

FINAL PROGRAM (26th of June)

Sunday 29th June				
17.00 - 19.00	Reception and registration.			
20.00-22.00	Gala Dinner. Bus meeting point at 19.30 in front of Hotel Ibis			
Monday 30th		Parallel sessions A – Master Room	Parallel sessions B - Room 212	Parallel sessions C - Room 210
8.00 - 9.00	Registration at conference building			
9.00 – 9.30	Opening ceremony	Prof. Changhong Bai, Xu Hong, Josep Maria Raya, Miguel Rey, Yuhua Luo, Chair of the opening session: Bartolome Deya In the auditorium		
9.30 - 10.00	Keynote speaker	Prof. Changhong Bai Nankai Univeristy (China) Chair: Yuhua Luo In the auditorium		
10.00 - 11.00	Paper presentations	Session A.1. New trends in Chinese tourism. Chair: Wei Qiu	Session B.1. Tendencies in tourism between Spain and China. Chair: Kai Bai	Session C.1. Human Resource Management in the tourism industry Chair: Yi-Ju Lee
11.00 – 11.30	Coffee Break			
11.30 – 12.00	Keynote speaker	Luis del Olmo (Idiso Hotel Distribution) Chair: Vicente Ramos In the auditorium		
12.00 - 13.00	Paper presentations	Session A.2. Tourism and sustainability. Chair: Bartolome Deya	Session B.2. Tourism economics I. Chair: Josep Maria Raya	Session C.2. Tourism and experience: the desired binomial Chair: Vicente Ramos
13.00 - 15.00	Lunch	<i>Foyer Restaurant</i>		
15.00 - 16.30	Paper presentations	Session A.3. Cultural tourism Chair: Hua Wang	Session B.3. Corporate Social Responsibility in the tourist sector. Chair: Zengxiang Chen	Session C.3. Determinants of destination decision process Chair: Zhong Li
16.30 - 17.00	Coffee Break			
18.00 - 20.00	Visit	Visit to Maresme area Bus meeting point at 18.00 in front of Hotel Ibis		

Tuesday July 1st		Parallel sessions A – Master Room	Parallel sessions B - Room 212	Parallel sessions C - Room 210
9.30 - 10.00	Keynote speaker	Hainan Airlines (China) In the auditorium		
10.00 - 11.00	Paper presentations	Session A.5. Tourism Economics II. Chair: Natividad Juaneda	Session B.5. Public policy and tourism Chair: Francisco Sastre	Session C.5. Consumer behaviour in the tourism sector. Chair: Hongbo Li
11.00 - 11.30	Coffee Break			
11.30 – 12.00	Keynote speaker	How to cooperate with Chinese enterprises. Marta Guerrero Chair: Bartolome Deya In the auditorium		
12.00 - 13.00	Paper presentations	Session A.6. Destination image. Chair: Yaping Liu	Session B.6. E-tourism trends and initiatives II. Chair: Yuhua Luo	Session C.6. Tendencies and strategies in the hotel sector Chair: Ivette Fuentes
13.00 - 15.00	Lunch	<i>Foyer Restaurant</i>		
15.00 - 16.00	Paper presentations	Session A.7. Destination management. Chair: Vicente Ramos	Session B.7. Tourism and development. Chair: Alek Kucel	Session C.7. E-tourism trends and initiatives I. Chair: Eloy Serrano
16.00 - 16.30	Coffee Break			
16.30 – 17.30	Round Table	<i>Invest in Spain in the tourism industry</i> Marta Guerrero (Monlex Abogados), Xavier Garau (Escura), Antonio Penya (EUROABAB and Reis de Mallorca) In the auditorium		
17.30 – 18.00	Closing ceremony	In the auditorium		
18.00 - 20.00	Visit	<i>Visit to Mataró city</i> <i>Bus meeting point at 18.00 in front of Hotel Ibis</i>		

Wednesday June 2nd		
8.30	Departure from Ibis Hotel	Bus meeting point at 8.30 in front of Hotel Ibis
9.00 - 10.30	Visit to ESCI	
10.30 - 11.00	Coffee Break	
11.00 - 13.30	Barcelona guided tour	
13.30 - 15.00	Lunch	
15.00 - 16.00	Melia Hotels International presentation	
16.00 - 18.00	Barcelona guided tour	

MONDAY 30th

From 10.00 to 11.00 h.

Session A.1 (10.00 to 11.00). New trends in Chinese tourism.

Chair: Wei Qiu

- The Analyses on the Adaptability between the Vacation Systems Of China and People's Tourism Demand. Yiping Tao and Jinfan Zhang
- Investigating a Sleep Management Program: A Case Study in China Hotel Industry. Clare Fung, Alice Hon and Leon Liu

Session B.1 (10.00 to 11.00). Tourism companies in the global economy.

Chair: Kai Bai

- Innovation, hotel occupancy and regional growth. Maria Tugores and Elisabeth Valle
- The experience of Meliá Hotels International in China: A case of internationalization of a Spanish Hotel Group. Angels Niñerola, Fernando Campa-Planas, Ana-Beatriz Hernández-Lara and María-Victoria Sánchez-Rebull
- How Do Multinational Hotel Companies View the Chinese Market - An Analysis of Annual Reports from Four Public Companies: 2000-2012. Min Zhan and Yu Qin

Session C.1 (10.00 to 11.00). Human Resource Management in the tourism industry

Chair: Yi-Ju Lee

- Report on the career development of Chinese female employees in tourism industry. Liu Hailing and Xu Hong
- Human capital and firm performance: an analysis of the hotel sector in Majorca. Maria Tugores
- Research on the training mode for Nankai tourism talents in the process of industrial integration. Jiagang Chen, Hongyu Wang and Lei Song

From 12.00 to 13.00 h.

Session A.2 (12.00 to 13.00). Tourism and sustainability.

Chair: Bartolome Deya

- New Approach to Assess the Ecotourism Potential in Protected Areas. Frederico Santarém, Rubim Silva and Paulo Santos
- Sustainable Performance Practices in the Cruise-Line Tourism industry: P&O Australia compared to Attica Group Greece. Nicholas Mangos and Fernando Pineda Izquierdo

Session B.2 (12.00 to 13.00). Tourism economics I.

Chair: Josep Maria Raya

- Tourism Development and Economic Growth in Asia Pacific Countries: a panel approach. Qiu-Yun Li, Xiao-Ge Zhou and Hong Xu
- Decisive Mechanism of Core Stakeholders Behavior in Tourism Community- An Application of Economic Game Theory. Zhenzhi Yang, Hong Shi and Dan Yang
- Empirical Study of the Integration Degree of the Tourism Industry Based on AHP-fuzzy Comprehensive Evaluation Method. Wei Yan

Session C.2 (12.00 to 13.00). Tourism and experience: the desired binomial.

Chair: Vicente Ramos

- Chinese independent female travellers' experience in european destinations. Yu-Ning Su and Jaume Guia
- The Relationship Between Emotional Experience, Cognition and Behavioural Intention in Dark Tourism. Yi-Ju Lee
- Web Quality Index Applied to National Tourism Websites. José Fernández-Cavia and Daniela Castro

From 15.00 to 16.00 h.

Session A.3 (15.00 to 16.30). Cultural tourism.

Chair: Hua Wang

- Study on Tourism Performing Arts satisfaction based on IPA analysis. Shiping Tong
- Study on the Tourism Development Mode and Innovation of China's Taoist Palace. Zhang Lisheng
- Cultural tourism in Mallorca, Menorca, Ibiza and Formentera. Sebastià Serra Busquets and Gabriel Mayol Arbona

Session B.3 (15.00 to 16.30). Corporate Social Responsibility in the tourist sector.

Chair: Zengxiang Chen

- Corporate Social Responsibility and Employee Communication: an Exploratory Study of Experiences Amongst Spanish, Chinese and Portuguese of Premium Hotels' International Brands. Miguel Trias Vilar, Shiyun Xu and Nuno Miguel Castanheira Almeida
- Research on the Community-Based Tourism in the City. Hong Xu and Yuqing Liu
- Study on the Contribution of Tourism Participation to SWB and QOL of Rural Migrant Workers' Children in China. Hong Xu and Jing Han

Session C.3 (15.00 to 16.30). Determinants of destination choice.

Chair: Zhong Li

- Factors affecting intentions of travelling to risky destinations – a comparison between Israeli and Polish students. Sharon Teitler Regev, Shosh Shaharabani and Helena Desivilya-Syna
 - Changes in travel decision-making process in a crisis economic context. Juaneda Catalina and Sastre Francesc
 - Studing place satisfaction's impact on attachment to both China and Australia for Chinese students in Australia. Ning Chris Chen
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TUESDAY 1st

From 11.00 to 12.00 h.

Session A.5. Tourism Economics II.

Chair: Natividad Juaneda

- The Analysis of Thailand Tourism Demand of Chinese tourists. Akarapong Untong, Vicente Ramos, Mingsarn Kaosa-Ard and Javier Rey-Maqueira
- Grey Correlation Analysis on Tourism Industry in Jiangsu Province. Wei Yan
- Tourism and water consumption: The Case of the Island of Mallorca. Bartolomé Deyà and Dolores Tirado

Session B.5 (11.00 to 12.00). Public policy and tourism.

Chair: Francisco Sastre

- Rethink the decision-making mechanism of china government from the rule "Outside drinks are prohibited ". Wang Yannan and Gu Huimin
- Are Regional Political Decisions the Key Element to Stop Seasonal Variation in Tourism?: The Case of the Balearic Islands. Maria Antonia García, Margarita Alemany and Miguel Trias
- Problem Identification and the Measures for China Pro-poor Tourism in Ethnic Minority Areas : A case of Mabian Yi Nationality Autonomous County. Yang Dejin, Bai Changhong and Niu Huicong

Session C.5 (11.00 to 12.00). Consumer behaviour in the tourism sector.

Chair: Hongbo Li

- Prioritizing decisions: destination choice versus travel mode. Josep Maria Raya, Nati Juaneda, Jaume Garcia and Francesc Sastre
- Do "Visiting Friends Tourism" have impact on long-term orientation of friend relationship? - An empirical study of the influence of "Visiting Friends Tourism" on long-term orientation of friend relationship in China. Bai Kai and Qu Yajie
- The Impact of Marketing Capabilities on Image of Exhibition: Based on the Perceptions of Demand-Side. Jingna Wang, Junkan Li, Ye Chen, Jinlin Zhao and Jing Han

From 12.00 to 13.00 h.

Session A.6 (12.00 to 13.00). Destination image.

Chair: Yaping Liu

- National Tourism Image: An Alternative Perspective from Destination Managers. Changhong Bai, Yanzheng Tuo and Zengxiang Chen
- Study on the perceived image of Barcelona: the case of Chinese market. Elena Puiggros Roman, Nian Liu and Dan Lin
- A Research on Communication Channels of Destination Image: the Service Marketing Perspective. Changhong Bai and Hongyu Wang

Session B.6 (12.00 to 13.00). E-tourism trends and initiatives II.

Chair: Yuhua Luo

- Free Expert Opinions: Travellers' Individual Attributes, Technology Use Experience and eWOM. Zhibin Lin
- Using UGC To Organize Trips: Mafengwo Case Study. Xu Wang
- Attracting Chinese travellers via Online Marketing. Andrea Barbi and George Cao

Session C.6 (12.00 to 13.00). Tendencies and strategies in the hotel sector.

Chair: Ivette Fuentes

- Organizational structure and innovation in the hotel industry. Pedro Rivas Yarza and Francina Orfila-Sintes
- Do the perceptions of hotel front desk employees in Israel differ between chain and non-chain hotels? Sharon Teitler Regev, Shosh Shaharabani and Oksana Goziker
- Research on strategic innovation of Chinese high star-rated hotel under the background of tightening government spending. Ding Xin, Gu Huimin and Wang Yu

From 15.00 to 16.00 h.

Session A.7 (15.00 to 16.00). Destination management.

Chair: Vicente Ramos

- An Analysis on Characteristics of Evolution of Wuyishan Destination Based on the Tourist Flow. Li Hong Bo
- Destination choice of the Mainland Chinese under the "Individual Visit Scheme". Barry Mak and Kathy Yeung
- Research on Open Innovation Mechanism of Tourism Destination - Case of Suzhou China. Qiu Wei, Li Chenxi and Wang Xinguang

Session B.7 (15.00 to 16.00). Tourism and development.

Chair: Alek Kucel

- The impact of tourism development on the local residents and "Migratory Bird People" in Bama, Guangxi. Liu Yaping, Li Li and Nie Linlin
- Contribution of Tourism FDIS on Poverty Alleviation: A Selected Case from Hunting Safaris in Tanzania. Wineaster Anderson and Grace Nicodemous
- Linking Nature Based Tourism with Environmental Education: A Challenge for Developing Countries. Monica Velarde, Kennedy Magio and María Aída Santillán

Session C.7 (15.00 to 16.00). E-tourism trends and initiatives I.

Chair: Eloy Serrano

- Antecedents and Consequences of the consumption stickiness on tourism E-commerce. Ye Chen, Liusu Yi and Chuan He
- "Donkey Friends": Institutionalization phenomenon appears from Virtual Community in China. Sha Zhu