

PARALLEL SESSIONS

分组会议

CHENGDU·CHINA

中国·成都

July 13~14, 2017

2017年7月13~14日

Session 1 第一组

Topic: Tourism Destination Development

会议主题: 旅游目的地发展

Date: July 13th, 2017

日期: 2017年07月13日

Venue: 5F Wuhou Hall

地点: 5F 武侯厅

Chair: Prof. Bo Zhou, Xiamen University

Prof. Bartolomé Deya Tortella, University of the Balearic Islands

会议主持: 周波教授, 厦门大学

Bartolomé Deya Tortella 教授, 西班牙巴列阿里大学

14:30~14:50 An industry chain governance model for tourism destinations: Power capture and price coordination, Guangyong Zou, Shanghai Business School/邹光勇, 上海商学院

14:50~15:10 Destination image, public policy and perspective of internet public opinion: Case study on tickets cancellation of Phoenix town in Hunan, Xiaowen Hu, Northwest University for Nationalities/胡潇文, 西北民族大学

15:10~15:30 Relationship between destination colour perception and brand personality: A case study of Beijing city, Yingying Zhao, Beijing International Studies University/赵英英, 北京第二外国语学院

15:30~15:50 Coffee & Tea Break

15:50~16:10 Negative word of mouth on foreign lands: Dimensions of the shared discomforts narrated in travel blogs, Yong Tang, Chengdu University of Technology/唐勇, 成都理工大学

16:10~16:30 The influence of the celebrity Micro~blog on tourism destinations choose for tourists on the basic of celebrity effect, Fengjie Guo, Xi'an International Studies University/郭凤杰, 西安外国语大学

注: 如有变动, 请以实际情况为准

- 16:30~16:50** Strategies for sustainable development in the cruise sector: the case of South East Asia, Araceli Maseda Moreno, Universidad Complutense de Madrid/马德里康普顿斯大学
- 16:50~17:10** Factors influencing Destination Image formation: the moderating role of familiarity, corporate image and motivations, Gema Pérez Tapia, Universidad de Málaga/西班牙马拉加大学

Session 2 第二组

Topic: Tourists' Experience and Behavior

会议主题: 旅游者体验及行为

Date: July 13th, 2017

日期: 2017年07月13日

Venue: 5F Qingyang Hall

地点: 5F 青羊厅

Chair: Prof. Li Cheng, Sichuan University

Prof. Bartolomé Deya Tortella, University of the Balearic Islands

会议主持: 程励教授, 四川大学

Bartolomé Deya Tortella 教授, 西班牙巴列阿里大学

14:30~14:50 Experience preference and recreational specialization categories of rock climbing related tourism participants in Yangshuo, Jie Hu, Chengdu Sport University/胡洁, 成都体育学院

14:50~15:10 Factors that influence the development of cultural tourism in Spain, Maria Concepción García, Universidad Complutense de Madrid/马德里康普顿斯大学

15:10~15:30 Sensemaking and its significance to the research on tourist studies, Jie Zhang, South China University of Technology/张洁, 华南理工大学

15:30~15:50 Coffee & Tea Break

15:50~16:10 A study on temporal and spatial behavior of international tourists visiting Uzbekistan: Based on georeferenced photos, Xue Zhang, Xi'an International Studies University/ 张雪, 西安外国语大学

16:10~16:30 The influence structure of the experience factors in literary places: A case study of Du Fu thatched cottage in Chengdu, Lihua Cui, Sichuan University/崔李花, 四川大学

16:30~16:50 Social Networks in Tourism and Its Utilization, Junting Yang, Beijing Forestry University/杨珺婷, 北京林业大学

16:50~17:10 Analysis and reflection on Chinese tourism in Spain, Rafael Cascales Sisniega, Spain China Tourism Association/西班牙中国旅游协会

注: 如有变动, 请以实际情况为准

Session 3 第三组

Topic: The New Trend of Tourism Development in China

会议主题: 中国旅游业发展的新趋势

Date: July 14th, 2017

日期: 2017年07月14日

Venue: 5F Wuhou Hall

地点: 5F 武侯厅

Chair: Dr. Chris Chen, University of Canterbury

Prof. Vicente Ramos Mir, University of the Balearic Islands

会议主持: 陈宁博士, 新西兰坎特伯雷大学

Vicente Ramos Mir 教授, 西班牙巴列阿里大学

9:00~9:20 Tourism development and regional productivity efficiency: Evidence from southwest China, Bo Zhou, School of Management, Xiamen University/周波, 厦门大学

9:20~9:50 Collage of verbal representation in local cultural production: Case of a tourist outdoor performance in China, Xiaofei Hao, Sun Yat-sen University/郝小斐, 中山大学

9:50~10:10 Understanding China consumer culture in the context of theme park souvenir purchase: A value perspective, Wei Wei, University of Central Florida/魏玮, 佛罗里达中央大学

10:10~10:30 Coffee & Tea Break

10:30~10:50 The spatial characteristics of Sichuan Tibetan cultural tourism, Hua Tian, Sichuan Administration College, Party College of Sichuan Province Committee of CCP/田华, 四川省委党校(四川行政学院)

10:50~11:10 Analysis of rural tourism development in China: Drawing lessons from the experience of the development of Spanish Village Brigade, Pengfei Luo, Zhejiang Ocean University/骆鹏飞, 浙江海洋大学

11:10~11:30 The interaction of aviation and tourism under the changes of the cross-strait aviation policy, Qiuyue Jiang, Sichuan University/江秋月, 四川大学

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Session 4 第四组

Topic: Heritage and Tourism

会议主题: 遗产与旅游

Date: July 14th, 2017

日期: 2017年07月14日

Venue: 5F Qingyang Hall

地点: 5F 青羊厅

Chair: A. Prof. Ye Hong, Southwestern University of Finance & Economics

A. Prof. Chuntao Wu, Sichuan University

会议主持: 叶红 副教授, 西南财经大学

吴春涛 副教授, 四川大学

9:00~9:20 Exploring brand image of tourist attractions based on brand concept map : Take Jiuzhai valley and Du Jiang Yan in Sichuan province as example, **Pinjia Zou**, Sichuan University/邹品佳, 四川大学

9:20~9:50 A framework of destination umbrella branding from tourist perspective: A case study of Silk Road, Yilan Guo, Xi'an International Studies University/郭映岚, 西安外国语大学

9:50~10:10 Study on spatial distribution characteristics of tourist attractions in China based on urban agglomeration, Xiaohe He, Sichuan University/何小禾, 四川大学

10:10~10:30 Coffee & Tea Break

10:30~10:50 Research on the tourism innovation and development of ancient towns based on the analysis of spatial competitive characteristics: A case study of Phoenix ancient city and Zhen yuan ancient town as an example, Mengqin Teng, Northwest University for Nationalities/滕梦秦, 西北民族大学

10:50~11:10 Study on the differences of Chinese and Western tourists' image perception of Silk Road heritage tourism: Based on the internet text content analysis, ZhengWu, Xi'an International Studies University/吴箐, 西安外国语大学

11:10~11:30 Construction and empirical analysis of community satisfaction and tourism support:A case study of Sansheng flower village in Chengdu, Kaijian Chen, Sichuan University/陈楷健, 四川大学

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Session 5 第五组

Topic: Tourism Marketing

会议主题: 旅游市场营销

Date: July 14th, 2017

日期: 2017年07月14日

Venue: 5F Qingyang Hall

地点: 5F 青羊厅

Chair: Prof. Hongbo Li, Huaqiao University

Prof. Francisco Sastre Albertí, University of the Balearic Islands

会议主持: 李洪波 教授, 华侨大学

Francisco Sastre Albertí 教授, 西班牙巴列阿里大学

14:30~14:50 Storytelling marketing of Chinese homestays via social media, Shuang Xie, Beijing Forestry University/谢霜, 北京林业大学

14:50~15:10 Analysis of global tourism marketing in Australia based on marketing 3 .0theory, LiduanYang, Beijing International Studies University/杨丽端, 北京第二外国语学院

15:10~15:30 What makes it different? An exploratory study of driving factors of “Asian~ness” hospitality, Xinru Liu, Xiamen University of Technology/刘欣茹, 厦门理工学院

15:30~15:50 Coffee & Tea Break

15:50~16:10 Research on the development of the elderly tourism market from the perspective of population aging: Taking Wuhan city as an example, PeisongLiu, Zhongnan University of Economics and Law/刘培松, 中南财经政法大学

16:10~16:30 Franchising or management contract? An Empirical analysis of hotels' international expansion strategies, XiaorongHe &Qiangsheng Hu, Hunan Normal University/贺小荣, 胡强盛, 湖南师范大学

16:30~16:50 Analysis of brand loyalty of panda tourism using Embeddedness theory, Taohong Li, Sichuan University/黎桃红, 四川大学

16:50~17:10 Analysis of sociodemographic variables that influence the online purchase of tourist services, Araceli Maseda Moreno, ESIC (Business and Marketing School) Madrid, Spain/西班牙 ESIC 商学院

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