Parallel Session I | 8 December 2026 (09:30 am - 10:30 am)

Floor:	B1/F, SHTM		3/F, SHTM			
Room:	**THB100**	**THB111**	**TH301**	**TH302**	**TH303**	**TH304**
Theme:	**Innovation & Entrepreneurship**	**Marketing**	**Human Resources**	**Service / Experience**	**Information Technology / Digitalization**	**Tourism+**
Moderator:	**Prof. Micheal Lin**	**Prof. Ying Wang**	**Dr. Yuchen Xu**	**Dr. Ivanka Huang**	**Prof. Fei Hao**	**Prof. Dori Davari**
Paper1	Author(s): Micheal Lin *From fear to fortitude: enhancing small and medium-sized tourism entrepreneurs' motivation against external adversities*	Author(s): Ying Wang *Influencing social media engagement: integrating insights from survey and eye-tracking research*	Author(s): Yuchen Xu *When inclusion efforts backfire: How organizational social inclusion statements exacerbate frontline employees' negative meta-stereotypes*	Author(s): Ivanka Huang *Proactive prediction of pre-stay hotel service failures: Evidence from longitudinal field data across major holidays*	Author(s): Fei Hao *Consumption value in GenAI travel photography: A mixed-methods study from an affordance–constraint perspective*	Author(s): Dori Davari *Destination awareness among long-haul non-visitors*
Paper 2	Author(s): Xianjie Shi *AI Acoustic Smart Guest Room Empowers Low Carbon Operation and Experience Upgrade of Luxury Hotels: An Empirical Study Based on Sannod Group's Industrial Practice*	Author(s): Juan Yang, Songee Hahn and Taghreed Aljaffal *Transforming Sustainable Tourism Through Digital Community Engagement: Evidence from Xiaohongshu*	Author(s): Wenjie Tang, Yong Wang, Jing Liu and Jie Cao *Enabling Inclusive Employment: How AI-Assisted Communication Devices Shape Customer Experience in Encounters with Frontline Employees with Hearing and Speech Impairments*	Author(s): Zhirui Zhou, Wenjie Tang and Jing Liu *If a Robot Does the Dirty Work, Am I Still a Caring Child? Filial Responsibility at a Distancerui Zhou, Wenjie Tang and Jing Liu*	Author(s): Chaoyang Liu, Chenglin Gui, Mengtong Sun and Qiutong Wang *Hesitant or Eager to Engage? The Joint Effects of On-Site Employee Age and AI Terminal Type on Older Tourists' Service Use Intentions*	Author(s): Yifan Zheng and Ping Li *Connectivity Configurations and Tourism Performance in ASEAN: A Longitudinal fsQCA Analysis*
Paper 3	Author(s): Simone Bianco, Huihui Zhang, Haoyue Jiao and Lujia Julia Jin *The Geography of Knowledge Sourcing in Tourism Startups*	Author(s): Jinyu Zhang and Can Zeng *"Blessed by the Past, Healed in the Present": Mediated Nostalgia in Tourism Short Videos and Older Users' Emotional Healing*	Author(s): Dongyang Jing and Ada Lo *Rethinking Employment Outcome Expectations in the Hotel Industry: Scale Development and Validation*	Author(s): Yue Tan, Lluís Coromina Soler and Ariadna Gassiot Melian *Same robot, different levers: Guest-congruity priorities for robot deployment in heritage and contemporary luxury hotels*	Author(s): Jiaxi Li, Kaixin Lyu, Yuge Zhong, Jimin Shu and Cenhua Lyu *Understanding Tourists' Adoption of Digital Souvenirs: An Extended Technology Acceptance Model*	Author(s): Yaxin Wang *From Green Intention to Sustainable Action: The Role of Perceived Social Loafing and Behavioral Cost in Tourists' Pro-environmental Behavior*

Parallel Session II | 8 December 2026 (11:00 am - 12:30 pm)

Floor:	B1/F, SHTM		3/F, SHTM			
Room:	**THB100**	**THB111**	**TH301**	**TH302**	**TH303**	**TH304**
Theme:	**Innovation & Entrepreneurship**	**Marketing**	**Human Resources**	**Service / Experience**	**Information Technology / Digitalization**	**Tourism+**
Moderator:	**Prof. Simone Bianco**	**Prof. Catherine Cheung**	**Prof. Yitong Yu**	**Prof. Lisa Gao**	**Prof. Daisy Fan**	**Prof. Yoo Hee Hwang**
Paper1	Author(s): Simone Bianco *LLM-based innovation dynamics analyzer: A novel approach to competitive innovation dynamics in tourism*	Author(s): Catherine Cheung *Exploring tourism marketing message authenticity and destination trust: The role of benefit appeal, framing strategy, and tourist attributes*	Author(s): Yitong Yu *Social interactions in organisations: Investigating employee quiet quitting using spatial econometric methods*	Author(s): Lisa Gao *Do I have to tip? Preservice tipping in technology-facilitated service encounters*	Author(s): Daisy Fan *Senior customer value co-creation: Transforming social contact to social inclusion and subjective well-being*	Author(s): Yoo Hee Hwang *What matters most in upcycled foods? A conjoint analysis of consumer preferences across indulgent and healthy foods*
Paper 2	Author(s): Lingxu Zhou, Jingdu Li and Junyi Hu *From Mobility to Embeddedness: Understanding Chinese Digital Nomads from the Perspective of Neo-Tribalism*	Author(s): Linlin Sun *When AI Explains Sustainable Luxury: How Green Information Quality Shapes CSR Authenticity and Hotel Booking Intention*	Author(s): Huiying Zhang and Yangyang Lu *Platform-Embedded Urban Tourism Governance in the Age of Digital Transformation: An Integrative Review and Conceptual Framework*	Author(s): Haonan Zhang, Ye Xu, Zhizhuo Li and Qinghong Meng *Who Counts as a Caregiver? Paternal Role Orchestration and Care Co-production in Postpartum Hospitality*	Author(s): Qiutong Wang, Chenglin Gui and Shanru Ai *The Double-Edged Effects of AI Adoption on Employee Well-being in Hospitality: The Roles of Job Crafting and Job Meaningfulness*	Author(s): Yingcheng Yang, Richard T.R. Qiu and Yibin Zhou *Beyond the Concert: Does Concert Value Translate into Longer Stays?*
Paper 3	Author(s): Xueping Lan, Chenglin Gui and Jing Tang *Role identity or identity threat? Dual pathways from service robot roles to employee performance*	Author(s): Qian Zhang, Shaolong Sun, Qingyong Chu and Xiaoxuan Jiang *Risk Representation of Negative Information in AI-Generated Review Summaries and Hotel Choice*	Author(s): Shanru Ai and Chenglin Gui *When Expectations Justify Rule Breaking: High-Performance Expectations and Pro-Customer Deviance*	Author(s): Monika Horvath and Zsofia Marta Papp *Luxury Shopping Tourism and Destination Competitiveness in Emerging European Destinations: Digital Customer Experiences and Tourism Management Lessons from Budapest*	Author(s): Kaiti Shang, Dimitrios Buhalis, Daisy Fan and Marcjanna Augustyn *The Effects of Real-Time Interaction and Self-Regulation on Online and Face-to-Face Value Co-Creation among Tourism Live Streamers*	Author(s): Ming Xu, Xinyan Zhang and Haihua Guo *Does Twin Transition Command Higher Stock Valuations? Evidence from the Hong Kong Exchange Listed Companies in Hospitality Industry*
Paper 4	Author(s): Vivian Terrobis-Perez *Mapping Latent Pathways for Gastronomic Innovation: An EFA-Driven Framework for Integrating Indigenous Functional Ingredients into Philippine Hospitality Menus*	Author(s): Jenifer Ho *From tasting to recommending: Interdiscursivity in food-tourism videos*	Author(s): Mengtong Sun and Chenglin Gui *How Healing Happens: A Process Model of Emotional Healing Experiential Value in Tourism*	Author(s): Honoka Sakata and Masahiro Shirotsuki *Re-presenting Dining Contexts Experienced during Travel in Virtual Reality: A Proof-of-Concept Study Toward Eating Support*	Author(s): Sha Wang, Shengyu Zhao and Juan Li *Digital Platform Heterogeneity, Affordance Misalignment, and Guesthouse Operators' Responses*	Author(s): Xinyan Zhang, Haiyan Song and Pimtong Tavitiyaman *Behavioral Intentions and Event Signals in Tourism Demand Forecasting: Evidence on Information Complementarity Across Forecast Horizons*
Paper 5	Author(s): Sannidhya Sinha Roy and Subhasree Kar *Cultural Entrepreneurship for Sustainable Heritage Tourism: A Digital Diaspora Model*	Author(s): Elizabeth Kyoko Wada, Alan Aparecido Guizi and Filipe Rossato Silva *Hospitality Regeneration and Market Value*		Author(s): Huaiyuan Chang and Fangfang Shi *Beyond Value: Psychological Need Experiences, Participation Feasibility, and Spectator Communication in Football Event Tourism*		Author(s): Chen Meng *When Calories Become Tangible: The Effects of Food Calorie Labels on Consumers' Perceived Caloric Content and Purchase Intention*

Parallel Session III | 8 December 2026 (02:30 pm - 03:30 pm)

Floor:	B1/F, SHTM		3/F, SHTM			
Room:	**THB100**	**THB111**	**TH301**	**TH302**	**TH303**	**TH304**
Theme:	**Innovation & Entrepreneurship**	**Marketing**	**Human Resources**	**Service / Experience**	**Information Technology / Digitalization**	**Tourism+**
Moderator:	**Prof. Qu Xiao**	**Prof. Hailey Shin**	**Prof. Daniel Leung**	**Prof. Jaehee Gao**	**Prof. Janelle Chan**	**Dr. Curley Liu**
Paper1	Author(s): Qu Xiao *From Property-Level Competition to Brand Development: Hotel General Managers' Perspectives on Innovation Strategy and Organizational Alignment*	Author(s): Hailey Shin *"Not on purpose? Okay, you are forgiven.": Consumers' Different reactions to corporate digital irresponsibility (CDiR)*	Author(s): Yuyuan Zhang *The mediating effect of career adaptability on human-AI collaboration and job performance*	Author(s): Jaehee Gim *Close Yet Distinct: Varying Hotel Consumption Behaviors Among the Big Four European Countries — Insights From TripAdvisor Reviews Using Multilevel Modeling*	Author(s): Janelle Chan *AI-generated versus human-filmed clips: cognitive and sensory mechanisms in gastronomic experience activation*	Author(s): Curley Liu *Demand Analysis of Global Retail Tourism*
Paper 2	Author(s): Huihui Zhang, Simone Bianco, Zheng Xiang and Dan Wang *When Travel Ends, Does Revenue Follow? Freemium Strategy in Travel Apps*	Author(s): Hanyuan Zhang *Money Is Not Money: The Psychological Source of Money and Tourists' Willingness to Pay for Voluntary Carbon Offsetting*	Author(s): Xiaoqian Wang, Chenglin Gui and Yiting Pan *Admiration or Disgust? A Motive-Attribution Perspective on Coworker Reactions to Pro-Customer Deviance*	Author(s): Lorena Valerio *Strategic Framework for Attracting, Engaging, and Retaining Gen Z Talent: Quantitative Insights from the Philippine Hotel Sector*	Author(s): Qingyong Chu, Shaolong Sun, Qian Zhang and Xiaoxuan Jiang *When Guidance Waits for a Request: Agenda Autonomy and Response Dependence in Generative AI Tour Guiding*	Author(s): Mahlagha Darvish Motevali, Aliya Aktymbayeva, Ilan Satkali, Yerkezhan Dauletkhanova, Saniya Kabdrakhmanova and Aida Kaliyeva *Adaptive Transformation of Community-Based Tourism Under Destination Scaling-Up*
Paper 3	Author(s): Shenghong Gan and Qu Xiao *酒店集团成长过程中创业精神与动态能力协同演化的研究——以君亭酒店为例*	Author(s): Zhizhuo Li, Ye Xu and Qinghong Meng *Work–Family Conflict and Family Travel among Business Travelers ： The perspective of Cognitive Dissonance Theory and Goal Systems Theory*	Author(s): Yiting Pan, Chenglin Gui and Xiaoqian Wang *The Spillover Effects of Workplace Proactive and Reactive Helping on Family Lives Among Service Employees in the Hospitality Industry*	Author(s): Haodi Lu *From Customer Complaints to Service Innovation: A Decision Cycle for Small Tourism and Event Firms*	Author(s): Sarah Gardiner *Data Rich but Insights Poor: Using AI-enabled Decision Intelligence to Make Better Decisions*	Author(s): Hongrun Wu, Hanyuan Zhang and Richard Qiu *Tracing Tourism's Carbon Footprint Across the Greater Bay Area*
Paper 4	Author(s): Jiayi Zhong, Yaxin Zheng and Qiuju Luo *"A Room of One's Own" in the Urban Interstices: Spatial Practices of Specialty Coffee Entrepreneurs*	Author(s): Jinah Park, Yingcheng Yang, Xinlu Suzy Song and Richard T.R. Qiu *What sets older travelers apart? P2P accommodation choices across platform acceptance, perceived risk, and chronological and subjective age*	Author(s): Yiru Zhou and Qu Xiao *Organizational Design and Agility in the Post-Pandemic Era: A Study of Hotels in the Greater Bay Area*	Author(s): Qinghong Meng, Zhizhuo Li and Ye Xu *School Support Across the Hotel Internship Journey: A Qualitative Study of Timing and Intensity*		Author(s): Alejandro Hector Reyes and Juan Paolo Sumera *Designing an AI-Generated Guest Simulation Platform for Hospitality Education: A Needs and Feasibility Assessment for the Filipino Brand of Service Excellence*

Parallel Session IV | 8 December 2026 (04:00 pm - 05:30 pm)

Floor:	B1/F, SHTM		3/F, SHTM			
Room:	**THB100**	**THB111**	**TH301**	**TH302**	**TH303**	**TH304**
Theme:	**Special Topics**	**Marketing**	**Human Resources**	**Service / Experience**	**Information Technology / Digitalization**	**Tourism+**
Moderator:	**Dr. Ivanka Huang**	**Prof. Sam Kim**	**Dr. Xinyan Zhang**	**Prof. Daisy Fan**	**Dr. Jinyan Chen**	**Dr. Jessie Wang**
Paper1	Author(s): Jorge Pereira Campos and Semen Rasskazov *The Algorithmic Tourist: An Audit and Survey Study of Generative AI Trip Planning*	Author(s): Sam Kim *Do robot-service restaurant customers' emotions affect satisfaction, brand loyalty and future intentions?*	Author(s): Liyang Dong *Female Leadership in Hospitality Industry -A Comparative Study of Two Senior Leaders of Human Resources*	Author(s): Daisy Fan *The Stereotype-Emotion-Interaction Relationship: A Tourist-Resident Dual Perspective*	Author(s): Jinyan Chen *Rethinking Spatial Interaction in the Generative AI Era: Integrating Large Language Models Derived Psychological Constructs into Tourist Mobility*	Author(s): Jessie Wang *Travel as Transformation: Parental Coping and Adaptation with Autistic Children*
Paper 2	Author(s): Ruisen Li, Fuyuan Wang and Beibei Si *Making Algorithmic Visibility Observable: How Recommendation Objectives Reshape Visible Tourism Space in China*	Author(s): Cai Yaoyang *What Ratings Miss: AI-Powered Detection of Deteriorating Hotel Services from Review Text for Resource-Aware Improvement*	Author(s): Xinyan Zhang, Pimtong Tavitiyaman, Qi Feng and Ming Xu *How Tourism Employees' Dual-Appraisal AI Awareness Influence Turnover Intention: The Role of Job Crafting and Workplace Well-Being*	Author(s): Jovana Janinovic *Sustainable Luxury: Negotiating value frameworks in high-end tourism*	Author(s): Victoria-Ann Verkerk and Uwe P Hermann *Hacking the Tourist Experience: Grinders and Transhuman Tourism in South Africa*	Author(s): Yuzhuo Wang *"Sports + Culture" Tourism as a Pathway to Mitigating Geopolitical Conflict: A Case Study of Dragon Boat Racing Between Mainland China and Taiwan*
Paper 3	Author(s): Ding LingZi *Stories Worth Passing On: Narrative Focus and Tourists' Cultural Inheritance Intentions*	Author(s): Xiaoying Wang and Yiru Zeng *How Do Residents Participate in Tourism Value Co-Creation Through Social Media? Evidence from Rural China*	Author(s): Jiayi Lyu, Ye Xu and Qinghong Meng *Role Stressors and Career Intentions among Frontline Hotel Interns: The Role of Career Barriers and Professional Identity*	Author(s): Tiffany Liu and Ella Dong *Experience-Based Tourism as a Cultural Bridge: Rethinking Host-Guest Relations in Hong Kong*	Author(s): Qi Feng and Xinyan Zhang *The Impact of AI-enabled robotic services on tourists' experience*	Author(s): Shuai Ma and Richard T. R. Qiu *The Accuracy–Value Gap in Tourism Demand Forecasting: Rethinking Forecast Evaluation for Scenic-Area Capacity Decisions*
Paper 4	Author(s): Serina Saito, Sakura Kuno, Yua Furukawa, Nanami Takayama, Kurumi Yamada ... and Masahiro Shirotsuki *Temporary Placemaking through a Local History Festival at a Residential Railway Station in Nagoya*	Author(s): Xin Li and Xinyi Guo *More Scenes, Less Engagement? Visual Scene Diversity in Tourism Short Videos*	Author(s): Qinghua Mao, Jing Fu and Chenjing Li *What Is Algorithmic Governance Worth? A Discrete Choice Experiment on Algorithmic Control and Human Oversight among Early-Career Hospitality Workers*	Author(s): Hailong Liang, Yiyan Lv and Chen Zhao *Assessing the determinants of visitor satisfaction in nighttime tourism using modified IPA: evidence from China*	Author(s): Yong Wang, Wenjie Tang, Jing Liu and Jie Cao *Enabled or Repositioned? AI-Supported Intergenerational Travel and Older Tourists' Dual Identity Pathways*	Author(s): Yining Chen, Anqi Huang and Zebeier Yu *Tourism Commercialization and Color Landscape in Historic Districts: A Mixed-Methods Study of Pingjiang Road, Suzhou*
Paper 5	Author(s): Sining Chen, Yujin Zhu, Xiaoyan Luo and Lisa C. Wan *From Gender Stereotypes to Safety Premiums: How Gendered Pricing Shapes Women's Safety Perception in Tourism*		Author(s): Pimtong Tavitiyaman, Xinyan Zhang, Vincent Tin Sing Law and Albert Lee *Primary Healthcare Initiatives and Service Quality Development: A Qualitative Approach from Healthcare Providers' Perspective"*		Author(s): Huanyu Feng, Lingfei Deng, Xiaochen Liu, Xianjiao Wu and Xinqiong He *The AI Storyteller Effect: How Integrated Chatbots Shape Backers' Funding Decisions in Cultural Event Crowdfunding*	Author(s): Min Liu, Mingxin Pan and Lingxu Zhou *Research on Influencing Factors of Generation Z's Rural Tourism Consumption Decisions in the Social Media Era*