – 17.35	The Bicycle Evolution Dr. Mettina Veenstra (<i>Saxion University of Applied Sciences, The Netherlands</i>)
17.35 – 17.50	The Role of Pacific Theory in Tourism Economics, The Case Study of Qeshm Island Geo-Park Dr. Heyder Lotfi (<i>Islamic Azad University of Iran, Iran</i>)

TOURISM SESSION 03: DEVELOPMENT AND GROWTH

Chaired by **Dr. Eric D. Olson** (*Iowa State University, USA*)

Thursday, 26th May 2016 | 17.10 to 18.25 (Lotus 01)

17.10 – 17.25	Evaluation of the Institutional Approach to Tourism Development in Thailand Mr. John Walsh (<i>Shinawatra University, Thailand</i>)
17.25 – 17.40	Development of 'Community + Company' Model in Community Based Tourism Management, Case Study of Xishuangbanna State, PR. China Mr. Chuanchen Bi (<i>Khon Kaen University, Thailand</i>)
17.40 – 17.55	Globalisation, Tourism and Local Artisans: A Study of Transformation of Appliqué Craft Industry in Odisha, India Dr. Pravati Dalua (<i>Kamala Nehru college, University of Delhi, India</i>)
17.55 – 18.10	Tourism, Modernity, and Spirit of Place: A Case Study of Religious Heritage Sites in Lamphun, Thailand Dr. Saranphat Wongput (<i>Chiang Mai University, Thailand</i>)
18.10 – 18.25	Algae Village: Agroedutourism Marine Coastal Communities to Improve the Welfare Of Using Technology Amir Machmud (<i>Mechanical and Byosistem Engineering, Bogor Agricultural University, Indonesia</i>)

Technical Session 04: SUPPLY CHAIN MANAGEMENT

Chaired by **Prof. Serigus Koku** (*Professor, Florida Atlantic University, Boca Raton, Florida, USA*)

Friday, 27th May 2016 | 08.30 to 10.10 (Lotus 01)

08.30 – 08.50	Supply Chain Risk Management and Project Risk Management Combined to Improve Performance in Business Activities Dr. Regis Delafenestre (<i>Skema Business School, France</i>)
08.50 – 09.10	How to Use Knowledge and Technology Management Strategies to Increase Supply Chain Performance in Service Sector Dr. Ugur Bac (<i>Atilim University, Turkey</i>)
09.10 – 09.30	Developing a Mitigation Framework on Traffic Congestion Involving Commercial Vehicles at Trans- Border Checkpoints of Bukit Kayu Hitam Malaysia and Sadao Thailand Dr. Mustakim Melan (<i>Universiti Utara Malaysia, Malaysia</i>)
09.30 – 09.50	Influence Induced by Physical Structures of Product Materials on Firm Boundaries – Evidence from the Japanese Automotive and Steel Industries Mr. Seiichi Nishio (<i>Tokyo Institute of Technology, Japan</i>)
09.50 – 10.10	Stochastic Inventory Decisions with Instantaneous Stock Level Dependent Demand Prof. Peeyush Mehta (<i>IIM CALCUTTA, India</i>)
10.10 – 10.40	Morning Refreshments

TOURISM SESSION 05: THE TOURISM INDUSTRY

Chaired by **Prof. Sarath Kotagama** (*Professor of Environmental Science, Department of Zoology, University of Colombo, Sri Lanka*)

Friday, 27th May 2016 | 08.30 to 10.15 (Lotus 02)

08.30 – 08.45	Impediments to the Growth of Hospitality Sector: A Study in South India Dr. Suprabha K. R (<i>National Institute of Technology Karnataka, India</i>)
08.45 – 09.00	Corporate Culture and the Changing of Tourism in Maehongson Mr. Krit Phanpanya (<i>Chiangmai Rajabhat University, Thailand</i>)
09.00 – 09.15	Critical Analysis, Testing and Developing Relevant Knowledge Management Model for Tourism Industry Dr. Tanvir Hussein (<i>University of Dammam, Saudi Arabia</i>)
09.15 – 09.30	Static to Dynamic: The Evolution of Theme Park Pricing Dr. Martin Lewison (<i>Farmingdale State College, USA</i>)
09.30 – 09.45	The Influence of a Green Image and Customer Satisfaction Towards Customer Loyalty in the Hotel Industry Ms. Yusnita Binti Yusof (<i>Universiti Sultan Zainal Abidin, Malaysia</i>)
09.45 – 10.00	The Effects Of Negative Emotion On Service Sabotage Dr. Kay Hei-Lin Chu (<i>Tunghai University, Taiwan</i>)
10.00 – 10.15	International Tourists Spending in Northern Thailand: Multilevel Linear Regression Based Hierarchical Data Anuphak Saosaovaphata (<i>Chiang Mai University, Thailand</i>)
10.15 – 10.40	Morning Refreshments

MARKETING SESSION 06: CONSUMER BEHAVIOUR

Chaired by **Dr. Nerisa N. Paladan** (*International University of Grand Bassam, Ivory Coast*)

Friday, 27th May 2016 | 10.40 to 12.40 (Lotus 01)

10.40 – 11.00	The Impacts of Experiential Marketing and Emotions on the Consumer Behavior in Retail Stores Ms. Amal Doulkaid (<i>ENCG Settat, Morocco</i>)
11.00 – 11.20	Analyzing the Potential of Japonica Rice in The Northern Thailand through Perspective of Thai Consumers Ms. Kanokon Seemanon (<i>Hiroshima University, Japan</i>)
11.20 – 11.40	Consumer Evaluation of Online Supermarkets: Purchasing Vegetables and Fruits Prof. Seiki Kiyono (<i>Niigata University, Japan</i>)
11.40 – 12.00	Role of Comparative Advertising in Influencing Consumers' Attitude Towards Brands Prof. Ritu Mehta (<i>IIM CALCUTTA, India</i>)
12.00 – 12.20	Effects of Behavioral Inhibition System (BIS) and Behavioral Activation System (BAS) on CSR Beliefs and Brand Loyalty in the Retail Industry Dr. Sami Kajalo (<i>Aalto University, Finland</i>)
12.20 – 12.40	The Effect of CSR on Employee Satisfaction & Organizational Commitment from Perspective of Job Assignment Masateru Noguchi (<i>Hokkaido University, Japan</i>)
12.40 – 13.40	Networking Lunch

TOURISM SESSION 07: ISSUES IN TOURISM

Chaired by **Prof. Konstantinos Andriotis** (*Professor in Tourism, Middlesex University, London*)

Friday, 27th May 2016 | 10.40 to 12.25 (Lotus 02)

10.40 – 10.55	Do Emotional Laborers Reap the Benefits of Hot Springs?: Effects of Stress Reactions on Coping Behaviors Dr. Daiki Sekiya (<i>Tokyo Seitoku University, Japan</i>)
10.55 – 11.10	Dining at Gas Stations: Why Customers Are Suddenly Choosing to Dine at Convenience Stores Instead of Quick Service Restaurants? Dr. Dipendra Singh (<i>University of Central Florida, USA</i>)
11.10 – 11.25	Phutai Ethnic Textile Interpretation and the Adaptive Using of Mekong Mice Travelers Dr. Donruetai Kovathanakul (<i>Khon Kaen University, Thailand</i>)
11.25 – 11.40	The Effect of Turkish Cuisine on Chinese Tourists' Revisit Intentions and Satisfaction Mr. Mohammed Seder (<i>Anadolu University, Turkey</i>)
11.40 – 11.55	Scanning the Progressive Trends and Nuanced Dimensions of Customer Retention Strategies in Indian Travel Insurance Industry Ms. Mary Jeniffer (<i>Pondicherry University, India</i>)
11.55 – 12.10	Promoting Tourism Awareness through Elementary Social Sciences Attainments Ms. Kevser Cinar (<i>Necmettin Erbakan University, Turkey</i>)
12.10 – 12.25	Community Participation And Commitment Among Homestay Operators In Malaysia Yusnita Yusof (<i>Universiti Malaysia Terengganu, Malaysia</i>)
12.40 – 13.40	Networking Lunch

MARKETING SESSION 08: BRAND MANAGEMENT AND MARKETING COMMUNICATION

Chaired by **Prof. Serigus Koku** (*Professor, Florida Atlantic University, Boca Raton, Florida, USA*)

Friday, 27th May 2016 | 13.40 – 15.40 (Lotus 01)

13.40 – 14.00	The Role of Brand Relationship Quality in the Effect of Brand Experience on Customer Citizenship Behaviour Assoc. Prof. Patrick Poon (<i>Sun Yat-Sen University, Hong - Kong</i>)
14.00 – 14.20	Corporate Reputation Management in the Face of Challenges of the Modern Media Dr. Danuta Jadwiga Sz wajca (<i>Silesian University of Technology, Poland</i>)
14.20 – 14.40	Marketing Public Relations for a Tourism Destination (MPRTD): The Specific Case of Beaches in Karawang, Indonesia Mr. Abdul Yusuf (<i>University of Singaperbangsa Karawang, Indonesia</i>)
14.40 – 15.00	Determinants of Perceived Brand Quality of Fashion Retailing in Pakistan Saif Ullah Khan (<i>University of Peshawar, Pakistan</i>)
15.00 – 15.20	As Andy Warhol Foresaw: Luxury Stores Are Becoming Museums Assoc. Prof. Christel de Lassus (<i>Paris-Est University, France</i>)
15.20 – 15.40	How to Sell Islamic Studies in Higher Education (Integrated Marketing Communication of Faculty of Islamic Studies in Universitas Islam Indonesia) Ms. Ratna Permata Sari (<i>Universitas Islam Indonesia, Indonesia</i>)
15.40 – 16.00	Evening Refreshments

TOURISM SESSION 09: TOURISTS' BEHAVIOUR AND SATISFACTION

Chaired by **Prof. Sarath Kotagama** (*Professor of Environmental Science, Department of Zoology, University of Colombo, Sri Lanka*)

Friday, 27th May 2016 | 14.00 to 15.45 (Lotus 02)

14.00 – 14.15	The Mediator Influence of Customer Satisfaction in Service Quality on Loyalty in Malaysia Luxury Hotels Asst. Prof. Dr. Natrah Ismail (<i>UNITAR International University, Malaysia</i>)
14.15 – 14.30	From Lifestyle Concept to Constructing Recreation Conflicts and Coping Behaviors Model, An Empirical Study of Taiwan and Foreign Tourists Ms. Yi-Hsuan Hsu (<i>University of National Formosa, China</i>)
14.30 – 14.45	The Comparison of Thai Tourists Behaviors in Choosing Thai Boarding Point Services: Case Study of Thai- Lao Bridge, Nongkhai and Nakorn Panom Ms. Susaraporn Aon Tangtenglam (<i>Kasetsart University Kamphaeng Sean, Thailand</i>)
14.45 – 15.00	Do Psychographics Influence Behavior Intention? A Case of Mainland Leisure Chinese Tourists in Taiwan Dr. Chingsu Hsueh (<i>National Open University, Taiwan</i>)
15.00 – 15.15	Towards Service Delight in a Premium Casual Dining Restaurant Chain in the UK Dr. David Bamber (<i>University of Bolton, Bolton, UK</i>)
15.15 – 15.30	A Study of Experiential Quality, Affective Commitment, Zoo Image, Novelty-Seeking, Experiential Satisfaction and Revisit Intentions Dr. Hung-Che Wu (<i>Nanfeng College of Sun Yat-sen University, Taiwan</i>)
15.30 – 15.45	Travel Behavior of Foreign Tourists Using Public Transportation in Thailand by Using Multilevel Structural Equation Modeling Dr. Chukiatt Chaiboonsri (<i>Chiang Mai University, Chiang Mai, Thailand</i>)
15.45 – 16.00	Evening Refreshments

MARKETING SESSION 10: DIGITAL MARKETING, SOCIAL MEDIA AND FUTURE OF MARKETING

Chaired by **Dr. Sami Kajalo** (*Aalto University, Finland*)

Friday, 27th May 2016 | 16.00 to 17.40 (Lotus 01)

16.00 – 16.20	What Persuades You? The Impact of Technical Adequacy and Social Presence on Travel Information Adoption Via Social Media Among Chinese Youth Ms. Junjiao Zhang (<i>Hokkaido University, China</i>)
16.20 – 16.40	Knowing Your Customer from Online Chat Log Analysis Ms. Yanaon Udomphot (<i>Rangsit University, Thailand</i>)
16.40 – 17.00	Higher Education Institutions Embracing Digital & Social Media Marketing: A Case of Top 25 Universities in Asia & Africa Dr. Nerisa N. Paladan (<i>International University of Grand Bassam, Ivory Coast</i>)
17.00 – 17.20	Customer Experience Management (CEM) at Coffee Café: A Case Study of True Coffee Dr. Kitt Wongarsa (<i>Chiang Mai University, Thailand</i>)
17.20 – 17.40	Tools and Methods for Measuring CSR's Awareness in Islamic Banks Asst. Prof. Tariq Bhatti (<i>College of Business, UAE</i>)

TOURISM SESSION 11: SUSTAINABILITY IN TOURISM

Chaired by **Dr. Tanvir Hussein** (*University of Dammam, Saudi Arabia*), **Dr. Chingtsu Hsueh** (*National Open University, Taiwan*)

Friday, 27th May 2016 | 16.00 to 18.00 (Lotus 02)

16.00 – 16.15	Predictors of Sustainable Tourism Perceptions Mr. Paul Anthony C. Notorio (<i>De La Salle University - Dasmarias, Philippines</i>)
16.15 – 16.30	Tourist Perceptions of Tourism and Its Implications for Sustainable Tourism Planning Mr. Yuthasak Chatkaewnapanon (<i>Chiang Mai University, Thailand</i>)
16.30 – 16.45	Reviewing the Environmental Impacts of Ecotourism and Provision of a Sustainable Ecotourism Model Dr. Heydar Lotfi and Dr. Ali Haji Shamsai (<i>Islamic Azad University of Iran, Iran</i>)
16.45 – 17.00	The Factor Analysis Affecting on Sustainable Tourism Development at Nong Han Lake, Thailand Ms. Suwakhon Somphaiphithak and Kriangkrai Promnarurritte (<i>Kasetsart University, Thailand</i>)
17.00 – 17.15	Pokdarwis and Community-based Tourism: Notes on Sustainability Mazayin Nazaruddin (<i>Islamic University of Indonesia, Indonesia</i>)
17.15 – 17.30	An Evaluation of Sustainability in the United State lodging Industry Dr. Collin Ramdeen (<i>Florida Gulf Coast University, Florida</i>)
17.30 – 17.45	A System Dynamics Approach to Determining Carrying Capacity Mr. Jonathan A. Uy (<i>University of San Carlos, Philippines</i>)
17.45 – 18.00	Effects of Chefs' Personal Characteristics, Norms and Values on Green Gastronomy Behaviour Anida Ismail (<i>University Teknologi MARA, Malaysia</i>)

Friday, 27th May 2016 | 18.00 to 18.30 (Lotus 01)

18.00 – 18.30	Conference Concluding and Awarding Ceremony
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Saturday, 28th May 2016 | Post Conference Tour (Optional)

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