



7th International Conference on Hospitality and Tourism Management 2020

“Tourism & Hospitality 2030”

25th - 26th August 2020

TECHNICAL PROGRAM

DAY 01 - TUESDAY, 25TH AUGUST 2020

| INAUGURATION SESSION | Tuesday, 25 th August 2020 08.00 to 10.00 Hall 01 | |
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| | 08.00 – 08.30 | Conference Registrations |
| | 08.30 – 08.50 | Welcome Address by the Conference Convener Mr. Isanka P. Gamage (<i>Co-Founder & Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>) |
| | 08.50 – 09.10 | Address by the Conference Co - Chair Dr. Chandana (Chandi) Jayawardena (<i>President – Chandi J. Associates Inc. Consulting, Canada</i>) |
| | 09.10 – 09.30 | Address by the Conference Co - Chair Prof. Dr. D.A.C. Suranga Silva (<i>University of Colombo, Sri Lanka</i>) |
| | 09.30 – 09.50 | Address by the Hosting Partner Dr.Kandappan Balasubramanian (<i>Associate Professor – School of Hospitality, Tourism Event Faculty Social Sciences & Leisure Management, Taylor’s University, Malaysia</i>) |
| | 09.50 – 10.00 | Launch of the Video – ICOHT 2020 |

| KEYNOTE FORUM | Tuesday, 25 th August 2020 10.00 to 11.00 Hall 01 | |
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| | 10.00 – 10.45 | “Trends and Challenges in Making Tourism Sustainable” Dr. Mihee Kang (<i>Director Asia-Pacific, Global Sustainable Tourism Council (GSTC), Korea</i>) |
| | 10.45 – 11.00 | “Enhancing Capacity in Hospitality: Workplace Learning for Low Paid Workers” Dr. Richard Teare (<i>Global University for Lifelong Learning (GULL), United Kingdom</i>) |
| | 11.00 – 11.10 | Conference Group Photograph |
| | 11.10 – 11.30 | Coffee Break |



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| TECHNICAL SESSION 01 | BEST PRACTICES IN ENHANCING TOURISM WITH AUTHENTIC HOSPITALITY I | | |
| | Tuesday, 25th August 2020 11.40 to 13.00 Hall 01 | | |
| | 11.40 – 12.00 | A1 | Practices and Challenges of Halal Restaurants in Metro Manila Ryan T. Liba, Dba (<i>Manila, Philippines</i>) |
| | 12.00 – 12.20 | A2 | Feminist Leadership in Chinese Hospitality Industry: The Moderating Effect of Cultural Attributes on the Relationship Between Personality Traits and Transformational Leadership WU Liujie (<i>Taylor’s University, Malaysia</i>) |
| | 12.20 – 12.40 | A3 | Examining Dimensions of Halal Tourism Attributes and Tourist Experience to Enhance Destination Image Humairah N., Alversia Y. (<i>Universitas Indonesia, Indonesia</i>) |
| | 12.40 – 13.00 | A4 | Galle, Sri Lanka as a Destination for Ayurveda Based Wellness Tourism: A Suppliers’ Perspective H.W.B.M. Willaddara (<i>National School of Business Management, Sri Lanka</i>) |
| 13.00 – 14.00 | Meet and Mingle Break | | |

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| TECHNICAL SESSION 02 | INNOVATION IN HOSPITALITY, TOURISM AND EVENTS INDUSTRY I | | |
| | Tuesday, 25th August 2020 11.40 to 13.00 Hall 02 | | |
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| | 11.40 – 12.00 | B1 | Innovative School Foodservice Promotes Right to Healthy Food among Adolescents using Active Learning Strategies Chin Chin SIA (<i>Taylor’s University, Malaysia</i>) |
| 12.00 – 12.20 | B2 | Resolving Labor Productivity Challenges of the Japanese Lodging Industry: Revenue Management Perspective T. Yoshioka (<i>Toyo University, Japan</i>) | |



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| | 12.20 – 12.40 | B3 | Factors Influencing Halal Bakery Products Purchasing: The Role of Halal Certification as the Moderator Nurzulain, Z., Zuraini, M.I. Norhidayah, A (<i>Universiti Teknologi MARA, Malaysia</i>) |
| | 12.40 – 13.00 | B4 | The Contribution of Food trucks to Food Heritage-making and Innovation: An Exploratory Study in Klang Valley from the Perspective of Food Truck Operators and Tourism Board of Malaysia Afsara Akter (<i>Taylor’s University, Malaysia</i>) |
| | 13.00 – 14.00 | Meet and Mingle Break | |

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| PUBLICATION WORKSHOP | Tuesday, 25th August 2020 14.00 to 15.30 Hall 01 | |
| | 14.00 – 15.30 | Publication Workshop Moderated by Dr. S. Mostafa Rasoolimanesh (<i>School of Hospitality, Tourism, and Events, Taylor’s University, Malaysia</i>) |

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| TECHNICAL SESSION 03 | BUILDING BIGGER ECOSYSTEMS: UNLOCKING THE POWER OF HUMAN AND TECHNOLOGY I | | |
| | Tuesday, 25th August 2020 15.40 to 17.00 Hall 01 | | |
| | 15.40 – 16.00 | C1 | A Model of Meaning of Work, Work Engagement, Organizational Commitment and Turnover Intention in Jakarta and Bali Hotel Employees Karinadewi, N., Martdianty, F. (<i>University of Indonesia, Indonesia</i>) |
| | 16.00 – 16.20 | C2 | Exploring the Sustainable Personality Traits among Malaysian Hotel Employees Zamri. M.T., Jamin. A., Sumarjan. N., Mohd Akhuan. N. (<i>Universiti Teknologi MARA, Malaysia</i>) |
| | 16.20 – 16.40 | C3 | The Chinese Consumers’ Perception of Social Media Reservation System, Case of the WeChat He Yan (<i>Taylor’s University, Malaysia</i>) |
| | 16.40 – 17.00 | C4 | Re-imagining Restaurant Servicescape: How Physical and Virtual Environment Affects Positive Behavioral Intention Jamaluddin, P.F.N., Nazlan, N.H., Abdul Rahman, A.E. (<i>Universiti Teknologi MARA, Malaysia</i>) |



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| | 17.00 – 17.20 | Evening Break |
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| TECHNICAL SESSION 04 | NEXT-GENERATION CUSTOMER EXPERIENCE: HUMAN TOUCH VS. SMART TOUCH I | | |
| | Tuesday, 25th August 2020 15.40 to 17.00 Hall 02 | | |
| | 15.40 – 16.00 | D1 | Effects of Source Credibility and Argument Quality on Persuasion of Crime Prevention Messages: A Study on American Millennial Tourists Amir, A.F. ¹ , Pennington-Gray, L. ² , Kim, J.W. ² , Hanafiah, M.H. ¹ (¹ Universiti Teknologi MARA, Malaysia, ² University of Florida, USA) |
| | 16.00 – 16.20 | D2 | Truth or Dare? Perceptions of Emerging Generation Z Hospitality Workforce Post Global Pandemic Hemachandra O.G.Y. (University College of Batangala, Panawala, Sri Lanka) |
| | 16.20 – 16.40 | D3 | Assessing The Moderating Effect of Familiarity Towards the Relationship Between Self-Service Menu Tablet Ordering Attributes and Customer Satisfaction Zuraini, M.I., Fadhziatul, A.F. (Universiti Teknologi MARA, Malaysia) |
| | 16.40 – 17.00 | D4 | Under Covid-19, Challenges and Opportunities for Hospitality and Tourism Industry of China Jiatong Nan (Taylor’s University, Malaysia) |
| | 17.00 – 17.20 | Evening Break | |

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| PANEL DISCUSSION | Tuesday, 25th August 2020 17.30 to 19.00 Hall 01 | |
| | 17.30 – 19.00 | “Spiritual and Hospitality” Moderated by Dr. Chandana (Chandi) Jayawardena (President – Chandi J. Associates Inc. Consulting, Canada) Panelists:- Dr. S. K Premaratne (London Metropolitan University, UK), Dr.Vipula Wanigasekara (Edith Cowan University, Australia), Dilantha Perera (Third Eye Hospitality Training, Sri Lanka) |



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DAY 02 - WEDNESDAY, 26TH AUGUST 2020

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| KEYNOTE SPEECH | Wednesday, 26th August 2020 09.00 to 09.30 Hall 01 | |
| | 09.00 – 09.30 | <p>“Impact of Covid -19 on the Future of Hospitality Education”</p> <p>Prof. Dr. Neethiahnanthan Ari Ragavan; PhD (<i>Executive Dean, Faculty of Social Sciences & Leisure Management, Taylor’s University, Malaysia</i>)</p> |

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| TECHNICAL SESSION 05 | NEXT-GENERATION CUSTOMER EXPERIENCE: HUMAN TOUCH VS. SMART TOUCH II | |
| | Wednesday, 26th August 2020 09.40 to 11.40 Hall 01 | |
| | 09.40 – 10.00 | <p>D5</p> <p>Understanding the Relationship between Customer-Based Brand Equity (CBBE), Brand Loyalty and Tourists’ Attitudes towards Destination Tourism Promotional Campaign</p> <p>Hilmy Othman¹, Faiz Izwan Anuar² (¹<i>AD Interact International Sdn Bhd, Malaysia</i>, ²<i>Universiti Teknologi MARA, Malaysia</i>)</p> |
| | 10.00 – 10.20 | <p>D6</p> <p>Covid-19 Pandemic and Impact on Public Places of Tourism and Hospitality in Dubai- an Exploratory Study from a Design Perspective</p> <p>Manju Bala, Dr. Gisela Loehlein (<i>Xi’an Jiaotong-Liverpool University, China</i>)</p> |
| | 10.20 – 10.40 | <p>D7</p> <p>The Position of Music Festival as an Attractive Destination in Malaysia</p> <p>Khairiah Ismail¹, Nawal Hanim Abdullah², Norol Hamiza Zamzuri³, Abdul Rashid Abdullah², Anuar Shah Bali Mahomed², Hamimah Hassan² (¹<i>Taylor’s University, Malaysia</i>, ²<i>Universiti Putra Malaysia (UPM), Malaysia</i>, ³<i>Universiti Teknologi MARA (UiTM), Malaysia</i>)</p> |



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| | 10.40 – 11.00 | D8 | Digitalization towards Agility of Supply Chain in Hotel Industry in Sri Lanka P.G.M.S.K. Gamage ¹ , T.G.A.H.C. Amarawansa ¹ , C.P. Danthanasaraya ² , U.G.O. Sammani ¹ , R.A.A.K. Ranaweera ¹ (¹ Uva Wellassa University of Sri Lanka, ² University College of Matara, Sri Lanka) |
| | 11.00 – 11.20 | D9 | Game Based Learning to Enhance Learning Engagement in Hospitality Related Modules Dr. Ruth Sabina Francis, Prof. Dr. Neethiahnanthan Ari Ragavan, Assoc. Prof. Dr. Kandappan Balasubramanian (Taylor’s University, Malaysia) |
| | 11.20 – 11.40 | D10 | An Analysis of Destination Attributes for Attracting International Millennial to Kandy City, Sri Lanka R.S.S.W. Arachchi (Sabaragamuwa University of Sri Lanka, Sri Lanka) |
| | 11.40 – 13.00 | Meet and Mingle Break | |

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| TECHNICAL SESSION 06 | BUILDING BIGGER ECOSYSTEMS: UNLOCKING THE POWER OF HUMAN AND TECHNOLOGY II | | |
| | Wednesday, 26th August 2020 09.40 to 11.40 Hall 02 | | |
| | 09.40 – 10.00 | C5 | Does Technology Readiness Prompt Reservation via Online Travel Agency? The Application of the Structural Equation Modeling and the UTAUT2 Azdel, A.A. Awang, K.W., Yusof, R.N.R., Radzi, S.M. (Universiti Teknologi MARA, Malaysia) |
| | 10.00 – 10.20 | C6 | Inter-Organizational Adoption of Destination Management System in Vietnam Le Thi Phuong Anh, Dr. Puvaneswaran Kunasekaran, Dr. Jeetesh Kumar (Taylor’s University, Malaysia) |
| | 10.20 – 10.40 | C7 | Hospitality Simulation in Higher Education: A New Immersive Learning Experience to Develop 21 st Century Skills – A Proposed Framework Assoc. Prof. Dr. Kandappan Balasubramanian, Prof. Dr. Neethiahnanthan Ari Ragavan, Dr. Ruth Sabina Francis (Taylor’s University, Malaysia) |



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| | 10.40 – 11.00 | C8 | An Assessment of the Tourism Destination Image of Taraba State Nigeria Gonap E. G., Emmanuel O.B.B., Madaki K. (<i>Federal University Wukari Nigeria</i>) |
| | 11.00 – 11.20 | C9 | Digital Lifestyle in the Hospitality Industry: Moving Forward into Industry 4.0 Sree Kala Kunju Raman Nair (<i>Taylor’s University, Malaysia</i>) |
| | 11.20 – 11.40 | C10 | Influencing Factors on Intention of Sharing Heritage Tourism Experience in Social Media: A Conceptual Model Lin Zhiqi, S. Mostafa Rasoolimanesh (<i>Taylor’s University, Malaysia</i>) |
| | 11.40 – 13.00 | Meet and Mingle Break | |

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| TECHNICAL SESSION 07 | BEST PRACTICES IN ENHANCING TOURISM WITH AUTHENTIC HOSPITALITY II | | |
| | Wednesday, 26th August 2020 13.00 to 15.00 Hall 01 | | |
| | 13.00 – 13.20 | A5 | Social Media Content and Service Delivery Empowerment in Hospitality Businesses in Nigeria Alamai, M.M., Sule, G.M., Aliyu, A.A. (<i>The Federal Polytechnic Bauchi, Nigeria</i>) |
| | 13.20 – 13.40 | A6 | Customer Value Co-Creation Model of a Japanese Therapeutic Hot Spring Inn Shunichiro Morishita (<i>Kyushu Sangyo University, Japan</i>) |
| | 13.40 – 14.00 | A7 | Influence of Social Capital on Sustainable Indigenous Tourism among the Mah Meri People of Malaysia Zuliah Abd Hamid, Shazali Johari, Puvaneswaran Kunasekaran, Kandappan Balasubramanian (<i>Universiti Teknologi MARA, Malaysia</i>) |
| | 14.00 – 14.20 | A8 | Impact of Restaurant Attributes on Customer Perceived Value and Customer Satisfaction: Special Reference to Beach Restaurants in Southern Coastal Area, Sri Lanka C.P. Danthanarayana ¹ , R.S.S.W. Arachchi ² (<i>¹University College of Matara, Sri Lanka, ²Sabaragamuwa University, Sri Lanka</i>) |



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| | 14.20 – 14.40 | A9 | Sustainability Indicators in Hotels: A Systematic Literature Review Reem Mohamed Abdalla Eltoum, S. Mostafa Rasoolimanesh, Sarah Nelum Rajika Wijesinghe (<i>Taylor’s University, Malaysia</i>) |
| | 14.40 – 15.00 | A10 | The Role of Personality Traits and High-Performance Work Practices on Authentic Hospitality Innovative Work Behaviours P.R.D. Wijesingha, R.S.S.W. Arachchi (<i>Sabaragamuwa University, Sri Lanka</i>) |
| | 15.00 – 15.20 | Evening Break | |

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| TECHNICAL SESSION 08 | INNOVATION IN HOSPITALITY, TOURISM AND EVENTS INDUSTRY II | | |
| | Wednesday, 26th August 2020 13.00 to 15.00 Hall 02 | | |
| | 13.00 – 13.20 | B5 | Cash Holdings, Investment and Profitability of Italian Hotel SMEs Marco Botta (<i>Università degli Studi dell’Insubria, Italy</i>) |
| | 13.20 – 13.40 | B6 | A Review of Food Waste Generation in Hospitality Industry Lim Foong Foong, S. Mostafa Rasoolimanesh (<i>Taylor’s University, Malaysia</i>) |
| | 13.40 – 14.00 | B7 | Customer Brand Personality, Dining Experience and Behaviour: A Case of Five-Star Hotels Restaurants Tuan Ahmad Tuan Ismail ¹ , Mohd Salehuddin Mohd Zahari ¹ , Mohd Hafiz Hanafiah ¹ , Kandappan Balasubramanian ² , Zurena Shahril ¹ (<i>¹Universiti Teknologi MARA, Malaysia, ²Taylor’s University, Malaysia</i>) |
| | 14.00 – 14.20 | B8 | Issues and Challenges on Developing and Promoting Ramayana Trail Tourism in Sri Lanka U.A.D. Premarathna ¹ , R.S.S.W. Arachchi ² (<i>¹University College of Ratmalane-University of Vocational Technology, Sri Lanka, ²Sabaragamuwa University of Sri Lanka, Sri Lanka</i>) |
| | 14.20 – 14.40 | B9 | A Systematic Review of Research on Impact of Tourism on Destination Atchara Salee, S. Mostafa Rasoolimanesh (<i>Taylor’s University, Malaysia</i>) |



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| | 14.40 – 15.00 | B10 | Destination Innovation through Ceylon Tea Gamage D.T.R. (<i>National School of Business Management, Sri Lanka</i>) |
| | 15.00 – 15.20 | Evening Break | |

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| TECHNICAL SESSION 09 | BEST PRACTICES IN ENHANCING TOURISM WITH AUTHENTIC HOSPITALITY III | | |
| | Wednesday, 26th August 2020 15.20 to 16.40 Hall 01 | | |
| | 15.20 – 15.40 | A11 | Impact of Social Networking on Entrepreneurial Orientation and Firms' Performance: Special Reference to Tourism Business in Nuwara Eliya District, Sri Lanka T.G.A.H.C. Amarawansa ¹ , P.G.M.S.K. Gamage ¹ , C.P. Danthanarayana ² (¹ <i>Uva Wellassa University of Sri Lanka, University College of Matara, Sri Lanka</i>) |
| | 15.40 – 16.00 | A12 | Development Strategy for Nusa Dua as a Sustainable Conference Event Destination Based on the Level of Satisfaction towards the Green Meeting Standards Firman Sinaga, Firlie Lanovia Amir (<i>International Bali Institute of Tourism, Indonesia</i>) |
| | 16.00 – 16.20 | A13 | Bracing The Silver Tsunami: Expectation for Senior Living Center in Multiracial Malaysia Sumarjan, N., Zamri, M.T., Nazlan, N.H., Jamal, S.A. (<i>Universiti Teknologi MARA, Malaysia</i>) |
| | 16.20 – 16.40 | A14 | Evaluating Spiritual Tourism Image of Sri Lanka; A Study of Tourist Already in Sri Lanka for the Spiritual Purpose Champika Vincent (<i>Delmege Tours, Sri Lanka</i>) |



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| CONFERENCE CLOSURE | Wednesday, 26th August 2020 16.50 to 17.00 Hall 01 | |
| | 16.50 – 17.00 | Vote of Thanks Mr. Isanka P. Gamage (<i>Co-Founder & Managing Director - The International Institute of Knowledge Management (TIKM), Sri Lanka</i>) |

Conference Co - Chair

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Dr. Chandana (Chandi) Jayawardena

(President – Chandi J. Associates Inc. Consulting, Canada)

Conference Co - Chair

.....
Prof. Dr. D.A.C. Suranga Silva

(University of Colombo, Sri Lanka)

Conference Co - Chair

.....
Prof. Dr. Neethiahnanthan Ari Ragavan; PhD

(Taylor's University, Malaysia)

Conference Convener

.....
Mr. Isanka P. Gamage

(The International Institute of Knowledge Management, Sri Lanka)

Conference Secretary

.....
Ms. Asha Ratnayake

(The International Institute of Knowledge Management, Sri Lanka)



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