THE HONG KONG POLYTECHNIC UNIVERSITY 香港理工大學
SCHOOL OF HOTEL AND TOURISM MANAGEMENT

IMPACT2026
Transforming Hospitality and Tourism for a Sustainable Future

RCdTT
Research Centre for Digital Transformation of Tourism

IMPACT2026 Conference Programme

Date	Time	Event / Venue	Key activities
6 December (Sunday)	18:30 - 21:00	**Welcome Reception** B1 Foyer, B1/F, SHTM premises	**Welcome remarks by Dean Kaye CHON** - Conference Chair of IMPACT2026
7 December (Monday)	08:30 – 09:00	**Opening Ceremony** THB100, B1/F, SHTM premises	**Welcome remarks by Dean Kaye CHON** - Conference Chair of IMPACT2026 **Welcome remarks by Professor Haiyan SONG** - Conference Programme Chair of IMPACT2026 **Photo-taking**
	09:00 – 10:30	**Plenary Session I** THB100, B1/F, SHTM premises	**Welcome and Introduction of Plenary Session I by Prof. Qu XIAO** - Conference Director of IMPACT2026 **Keynote Speech by Mr. Charlie LI** - Founder and CEO of TravelDaily China **Keynote Speech by Ms. Lydia CHEN** - Managing Partner of Deloitte China Economic Institute **Academia-Industry Collaborative Project Presentations by SHTM academic staff**
	10:30 – 11:00	**Refreshment break** B1 Foyer, B1/F, SHTM premises	-

	11:00 – 12:30	**Plenary Session II** THB100, B1/F, SHTM premises	**Welcome and Introduction of Plenary Session II by Prof. Dan WANG** - Associate Dean (Research) and Professor of SHTM - Associate Director of Research Centre for Digital Transformation of Tourism (RCdTT) **Joint Presentation by Prof. Haiyan SONG and Mr. Quanyin LI** - Director of Research Centre for Digital Transformation of Tourism (RCdTT) - Executive Director and CEO of Yunji Technology **Panel Discussion** - Panelist: Mr. Yunpeng XIE, Chief Development Officer of Yunji Technology - Panelist: Mr. Xingguo ZHANG, Chairman of China Hospitality Association's Hotel Digitalization Committee - Panelist: Prof. Richard QIU, Associate Professor of SHTM - Panelist: Dr Curley LIU, Research Assistant Professor of SHTM
	12:30 – 14:00	**Lunch** THB104-106, B1/F, SHTM premises	-
	14:00 – 15:30	**Theme-based Breakout Sessions** THB100, B1/F, SHTM premises THB111, B1/F, SHTM premises THB301, 3/F, SHTM premises THB302, 3/F, SHTM premises THB303, 3/F, SHTM premises THB304, 3/F, SHTM premises	**Theme-based Breakout Session - Innovation & Entrepreneurship**
			Theme-based Breakout Session - Marketing
			Theme-based Breakout Session - Human Resources
			Theme-based Breakout Session - Service / Experience
			Theme-based Breakout Session - IT / Digitalization
			Theme-based Breakout Session - Tourism+
		Launch of the Muslim Friendly Indicator System for Hong Kong Tourism Che-woo Lui Hotel and Tourism Resource Centre, 4/F, SHTM premises	
		Yunji Technology Roundtable Session (by invitation only) TH821, 8/F, SHTM premises	

	15:30 – 16:00	**Refreshment break** B1 Foyer, SHTM premises	-
	16:00 – 17:30	**Plenary Session III** THB100, B1/F, SHTM premises	**Welcome and Introduction of Plenary Session III by Prof. Billy BAI** - Associate Dean (Academic Affairs) and Professor of SHTM **Presentation by Prof. Mimi LI** - Professor of SHTM - Associate Director of Research Centre for Digital Transformation of Tourism (RCdTT) **Report-back by Theme-based Breakout Sessions' Moderators** **Panel Discussion** - Panelist: Mr. Peter SEMONE, Founder & President, Destination Human Capital Limited - Panelist: Mr. Bowen SUN, Associate Chief Executive Officer, Convergent International Travel Development Company Limited - Panelist: Ms. Grace XIANG, Senior Vice President of Talent & Culture and Sustainability, Accor Greater China - Panelist: Ms. Gina YUE, Vice President - Human Resources, IHG Greater China
	18:30 – 22:00	**Gala Dinner cum SHTM IMPACT Award Ceremony** Silverbox, 1/F, Hotel ICON	**Welcome remarks by Dean Kaye CHON and Prof. Haiyan SONG** **Presentation of SHTM IMPACT Award 2026 for Service Excellence** **Photo-taking**

8 December (Tuesday)	9:00 – 9:30	**Panel Session I** THB100, B1/F, SHTM premises	**Fireside Chat with Journal Editors** - Co-host: Prof. Dimitrios BUHALIS, Editor-in-Chief of *Tourism Review* - Co-host: Prof. Gang LI, Editor-in-Chief of *Annals of Tourism Research* - Co-host: Prof. Honggen XIAO, Managing Editor of *Journal of China Tourism Research*
	9:30 – 10:30	**Parallel Session I** THB100, B1/F, SHTM premises THB111, B1/F, SHTM premises THB301, 3/F, SHTM premises THB302, 3/F, SHTM premises THB303, 3/F, SHTM premises THB304, 3/F, SHTM premises	1st draft presentation schedule will be released on 26 November 2026 Final presentation schedule will be released on 30 November 2026
	10:30 – 11:00	**Refreshment break + Poster Presentation** B1 Foyer, SHTM premises	
	11:00 – 12:30	**Parallel Session II** THB100, B1/F, SHTM premises THB111, B1/F, SHTM premises THB301, 3/F, SHTM premises THB302, 3/F, SHTM premises THB303, 3/F, SHTM premises THB304, 3/F, SHTM premises	1st draft presentation schedule will be released on 26 November 2026 Final presentation schedule will be released on 30 November 2026
	12:30 – 14:00	**Lunch** THB104-106, B1/F, SHTM premises	-

	14:00 – 14:30	**Panel Session II** THB100, B1/F, SHTM premises	**Fireside Chat on Journal Publications in the AI age** - Co-host: Prof. Bing PAN, Professor, The Pennsylvania State University - Co-host: Prof. Bela STANTIC, Professor of SHTM - Co-host: Prof. Zheng XIANG, Professor, The Virginia Polytechnic Institute and State University
	14:30 – 15:30	**Parallel Session III** THB100, B1/F, SHTM premises THB111, B1/F, SHTM premises THB301, 3/F, SHTM premises THB302, 3/F, SHTM premises THB303, 3/F, SHTM premises THB304, 3/F, SHTM premises	1st draft presentation schedule will be released on 26 November 2026 Final presentation schedule will be released on 30 November 2026
	15:30 – 16:00	**Refreshment break + Poster Presentation** B1 Foyer, SHTM premises	
	16:00 – 17:30	**Parallel Session IV** THB100, B1/F, SHTM premises THB111, B1/F, SHTM premises THB301, 3/F, SHTM premises THB302, 3/F, SHTM premises THB303, 3/F, SHTM premises THB304, 3/F, SHTM premises	1st draft presentation schedule will be released on 26 November 2026 Final presentation schedule will be released on 30 November 2026
	17:30 – 18:00	**Closing Ceremony cum Paper Award Ceremony** THB100, B1/F, SHTM premises	**2026 Undergraduate Student Research Competition Award Presentation** **IMPACT2026 Best Conference Paper Award Presentation** **Closing remarks**