

IMPACT2023

Tourism and Hospitality in the Post-Pandemic Era

CONFERENCE SCHEDULE

6 DECEMBER 2023

17:00–21:00

Conference Registration

B1/F, SHTM

18:30–20:30

Cocktail Reception

B1/F, SHTM

7 DECEMBER 2023

08:00–20:00

Conference Registration

Sky Bridge, Hotel ICON &
B1/F, SHTM

08:45–09:00

Opening Ceremony

Silverbox Ballroom, Hotel ICON

Professor Jin-Guang TENG

President, PolyU

Professor Kaye CHON

Dean and Chair Professor, Walter & Wendy Kwok Family Foundation Professor in International Hospitality Management, SHTM, PolyU

Mr Steve HOOD

Senior Vice President of Research, STR and Director, SHARE Center

09:00–10:30

Opening Session

Silverbox Ballroom, Hotel ICON

Session Chair: **Dr Joseph TORMEY**, Director, Hospitality Management Program, Jack H. Brown College of Business and Public Administration, California State University San Bernardino

Featured Speakers:

- **Mr Noor Ahmad HAMID**, Chief Executive Officer, Pacific Asia Travel Association
"Tourism - The Balancing Act"
- **Professor Shawn JANG**, Professor, Director of Center for Hospitality & Retail Industries Business Analytics, White Lodging-J.W. Marriott School of Hospitality and Tourism Management, Purdue University
"It's Embracing the Digital Transformation: The Next Phase of Post-Graduate Education and Research"
- **Professor Iis TUSSYADIAH**, Professor of Intelligent Systems in Service, Head of School of Hospitality and Tourism Management, and Fellow of the Institute for People-Centred Artificial Intelligence, University of Surrey
"Charting a Sustainable Future for Tourism with Generative AI"

IMPACT2023

Tourism and Hospitality in the Post-Pandemic Era

7 DECEMBER 2023 (CONT.)

10:30–11:00

Refreshment Break

Sky Bridge, Hotel ICON

11:00–12:30

Panel Session I: The Hospitality Industry in the Post-Pandemic Era

Silverbox Ballroom, Hotel ICON

Session Chair: **Dr Qu XIAO**, Associate Professor, PolyU SHTM

Panellists:

- **Ms Mandy FAN**, Senior Vice President, Development & Strategic Owner Relations – China, Langham Hospitality Group
- **Ms Amanda HYNDMAN**, Chief People Officer, Mandarin Oriental Hotel Group
- **Mr Tasos KOUSLOGLOU**, CEO – Hotel Division, Sun Hung Kai Properties Limited
- **Mr Tao ZHOU**, Managing Director, Head of JLL Hotels & Hospitality, Greater China

12:30–14:00

Lunch

Silverbox Ballroom, Hotel ICON

14:00–15:30

Parallel Session I: Research Presentations

3/F and B1/F, SHTM

15:30–16:00

Refreshment Break

B1/F, SHTM

16:00–18:00

Parallel Session II: Research Presentations

3/F and or B1/F, SHTM

18:00–21:00

Gala Dinner

Silverbox Ballroom, Hotel ICON



IMPACT2023

Tourism and Hospitality in the Post-Pandemic Era

8 DECEMBER 2023

08:00–18:00

Conference Registration

B1/F, SHTM

08:30–10:30

Featured Speakers Session

THB100, B1/F, SHTM

Session Chair: **Professor Honggen XIAO**, Assistant Dean and Professor, SHTM, PolyU

Panelists:

- **Mr Dane CHENG**, Executive Director, Hong Kong Tourism Board
“Hong Kong Tourism: Towards New Horizons”
- **Professor Ki-Joon BACK**, Associate Dean for Research & Graduate Studies, Moores Chair Professor, Conrad N. Hilton College of Global Hospitality Leadership, University of Houston
“ESG Strategies in the Hospitality and Tourism Industry”
- **Professor Cathy HSU**, Chair Professor, SHTM, PolyU
“TOUROMETER: A decision support system for post-COVID tourism policy and strategic development”
- **Mr Steve HOOD**, Senior Vice President of Research, STR and Director, SHARE Center
“Continued recovery of the hotel and tourism industries in China and Asia”

10:30–11:00

Refreshment Break

B1/F, SHTM

11:00–12:30

Panel Session II: The Tourism Industry in a Post Pandemic Era

THB100, B1/F, SHTM

Session Chairs: **Dr Nicholas THOMAS**, Associate Professor, SHTM, PolyU and

Dr Dori DAVARI Assistant Professor, SHTM, PolyU

Panelists:

- **Professor Haiyan SONG**, Associate Dean and Chair Professor, Mr and Mrs Chan Chak Fu Professor in International Tourism, SHTM, PolyU
- **Ms Sarah WANG**, Regional Director for Asia, World of Travel & Tourism Council
- **Mr Herbert YUM**, Research Manager, Euromonitor International

IMPACT2023

Tourism and Hospitality in the Post-Pandemic Era

8 DECEMBER 2023 (CONT.)

12:30–14:00

Lunch

B1/F, SHTM

14:00–15:30

Parallel Session III: Impact Research Presentations

3/F, SHTM

15:30–16:00

Refreshment Break

B1/F, SHTM

16:00–17:00

Parallel Session IV: Impact Research Presentations

3/F, SHTM

17:10–18:00

Concluding Session & Awards Presentation

THB100, B1/F, SHTM

Session Chair: **Dr Dan WANG**, Associate Professor, SHTM, PolyU

SHTM Panellists:

- **Dr Abbie-Gayle JOHNSON**, Assistant Professor, SHTM, PolyU
- **Dr Daniel LEUNG**, Associate Professor, SHTM, PolyU
- **Professor Mimi LI**, Professor, SHTM, PolyU

