



Final Program 第二届中西旅游大会程序

The 2nd International Conference on Tourism between China-Spain
Palma de Mallorca, Spain. March 27-31, 2011

Tourism development under the globalization environment

Hotel Management School, the Balearic Islands

Venue: Hotel Management School, the Balearic Islands/大会地点
Escola d'Hoteleria de les Illes Balears · Edificio Arxiduc Lluís Salvador
Cra. Valldemossa, km 7,5 · 07122 Palma

March 27, 2011 Registration Sunday 18:00 – 20:00 Conference registration in conference hotel Palas Atenea lobby

March 28, 2011 Monday (Morning sessions with simultaneous translation /上午有同声翻译)

8:45 Bus departure from Hotel Palas Atenea

9:30 - 10:00 **Conference Opening/会议开开幕式** - Chair: Francisco Sastre

The Presidents of the Conference: Yuhua Luo, UIB and Jigang Bao, Sun Yat-Sen University

Program Chair: Professor Qing Peng, Sun Yat-Sen University

Mr. XU Jing, Regional Director for Asia and the Pacific, the World Tourism Organization

Direcció General de Desenvolupament Turístic

Mr. Antoni Munar Cardell, Consejera de Turisme i Treball de Govern de Balears

Sra. Isabel Oliver, Consejera ejecutiva de Economía y Turismo, Mallorca

10:00 - 10:30 **Invited Speeches/WTO 主题发言**- Chair: Vicente Ramos

Keynote Speech by Mr. XU Jing, Regional Director for Asia and the Pacific, the World Tourism Organization, Tourism trends in the world with particular reference to Asia and the Pacific

10:30 - 10:50 **Special Speech 主题发言**- Chair Vicente Ramos

Prof. Jigang Bao School of Tourism Management, Sun Yat-sen University, China, *China Related Tourism Research: A Review and Implications for Future Research*

10:50 Taking a photo with all participants outside the building 全体在大楼门口大会合照

11:00 - 11:30 Coffee break /茶歇

11:30 - 14:00 Academic Paper presentations/学术论文发言 (Auditorium 大会堂) Chairs: Teresa Palmer, Guojun Zheng

1.1 The demand and supply analysis on tourism in China and Spain

- Diego R. Medina-Muñoz, Adriana F. Chim-Miki, University of Las Palmas de Gran Canarias, *Current status of the research on tourism competitiveness in Spain and China: Recommendations for future research*
- Qing Peng School of Tourism, Sun Yat-sen University, Lu-xuan Cheng School of Tourism, Guangzhou University, *Impacts of Large-scale Exhibitions on the Hotel Room Rates: A Case of Canton Fair*
- Yang Ling, Macau university of Science and Technology, China, *Modes of Combining Culture Innovation Industry towards Macau Tourism Industry Development in 2030*
- Akarapong Untong, Vicente Ramos, University of Balearic Islands, Mingsarn Kaosa-ard Chiang Mai University, Thailand, Javier Rey-Maqueira, University of Balearic Islands, *The seasonal pattern and the*



effects of unexpected events on Outbound Chinese tourism: the case of Chinese tourist arrivals to Thailand

- Diego Medina Muñoz, Alexander Zúñiga Collazos, Marysol Castillo Palacio, University of Las Palmas de Gran Canaria, *Tourism and innovation in China and Spain: an academic and professional overview*

1.2 Experience, knowledge, and solutions in the tourism and hospitality sector

- Changhong Bai, Xiao Wang, Nankai University, *The Research of the Ecotourism Carrying Capacity: A Case Study in Jixian County, China*
- Yuan Yao Department of Tourism & Environment, Xi'an University of Arts & Science, China, Jinlin Zhao, Florida International University, USA, *An Analysis of High Kickback in China's Tourism Industry*
- Sidonie Djofack, Marco Antonio Camacho Robledo University of Balearic Islands, *Implementation of quality management systems in the tourism sector: a case study of the Balearic Islands*
- Qiuju Luo, Keyao Chen, Sun Yat-sen University, *Network Functions of Travel Marts in China: Amendments to the Rosson and Seringhaus Network Model*

14:00 – 15:00 Lunch/午餐

15:00 – 17:00 Parallel academic paper presentations/学术论文分组发言

1.3 Analysis of economic, socio-cultural and environmental impacts of tourism (auditorium 大会堂) Chairs: Iván Alvarez León, Qiuju Luo

- Jiandong Lü, Chang Jiang Professional College, Xiuying Yang Hainan Institute of Science and Technology, *A Discuss on the development application and trend of Chinese tour ecommerce*
- Antoni Serra Cantalops University of Balearic Islands, Josep Ramon Cardona University of Pablo de Olavide, *China viewed by the spanish. An exploratory study of spaniards' perceptions and knowledge of china as a tourist destination*
- Guojun Zeng, Sun Yat-sen University, China, Frank Go, Centre for Tourism Marketing, Erasmus University Rotterdam, the Netherlands, *The Evolution of Tourist Preferences of Middle Class Chinese :An International Perspective*
- Antonio Juárez Universidad de Heilbronn, Germany, Amparo Sancho Universidad de Valencia, Spain, Cecilia Gutiérrez Universidad Austral de Chile, Chile, *Cultural Differences and Interferences between China and Spain in the Tourism Industry*
- Antonia García, Margarita Marta Jacob, Margarita Alemany, University of the Balearic Islands, Spain, *The Design of Marketing Strategies as the Tourist Profile Evolves in the Balearic Islands*
- Francesc Sastre Albertí, University of the Balearic Islands, *The Curricula design for Hospitality and tourism in social knowledge – case study of Spain.*

1.4 Globalization and tourism development (cultural tourism, event tourism, nature tourism, sport tourism etc.) (First floor, room Sala de Grados 楼上一楼会议室) – Chairs: Marco Robledo, Yang Ling

- Pilar Taboada-de-Zúñiga Romero University of Santiago de Compostela, Spain, *Driving Growth in Language Tourism in Spain: Potential of the Chinese Market*
- Feng Li, Qi Zhu, Zhengzi Yang History and Tourism College, Sichuan University, *A Preliminary Study on Birding Tourism in Sichuan*
- Felio José Bauzá Martorell, University of Balearic Islands, Spain, *Institutional organisation on tourism as legal security and investment opportunities by entrepreneurs of both countries*



- Jie Liu Tourism institute of Beijing Union University, *The example of Barcelona 1992 and Beijing 2008*
- Julio Batle y Marco Robledo, University of Balearic Islands, Turismo espiritual en china: concepto, realidad y perspectivas

17:15 – 18:00 Coffee break / 茶歇

18:00 Bus departure in front of the Hotel School to City Castle / 乘车从大学到大城堡

19:00 – 20:00 Conference reception Castillo de Bellver / 会议招待酒会, 地点-大城堡

20:00 Conference reception dinner / 会议招待会晚餐

March 29, 2011 Tuesday

8:15 bus departure from Hotel Palas Atenea

9:00 – 11:00 Presentation from institution, enterprises in tourism sector / 业界发言 (Auditorium 大会堂) (simultaneous translation/同声翻译) Chairs: Francisco Sastre, Angel Palomino

9:00 – 9:15 Joan Enric Capella-Cervera , Luabay hotels & leisure, Orizonia, *Hospitality product and service for chinese tourists*

9:15 – 9:30 Álvaro Middelman, director general de Air Berlin en España y Portugal

9:30 – 9:45 Luis de Olmo, Executive Vice President, Sol Meliá.

9:45–10:00 Lin Weimin, Chairman of the Guangzhou Hotel Association 广州酒店协会理事长林伟民先生

10:00 – 10:15 Zhang Zhenzhou General Manager of Tourism, Nanfang Doushi Bao (Nddaily) 南方都市报旅游事业部总经理 张振洲先生

10:15 – 10:30: Mr. Ignacio Alcaraz, Director Territorial of Santander in Balearic Islands

10:30 – 10:45 Juan Palop-Casado, Architect and director of Lab for Planning and Architecture, Sun and Beach Urbanism

11:00 - 11:30 Coffee break / 茶歇

11:30 – 12:30 Panel session (3 from Spain, 3 from China) / 大会讨论 (Auditori 大会堂) (simultaneous translation/同声翻译) Chair: Yuhua Luo

Mr. Álvaro Middelman, AirBerlin

Mr. Luis de Olmo, Executive Vice President, Sol Meliá

Deputy General Manager, White Swan Hotel Mr. Wang Yong 白天鹅宾馆王勇副总经理

Deputy General Manager, Crowne Plaza Guangzhou City Centre, Mr. Qi Yan 广东中心皇冠假日酒店齐雁副总经理

Mr. Ignacio Alcaraz, Director Territorial of Santander in Balearic Islands

12:30 - 14:00 Parallel presentation from enterprises and academics / 业界与学术界分组发言

2.1 Globalization, tourism development, environment protection and Sustainable tourism (Auditorium 大会堂) (simultaneous translation/同声翻译) - Chairs: Julio Batle



- Regatero Carrascosa, Anna Consultora en Ergonomía de Proyecto, "Ergonomía Hotelera. Diseño de habitaciones. Calidad y rentabilidad"
- Iván Alvarez León, Alessandra Cappai, Universidad de Sassari, Italia, *The second residence in Sardinia: urban and tourist model*
- Rosario Andreu, Enrique Claver, Diego Quer, University of Alicante, Spain, *Chinese tourism: what do we know so far?*
- Diego R. Medina-Muñoz, Noelia Medina Ojeda, University of Las Palmas de Gran Canarias, *German tourists, to China or to Spain?*
- Luis Julia, Finca S'aigo, Mallorca, Turimo Rural

2.2 Globalization, internet, and information technology for tourism (First floor, room Sala de Grados 楼上一楼会议室) language : English, Chairs: Antoni Serra, Li Feng

- Toni Bibiloni, Pere Palmer, Tomeu Adrover, Joaquin Berga Balearic Island University, *Multi-generation of TV channels applied to maritime transport*
- Bo-yang Shu School of Administration and Management, Zhongnan University of Economics and Law, Jing Xu, Changjiang professional College, *On the Integration Mode of Interactive Marketing for On-line Travel Based on Search Engine Platform*
- Toni Bibiloni, Miguel Mascaró, Jose Oliver, Massimo De Faveri Balearic Island University, Spain *A personalized TV service for tourism industry*
- Mu Zhang, Xi Duan Shenzhen, Jing Luo, Shenzhen Tourism College of Jinan University, *Research on the RFID-based Tourists distributary System in Scenic area*
- Gabriel Fontanet Nadal, Jaume Jaume Mayol, Antoni Mas Mulet, Cristina Pérez Coll, University of Balearic Islands, *Accessible Tourism and Web Accessibility. The case of China and Spain*

14:00 – 15:00 Lunch/午餐

15:30 bus departure from Hotel School for visit.

16:00 – 17:30 Professional Tour/参观 Visit Orizonia and its headquarter of integrated tourism service

18:00 – 19:00 Professional Tour/参观 Visit Hotel Son Vida

20:00 Conference Banquet 晚宴 Gran Meliá Victoria Restaurant.

March 30, 2011 Wednesday

9:00 bus departure from Hotel Palas Atenea

9:00 - 14:00 Professional Tour /参观

Visit Palma old City, Jardines de Alfabia, Son Termo, etc.

14:00 - 15:00 Lunch at UIB/午餐

16:15 Bus departure from Hotel Palas Atenea to airport for flying to Madrid /从大会酒店乘车赴机场赴马德里 (only for those who signed up for the March 31 tour to Madrid)

Night: stay in Madrid/夜宿马德里

March 31, 2011 Thursday Visit WTO 参观马德里和世界旅游组织 WTO

9:00 - 11:00 参观马德里

11:00 - 12:30 参观 WTO

13:00 午餐

15:00 返回大会酒店，大会活动全部结束