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**<br>B1 Foyer, B1/F, SHTM premises | **Welcome remarks by Dean Kaye CHON**<br>- Conference Chair of IMPACT2026 |
| **7 December** (Monday) | 08:30 – 09:00 | **Opening Ceremony**<br>THB100, B1/F, SHTM premises | **Welcome remarks by Dean Kaye CHON**<br>- Conference Chair of IMPACT2026<br><br>**Welcome remarks by Professor Haiyan SONG**<br>- Conference Programme Chair of IMPACT2026<br>- Director of Research Centre for Digital Transformation of Tourism (RCdTT)<br><br>**Photo-taking** |
| | 09:00 – 10:30 | **Plenary Session I**<br>THB100, B1/F, SHTM premises | **Introduction of Plenary Session I and Speakers by Prof. Qu XIAO**<br>- Conference Director of IMPACT2026<br><br>**Keynote Speech by Mr. Charlie LI**<br>- Founder and CEO of TravelDaily China<br><br>**Keynote Speech by Mr. Nee Chuan TEO**<br>- Group Chief Financial Officer, Group Head of Investment and Asset Management (China) & Executive Director of Shangri-La Group |
| | 10:30 – 11:00 | **Refreshment break**<br>B1 Foyer, B1/F, SHTM premises | - |

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| | 11:00 – 12:30 | **Plenary Session II**<br>THB100, B1/F, SHTM premises | **Joint Presentation by Prof. Haiyan SONG and Mr. Quanyin LI**<br>- Director of Research Centre for Digital Transformation of Tourism (RCdTT)<br>- Executive Director and CEO of Yunji Technology<br><br>**Panel Discussion**<br>- Panelist: Mr. Yunpeng XIE, Chief Development Officer of Yunji Technology<br>- Panelist: Mr. Xingguo ZHANG, Chairman of China Hotel Association's Hotel Digitalization Committee<br>- Panelist: Prof. Richard QIU, Associate Professor of SHTM<br>- Panelist: Dr Curley LIU, Research Assistant Professor of SHTM |
| | 12:30 – 14:00 | **Lunch**<br>THB104-106, B1/F, SHTM premises | - |
| | 14:00 – 15:30 | **Theme-based Breakout Sessions**<br>THB100, B1/F, SHTM premises<br>THB111, B1/F, SHTM premises<br>THB301, 3/F, SHTM premises<br>THB302, 3/F, SHTM premises<br>THB303, 3/F, SHTM premises<br>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**<br>Che-woo Lui Hotel and Tourism Resource Centre, 4/F, SHTM premises | |
| | | **Yunji Technology Roundtable Session (by invitation only)**<br>TH821, 8/F, SHTM premises | |

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| | 15:30 – 16:00 | **Refreshment break**<br>B1 Foyer, SHTM premises | - |
| | 16:00 – 17:30 | **Plenary Session III**<br>THB100, B1/F, SHTM premises | **Presentation by Mr. Bowen SUN**<br>- Associate Chief Executive Officer of Convergent International Travel Development Company Limited<br><br>**Report-back by Theme-based Breakout Sessions' Moderators**<br><br>**Panel Discussion**<br>- Panelist: Mr. Peter SEMONE, Founder & President, Destination Human Capital Limited<br>- Panelist: Ms. Grace XIANG, Senior Vice President of Talent & Culture and Sustainability, Accor Greater China<br>- Panelist: Ms. Gina YUE, Vice President - Human Resources, IHG Greater China |
| | 18:30 – 22:00 | **Gala Dinner cum SHTM IMPACT Award Ceremony**<br>Silverbox, 1/F, Hotel ICON | **Welcome remarks**<br><br>**Presentation of SHTM IMPACT Award 2026 for Service Excellence**<br><br>**Photo-taking** |

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

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