

# 5<sup>th</sup> International Conference on Hospitality and Tourism 2017

17<sup>th</sup> –18<sup>th</sup> October, 2017, Colombo, Sri Lanka

“Tourism & Hospitality around the World: Industry- Academia Collaborations, Innovations and the Future”

## TECHNICAL PROGRAM

DAY 01 - TUESDAY, 17<sup>TH</sup> OCTOBER 2017

### INAUGURATION SESSION

Tuesday, 17<sup>th</sup> October 2017 | 08.00 to 10.00 (Mont Blanc)

08.00 – 09.00	<b>Conference Registration</b>
09.00 – 09.15	<b>Lighting of the Oil Lamp and National Anthem</b>
09.15 – 09.25	<b>Welcome Address by the Program Chair</b> Mr. Isanka P. Gamage ( <i>Co-Founder &amp; Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i> )
09.25 – 09.45	<b>Speech by the Conference Co - Chair</b> Dr. Chandana (Chandi) Jayawardena ( <i>DPhil, MSc, Dip.M (CIM), Dip.BA, Dip.HC, FCHSGA, FIH, FIMCA, CHE, President – Chandi J. Associates Inc. Consulting, Canad, International Ambassador &amp; Past President – Institute of Hospitality (HCIMA), United Kingdom</i> )
09.45 – 10.00	<b>Conference Photograph</b>
10.00 – 10.30	<b>Morning Refreshments</b>

### KEYNOTE FORUM

Tuesday, 17<sup>th</sup> October 2017 | 10.30 to 11.15 (Mont Blanc)

10.30 – 11.15	<b>Destination Management Organizations and the Digital Landscape</b> by Mr. Richard Veal ( <i>Managing Director, New Mind, tellUs, United Kingdom</i> )
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### TECHNICAL SESSION 01: ASIA

Chaired by Dr. Rajendra V. Nargundkar (*Indian Institute of Management Indore, India*)

Tuesday, 17<sup>th</sup> October 2017 | 11.15 to 11.55 (Mont Blanc)

11.15 – 11.35	<b>A1</b>	<b>Train Fans’ Activities – An Exploratory Analysis of Japanese Train Fans’ Blogs</b> Binh Nghiễm-Phú ( <i>Fukushima National College of Technology, Japan</i> )
11.35 – 11.55	<b>A2</b>	<b>Ecotourism Development and Issues around the Local Community: The Income Generation Perspective</b> Ali, Md Borak, Quaddus, Mohammed, Shanka, Tekle ( <i>Curtin University, Australia</i> )

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## TECHNICAL SESSION 02: AMERICAS

Chaired by Dr. Bình Nghiệm-Phú (*Fukushima National College of Technology, Japan*)

Tuesday, 17<sup>th</sup> October 2017 | 11.55 to 12.35 (Mont Blanc)

11.55 – 12.15	B1	<b>Finding Solutions for Canadian Tourism and Hospitality Challenges through Industry-Academia Collaborations</b> Dr. Chandana (Chandi) Jayawardena ( <i>DPhil, MSc, Dip.M (CIM), Dip.BA, Dip.HC, FCHSGA, FIH, FIMCA, CHE, President – Chandi J. Associates Inc. Consulting, Canad, International Ambassador &amp; Past President – Institute of Hospitality (HCIMA), United Kingdom</i> )
12.15 – 12.35	B2	<b>Motivations, Spending, Experience Evaluation and Impact: A Comparison of Vacation Rental and Commercial Lodging Users</b> Patrick Tierney ( <i>San Francisco State University, United States</i> )

12.35 – 13.35	<b>Networking Lunch</b>	
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## TECHNICAL SESSION 03: TOURISM MARKETING

Chaired by Dr. Patrick T Tierney (*San Francisco State University, United States*)

Tuesday, 17<sup>th</sup> October 2017 | 13.35 to 14.35 (Mont Blanc)

13.35 – 13.55	C1	<b>Dima Hasao Tourism: Problems and Prospects – Towards Creating a Brand Identity</b> Kulendra Daulagupu ( <i>North Cachar Hills Autonomous Council, India</i> )
13.55 – 14.15	C2	<b>More Activities Bring More Enjoyment? How the Amount of Activities Influence Consumers' Satisfaction in Experiential Marketing</b> Chien-Huang Lin, Ming Chen ( <i>National Central University, Taiwan</i> )
14.15 – 14.35	C3	<b>A Study on Indian Consumer Behavior towards Tourism</b> Snehal Chincholkar ( <i>Vivekanand Education Society's Institute of Management Studies and Research, India</i> )

## PUBLICATION WORKSHOP

Tuesday, 17<sup>th</sup> October 2017 | 14.35 to 15.35 (Mont Blanc)

14.35 – 15.35	<b>Dr. Chandana (Chandi) Jayawardena</b> ( <i>DPhil, MSc, Dip.M (CIM), Dip.BA, Dip.HC, FCHSGA, FIH, FIMCA, CHE, President – Chandi J. Associates Inc. Consulting, Canad, International Ambassador &amp; Past President – Institute of Hospitality (HCIMA), United Kingdom</i> )	
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## POSTER SESSION

Chaired by Dr. Chandana (Chandi) Jayawardena (*President – Chandi J. Associates Inc. Consulting, Canada*)

Tuesday, 17<sup>th</sup> October 2017 | 15.35 to 15.45 (Mont Blanc)

15.35 – 15.45	P1	<b>Does Leadership Affect a State’s Tourism Performance? The Case of Madhya Pradesh Tourism</b> Rajendra Vishwanath Nargundkar ( <i>Indian Institute of Management, India</i> )
15.45 – 16.15	<b>Evening Refreshments</b>	

## TECHNICAL SESSION 04: AFRICA & THE MIDDLE EAST

Chaired by Dr. Patrick T Tierney (*San Francisco State University, United States*)

Tuesday, 17<sup>th</sup> October 2017 | 16.15 to 17.15 (Mont Blanc)

16.15 – 16.35	D1	<b>The Significance of Rural Tourism Development to the Host Community of Olumirin Waterfalls, Nigeria</b> Oyinkansola Christiana Oduntan <sup>1</sup> , David Aremu <sup>2</sup> ( <sup>1</sup> Federal University of Agriculture, <sup>2</sup> University of Ibadan, Nigeria)
16.35 – 16.55	D2	<b>Strategic Asset Allocation: The Case of Tourism Equities</b> Umar, Z ( <i>Zayed University, United Arab Emirates</i> )
16.55 – 17.15	D3	<b>Diaspora Tourism as the Future of Sustainable Cultural Tourism: A Case of the Lebanese Diaspora in London</b> Abdallah, A. ( <i>Stenden University Qatar, Qatar</i> )

19.00 Onwards	<b>Conference Networking Dinner with cultural Show hosted by TIIKM</b>	
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DAY 02 - WEDNESDAY, 18<sup>TH</sup> OCTOBER 2017

## TECHNICAL SESSION 05: SPECIAL INTEREST TOURISM

Chaired by Prof. Snehal Chincholkar (*Symbiosis International University, India*)

Wednesday, 18<sup>th</sup> October 2017 | 09.00 to 10.20 (Mont Blanc)

09.00 – 09.20	E1	<b>Implications of Ever Increasing Spiritual Tourism for Sri Lanka</b> Vipula Wanigasekera ( <i>NSBM Green University, Sri Lanka</i> )
09.20 – 09.40	E2	<b>Socio-Economic Implications of Ecotourism Development in Taraba State, Nigeria</b> Gonap Elisha Gobin, Anake Ukayi, Madaki Kanati, Benjamin Umaru ( <i>Federal University Wukari, Nigeria</i> )
09.40 – 10.00	E3	<b>Intangible Cultural Heritage Tourism of Andhra and Telangana in India</b> Vudhayaraju. Varija, Vellore. Ramabrahmam ( <i>Yogi Vemana University, India</i> )
10.00 – 10.20	E4	<b>Sustainable Tourism: Ensuring Equitable Community Engagement via Strategic Alliances</b> Pubudini Wickramaratne, Rashmini de Silva ( <i>Oxfam, Sri Lanka</i> )
10.20 – 10.50	<b>Morning Refreshments</b>	

## KEYNOTE FORUM

Wednesday, 18<sup>th</sup> October 2017 | 10.50 to 11.35 (Mont Blanc)

10.50 – 11.35	<b>Dr. Chandana (Chandi) Jayawardena</b> ( <i>DPhil, MSc, Dip.M (CIM), Dip.BA, Dip.HC, FCHSGA, FIH, FIMCA, CHE, President – Chandi J. Associates Inc. Consulting, Canada, International Ambassador &amp; Past President – Institute of Hospitality (HCIMA), United Kingdom</i> )	
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## TECHNICAL SESSION 06: ENVIRONMENTAL IMPLICATIONS

Chaired by Prof. Bhakti More (*Manipal University, Dubai*)

Wednesday, 18<sup>th</sup> October 2017 | 11.35 to 12.15 (Mont Blanc)

11.35 – 11.55	F1	<b>Fear of Missing Out (FoMO): An Exploratory Study in the Ecotourism Context</b> Jayasimha K.R. ( <i>Indian Institute of Management, India</i> )
11.55 – 12.15	F2	<b>Conflict-Resolution between Tribes and Government in Heritage Sites</b> Bincy Baburaj Kaluvilla ( <i>Emirates Academy of Hospitality Management, United Arab Emirates</i> )

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## TECHNICAL SESSION 07: EUROPE

Chaired by Dr. Bình Nghiệm-Phú (*Fukushima National College of Technology, Japan*)

Wednesday, 18<sup>th</sup> October 2017 | 12.15 to 12.55 (Mont Blanc)

12.15 – 12.35	<b>G1</b>	<b>Public-Private Partnership: Looking for a Good Practice to Promote Sustainable Tourism Development in Gulf of Papagayo</b> Lola H. A., M. Cristina D. S. ( <i>ESCP Europe, Spain</i> )
12.35 – 12.55	<b>G2</b>	<b>The Analysis of Responsible Tourism Photography and Its Influence on Destination Image in Sri Lanka</b> H. M. H. M Herath, Davina Stanford ( <i>Leeds Beckett University, United Kingdom</i> )

12.55 – 14.10	<b>Networking Lunch</b>	
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## TECHNICAL SESSION 08: HOSPITALITY MANAGEMENT

Chaired by Prof. Jayasimha K.R. (*Indian Institute of Management, India*)

Wednesday, 18<sup>th</sup> October 2017 | 14.10 to 15.50 (Mont Blanc)

14.10 – 14.30	<b>H1</b>	<b>Exploring the Factors that Influence Stakeholder’s Intention to Participate in the Implementation of Green Hotel Practices in China</b> Yu Wang ( <i>Assumption University of Thailand, Thailand</i> )
14.30 – 14.50	<b>H2</b>	<b>Barrier Free Tourism, A New Paradigm for Inclusive Hotel Design and Planning in India</b> Senthil Kumaran P <sup>1</sup> , Seal P <sup>2</sup> , More B <sup>3</sup> ( <sup>1,2</sup> <i>Manipal University, India</i> , <sup>3</sup> <i>Manipal University, Dubai, United Arab Emirates</i> )
14.50 – 15.10	<b>H3</b>	<b>Green Practices of the Department of Tourism (DOT) Accredited Hotels in Baguio City</b> Rochelle B. Quintos ( <i>Benguet State University, Philippines</i> )
15.10 – 15.30	<b>H4</b>	<b>Problems and Challenges Encountered by In-Premise Restaurant Managers of Tuguegarao City</b> Glen Cagurangan ( <i>St Paul University, Philippines</i> )
15.30 – 15.50	<b>H5</b>	<b>Evaluation of Lasallian Association of Tourism and Hospitality Education (LATHE) Programs on Faculty Development</b> Maribeth Pillo <sup>(1,2)</sup> , Jefferson Buenviaje <sup>(1,3)</sup> , Leticia Delarmente <sup>(1,4)</sup> , Angelo Marco Lacson <sup>(1,4)</sup> , Dr. Pedro Simon Ledesma <sup>(1,5)</sup> , Andrea Pangan <sup>(1,6)</sup> , Dr. Rowell Paras <sup>(1,3)</sup> , Geronio Ulayao <sup>(1,4)</sup> , and Joy Zapata <sup>(1,7)</sup> ( <sup>(1)</sup> <i>Lasallian Association of Tourism and Hospitality Education, Philippines</i> , <sup>(2)</sup> <i>University of St. La Salle, Philippines</i> , <sup>(3)</sup> <i>De La Salle University – Dasmariñas, Philippines</i> , <sup>(4)</sup> <i>De La Salle-College of Saint Benilde, Philippines</i> , <sup>(5)</sup> <i>La Salle College Antipolo, Philippines</i> , <sup>(6)</sup> <i>De La Salle Araneta University, Philippines</i> , <sup>(7)</sup> <i>De La Salle Lipa, Philippines</i> )
15.50 – 16.20	<b>Evening Refreshments</b>	

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## CONFERENCE CLOSURE

Wednesday, 18<sup>th</sup> October 2017 | 16.30 to 17.10 (Mont Blanc)

16.30 – 17.00	<b>Conference Concluding and Awarding Ceremony</b>
17.00 – 17.10	<b>Vote of Thanks by</b> Mr. Oshadee Withanawasam ( <i>Co-Founder, CEO &amp; Chairman - The International Institute of Knowledge Management (TIKM), Sri Lanka</i> )

## Thursday, 19<sup>th</sup> October 2017 | Post Conference Tour (Optional)

### ICOHT 2017 Conference Co - Chair

#### Dr. Chandana (Chandi) Jayawardena

(DPhil, MSc, Dip.M (CIM), Dip.BA, Dip.HC, FCHSGA, FIH, FIMCA, CHE  
President - Chandi J. Associates Inc. Consulting, Canada International  
Ambassador & Past President - Institute of Hospitality (HCIMA), UK)

### ICOHT 2017 Conference Co - Chair

#### Prof. Sarath Kotagama

(Professor of Environmental Science, Department of Zoology,  
University of Colombo, Sri Lanka)

### Evaluation Panel

- Dr. Chandana (Chandi) Jayawardena - President – Chandi J. Associates Inc. Consulting, Canada
- Mr. Richard Veal - Managing Director, New Mind tellUs, United Kingdom
- Prof. Sarath Kotagama - University of Colombo, Sri Lanka

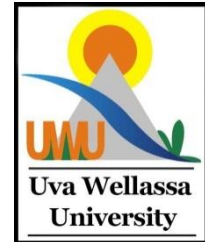
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