



可持續旅遊社會科學碩士課程
Master of Social Science in Sustainable Tourism

Centre for Environmental Policy and Resource Management
環境政策與資源管理研究中心



The International Conference on Sustainable Tourism and Global-local Understanding

11-13 May 2016

Lecture Theatre 7 (LT7)
Yasumoto International Academic Park
The Chinese University of Hong Kong

Supporters:



May 11, 2016 (Wednesday)

Reception & Opening

08:00 – 08:30	Registration
08:30 – 09:00	Opening Reception
09:00 – 09:15	Photo Session

Chair: Lawal Marafa

09:15 – 10:00 Keynote 1 – Alan A. Lew
Tourism and Global Understanding

10:00 – 10:45 Keynote 2 – Geoffrey Wall
Some Thoughts on International Involvement in Tourism Development Initiative

10:45 – 11:00 Break

Session: A1 Chair: Sai Leung Ng

Venue: YIA LT7

11:00 – 11:20 Vincent Wai Kit Ho
Cultural Mapping of Casinos: Documentation, Conservation, and Historical Geography of Macau's Gambling Industry

11:20 – 11:40 Grace Eunhye Kim
Cultural Festivals: Implications for Sustainable Tourism Policy

11:40 – 12:00 Kai Xuan Huang, Yi Liu
Political Economic Embeddedness of The World Heritage Nomination Boom in China: A Multi-scalar Perspective

12:00 – 12:20 Shao Lian Ding, Ji Gang Bao
Return Visiting of Oversea Chinese and the Cultural Conservation of Destination - Zhongshan City as a Case Study

Session: A2 Chair: Honggang Xu

Venue: YIA 201

11:00 – 11:20 Chung-Shing Chan
Residents' perception of City Themes: A Case Study of Hong Kong

11:20 – 11:40 Wen Wen Shang, Nan Chen
A Study on Development Strategies of Time-honored Catering Brand from the Perspective of Food Tourism - Based on Tourists' motivation, Satisfaction and Loyalty

11:40 – 12:00 Ke Wang, Hong Gang Xu, Li Yuan Huang
Development of Certification on Health and Wellness Tourism

12:00 – 12:20 Xin Ge Li, Han Shen
The Impact of Tourists' Value Co-creation Behavior on the Brand Equity of OTAs

Chair: Tou Chuang Chang

Venue: YIA LT7

14:00 – 14:45 Keynote3 – Amran B. Hamzah

The Application of The Micro Cluster Approach in the Formulation of Malaysia's National Ecotourism Plan

Session: A3 Chair: Tou Chuang Chang

Venue: YIA LT7

14:45 – 15:05 Fei Ye Yin, Han Shen

Understanding Chinese Customers' Demands for Bed and Breakfast in Moganshan

15:05 – 15:25 Sally Xialei Duan

Rural Destination Image and Branding in China

15:25 – 15:45 Xing Yu Huang, Hong Gang Xu

The Border Research of Ancient Village Tourism Development - A Case Study of Hongcun, China

15:45 – 16:05 Yi Liu, Yang Qin

Value Chain Governance, Industrial Upgrading and the Development Paradox in Xidi and Hongcun Village

16:05 – 16:25 Cedric Zhe Wang

The Role of Tourism in Changing Livelihood: A Case of Indigenous Community in China's National Park

Session: A4 Chair: Vincent Wai Kit Ho

Venue: YIA 201

14:45 – 15:05 Lucetta Chiung-Tzu Tsai

Culinary Tourism and Night Markets in Taiwan

15:05 – 15:25 Werner Breitung, Jing Lu

Multi-sensory Perception of Urban Green Spaces in Suzhou

15:25 – 15:45 Ying Zhao, Xiao Ting Huang

Remember or Forget? Exploring Tourists' Memory Bias of Intra-destination Behavior

15:45 – 16:05 Lawal Marafa

Global Conversations on Hong Kong's Local Tourism Offering: Evidence from User-Generated-Contents (on TripAdvisor)

16:05 – 16:25 Qiu Qin Dong, Jun Jie Zhang, Han Shen

A Study of the Culture Difference in Visual Perception of the Destination Photos

16:25 – 16:40

Break

Session: A5 Chair: Trevor Sofield

Venue: YIA LT7

16:40 – 17:00 Yun Yang, Wei Ting Kang

A Qualitative Research on the Adaptation of Expatriate Managers in Chinese Hotel

17:00 – 17:20 Kydas Fung Hoi Si

The youth travel decision-making process: A case study of Hong Kong young outbound tourists

POSTER SESSSION

Venue: YIA LT7

(Coordinators: Wendy Yinghui Yang and Sally Xialei Duan)

17:20 – 18:20

Sally Lai Yee Cheng

(Theme: Global-local sustainability)

Japanese Adaptive Ways for Managing Widespread of International Tourism

Qiu Qin Dong, Kun Dong, Ying Zhi Guo, Can Zhang

(Theme: Destination marketing and branding)

An Empirical Study of Viewers' perception of Film and Intention to Film-induced Tourism

Xiao Xia Feng, Ting Zhi Wang

(Theme: Community-based and rural tourism)

Tourism Development of Ethnic Village under Urban Context - A Case Study of Peng Village of Hubei Xuan'en

Yingzhi Guo, Kun Dong, Jianfeng Huang, Qiuqin Dong, Can Zhang

(Theme: Socio-cultural aspect of tourism and tourists)

A Study on the Impact of Learning Interest and Attitude on Teaching Effect and Satisfaction Majoring in Tourism Management of China

Syukri Hidayat, Tri Septia Arkhi

(Theme: Community-based and rural tourism)

The Development of Agrotourism of Minangkabau Agricultural Village (Tarusan Kamang, West Sumatra) Based on Traditional Art, Randai "English Version" to Attract The International Tourist Interest

Rui Lin Li, Xi Zha, Zhan Qi Li, Hong Gang Xu

(Theme: Community-based and rural tourism)

The Inheritance of Thangka in Process of its Market Differentiation under Commercialization Background: A Study Based on Views of Thangka Painters from Lhasa, Tibet

(Apart from this session, poster presentations will be displayed on both days of conference. Participants are welcome to speak with the poster presenters during tea breaks.)

POSTER SESSSION

Venue: YIA LT7

(Coordinators: Wendy Yinghui Yang and Sally Xialei Duan)

17:20 – 18:20

Jia Liu

(Theme: Environmental sustainability)

Study on the Relevance between Tourism Environmental Carrying Capacity and Tourism Eco-efficiency for Coastal Areas in China

Xing Liu, Han Shen

(Theme: Urban tourism)

An Analysis of Residents' temporal-spatial Behavior in Small Cities and Towns in China

Dan Ying Song, Jing Zi Yang

(Theme: Environmental sustainability)

Ecological Restoration and Leisure Tourism Development for Resort Island - A Case Study of Sanya Wuzhizhou Island Marine Ranching

Stanley Lap Shun To

(Theme: Community-based and rural tourism)

The Optimal Development of Community Based Tourism (CBT) for a Deprived Site – The Case of Sajama, Bolivia

Hui Wang

(Theme: Socio-cultural aspect of tourism and tourists)

Exploring Gendered Space from Tourism Interaction: A Study of Yangshuo Weststreet

Yi Jing Zhao, Nan Chen

(Theme: Global-local sustainability)

Study on the Factors Affecting Tourism Destination Website Service: Focused on Henan Province

(Apart from this session, poster presentations will be displayed on both days of conference. Participants are welcome to speak with the poster presenters during tea breaks.)

18:30 – 20:00

Dinner

May 12, 2016 (Thursday)

Chair: Kwai Cheong Chau

Venue: YIA LT7

09:00 – 09:45 **Keynote 4 – Richard .W. Butler**
Nature Conservation and Environmental Issues in Tourism - A Disturbing Picture

09:45 – 10:30 **Keynote 5 – Trevor Sofield**
"A clash of civilizations - Re-examining the role of TEK (Traditional Ecological Knowledge) in the Management of Protected Areas."

10:30 – 10:45 **Break**

Session: B1 Chair: Young Ng

Venue: YIA LT7

10:45 – 11:05 **Wantanee Suntikul, Stephen Pratt, Chuan Zhong Tang**
Chinese Tourists on Safari: Opportunities and Inconsistencies
11:05 – 11:25 **Cindy Choi**
Hong Kong UNESCO Global Geopark – A Neglected Sustainable Tourism Hidden Treasure
11:25 – 11:45 **Wei Fang, Suet Yi Cheung, Sai Leung Ng, Yu Fai Leung, Ben Ma**
Should Country Park be open up to Trail Running Competition?
11:45 – 12:05 **Wen Bin Luo, Cheng Zhong, Yan Qing Gong, Bei Meng**
Performance Evaluation of Ecotourism Destination Development and Its Impact Analysis of Mutations - A Case Study of Zhangjiajie City
12:05 – 12:25 **Chang Qing Pang**
Ecotourism Resources Protection for Sustainability and Problems in China

Session: B2 Chair: Johnson Chung-Shing Chan

Venue: YIA 201

10:45 – 11:05 **Li Guo Wang**
The Carbon Offset Mechanism for the Low-Carbon Tourism Development - A Case Study of Sanzhualun National Forest Park in Jiangxi
11:05 – 11:25 **Wei Guo, Shan Shan Chung**
Tourism Carrying Capacity Evaluation to Support UNESCO Global Geopark Management in Hong Kong
11:25 – 11:45 **Fang Fang Chen, Hong Gang Xu**
The Resilience of Small Business in Guanxian Ancient City after Wenchuan Earthquake
11:45 – 12:05 **Ben Ma, Sai Leung Ng, Suet Yi Cheung, Wei Fang**
Assessing the Impacts of Extreme Sports on Mountain Trails in Hong Kong

12:30 – 14:00 **Lunch**

Chair: Wantanee Suntikul

Venue: YIA LT7

14:00 – 14:45 **Keynote 6 – Jaume Guia**
Articulating 'The Global and the Local' in Tourism Research

Session: B3 **Chair: Wantanee Suntikul**

Venue: YIA LT7

14:45 – 15:05 **Joanna Wai Ying Lee, Lawal Marafa**
The Hegemony of Gaming Industries in Tourism Development in Macao

15:05 – 15:25 **Kun Dong, Qin Lin Wang, Ying Zhi Guo, Qiu Qin Dong, Can Zhang**
An Empirical Study of Tourists' perception of Tourism Social Networking Site Popularity, Characteristics and Demand

15:25 – 15:45 **Dan Ping Liu, Rui Xia Liu, Run Ze Chen**
A Study of Tourists' Safety Cognitive about Xinjiang Region

15:45 – 16:05 **Jun Liu, Pin Yu Chen**
The Impacts of Power Relation on Spatial Morphology of the Coastal Resorts: Based on the Comparative Study of Three Typical Cases in Guangdong Province

16:05 – 16:25 **Denis Tolkacha, Stephen Pratt, Christine Zen Ga**
Tourists (Un)Ethical Decision-Making

Session: B4 **Chair: Lucetta Chiung-Tzu Tsai**

Venue: YIA 201

14:45 – 15:05 **Shu Wen Liu, Lewis Ting On Cheung**
Modeling Residents' Support for Future Tourism Development

15:05 – 15:25 **Xiao Zhang**
A Study on the Impact on the Sustainable Development of Urban Tourism Destination Decided by the Quality of Tourists - Based on the Consideration about Urban Intelligence Gene

15:25 – 15:45 **Hong Gang Xu, Zhen Ying Xiang**
Land Policy and Touristic Place Production in China

15:45 – 16:05 **Kai Lun Zeng**
Perception of Theme Park Educational Functions: A Case Study of Ocean Park Hong Kong

16:05 – 16:25 **Tou Chuang Chang**
'Asianising the Field': Critical Tourism Studies in the World's Largest Continent

16:30 – 17:00
17:00 – 17:30

Closing session
Tea gathering

May 13, 2016 (Friday)

Half-day field trip (Details to be provided at the reception counter)

All the presentations are categorized according to the following themes:

Session A1 – Culture and heritage in tourism

Session A2 – Destination marketing and branding

Session A3 – Community-based and rural tourism (I)

Session A4 – Urban tourism (I)

Session A5 – Urban tourism (II)

Session B1 – Nature-based tourism

Session B2 – Environmental sustainability

Session B3 – Socio-cultural aspect of tourism and tourists

Session B4 – Global-local sustainability

Nature Conservation and Environmental Issues in Tourism - A Disturbing Picture

Richard W. Butler

University of Strathclyde, UK

Nature conservation has been an important element in tourism development and planning since earliest times and is a major consideration in the context of sustainable tourism because of the triple leg (economic, environmental, socio-cultural) conceptualization of the topic. However, it is argued that for a variety of reasons the deliverance of environmental considerations and safeguards in the context of tourism often falls below what is an acceptable level of importance compared to other areas. This problem is mirrored by limited environmental research in the context of sustainable tourism and the paper discusses why this undesirable state of affairs has developed, particularly given the widespread adoption of sustainable development principals.

It is argued that one factor is clearly the overwhelming priority given to economic considerations by developers and policy makers for a number of reasons (political, employment, income, and taxation), while another factor is general ignorance of the true environmental effects of tourism development amongst most of those involved in tourism. Research findings on environmental matters in the context of tourism are extremely limited in both conceptual and applied terms, too short-term, place specific and non-comparable, and the “state of the art” has developed little since the seminal work of Wall and others in the late 1970s.

It is suggested that this state of affairs is due to a number of factors: the small number of tourism researchers with an environmental background and training; the complex set of inter-relationships that exist in the natural world including temporal and spatial discontinuities in the effects of developments; the lack of support for essential long-term environmental research; and general public ignorance of the overall environmental effects of the presence of tourism in any specific location. The paper concludes that the future does not look bright for any significant improvement in this situation unless all actors in tourism are better informed by good research.

Keywords: *Environment; research; shortcomings; tourism*

Articulating ‘The Global and the Local’ in Tourism Research

Jaume Guia

Department of Organization
University of Girona, Spain

The growing intensity of globalization at the end of the past century gave rise to literature concerning ‘the global and the local’ in tourism. Nonetheless, considering that tourism is one of the most important mechanisms of globalization, the attention paid to this phenomenon has been relatively scarce. Thus, the purpose of this paper is to portray an account of the content of this literature, disentangle the different themes dealt with by the researchers, and articulate a tentative and systematic agenda for future research.

A thematic analysis of the literature brings to light three main streams of research: (i) a discussion on the ontology of ‘the global and the local’, (ii) descriptions of different types of global-local phenomena in tourism, and (iii) analyses of processes and outcomes of global-local interaction in tourism phenomena. Furthermore, we observe that these global-local phenomena, processes and outcomes have impacts on both the cultural and environmental make-up of tourism destinations, and to a lesser extent, on their economic dimension, e.g. poverty alleviation, leakages, etc. A tentative and systematic research agenda is, therefore, proposed for each of these three research streams.

First, with regard to the ontological stance of the global and the local, a flat ontology is advocated, as this has proven to be more effective than dualist perspectives in dealing with the complex multiplicities of the phenomenon. From this position, more attention can be paid to identifying different types of ‘the local and the global’, e.g. past local vs living local, spatial local vs relational local, global vs foreign, global agenda vs global market, etc.

Second, future analyses of global-local phenomena in tourism can benefit from disentangling relevant dimensions of the phenomena. Taking the well-known adage ‘think globally, act locally’ as reference, we find and define two relevant dimensions, thinking-acting (behavior) and global-local (scope), from the combination of which four categories of global-local phenomena are found: (i) global agendas and their implementation at the local level (think global, act local), where the discourse is on global sustainability; (ii)

local agendas and their implementation at the global level (think local, act global), where the discourse is on global marketing and commodification; (iii) global agendas and their implementation at the global level (think global, act global), also referred to as ‘globalization’ or hyper-globalization, where the discourse is on global neo-liberalism and homogenization; and (iv) local agendas implemented at the local level (think locally, act locally), where the discourse is on conservation, tradition and authenticity.

Third, the study of global-local interactions and their impact on local identities can benefit from the adoption of a flat ontology, from which non-linearity and hybridity is assumed, and a more accurate understanding of these complex processes, their liminality and their outcomes, is expected. Furthermore, as this approach is already being adopted in other fields such as education and linguistics, the results could be used as metaphors, and the procedures imported into research on ‘the global and the local’ in tourism.

Finally, with regard to the impacts of global-local interactions on tourism destinations, the cultural, environmental and economic impacts have already been dealt with to a degree, whereas the political impacts amongst others, are in need of further research. In a nutshell, a conceptual framework has emerged from our analysis of ‘the global and the local’ in tourism, This framework encompasses an ontology, a typology of global-local phenomena, and an understanding of the complex processes, outcomes and areas of global-local interaction, thus laying out new ground for a more systematic study of globalization and tourism.

Keywords: *Globalization; global-local interactions; ontology*

The Application of The Micro Cluster Approach in the Formulation of Malaysia's National Ecotourism Plan

Amran B. Hamzah

Centre for Innovative Planning and Development
Universiti Teknologi Malaysia, Malaysia

The cluster approach, based on Porter's Diamond, has been applied in tourism planning with varying degrees of success. Lately there has been a shift from the use of macro clusters to micro clusters as the planning rationale especially in rural tourism and ecotourism. Given that ecotourism developments predominantly occur in rural and remote destinations that are lacking in infrastructure and human capital, the Return on Investment (ROI) for ecotourism investments in these areas is relatively low. In this light, as well as carrying capacity limitations, it is a major challenge to attract investments in ecotourism by focusing on economies of scale. Instead better success could be achieved by concentrating on the economies of scope as in reducing costs through developing synergies and networks between tourism related firms and operators. This paper will present the application of the micro cluster approach in the formulation of Malaysia's National Ecotourism Plan (2016-2026). It will focus on horizontal and diagonal clustering to optimize firm specialization so as to provide a 'complete' ecotourism experience by sharing the costs of providing infrastructure, human resource and promotion as well as expanding the market and creating critical mass. In addition the cluster approach has been instrumental in developing thematic ecotourism clusters and corridors in the Plan.

Keywords: *Ecotourism; Malaysia; micro cluster approach*

Tourism and Global Understanding

Alan A. Lew

Department of Geography, Planning and Recreation

Northern Arizona University, USA

This year, 2016, is the International Year of Global Understanding (IYGU). With the contemporary challenges facing our planet, it is vital now more than ever that tourism scholars address the important questions of: How has tourism shaped our understanding of global others? What are tourism's successes in fostering global awareness? Why has tourism not achieved the full potential toward these goals? What are the prospects for a better tourism for the future of our shared planet?

Tourism is one of the major social and economic success stories of humankind. Despite persistent regional and global disturbances, international and domestic tourism continues to grow year after year. Tourism has been a major agent of the economic and cultural globalization trends that have been shrinking our planet at the same rate that tourism has expanded in its scope. In theory, we should know and understand the world today more than at any time in the history of humankind. In reality, however, global ignorance remains a significant challenge. Two geography concepts help us to understand the challenges of global understanding: Space-Time Compression (associated with globalization) and Spatial Autocorrelation (associated with the process of "othering"). One way to overcoming these challenges is to encourage deeper existential travel experiences, which connect tourists to people and places, and overcome the challenges of globalization and othering.

Keywords: *Globalization; space; time; tourism*

"A Clash of Civilizations - Re-examining the role of TEK (Traditional Ecological Knowledge) in the Management of Protected Areas"

Trevor Sofield

Sun Yat Sen University, China

In the context of sustainable tourism, the gulf between the global and the local is particularly evident in the management of protected areas where we are consistently urged to adopt global best practices with numerous handbooks produced by such authoritative global organizations as UNEP, IUCN, UNDP, UNESCO, UNWTO, WTTC and so on. Invariably these are based on western, positivist scientific paradigms that elevate science to the position of arbiter where local knowledge, even when embedded in thousands of years of successful integration of human society and nature, is not only often disregarded but often has indigenous communities considered 'the problem'. Despite concerted efforts in some countries to involve indigenous communities meaningfully into management structures of protected areas and incorporate their TEK into operational procedures and practices, on a global scale the exclusion of marginalized groups remains a persistent issue especially where political, social, economic and cultural opportunities are reserved for the privileged only. In examining the role and/or non-role of indigenous communities and their TEK in protected area management across a number of countries, attention is drawn in particular to the concepts of HRBA (Human rights based approaches) and FPIC (Free, Prior and Informed Consent) which are enshrined in United Nations' treaties signed by more than 170 countries world-wide, but which tend to be isolated from protected area management when it comes to involving communities displaced by the designation of boundaries around what was once traditional territories where they held a range of rights of use and unfettered access. This paper thus adopts a macro or global view from which to scrutinize local practices on the ground and to suggest ways in which the gulf between the global and the local can be narrowed.

Keywords: *Indigenous communities; protected area management; Traditional Ecological Knowledge*

Some Thoughts on International Involvement in Tourism Development Initiatives

Geoffrey Wall

Department of Geography and Environmental Management

University of Waterloo, Canada

Tourism, by definition, requires interaction with people from elsewhere. It involves multiple stakeholders, in a variety of locations, with different roles, resulting in claims that tourism is a fragmented economic activity. Globalization has increased the number and variety of stakeholders. It is also modifying the centres of power away from nation states to a variety of organizations that transgress international borders. At the same time, somewhat paradoxically and in part as a reaction to the above, it is now increasingly acknowledged that global trends are modified by local circumstances. This has resulted in increased attention being given to small communities as both destinations and decision makers, as seen in community-based tourism initiatives. Globalization is a term that recognizes and subsumes both of these trends. Governance, as opposed to government, is now frequently espoused in light of the diversity of stakeholders and the complexity of decision making

Drawing primarily upon personal experiences as an academic and occasional consultant, two very different development initiatives that are substantially but not exclusively tourism-related will be examined. The first explores World Heritage which celebrates places with supposedly 'universal' values. The case focuses on the Altai Mountains which extend through Kazakhstan, Russia, China and Mongolia, and examines attempts that are being made to establish a World Heritage designation that spans the four countries. The second draws upon experiences of working at the local level with indigenous communities, particularly in Taiwan, to derive principles to guide the involvement of outsiders in community-based development initiatives.

The presentation will conclude with a consideration of the implications of the global trends and case materials for tourism education and research.

Keywords: *Globalization; glocalization; tourism; world heritage*

Multi-sensory Perception of Urban Green Spaces in Suzhou

Werner Breitung

Jing Lu

Department of Urban Planning & Design
Xi'an Jiaotong-Liverpool University, China

In order to plan better urban green spaces, we need to get a deeper understanding of the way how we perceive and evaluate the quality of green spaces. To contribute to this understanding, the authors investigated empirically a set of three different green spaces in Suzhou, including a classical Chinese garden, a neighbourhood park constructed in the Republican Era and a botanic park in the modern part of the city. Interviews and questionnaire surveys were conducted to assess the subjective landscape perception of respondents at all four seasons of 2015.

Based on this data, the research enquires into both the holistic evaluation of the landscape perception, and analytically into the respective contributions of visual, acoustic and olfactory perceptions. While the mainstream of landscape research unfortunately still restricts itself to the visual dimension of landscape perception, this study contributes to the growing branch of research adopting multi-sensory approaches.

The presentation will be a preliminary analysis drawn from the investigation in the different urban green spaces. It will already shed some light on how urban green spaces are enjoyed through multiple senses and what are the effects of urban noise and smell on the recreational effect of human green space encounters. It will also point to the areas where further in-depth analysis is needed.

Keywords: *Landscape evaluation; multisensory perception; soundscapes; urban parks; Suzhou*

Residents' perception of city themes: A case study of Hong Kong

Chung-Shing Chan

Department of Geography and Resource Management

The Chinese University of Hong Kong, Hong Kong

Thematization is a strategy used for developing positive, strong and distinctive images for cities to compete as tourism destinations. It refers to the patterning of resources and activities to symbolize experiences and senses from a specific time and space. Cities can attract tourists and may even retain them as potential frequent visitors or immigrants through a successful theme.

Tourists may prefer a particular theme and some of its attributes when considering a city as a tourist destination or a residence. In a city like Hong Kong, where the government is attempting to develop and position the city under themes such as “green city”, “creative city” and “smart city”, it is important to understand which of these themes best attracts tourists. However, the separate development of literature in these themes indeed shows overlapping in some areas of discussions. Little research has been done on how tourists perceive the underlying elements of these themes together in a city. It would be useful to identify a distinctive set of attributes that is regarded as an advantageous theme by tourists.

This presentation considers Hong Kong as a case for an ongoing study to bring out sets of attributes for screening and measurement by reviewing the relevant literature in each of the themes of “green city”, “creative city” and “smart city”. The variables are vetted by a number of local experts in academia, government representatives, non-governmental organizations and the private sector. Preliminary results from a questionnaire survey of local residents in Hong Kong will be presented.

Keywords: *City thematization; creative city; green city; residents' perception; smart city*

‘Asianising the Field’: Critical Tourism Studies in the World’s Largest Continent

Tou Chuang Chang

Department of Geography

National University of Singapore, Singapore

When King and Porananond (2014: 6) first used the phrase “[to] Asianise the field” in their edited book *Rethinking Asian Tourism: Cultures, Encounters and Local Response*, they were urging for greater indigenous scholarship in Asian tourism studies. It is their belief that Asian scholars working in and on Asia bring useful insights and unique perspectives that might differ from non-Asian research, thereby creating more holistic understandings of the world. Such an Asian-centric scholarly inclination has bloomed particularly in the 2000s following increasing numbers of Asians on tour, greater intra- and domestic-tourism within Asia, and the opening of new travel destinations throughout the continent (Winter, Teo and Chang, 2009). Around the same time as this surge in Asian tourists and indigenous Asian tourism scholarship is an increasing attention on ‘Critical Tourism Studies’ (CTS). The basic premise of CTS is the application of social-cultural theory in tourism analyses, the acknowledgement of researcher bias and ‘personal entanglements’ in scholarship, and a challenge to mainstream knowledge through a focus on the ‘Other’ (which might include the marginalised, oppressed and the indigenous among other interest groups) (Ateljevic, Pritchard and Morgan, 2007; Tribe, 2008; Gale, 2012). In this conference presentation, I consider the ‘global’ scope of CTS and the ‘local’ field of Asian tourism knowledge. More specifically, I outline three avenues in which global research and local knowledge are implicated with one another in productive tension. These avenues include: (a) CTS’s celebration of non-Western knowledge and perspectives in research (although we should note that ‘non-Western’ does not automatically mean ‘Asian’); (b) the nascent but emphatic voices of Asianists in stressing ‘Asian standpoints’ in tourism; and (c) select empirical studies that showcase unique Asian perspectives on global tourism forms. It is the aim of this presentation to encourage, in the spirit of CTS, a critical appraisal of CTS in the context of Asian tourism and also the criticality of existing Asian research. Looking ahead, it contemplates the fulsome potential of CTS if the breadth and depth of ‘local/Asian’ tourism knowledge can be brought to bear on its ‘global/lofty’ research agenda.

Keywords: *Asian tourism; Critical Tourism Studies; global knowledge; local knowledge*

The Resilience of Small Business in Guanxian Ancient City after Wenchuan Earthquake

Fang Fang Chen

Hong Gang Xu

School of Tourism Management

Sun Yat-Sen University, China

Resilience studies have been rising as natural disaster, economic recession and political turmoil become major challenges in human society. This study attempts to investigate the impact of natural disasters on the change of the attitude of entrepreneurs of small tourism businesses and the impacts on their business resilience. This study investigated the multiple ways that small business in Guanxian Ancient City, an area attacked by Wenchuan Earthquake in 2008, reacted to the crisis and the changes followed, analyzed the resources they applied and the changes of their attitude toward business. It is found that in addition to the social capital, financial capital and human capitals which were addressed most frequently in the previous study, the change of attitude of small business owners is another source in business resilience. 1) The shock of death in earthquake changed their values temporarily; life itself turns to be very much valued in their business decisions. Some business owners didn't care about the capital loss or deficit and took the restoration as a chance for rest. This break helped them stay calm and find an appropriate point to restart the business. 2) The earth quake also turns them into semi-lifestyle small business owners. Unlike purely profit-oriented or lifestyle entrepreneurs, they can accept relatively modest profit or barely no profit while baring heavy works at the same time.

Keywords: *Attitude toward business; resilience; semi-lifestyle; small businesses; Wenchuan earthquake*

Hong Kong UNESCO Global Geopark – A Neglected Sustainable Tourism Hidden Treasure

Cindy Choi

Association for Geoconservation, Hong Kong

According to the Hong Kong Tourism Board (HKTB) data, the tourism industry, a major pillar of the economy of Hong Kong, is suffering its worst downturn since SARS. The number of visitors to the city declined 2.5 per cent in 2015 compared with 2014, the first drop since 2004. The number of mainland visitors experienced a 3 per cent down. It is predicted that overall tourist numbers would drop another 1.8 per cent this year. Promotional campaigns are thus launched to boost Hong Kong tourism industry. All along, Hong Kong has been promoted as a “shopping and delicious food paradise”. Outdoor attractions focus on the theme parks including Hong Kong Disneyland and Ocean Park. However, our internationally recognised natural treasure - Hong Kong UNESCO Global Geopark, has been seriously neglected as one of the important means to widen the range and to attract quality visitors. Global Geoparks are global initiatives since 2004 which aim at holistically protecting sites of international geological significance as well as popularizing earth sciences and making better use for the benefits of sustainable socio-economic development through geotourism. Established in 2009, Hong Kong Geopark of China was accredited as Global Geopark in 2011. In November 2015, the General Conference of UNESCO approved the establishment of the UNESCO Global Geoparks designation within the International Geoscience and Geoparks Programme. This provides a new international status to the global geoparks. As of April, 2016, there are only 120 UNESCO Global Geoparks in 33 countries. Under the umbrella of UNESCO, Hong Kong UNESCO Global Geopark should be promoted as a new *paradigm* for geotourism with environmental, social and cultural benefits.

Keywords: *Geotourism; global initiatives; sustainable social economic development; tourism industry; UNESCO Hong Kong Global Geopark*

Return Visiting of Oversea Chinese and the Cultural Conservation of Destination **- Zhongshan City as a Case Study**

Shao Lian Ding

Department of Tourism Management
College of Forestry and Landscape Architecture
South China Agricultural University, China

Ji Gang Bao

School of Tourism Management
Sun Yat-Sen University, China

The return visit of overseas Chinese (RVOC) usually blends friends and relatives visit (VFR) tourism, ethnic tourism and nostalgia tourism. And the historical culture of the destination has inherent attractive to such visitors due to the characteristic of nostalgia. As such, the breadth and depth of the interaction between hosts and guests of RVOC is different from that of general tourism. The function of the RVOC tends to include repairing and enhancing the social relations, ethnic identification and nostalgia. However, the recent study of VFR tourism focuses on the political and economic aspects, and thus has failed to provide as much insight into the cultural aspects. This work studies the impacts of VFR tourism of overseas Chinese in Zhongshan, located in south China, where the revolutionary forerunner Sun Yat-Sen was born, on cultural preservation in destination. Based on transnationalism conceptual framework, data concerning the VFR tourism and cultural preservation practices are collected by in-depth interview, observation and literature analysis. The result reveals that VFR tourism is an important way for the overseas Chinese to reconstruct their identities. And the impacts on the cultural preservation in the destination display different patterns at different stages. At the early stage, the impacts concentrate on cultural borrowing, especially within areas of material culture, of the destination from where they resided. With the deepening of interactions between the hosts and the guests, the impacts change from borrowing of material culture to acculturation and integration of institutional and conceptual culture. Therefore, it promotes the formation of the organic mechanism of historical cultural preservation.

Keywords: *Cultural impact; nostalgia tourism; overseas Chinese; VFR tourism; Zhongshan city*

An Empirical Study of Tourists' perception of Tourism Social Networking Site Popularity, Characteristics and Demand

Kun Dong

Qin Lin Wang

Ying Zhi Guo

Qiu Qin Dong

Can Zhang

Department of Tourism
Fudan University, China

With the emergence and development of independent travel times, more and more tourists search tourism destination information through tourism websites before they travel, so as to have a pleasant experience. There are increasing tourists who are willing to share their travel experiences on the website, and interact with others. From this view, tourism industry is entering the era of social tourism. Based on the literature review, this study explored dimensions of tourism social networking site popularity, characteristics, and demand. Then, the relationships between tourism social networking site popularity, characteristics, and demand were tested using structural equation model. Results of regression analysis and structural equation model demonstrated that tourism social networking site popularity positively impacted on tourists' demand of tourism social networking sites. However, there was not significant relationship between tourism social networking site characteristics and tourists' demand of tourism social networking sites. In addition, tourism social networking site popularity was positively associated with tourists' perception of tourism social networking site characteristics. Both tourism social networking site popularity and characteristics exerted positive influence on tourists' demand of tourism social networking sites.

Keywords: *Internet adoption; tourism social networking sites; trade-off demand; user perception*

A Study of the Culture Difference in Visual Perception of the Destination Photos

Qiu Qin Dong

Jun Jie Zhang

Han Shen

Department of Tourism

Fudan University, China

Despite the growing interest in cross-cultural research, little empirical research had been conducted on the effects of culture in visual perception and photo marketing. The purpose of this paper is to investigate the role of culture difference in visual perception, more specifically, to contrast Chinese and Korean college students' perceptions of photos of the Forbidden City Palace Museum of China in social media. Based on the Semiology theory, the authors developed a questionnaire with three parts, including demographic characteristics, visual perception and intention. The results of this study contribute to make differentiated marketing strategy in cross-culture context, for a better understanding of how to apply photos to promote tourism destinations, especially the world heritage destinations.

Keywords: *Cross culture; photo marketing; tourism destination; visual perception*

Rural Destination Image and Branding in China

Sally Xialei Duan

Department of Geography and Resource Management
The Chinese University of Hong Kong, Hong Kong

Ever since 1970s destination image has become a hot topic in tourism research (Hunt, 1975). Crompton pointed out that destination image is visitors' total sum of impression and attitude of a certain place. (Crompton, 1979). It is widely accepted that destination image is an integral and influential part of the traveler's decision process and consequently travel behaviors (Baloglu & Brinberg, 1997; Gallarza, Saura, & Garcia, 2002; Rezende-Parker, Morrison, & Ismail, 2003; Stabler, 1987). Destination marketing authorities at all levels have an ultimate goal of building strong and positive images for their destinations. The extent to which image building benefits their targets can be greater if it takes place in the context of branding. The brand's existence is dependent on the image formation of the destination (Cai, 2002).

Previous studies have focused on image formation process and have acknowledged that the overall destination image is influenced by cognitive and affective evaluations (Baloglu, 1996; Baloglu & Mangaloglu, 2001; Baloglu & McCleary, 1999; Hosany et al., 2007; Mackay & Fesenmaier, 2000; Stern & Krakover, 1993; Uysal et al., 2000). Qu has confirmed that overall image is influenced by different brand associations and is a critical mediator between brand associations and tourists' behaviors (Qu, 2011). However, in the area of rural tourism, little investigation has been undertaken into processes of branding effort. Rural tourism has gone through two decades of development in China, but there is an apparent lack of research on rural destination image and branding. Thus, there are mainly five objectives of this research: 1) Investigate on attributes affecting rural destination image in China; 2) Test the relationship between tourist motives and rural destination image; 3) Test the relationship between rural destination image and tourist behavior; 4) Assess the gap between the projected and perceived destination image of rural destination; 5) construct a new branding model of rural destination.

Keywords: *Branding; China; rural destination image*

Should Country Park be open up to Trail Running Competition?

Wei Fang

Suet Yi Cheung

Sai Leung Ng

Yu Fai Leung

Ben Ma

Department of Geography and Resource Management

The Chinese University of Hong Kong, Hong Kong

The designation of country park serves the purposes of nature conservation, outdoor education and countryside recreation. Although these objectives seem to be contradictory, it is possible to maintain the balance while picnic, barbecuing and hiking were the most popular recreational activities in the old days. In the recent years, the popularity of extreme sports and adventure-style activities, such as trail running, mountain biking and rock climbing, is dramatically increasing in Hong Kong. While extreme sports are more likely to generate intensified negative impacts on the park, especially on the trail, there has been no attempt to quantify these impacts and this situation poses a big challenge to the park managers in Hong Kong. With this in mind, this study examined the conditions of a trail before and after a trail running competition. It was found that the significant degradation had been found along the trail after the running competition. Specifically, the running competition widened and deepened the trail, pointing to the issues of soil compaction and soil erosion. Furthermore, more erosion features were created after the running competition. Results indicated that it is necessary to regulate the extreme sports activities in country park.

Keywords: *Extreme sports; impact assessment; nature conservation; park management; trail degradation*

Tourism Carrying Capacity Evaluation to Support UNESCO Global Geopark Management in Hong Kong

Wei Guo

Department of Biology

Hong Kong Baptist University, Hong Kong

Department of Tourism Management

Soochow University, Suzhou, China

Shan Shan Chung

Department of Biology

Hong Kong Baptist University, Hong Kong

Tourism carrying capacity (TCC) is a concept related to the optimum use level of visitors without creating environmental degradation. The purpose of this study is to apply this concept in UNESCO global geopark and assess it to support geopark management in Hong Kong. We propose a research model comprising three dimensions of TCC: political-economic carrying capacity (PCC), physical-environmental carrying capacity (ECC), and socio-demographic carrying capacity (SCC). Based on the case study of Hong Kong UNESCO Global Geopark (HKGP), we intend to check the verification of proposed TCC framework and evaluate TCC of HKGP. Results show TCC of HKGP is reasonable now and related action plan and monitor plan are suggested to support UNESCO global geopark development in Hong Kong. Based on these, we hope to advance the methodological innovation of tourism carrying capacity evaluation on UNESCO global geopark for the sustainable geotourism development in the future.

Keywords: *Geotourism; Hong Kong UNESCO Global Geopark; local community tolerance; tourism carrying capacity; visitor satisfaction*

Cultural Mapping of Casinos: Documentation, Conservation, and Historical Geography of Macau's Gambling Industry

Vincent Wai Kit Ho

History Department

University of Macau, Macau

Macau seems a special city to find another gambling world in China which is a small town on the South-east coast of China. Actually, the origins of gambling can trace back to the fan-tan games since the sixteenth century. The loss of economic dynamic to Hong Kong since mid-19th century depressed the major revenue of Macau government. As a result, gambling was official recognized by João Maria Ferreira do Amaral in 1847 which made casino proprietors pay the Portuguese authorities in Macau large amounts of tax each year for their licenses. American and Hong Kong capital are investing billions of dollars into there to build casino and entertainment complex, and the revenues from gambling industry are more than from Las Vegas and Atlantic City combined. The author will analysis the changing of the historical geography of Macau by referring to the early documentations like maps and cartography related to the geographical distribution and conservation of the casinos.

Keywords: *Cultural Mapping; gambling industry; historical geography; Macau*

**Political Economic Embeddedness of The World Heritage Nomination Boom in China:
A Multi-scalar Perspective**

Kai Xuan Huang

Yi Liu

School of Tourism Management

Sun Yat-Sen University, China

This paper examines the nomination boom of China's world heritages in the past decades in relation to the literature of world heritage development. It finds that the contemporary literature is insufficient to explain this process due to the neglect of the political economic embeddedness of the nomination boom in process. Based on the cases of Zhangjiajie, Karst, Danxia landform and Kaiping Diaolou, this paper argues that the nomination boom and tourism development of world heritage in China is highly embedded in local initiatives, regional competition and national balancing forces. The soft-budget constraints and strong developmental imperatives in state institutions are the major causes of the emergence of the embeddedness effects. It leads to a distorted mechanism of world heritage development. The nominated heritages might not be the most representative one and the nomination is not purely meant for heritage protection but for tourism promotion increasingly. This study contributes to the literature by delineating the political-economic embeddedness of world heritage development from national, regional and local scales.

Keywords: *China; embeddedness; nomination boom; World heritage*

The Border Research of Ancient Village Tourism Development
- A Case Study of Hongcun, China

Xing Yu Huang

Hong Gang Xu

School of Tourism Management

Sun Yat-Sen University, China

Relying on the historic buildings and celebrities to establish an ancient village scenic spot is the main form of Chinese ancient village tourism development. The Ancient village has its own inherent administrative border and the establishment of scenic spot also means the formation of tourism borders, including tangible physical borders and intangible social borders. Border studies focus on the distinctions between ‘us’ and ‘them’, which is conducive to a better understanding of the differences and impacts brought by tourism development on the original administrative villages. Taking Hongcun— a typical ancient village scenic spot in China as an example, this paper tries to explore the type of borders, the impacts of borders and how individuals perceive/treat borders. The study is carried out through interviews and observations of residents from inside and outside of the Village. It is found that there are three types of borders in Hongcun, including administrative border, physical border and social borders (economic level, welfare and management system). Tourism development reinforces the role of the original administrative border, and promotes the formation or changes of the physical border and social borders of scenic area. Borders generates "inclusion" and "exclusion", which also means the differences of status and resource allocation, so perceptions of borders vary from inside to outside, from people to people. Borders work as barriers, resulting in uneven development and economic entry barriers; yet, they also promote regional development and cross-border behaviors.

Keywords: *Ancient Village Scenic spot; borders; dual nature impacts; perception differences; tourism development*

Cultural Festivals: Implications for Sustainable Tourism Policy

Grace Eunhye Kim

School of Community Resources & Development
College of Public Service & Community Solutions
Arizona State University, USA

Festivals are receiving growing attention as a source of generating significant revenue and contributing major economic benefits to host cities, regions, and thus the country. Estimating tourist numbers and expenditure are directly attributable to tourism events (Lee & Taylor, 2005). This study examines the significance of economic impact on attendance in case of cultural festivals. The primary aim of this study is to design a regression model to see the relationship between festival attendance and economic impact and to explore the implications for government's policy towards local festivals in terms of its investment and support for the sustainable tourism. The study commences with a brief overview of festivals and the related policy and explores literature to place the study in context. This study uses estimated foreign tourists and their expenditures associated with the local festivals in South Korea, and measured economic impact of the festivals based on the total direct expenditures derived from the attendees. The regression analysis is conducted to analyze the economic impact for 85 cultural and tourism festivals in Korea. In this study, the annual festival report and its statistical information from the Ministry of Culture, Sports and Tourism of Korea were extracted for creating the dataset. The dataset for this study was organized in January 2015. This regression analysis of festivals is expected not only to allow the organizers to refine their strategic management of festivals but also to help government to make appropriate policies for supporting and investing in festivals.

Keywords: *Cultural festivals; economic impact; sustainable tourism; tourism policy*

The Hegemony of Gaming Industries in Tourism Development in Macao

Joanna Wai Ying Lee

Department of Geography and Resource Management
The Chinese University of Hong Kong
Centre for Environmental Policy and Resource Management

Lawal Mohammed Marafa

Department of Geography and Resource Management
The Chinese University of Hong Kong

The branding of Macao as “World Tourism and Leisure Center” began with the liberation of its gaming industry in 2002. From sole operator to open competition, the mushrooming of casinos, hotels and resorts have radically changed the urban landscapes of Macao. It is widely documented that booming of gaming-led tourism has brought adverse environmental and socio-cultural impacts to Macao. Although people begin to suffer from traffic congestion, high rent, overcrowding and rising cost of living, the majority remains silent about the hegemony of the gaming industries in Macao which is seen in the economic indices. This is in contrast to its neighboring city, Hong Kong, where large-scale demonstration against Mainland tourists is common. It is argued here that the hegemony of gaming industries is made possible by the government-business collusion in constructing the prevailing norm that casino boom is equivalent to economic well-being of Macao. As a major employer, casino industries have significantly influenced the economic and social lives of Macao residents. To the residents, they have a strong desire for a prosperous gaming sector as their incomes are directly linked to the growth of the industry. In this way, the general public has unconsciously perpetuated the hegemony of the gaming industry. It is particularly evident in the changing urban landscape with the expansion of physical and symbolic spaces as driven by the gaming cum tourism forces. Through mapping the relationship between tourism and the use of space as well as an empirical survey on the perception of visitors and residents, it is found that gaming industry is an influential force in the remaking of Macao as a world tourism center.

Keywords: *Gaming industry; Macao; spatial pattern of tourism; tourism impacts*

The Impact of Tourists' Value Co-creation Behavior on the Brand Equity of OTAs

Xin Ge Li

Han Shen

Department of Tourism
Fudan University, China

Online Travel Agencies (OTAs) has been becoming an important distribution channel for tourism products. Some OTAs provide platforms to customers to share their travel experience, which not only fulfill the desire of customers to share their experience but also provide useful reference to other customers. This is a collaborative process for destination marketing and product innovation. Value is co-created by both the company and the customer, which not only provide convenience and benefits to the customers, but also create profits to the OTAs. Value co-creation has significant influence on OTAs' brand equity. DART theory is an important tool to analyze the value co-creation behavior of the customers. This theory adopts DART framework and studies value co-creation behaviors of customer from four dimensions: Dialogue, Access, Risk assessment and Transparency. Structure Equation Modeling and quantitative research will be used to study the influence of the customers' value co-creation behavior to Online Travel Agencies' brand equity, which is composed by brand loyalty, brand awareness, perceived value and brand image. Mafengwo, one of the most famous OTA is selected as the case study to interpret the process and mechanism of customers' value co-creation behavior and their impacts on Mafengwo's brand equity. Managerial implications and suggestions will be highlighted based on the data analysis of the case study..

Keywords: *Brand equity; OTA; tourist experience; value co-creation*

A Study of Tourists' Safety Cognitive about Xinjiang Region

Dan Ping Liu

Rui Xia Liu

Run Ze Chen

School of Economics and Commerce
South China University of Technology, China

Travel safety research is an important part of the tourism study, as for most of the tourists, travel safety is an essential demand and basic security no matter what your tourism purposes is. Since entering the 20st century, the scholars had begun focus on travel safety for kinds of major safety issues which happened frequently. Therefore, travel safety is becoming a hot topic quickly in the tourism filed.

The general travel safety covers all aspects of tourism activities, which means the safety of tourism industry, while in reality, the narrow tourism safety consisted of tourist safety is more worthy of detailed study for that the insecure mentality of tourist will directly affect tourism decision-making behavior. In recent years, several violent terrorist incidents caused by the national extremism have directly impacted on the development of the tourism industry in Xinjiang.

Located in the northwest border area of China, Xinjiang Uygur Autonomous Region has a unique natural and cultural landscape because of its particular geographical condition. And it is the variety of ethnic groups' culture that has ensured Xinjiang Region is becoming an unparalleled advantage in China travel and tourist industry. Both of Beijing's Central Government and the common people of all ethnic groups in Xinjiang Region all want to develop its tourism by virtue of the advantages as well as stimulating the development of related industries to achieve the province's economic leap.

We know today terrorism in the world is being more and more serious. Extremely religious doctrine and extremely nationalism are cooperating with terrorism. Lots of safety problems, including transnational crimes, national splitting activity, and so on, are making people all over the words feel afraid. Xinjiang Region is located in northwest frontier of China. And we can never delay that how to against the threat and how to make sure Xinjiang's safety.

However, after July the fifth, the year of 2009, the social safety problems in Xinjiang Region do become focus again. And the tourism of Xinjiang has slipped due to the occurrence of violent terrorist issues. In recent years, the official figures show that the number of visitors has being suffered a surprising drop. Even in many of social media in China, more and more people express their anxious about the safety of traveling in Xinjiang. Obviously, this kind of negative image of tourist destinations is not contributes to the sustainable development of Xinjiang Region.

In this paper the author analyzes the general characteristics of tourists' cognition, cognitive channels, security strength of propagation mode and so on, which all of above research findings just basing on the original data from questionnaire survey and depth interviews about "Xinjiang Tourism Safety". According to this research, some targeted suggestions and countermeasures about safety issues in Xinjiang tourism will be put forward.

Keywords: *Safety cognition; social media; travel safety; Xinjiang tourism*

The Impacts of Power Relation on Spatial Morphology of the Coastal Resorts: Based on the Comparative Study of Three Typical Cases in Guangdong Province

Jun Liu

School of Tourism Management
South China Normal University, China

Pin Yu Chen

School of Geography
South China Normal University, China

Coastal tourism development and morphological research remains one of interest topics in tourism geography worldwide. Previous researches focus more on the material aspects of spatial morphology. Moreover, mechanism study underlying the morphological evolutions were mostly confined to the economic explanation from differential rent theory, regardless of interactive negotiations among stakeholders behind coastal tourism destination. In the context of new boom of coastal tourism development in China, diversified stakeholders including capital investors, state power, and local communities are involved in the coastal resorts development in Guangdong Province. There will be various kinds of power relation among different stakeholders' negotiation and interactive, which gave rise to different spatial morphology. This paper choose three typical coastal resorts cases in Guangdong Province, that is Xunliao Bay in Huizhou, Hailing Island in Yangjiang and Red Bay in Shanwei, to make the comparative study about spatial morphology and power relation based on the method of anthropological fieldwork research. At a macro scale, the paper finds out that the case of Xunliao Bay shows up a model of sharing or co-operative power relation among different stakeholders' negotiation and interactive along the coastal tourism development, whose performance in spatial morphology is integrated and inclusiveness. The case of Hailing Island presents a model of dualistic power relation and its performance in space is separated and isolation. While in Red Bay, different stakeholders develop a kind of power relation network that hinders each other by themselves, so it is disordered in spatial morphology. At a micro scale, different types of power relation makes different spatial representation in terms of land ownership, land use, building types, the placeness of the new facilities and local employment arrangements in the resort. Through this study, the authors hope to provide an explanation of power relation, power operation in negotiation and interactive in the formation of coastal resorts spatial morphology.

Keywords: *Coastal tourism; Guangdong; power relation; spatial morphology*

Modeling Residents' Support for Future Tourism Development

Shu Wen Liu

Lewis Ting On Cheung

Department of Social Sciences

Hong Kong Institute of Education, Hong Kong

Visiting suburban or rural areas during weekends and holidays has become more and more popular among metropolitan residents, particularly in metropolises with rapid pace of life. Rural tourism generates positive and negative impacts on a community, and its sustainability relies on support from local people. Influences of perceived tourism impacts on community support for tourism development have been extensively studied, but with mixed results. Using data on the responses of residents in a popular rural tourism destination in Hong Kong, this study constructed and tested a model of residents' support for future tourism development. The structural equation model indicated that residents' perceived positive and negative tourism impacts did not have significant influence on their support for future tourism development. Yet the perceived tourism impacts were antecedents of residents' satisfaction with tourism development. Local people's satisfaction with tourism was also found to determine their support for future tourism development. The main contribution of this study is its finding of residents' satisfaction with tourism development as a mediator between perceived tourism impacts and support for future tourism development. As an important factor influencing community support, residents' satisfaction with tourism deserves more attention from not just the academia, but also other parties such as government and industry.

Key words: *Community support; Hong Kong; rural tourism; tourism impacts; tourism satisfaction*

Value Chain Governance, Industrial Upgrading and the Development Paradox in Xidi and Hongcun Village

Yi Liu

Yang Qin

School of Tourism Management

Sun Yat-sen University, China

This paper examines an overlook issue of industrial upgrading in the literature of community tourism and ancient village tourism development. Drawing upon an economic-geo perspective, this paper reinterprets the rise and fall of tourism development between Xidi and Hong villages in China by deciphering the divergent structure of value chain governance and the subsequent outcome of upgrading. This paper argues that the divergence trajectory between these two places are resulted from different governance patterns and learning mechanisms among them. Xidi is more locally embedded which leads to less tourism leakage but less learning opportunities, thus less upgrading over time. This situation leads to the collapse of local development alliance, while Hong is the reverse situation. Hence this study argues for a more evolutionary view to pay more attention to the learning and upgrading mechanism in the studies of community tourism.

Keywords: *Community tourism; industrial upgrading; learning; value chain governance; embeddedness*

Performance Evaluation of Ecotourism Destination Development and Its Impact
Analysis of Mutations——A Case Study of Zhangjiajie City

Wen Bin Luo

Cheng Zhong

Yan Qing Gong

Bei Meng

College of Tourism

Hunan Normal University, China

Now, our tourism destination development is still in extensive growth stage, with the promoting of tourism-transformation, focusing on the performance management that combines the process and results of tourism development has become an inevitable direction. Based on the concept of sustainable development, our excellent international ecotourism destination, what performance has made in the end, how to objectively evaluate the eco-tourism development or performance level should become a deeply thinking question. Considering about the lackness in present researches at home and abroad, this study first illustrates the concept of ecotourism development performance from three dimensions of time, relationship and system, then builds up an system of performance evaluation of ecotourism development with“4E” framework. taking the typical international ecotourism destination-Zhangjiajie City as study area and applying the Information Entropy Weight Method and multi-factors comprehensive evaluation model, empirical quantitative performance evaluation research of Zhangjiajie from 2005 to 2009 has been done. Moreover, the study analyzes the influencing factors based on the mutation value and extreme value. The results show that: (1)The overall performance level of Zhangjiajie`s tourism development tended to go up yearly from 2005 to 2009;(2) The performance value in 2009 reached the peak, which equals 0.5857 and in the preferable level. Meanwhile, the minimum performance value was in 2005, which equals 0.1609 and ranked the poor level; (3) Comparing the performance value in 2005 with 2009, the performance level has been improved almost 246 %. The results indicate that:(1)time, relationship and system dimensions should be considered on the concept of tourism development performance;(2) the performance of tourism development of Zhangjiajie has been improved greatly from 2005 to 2009;(3)the analysis of influencing factors shows that great events, natural disasters and financial crisis are the main impact factors, which influence the performance greatly in special year of 2008.

Keywords: *Ecotourism destination development; influence analysis; performance evaluation; Zhang Jiajie; "4E" framework*

Assessing the Impacts of Extreme Sports on Mountain Trails in Hong Kong

Ben Ma

Sai Leung Ng

Suet Yi Cheung

Wei Fang

Department of Geography and Resource Management

The Chinese University of Hong Kong, Hong Kong

Hong Kong has established 24 country parks since the 1970s. Extreme sports and adventure-style activities, such as trail running, have become more popular in Hong Kong since the 2000s. There is no information about the impacts of trail running (especially competition) on hiking trail that poses challenges to park managers.

This study selected a trail in Tai Tam Country Park, and examined the impacts of trail running event on the trail by comparing the trail condition before the event and after the event. A control trail has also been studied to investigate the seasonal and climatic variation of the trail condition. An integrated approach which consists of sampling based approach and census-based approach adopted to assess the trail conditions. The results suggest that the event really does have an effect on many aspects of trails, which will make the trail become wider, more compacting and rougher.

The aim of this paper is to quantify and characterize the impacts of trail running competition on mountain trails in Hong Kong, and to provoke a timely discussion about the role of protected areas in facilitating extreme sports. Additional research will assist managers and users of protected areas in understanding the relative impacts of these activities, and better ways to manage them. It may not quell the debates among users, managers and conservationists, but it will help put it on a more scientific footing.

Keywords: *Country Parks; extreme sport; mountain trail; sustainable tourism*

Global Conversations on Hong Kong's Local Tourism Offering: Evidence from User-Generated-Contents (on TripAdvisor)

Lawal Mohammed Marafa

Department of Geography and Resource Management

The Chinese University of Hong Kong

The internet has moved into the age of Web 2.0, of which the most significant characteristic is the online interaction of users mostly by way of social media platforms. Users are now capable of creating user-generated-contents (UGC) facilitating information sharing and collaboration. As one of the most important economic sectors in the world, the tourism industry has also been heavily influenced by Web 2.0 where users search for, view, evaluate and share travel information. This trend is significantly impacting the tourism industry and specifically on tourist's behavior. According to some scholars, tourists increasingly choose to use online services and its network to arrange their trips due to perceived value, perceived usefulness and perceived ease of use, etc. They also use same to record, share and review their experiences. UGC have eventually affected how other tourists plan when and where to visit. It has also influenced the experiences that they seek for. These aspects of the tourist activities are continuously being facilitated by the capacity of the internet and the related social media platforms to search, gather, disseminate and share information and experiences through what is now seen to be electronic word of mouth (eWOM). Social media and the internet are playing increasingly important roles as information sources for both travelers and decision-makers. Hong Kong as a destination is very prominent on the social media (e.g. in Facebook, Twitter, Instagram, line, Weibo, Tencent, to mention a few) and is also being affected by UGCs and eWOM. It will therefore be valuable to mine this data and study the views, comments and sentiments expressed by the tourists that visited. As tourist users of these platforms, the contents generated will allow researchers and decision-makers to understand tourist's responses on the services provided and the experiences that they had. These responses could have a lasting implication on tourism at the destination. This study therefore explores the growing importance of social media (example of TripAdvisor) and online interactivity within the tourism industry with specific example on tourists visiting Hong Kong. The study explores and interprets the conversations, reviews and comments of tourists on various internet platforms (Tripadvisor). Using tools of content analysis, comments and views are then coded, categorized, mapped and interpreted with a possible classification of user-generated contents that details their experiences in Hong Kong.

Keywords: *Hong Kong; Tourism; Social media; User-generated-contents*

Ecotourism Resources Protection for Sustainability and Problems in China

Chang Qing Pang

Law School

Shandong University, China

Jinan Campus

Shandong University of Science and Technology, China

Ecotourism resources in China call for protection by strictly making and implementing corresponding laws in spite of the false booming tourism market which has been doing destructive damages to the vulnerable and valuable tourism resources and environment because of the awareness absence of great values and significance of ecotourism , and the absence of laws and enforcement. Based on the detailed analysis of the status quo, we suggest a comprehensive law frame to include clarifying the ownership of tourism resources, setting severe punishment onto those illegal activities and law breakers, banning commercial and industrial development surrounding tourism resources, preventing any man-made scenic spots from being developed, granting the citizens the right to free access to public scenic spots, strengthening law enforcement, civilizing tourists with protection awareness, and beautifying every place to ease the tension of ecotourism resources protection.

Keywords: *Ecotourism; law enforcement; protection; resources; sustainability*

**A Study on Development Strategies of Time-honored Catering Brand from the
Perspective of Food Tourism
- Based on Tourists' motivation, Satisfaction and Loyalty**

Wen Wen Shang

Pai Chai University, South Korea

Nan Chen

College of History and Culture

Henan University, China

Time-honored Catering Brand is the quintessence of Chinese food in China. It can represent the characteristics and traditional diet culture. It is not only a business organization, but also a cultural symbol that inherits long history. Since “the bite of China” broadcast, the Time-honored Catering Brand has attracted more and more attention in both domestic and international tourists. The tourists are being interested in the Time-honored Catering Brand and their satisfaction to the Time-honored Catering Brand can significantly influence the overall satisfaction and loyalty to the destination. Therefore, Time-honored Catering Brand play an important role in enhancing the attractiveness and competitiveness of tourism destination. Although the development and importance of Time-honored catering brand in tourism has begun to form an academic debate, little effort has been invested in understanding what tourist motivations influence consumption of Time-honored catering brand in a tourist destination and mechanism of motivation for visitor satisfaction and loyalty. Accordingly, this study chose tourists as the object, and adopted a random survey with a self-administrated method to collect data on tourists' psychology and behavior for food of Time-honored Catering Brand. Then analyzed data adopting Exploratory Factor Analysis (EFA) and Multi-regression Analysis by Spss17.0. Through empirical investigation, this study indicated that the motivations of the food tourism are multidimensional. It contains five factors: culture experience, relaxation and leisure, nostalgia, products and environment, and attractiveness of brand; in addition, food tourism motivations have significant positive effect on tourists' satisfaction and loyalty. The results will provide some implications for Time-honored Catering Brand innovation development and urban tourism brand marketing. Development strategies of Time-honored Catering Brand should be combined with food tourism motivations which can motivate tourists to consume products in Time-honored Catering Brand during their holidays. Time-honored Catering Brand can become a unique visual of urban tourism brand marketing.

Keywords: *Development strategies; food tourism motivation; loyalty; satisfaction; time-honored Catering Brand*

**The youth travel decision-making process:
A case study of Hong Kong young outbound tourists**

Kydas Fung Hoi Si

Geography & Resource Management Department
The Chinese University of Hong Kong, Hong Kong

In recent decades, tourism, as a kind of human activity involving the geographical space, has gained increasing attention from the geographers, and becomes one of their research interests. As the international communication among countries and regions becomes more common and widespread, outbound tourism, apart from its function of boosting economy, has become part of ordinary people's daily life. Meanwhile, as a global trend, young people constitute a major part of the outbound tourists.

This research focused on youth tourism with the case study of Hong Kong youth outbound tourists. Emphasis is put on understanding the young tourists' pre-trip decision-making process and the factors shaping it. The aim of the study is to (1) identify and characterize the young tourists, (2) to examine and weigh the factors which shape the youth travel decision-making process, and (3) to evaluate the role of tourism service providers are playing and how important their role is in shaping the above process.

Throughout the research, findings suggest that youth tourists would have different, non-homogenous attributes and characteristics among themselves, and they could also be categorized into traditional tourist segments, except using age as the classification. Hence their considerations of making pre-trip travel decisions are diverse. Internet has played an essential role in influencing the tourist decisions and choices. The widespread usage of internet and the increasing flow of travel information altogether have become more crucial in affecting the factors that shape the decision-making process. On the demand side, the travellers, or the consumers themselves, have higher flexibility and accessibility in reaching different kinds of information and making final decisions on travel. On the supply side, the importance of tourism suppliers in shaping youth travel decisions gradually shifts from direct service providers to information channels.

Keywords: *Choices of destinations; tourist motivations; travel constraints travel decision-making; youth tourists*

Chinese Tourists on Safari: Opportunities and Inconsistencies

Wantanee Suntikul

Stephen Pratt

School of Hotel and Tourism Management

The Hong Kong Polytechnic University, Hong Kong

Chuan Zhong Tang

Surrey International Institute

Dongbei University of Economics and Finance, China

The inauguration of a direct Kenya Airways flight between Nairobi and Guangzhou in 2008 contributed to boosting the number of Chinese tourists to Kenya. According to the Kenya Tourism Board (KTB), 31,486 Chinese tourists visited Kenya in 2014 and the number is expected to grow to 100,000 in 2016. Safari tours, which give tourists the opportunity to observe Kenya's exotic and diverse wildlife in their spectacular natural habitat, are among the country's primary tourism products. This paper investigates the profile of Chinese tourists participating in safari tours in Kenya in order to understand who they are, their motivations for going on safaris, their perceptions of the safari experience, and their perception towards wildlife and conservation. The research examines whether the safari experience affects these tourists' attitudes towards wildlife conservation, and whether such changes in perceptions can raise concern for conservation issues among tourists from China. The findings show contradictions between Chinese safari tourists' perceptions of themselves as ecologically friendly tourists and their opinions on conservation issues and tourism behaviour. This may be in part between differing conceptions of the human – wildlife relationship in (Western) ideas of sustainability and Chinese culture's conception of the place of humans in Nature.

Keywords: *Chinese outbound tourists; Kenya; motivations; perceptions; Safari; wildlife conservation*

Tourists (Un)Ethical Decision-Making

Denis Tolkacha

Stephen Pratt

Christine Ga Zen

School of Hotel and Tourism Management

The Hong Kong Polytechnic University, Hong Kong

The role of tourists as agents of ethical decision-making has been paid little attention to in tourism research. The present study contributes to the area of ethics in tourism, in particular to the understanding of tourist ethical decision making process. The present study employs various ethical theories in order to explain tourist decision-making process, namely deontology, ethics of justice and teleology. Moreover, it addresses the question of relativist nature of ethics and tests whether tourists are likely to demonstrate deviant behaviour in the place of residence or during travel.

The present study tested five different scenarios of ethical behaviour. The scenarios also represent the activities of dubious nature that are often associated with tourism. The research has been undertaken in Hong Kong as the issue of unethical behaviour among visitors of different backgrounds has been highly debated in the recent years. The five scenarios were: knowingly purchasing a counterfeit product, disorderly conduct in public due to drunkenness, cutting the queue, lying about the age of a child to pay a child price for attraction tickets, engaging the services of a prostitute. The data collection method used involved in-person intercept surveys among the three cohorts: Hong Kong residents, Mainland Chinese tourists and 'western' international tourists. A total of 1,827 surveys were completed.

The results demonstrate significant differences between the three cohorts: Hong Kong residents, Mainland tourists and International tourists. The differences are also evident when respondents are asked to employ different ethical theories. Prostitution and cutting the queue were the two least ethical activities within the present study despite being very different. The finding supports the relativist nature of ethics. On contrary, the theory that individuals are likely to engage in dubious activities on vacation rather than at home did not find strong support.

Keywords: *Ethics; Hong Kong; relativism; tourist behavior*

Culinary Tourism and Night Markets in Taiwan

Lucetta Chiung-Tzu Tsai

Department of Leisure & Sport Management

National Taipei University, Taiwan

This study investigated the culinary landscape of Taiwan by studying three night markets. Specifically, the study investigated 1) the role of food for visitors when they are travelling to destinations; 2) the relationship between the food and the destination image; and 3) What is the connection between food and cultural performance. In-depth interviews were used targeting the foreign tourists who were visiting those night markets. Results of the study indicated that most of the visitors come to the night market to “experience the culture and taste the food”, “eat cheap and tasty food” and agreed that the night markets could be critical in destination image. Others believe that “gastronomy plays a big role in defining culture” as when you like the food, you might also possibly like the culture. From this study, it is clear that the moment to enjoy food is also the moment to experience the culture of a night market. Results also showed that shopping in a night market could enhance the relationship between the local people and the tourists.

Keywords: *Culinary tourism; cultural image; night market; Taiwan*

Development of Certification on Health and Wellness Tourism

Ke Wang

Hong Gang Xu

Li Yuan Huang

School of Tourism Management

Sun Yat-Sen University, China

Health and wellness tourism has become a new trend for travel in recent decades worldwide. And some destinations in China, like Sanya city, Bama and et al, have been developing tourism health to catch the new niche market. As health has a broad meaning and is very much socially constructed, a wide range of health tourism products are promoted in China. In order to reach an agreement and setup a quality control of rising health and wellness tourism, CNTA currently proposes an industrial guidance to promote the health and wellness tourism market. It is expected that this guidance would help to facilitate the health and wellness tourism to be developed in a sustainable way.

This study first examines related studies on certification programs in tourism. Certification programs have been widely used in tourism to ensure the quality of tourism service. Yet, there are also challenges due to the heterogeneous nature of tourism service. Secondly, studies on health and wellness are also reviewed. Since health and wellness is very much socially constructed, a wide spectrum of wellness and health tourism are developed, covering the medical tourism and the climate included tourism. Through the examination of the process on how the certification program on health and wellness tourism is developed and the key areas which program focus, the study reveals how these issues of concerns are addressed in the certification program.

Keywords: *Certification; health and wellness; quality control*

The Carbon Offset Mechanism for the Low-Carbon Tourism Development

---A Case Study of Sanzhualun National Forest Park in Jiangxi

Li Guo Wang

College of Land Resources and Environment
Jiangxi Agricultural University, China

The carbon offset mechanism of tourism is an important driving force and ways to achieve the low-carbon tourism development. Taking Sanzhualun National Forest Park as an case, the tourists', farmers' and local governments' awareness and cognition of the forest carbon sink function, the implementers, object and standards of tourism carbon offsets were surveyed through questionnaires and analyzed. The results show that governments' awareness for forest carbon sink function and value is very high, tourists' awareness is very low, but higher than that of farmers; farmers and local governments tended to regard that the government is the implementers of forest carbon offsets, and tourists' offsets willingness is up to 69%; The carbon offsets objects are mainly farmers and other forest carbon management implementers; the standards of forest carbon offset should be 180-450 yuan / hm².a, and vary by different land types and different age groups. Finally, a tourist carbon offset mechanism is set up by the former results. The study provides a reliable guarantee for the regional development of low-carbon tourism.

Keywords: *Carbon Offset Mechanism; cognition of low-carbon; low-carbon tourism; Sanzhualun National Forest Park*

The Role of Tourism in Changing Livelihood: A Case of Indigenous Community in China's National Park

Zhe Wang

Department of Geography and Resource Management
The Chinese University of Hong Kong, Hong Kong

Sustainable Livelihood (SL) has been discussed in the last few decades. In recent literature, the relationship between tourism and SL was only discussed following the works of Tao and Wall (2009) in which they identified “tourism as a sustainable livelihood strategy”. With the growth of tourism, it is therefore clear that there could be significant impacts of tourism on the livelihood of communities particularly rural communities. This however, could be complex and can vary among areas and different tourism development stages. Subsequently, researchers focused attention on the relationship between tourism, livelihood and biodiversity; the influence of resource management in livelihood transformation, etc. With the establishment of national parks in China, it is important to investigate to what extent tourism can impact on the changes of livelihood of communities in national parks. This paper reports on a study of an indigenous minority community "Luorong" in Shangrila, China following the introduction of tourism at the national park. Fieldwork, indepth interviews as well as questionnaire surveys were conducted. The results show that tourism development has significant impacts on the changes of livelihood in Luorong Village, while national park governance played a crucial role in the processes to meet the multiple objectives of national park as well as to enhance community livelihood. Consequently, the study recommends a dynamic governance approach within tourism development in order to improve livelihood of the community in protected areas when tourism is introduced.

Keywords: *China; governance; indigenous community; national park; sustainable livelihood tourism*

Land Policy and Touristic Place Production in China

Hong Gang Xu

Zhen Ying Xiang

The School of Tourism Management

Sun Yat-Sen University, China

The growth of tourism in China has been a miracle. The modern tourism development began to develop after the opening policy. The milestone is the visit of Huangshan by Deng Xiaoping which was 35 years ago. One outstanding mode of tourism development in China is the tourism district development, which is similar to the industrial district widely used in the economic policies, often in the name of resort district or holiday resort area. Yet, the failure rate of these resort districts is high. The study will examine the role of the land policy in China in the booming and declining of the resort district through three cases in Guangdong Province. The study shows while there are case specific reasons for the unsuccessful development of these resorts, the land policy plays the key role. Suggestions are also provided to improve land policy for tourism development.

Keywords: *China; land policy; resort; tourism development*

A Qualitative Research on the Adaptation of Expatriate Managers in Chinese Hotel

Yun Yang

School of Tourism Management/Centre of Tourism Planning and Research

Sun Yat-Sen University, China

Wei Ting Kang

Tourism College of Chongqing University of Arts and Sciences, China

With international tourists increasing steadily in today's globalized economy, hotels all over the world, including China, recruited large number of expatriates to cater for the tourists with different culture background. However, lots of practical experiences and academic researches indicate that, large proportions of expatriates experienced failure during their oversea expatriation and thus bring negative effect to their company and themselves. Based on the theory of culture shock, we conducted several in-depth interviews with foreign hotel managers in China and their Chinese colleagues, aiming to explore the dynamic process of how they adopt to a new culture and as well as their relevant coping strategies. The study shows that the ambitious foreign managers are motivated to work in China mainly due to China's comprehensive national strength enhancement and glowing international influence. Their cross-cultural adaptation is a multi-level and complex process consisted of three stages, which are the honeymoon and conflict interweaving period, Chinese acculturation period, and the multi-cultural integration period. This process is obviously different from the U-Shaped Curve proposed by foreign scholars. Differences between Chinese and Western culture incur conflicts in terms of work, personal life and language, and correspondingly cause frustration. But yet previous intercultural experiences allowed foreign managers to proactively learn more about Chinese culture, and thus, shorten the conflict period. Expatriate managers suffer mainly from the problems of cross-cultural conflicts and language barriers in work, which can be solved by establishing new social network. Generally, they will enter into the multi-cultural integration period after two-year-stay in china. At that stage, they inherit hotel group culture as overall management strategies, while respect and blend in Chinese characteristics in execution manners. The expatriates then agree with the Chinese culture and gain the sense of belonging and are willing to settle, at the same time, they keep certain native culture in daily habits and values.

Keywords: *Chinese hotel; cross-cultural adaptation; expatriate managers*

Understanding Chinese Customers' Demands for Bed and Breakfast in Moganshan

Fei Ye Yin

Han Shen

Department of Tourism
Fudan University, China

In recent years, Bed and Breakfast (B&B) has been developing rapidly in mainland China. This paper focuses on the Chinese customers' requirements for B&B in Moganshan, one of the emerging destinations. The author applied the Zaltman Metaphor Elicitation Technique (ZMET), which contains 10 ZMET steps to identify the key constructs - originator constructs, connector constructs, and destination constructs in the mind of B&B customers. One-to-one interviews with the customers were conducted. The identified constructs help to build up the consensus map, which represents the customers' deep thoughts, including initial motivations, thinking frame, final expectations, and thus elucidate the consumers' demands for B&B. Thereby the findings of this study may help B&B operators in selecting their target markets and planning marketing strategies.

Keywords: *Bed and Breakfast; customers' demands; Moganshan; ZMET*

**A Study on the Impact on the Sustainable Development of Urban Tourism Destination
Decided by the Quality of Tourists - Based on the Consideration about Urban
Intelligence Gene**

Xiao Zhang

Zhejiang University of Media and Communication, China

Civilization tourism plays an increasingly important part in the background of Mass Tourism Era, especially on the basis of advocating the conception of Green Development, the arrival of a multitude of tourists will undoubtedly have an incredible impact on the sustainable growth of tourism destination. The input of travelers can be a part of the Urban Intelligence Gene, meanwhile the cultivation of the tourists must directly influence the competitiveness of the tourism destination. This article try to analyze the function or contribution provided by tourists to the destination from the perspective of inner cultivation by means of leading in this notion of Urban Intelligence Gene, emphasizing the interaction relationship of inter subjectivity between tourists as the subject and destination as the object so as to improve the entire image of tourism destination depending on controlling the source of the process.

Keywords: *Sustainable development; the quality of tourists; Urban Intelligence Gene*

Remember or Forget? Exploring Tourists' Memory Bias of Intra-destination Behavior

Ying Zhao

School of Tourism Management

Sun Yat-Sen University, China

Xiao Ting Huang

School of Management

Shandong University, China

Tourism destinations increasingly aim to deliver memorable tourism experiences because of global competition. Destination managers need to capture where tourists visit and what they remember to understand the factors that aid memory recall. Therefore, there are increased studies on memory and experience in the intra-destination scale in recent years. This research explores the patterns of tourists' space-time behavior in a theme park, and examines which attractions tourists' visits from auto-reported GPS tracking data. Specifically, the current study believes that remembered and forgotten attractions are both valuable to on memorable retrieval. The empirical study is based on the combined survey of GPS and questionnaire in Ocean Park in Hong Kong in 2014. The sample size is about 300 trajectories and corresponding questionnaires. According to comparison between auto-reported GPS and self-reported diary, it shows a big bias of behavior memory. From the perspective of tourists, they stop in much more attractions than the number they reported. From the perspective of attractions, different ones present different forgetting rate, where the transportation facilities are in the lowest level. The study further explore how the factors of tourists' characteristics, attractions' features and behavioral elements impact on the performance of memory recall. Managerial implications on destination design and management are also discussed.

Keywords: *GPS; intra-destination scale; memorable tourism experience; memory; Ocean Park in Hong Kong*

Perception of Theme Park Educational Functions: A Case Study of Ocean Park Hong Kong

Kai Lun Zeng

Guangdong University of Foreign Studies, China

Edutainment is the trend of today's world theme park development, and the theme of theme park is extending towards nature, plants, animals, education and population of science. This paper aims to conduct exploratory research on the factors of theme parks' perception of educational function, from the perspective of tourists' visiting behavior. In the example of Ocean Park Hong Kong, this paper chooses the social nature of tourists, travelling information, visiting behavior and educational assessment on each attraction as the independent variables, and the overall educational evaluation as the dependent variable. This study conducts questionnaire research with 1126 valid questionnaires in Hong Kong Ocean Park and obtains the influential factors with stepwise regression analysis and correspondence analysis by SPSS19.0. Finally the research results come out as following. 1. Visitor's social background (age, occupation, nationality) and travelling motivations exert impact on the perception of Ocean Park's educational function. 2. Through the feedback of individual attraction's visiting situation, educator's quality (educational awareness, educational means) and scientificity of educational content make influence on the perception of educational function. 3. There is positive correlation between perception of each attraction's educational function and the perception of overall educational function in Ocean Park. In the research of realizing educational function, this paper proves the influence that visitors' basic conditions, educators' quality and the scientificity of the educational content exert on achieving the educational function, and finds the influence that tourists' visiting behavior makes on the perception of Ocean Park's educational function, helping Ocean Park Hong Kong more scientifically improve its educational function.

Keywords: *Educational function; Hong Kong Ocean Park; stepwise regression analysis; theme park*

Poster Presentations

Japanese Adaptive Ways for Managing Widespread of International Tourism

Sally Lai Yee Cheng

Department of Geography and Resource Management

The Chinese University of Hong Kong, Hong Kong

The growth of international tourism in Asia has been prominent in the past decade. Japan is among one of the countries with the strongest growth (+29%) of international tourist arrivals (UNWTO, 2015). Known for its balance between heritage and innovation, Japan is adapting several methods to alleviate the impacts brought by the rapid growth of international tourism while maintaining its cultural identity.

Case 1: *Utakis* are important religious/spiritual places to the Okinawa locals. It is considered a taboo to intrude these sacred places. With the increase popularity from foreign visitors, the taboo of such intrusion is easily found due to curiosity and miscommunication. Japanese's timely solutions comprise setting up guards, and guided-tours, providing signage and pamphlets in multiple languages.

Case 2: Heritage of Japanese hot spring culture is preserved through the "ancient village (*furusato*) model" in Kurokawa area. Despite the accusations of focusing on economic profits rather than truly preserving the tradition, the development of the village model allowed a subtle way to educate foreign visitors the hot spring culture while creating stable income for the locals.

Case 3: Mascot characters are originally used as regional ambassadors to promote tourism domestically throughout Japan. A few of them are receiving global recognition recently. The feasibility of using iconic characters to acquaint visitors with cultural differences will be discussed.

The difficulties and points-to-note for adopting these Japanese models and methods in other countries will be discussed towards the end. Questions that required further exploration will also be raised for future discussion.

Keywords: *Heritage; Furusato; Japan; Mascot character; Utaki*

An Empirical Study of Viewers' perception of Film and Intention to Film-induced Tourism

Qiu Qin Dong

Kun Dong

Ying Zhi Guo

Can Zhang

Department of Tourism
Fudan University, China

The film industry promotes the prosperity of tourism and the trend of mutual integration and development is increasingly at present clear, which enhances the value of film-induced tourism. Despite the growing interest in this new form of special tourism, little empirical research has been conducted on the relation between film perception and intention to tourism. The purpose of this paper was to deeply explore mechanism between film perception and intention to film-induced tourism. The data set included 404 sample, for which the data firstly was analyzed with factor analysis. Then, intention to film-induced tourism was put into a comprehensive framework, combined with film perception of *Lost in Thailand*, including six aspects, more specifically, motivation to see movies, movie scene, interests in tour to Thailand, acting of film, film influence and film review. The results of this empirical study suggested that movie scene positively influenced appeal of plot and film influence. Appeal of plot influenced positively motivation to see a movie and satisfaction with this film. Satisfaction with this film influenced negatively film-induced tourism but film influence positively influenced film-induced tourism. As well as film influence influenced positively lineup.

Keywords: *Film-induced tourism; intention; lost in Thailand; perception; structural equation model*

The Development of Agrotourism of Minangkabau Agricultural Village (Tarusan Kamang, West Sumatra) Based on Traditional Art, Randai “English Version” to Attract The International Tourist Interest

Syukri Hidayat

Tri Septia Arkhi

Culture and Tourism of Agam

Tarusan Kamang is one of favorite tourist destination in West Sumatra, which is located in Babukik village Kamang Magek, West Sumatra, Indonesia. This destination is potential to be developed internationally because at this time at least 1000-2000 tourists come to Tarusan Kamang per week and 2% on them are international tourist. Randai, one of Minangkabau's folk traditional art, is one of the most attractive tourist interest and could attract the international tourist to come to Tarusan Kamang so that, this paper aims to :1. Describe Randai as traditional art of Minangkabau, 2. Develop Randai to be understandable internationally through English version. The methodology of this implementation is: 1.Create the group of Randai training, 2.Study the English language 3.Create the social media account of Tarusan Kamang 4.Perform the Randai performance. The result of this implementation was 1.Created the corporation with tour and travel agencies to scheduling the Randai performance in Tarusan Kamang for international tourist regularly 2. Perform the Randai regularly. By implemented this strategy, it can improve the coming of international tourist as well as to increase the society revenue and entertain the international tourist in perfect way through understandable language.

Keywords: *Agrotourism; international tourist; Randai*

Tourism Development of Ethnic Village under Urban Context
- A Case Study of Peng Village of Hubei Xuan'en

Xiao Xia Feng

Ting Zhi Wang

Sichuan University, China

Rapid urbanization makes the spread of urban culture that poses a challenge to the protection and development of ethnic village. How Ethnic villages to solve the problem under urban context? This paper takes Peng village of Hubei province as a case, and is intended to probe into the aspect about tourism development with the methods of field investigation and in-depth interviews and depth analysis. The study finds: First, ethnic villages often are areas with tourism resource endowments, and the villagers generally have desire to develop tourism industry. Development is not the opposite of protection, and village can realize the targets of living protection of resource and development of village economy by tourism development. Second, at present, due to the remote location and backward economy, the tourism here developed desultorily and faced two major problems——first, the villagers' reasonable demands are not met; second, the protection and development of traditional culture here is in trouble. So I propose: ethnic villages should adopt the model of tourism development like this "eco-oriented, community participation, rational development, highlighting unique features" of.

Keywords: *Development model; ethnic village; Peng village; urban context*

A Study on the Impact of Learning Interest and Attitude on Teaching Effect and Satisfaction Majoring in Tourism Management of China

Yingzhi Guo

Kun Dong

Qiuqin Dong

Can Zhang

Tourism Department

Fudan University, China

Jianfeng Huang

Tourism Department

Fudan University, China

School of Tourism and Resource

Anhui Normal University, China

The learning interest and attitude of undergraduate students play an important role in teaching effect and satisfaction. This paper examined the impact of learning interest and attitude on teaching effect and satisfaction of undergraduate students majoring in tourism management from eastern, middle and western colleges in our country. The study results showed that the learning interest mainly included dimensions of interest in theoretical learning, practical learning and learning exchanging and teaching method and learning attitude mainly included dimensions of learning enthusiasm and learning conscientiousness. Learning interest, attitude and teaching satisfaction of undergraduate student majoring in tourism management had significant differences between rural and urban students, and among eastern, middle, western colleges. Teaching effect was only presented differences among eastern, middle, western regions, but there were no significant differences in the perception of teaching effect between urban and rural students. As test results of structural equation model shown, learning interest and learning attitude of undergraduate students had bilateral and positive influences on each other, which both had positive influence on teaching effect, as well as positive and significant influence of teaching effect on teaching satisfaction were proved, however, learning attitude has significant negative on teaching satisfaction.

Keywords: *learning attitude; learning interest; teaching effect; teaching satisfaction*

**The Inheritance of Thangka in Process of its Market Differentiation under
Commercialization Background: A Study Based on Views of Thangka Painters from
Lhasa, Tibet**

Rui Lin Li

Xi Zha

Zhan Qi Li

Hong Gang Xu

The School of Tourism Management

Sun Yat-Sen University, China

As nomads, Tibetans created Thangka, a kind of portable painting having different figures of the Buddha on it, to meet the needs of praying ceremonies of Tibetan Buddhism. Today, however, apart from believers of Tibetan Buddhism, more and more people are willing to purchase Thangka and therefore, its market differentiation draws our attention. This study, based on perspective of Thangka painters, mainly looks into specific characteristics of different segmentations of Thangka's market and the reasons for the market differentiation, as well as the impact on Thangka's inheritance in its process of commercialization. By means of visiting and interviewing 33 Thangka stores in Barkhor Street, 1 Thangka studio, 1 Thangka company, 1 temple as well as the Lhasa Museum, we obtained the following results: There are generally three segmentations in Thangka's market in Lhasa: (1) Barkhor Street- each store has less painters but more apprentices who cannot guarantee the quality of the paintings and they are under economic pressures to a great extent; the stores greatly rely on the seasonal tourist industry so that they are located in the shopping streets for tourists and some of them sell other Buddhist goods in the low season. (2) Studio- all painters in studio who have little economic pressure are experienced and skillful and they paint Thangka, to great extent, for self-fulfillment and for the inheritance of traditional culture; they paint for temples and clients who need custom made at affordable prices. (3) Company- a Thangka company always consists of a famous painter who comes from a well-known Thangka's family and his apprentices, they perfectly succeed the culture and painting techniques of Thangka and meanwhile, they has the strongest awareness of protecting and inheriting Thangka; their clients coming from home and abroad are most fastidious; they enjoy the investments and support from the government. The study looks into the market differentiation of Thangka as well as the inheritance of Thangka during its process of commercialization. In general, as

traditional religious heritage, Thangka has coped with the transformation of the market and this experience can be also provided to improve the inheritance and protection of other traditional cultural heritages under the background of commercialization.

Keywords: *Cultural heritage; market differentiation; religious heritage; Thangka painters; Tibet*

Study on the Relevance between Tourism Environmental Carrying Capacity and Tourism Eco-efficiency for Coastal Areas in China

Jia Liu

Management College
Ocean University of China, China

The purpose of this study is to find out the dynamic relevance between tourism environmental carrying capacity and tourism eco-efficiency by measurement and regression model and then provide instruction of tourism sustainable development. In order to achieve this aim, the article describes that how to evaluate the level of tourism environmental carrying capacity through building up the assessment system and applying Synthesized Index Model, and how to measure tourism eco-efficiency with Data Envelopment Analysis (DEA) in coastal areas in China from 2001 to 2012, the data shows that during the study there is an upward trend of tourism environmental carrying capacity and tourism eco-efficiency in coastal areas in China. Furthermore, it defines vector auto-regression model and impulse response function, it concludes that tourism eco-efficiency have a significant effect on tourism environmental carrying capacity, the increasing of tourism eco-efficiency is able to enhance tourism environmental carrying capacity, it directly promotes tourism sustainable development. In a word, the paper studies the concept and methodology and relationship of tourism environmental carrying capacity and tourism eco-efficiency using assessment and measurement models and includes a set of suggested solutions for determining, controlling and increasing tourism eco-efficiency.

Keywords: *Dynamic relevance; tourism eco-efficiency; tourism environmental carrying capacity; vector auto-regression model*

An Analysis of Residents' temporal-spatial Behavior in Small Cities and Towns in China

Xing Liu

Han Shen

Department of Tourism

Fudan University, China

In this study, the author analyzed the spatial and temporal distribution of residents' leisure behavior and its variation regularity in Songling Town of Suzhou city. The author employed temporal geography analysis based on big data collected from social media-Sina Weibo.

Firstly, the author obtained data released by the residents in Songling Town on Sina Weibo by accessing backstage API (application programming interface), and then marked the specific user's location through the latitude and longitude coordinates. Afterwards, the authors divided the geographical coordinates by release time and then used ArcGIS to visualize the spatial and temporal distribution of the residents' leisure activities. As a result, the time distribution within a day and a week was analyzed. And residents' active hotspots were located. And then the author conducted an explanatory analysis combining the actual distribution of urban facilities.

The study started from the perspective of social media analysis, providing a new perspective for the study of residents' leisure behavior, which has a significant importance theoretically. Besides, it provided empirical support for enterprises to develop effective production and marketing strategy. Furthermore, this paper provided a reference for management departments at all levels to improve the construction of leisure space to meet the needs of the residents.

Keywords: *Leisure behavior; temporal and spatial distribution; visualization; Weibo*

**Ecological Restoration and Leisure Tourism Development for Resort Island
- A Case Study of Sanya Wuzhizhou Island Marine Ranching**

Dan Ying Song

Jing Zi Yang

Hainan Tropical Ocean University, China

As a coastal tourist city located in the southernmost of mainland China, Sanya boasts a rich, unique, and scarce marine, ecological, and climatic natural resources, that become the most attractive tourism elements, as well as the lifeline of Sanya's future development. However, with the rapid development of the tourism industry and the speeding up of urbanization, ecological and environmental stress gradually emerged, posing some influence on coastal water quality and marine ecological system. This paper researched the achievement of ecological restoration reached through construction of marine ranching, breeding coral reef and other measures conducted by the tropical resort island committed to environmental protection with Wuzhizhou Island, the first one to build tropical marine ranching in China, as the object of the research. At the same time, assorted marine leisure tourism projects were developed on the premise of ecological restoration, to achieve the sustainable development of tourism. This plays a positive demonstration role for the construction of scenic spots of coastal tourism in China.

Keywords: *Ecological restoration; marine ranching; resort Island; tourism development*

The Optimal Development of Community Based Tourism (CBT) for a Deprived Site – The Case of Sajama, Bolivia

Stanley Lap Shun To

Geography & Resource Management Department
The Chinese University of Hong Kong, Hong Kong

Community-based tourism (CBT) is a model of sustainable tourism typically suitable for less-developed places with special tourism value. It stresses on the conservation of a particular locality, pays respect to local residents and strives to balance the benefits of the tourists and that of the host community. In this paper, Sajama National Park of Bolivia is taken to illustrate how CBT is planned and implemented to reach an optimum level of tourism development.

Bolivia is known to be a poor country in term of per-capita GDP in South America and the world. In 2014, the United Nations ranked Bolivia 129th out of 194 countries in the world and 12th out of 13 countries in South America. As Bolivia's natural and cultural diversity offers great potential for tourism which is therefore regarded by her government as an important tool to generate income, reduce poverty, and preserve local cultures and the environment. PN Sajama is studied since it is the first declared National Reserve of Bolivia in 1939.

The review will focus on how to position with necessary considerations the optimal development of CBT for places like Sajama. That means to gain economic benefit and reputation to improve the livelihood as well as the environmental and cultural conservation of the host community; meanwhile damage is prevented from inappropriate exploitation. Strategies and favorable conditions are also explored as these bear implications for other comparable CBT sites in a global sense.

Keywords: *Community-based tourism; exploitation; global sense; optimal development; Sajama National Park*

**Exploring Gendered Space from Tourism Interaction:
A Study of Yangshuo Weststreet**

Hui Wang

School of Tourism Management
Sun Yat-Sen University, China

With the coming era of mass tourism in China, tourism industry has the unprecedented development. With gender advantages, women have a higher proportion and richer work experience than men, playing an important role in the tourism industry. Whereas gender discrimination still exists, and gendered space has not been paid enough attention. With the development of tourism destination increasingly commercialized, local residents choose to move away and outsiders including investors, especially a large number of migrant female workers enter. Gender perspective reflected through interactions between female workers and tourists, and how feminine image of tourist destination form are worth exploring. Based on tourism enterprises in Yangshuo Weststreet as an example, this paper uses methods of observation and interviews to investigate female workers' daily activities in order to refine them in the gender role in the interaction with tourists, as well as the influence on tourist destination image. The article concludes that the male and heterosexual gazes are privileged in spatialized feminism.

Keywords: *Feminized space; male gaze; tourism destination image; Yangshuo Weststreet*

Study on the Factors Affecting Tourism Destination Website Service: Focused on Henan Province

Yi Jing Zhao

Tourism Festival and Event Management College
Pai Chai University, Korea

Nan Chen

College of History and Culture
Henan University, China

As tourism is one of the most information-intensive industries and the internet can be one of the efficient ways for tourist information exchange. Therefore, online marketing is increasingly used as an instrument for developing tourist destination. Destination Network Marketing was proposed and engaged by tourism management department, utilizing Internet technology for understanding the tourists' needs and making effective marketing strategies. Destination Marketing System (DMS) was researched and used for supporting Destination Network Marketing because the successful development and management of a Destination Marketing System requires a favorable website function design above all. However, according to the research of development level of the coupling relationship between provincial tourism destination network marketing system and tourism industry, Henan stayed at the lowest degree which means Henan tourism industry was far outclass the Tourism Network Marketing System. Aim to identify the factors affecting the Henan tourism destination website service, a questionnaire survey (N=313) was conducted. The first, four main factors affecting Henan tourism destination website service after factor analysis, namely Information Function, Transaction function, Interaction function and Technical Function. Generally, the respondents were not satisfied with the overall website functions while the evaluation of information function and technical function were better than the other two functions'. Secondly, independent t-test analysis and effect size were used to determine the differences (the difference in how much) of the four factors evaluation between middle China tourists and non-middle China tourists; independent tourists and group tourists (travel agency). Thirdly, one-way ANOVA was used to determine differences between the factor evaluations and certain demographic variables.

Keywords: *Destination network marketing system; effect size; Henan; website evaluation*

