

Conference Schedule

Saturday 11th October 2008

	CLASSROOM 1	LEGAMASTER ROOM (LECTURE HALL 1)	RICNOR ROOM (LECTURE HALL 2)
9:30			
11:00	EuroCHRIE Board Meeting	Session 1 - How to get published? Dr. Chris Ryan, Prof. Fevzi Okamus, Ms. Valerie Robillard	
11:30		Session 2 - Research Methods Dr. Stuart Jauncey, Dr. John Sutton, Dr. Christina Norton, Prof. Nigel Hemmington, Dr. Amanda Henderson	Speed Networking Facilitated by Dr. Morag Stewart
12:30			
13:00			
14:00		Session 3 - Humor-Based Language Teaching for Hospitality and Business Purposes Dr. Daniel Maturana	
15:30		Session 4 - Trends for Hospitality & Tourism Prof. Rachel Chen, Prof. Mustapha Uysal, Dr. Stuart Jauncey, Dr. Sheryl Kline	
17:00	New Attendee's Reception - Courtyard Phase II		
18:00	Welcome Reception - Fountain Area		

Sunday 12th October 2008

	MADINAT THEATRE
9:00	Opening Ceremony
9:55	Welcome Mr. Ron Hilvert, Managing Director, The Emirates Academy of Hospitality Management
10:00	Official Opening Ceremony His Excellency Sheik Nahyan Bin Mubarak Al Nahyan, Minister of Higher Education and Scientific Research of the United Arab Emirates
10:45	Welcome Ms. Eleanor Vial, Eurochrie 2008 President
	Keynote Speakers - Industry Leaders
11:00	Hospitality 2020 : Future Direction Mr. Gerald Lawless - Executive Chairman, Jumeirah Group
11:30	Building Hospitality Assets. No people No Building are your ready for 2020? Mr. Sean Worker - MD & Senior Vice President, International Operations, Wyndham Hotel Group
12:00	Destination Branding Mr. Gary Sain - President & CEO Orlando, Orange County CVB
12:30	Light Luncheon at Theatre Foyer

Sunday 12th October 2008

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT						
	CLASSROOM 1	CLASSROOM 2	CLASSROOM 3	CLASSROOM 5	AUDITORIUM	RESTAURANT - PHASE I
Theme	Education	Marketing	Quality	Marketing	Dubai Tourism	Poster Presentations
Moderator	Dr. Robert Brymer	Dr. Rosemarie Delgado-Krebs	Professor Nigel Hemmington	Professor George Alvonitis		
1430	<p>Analysing the Egyptian tourism higher education scheme: An external competitive benchmarking study Galal Affif & Soha Abdel Wahab - Helwan University, Cairo</p>	<p>Branding a Tourist Destination: the Cayman Island case study David Horrigan - Glion Institute of Higher Education, Switzerland</p>	<p>Assessing Management of Risks in the Event Industry by 2010 with reference to the City of Cape Town Tahira J.Makda - Cape Peninsula University of Technology, South Africa</p>	<p>The image of the tourism product: theoretical approach and applications Maria Salamoura & Vasileios Angelis - University of the Aegean, Greece</p>	<p>Presentation By Dubai Department of Tourism and Commerce Marketing</p>	<p>Impact of Certification on Hospitality Students' Career Advancement: Perceptions of Hospitality Recruiters and Students Deanne Williams & Yan (Grace) Zhong - Virginia State University, USA</p> <p>SnowWorld. Creating Your Own World Luc Coenegracht - Maastricht Hotel Management School, Netherlands</p> <p>Developing a Normative Model For Cultural Tourism on the Cape Flats Reedwaan Ismail - Cape Peninsula University, SA</p> <p>Building Association Attendance: Differences Between Chapter, Regional & Annual Meetings From The Perception of The Attendees Kimberly Severt, Jill Fjelstul & Deborah Breiter - University of Central Florida, USA</p>

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Theme	Education	Marketing	Quality	Marketing	Dubai Tourism	Poster Presentations
Moderator	Dr. Robert Brymer	Dr. Rosemarie Delgado-Krebs	Professor Nigel Hemmington	Professor George Alvonitis		
1500	<p>Working knowledge: an evidence based design of workplace learning at Maastricht Hotel Management School in the Netherland Jos WM. Maas & Jogjen Wilms- Maastricht Hotel Management School, Netherlands</p>	<p>ISO 14001 with Metrics for Sustainable Tourism Debra Bambrook, Jamie Murphy - University of Western, Australia & David Horrigan - Glion Institute of Higher Education, Switzerland</p>	<p>Domestic or International Hotels: the Frontrunner of Service Innovation and Customer Choice in Pakistan Abida Ellahi & Abdul Rashid- International Islamic University, Pakistan</p>	<p>Developing a model of commitment for online travel agents Khaldoon A. Nusair - University of Central Florida, USA</p>	<p>Presentation By Dubai Department of Tourism and Commerce Marketing</p>	<p>An Innovative Hospitality Concept for A Special Market Segment: A Healing Experience in a Hotel' Ir. DA. Logger - Saxion University of Applied Sciences, Holland</p> <p>Informational Technology In Function Of Improving Tourism and Hospitality Ustijana Reckoska Sikoska - Electric Power Company of Macedonia, EVN, Macedonia, Jordan Shikoski - Ministry of Education and Science, Macedonia</p> <p>Heritage And Culture – Issues to be Addressed for the Future Karen Gardiner - Athlone Institute of Technology, Ireland</p> <p>Is There Space for Authenticity in the Emotional Theatre? Expressions and Management of Emotions in Hospitality Industry Manja Zidansk, Romy Steinhäuser & Michael Vieregg - University of Cesar Ritz, Switzerland</p>

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Theme	Education	Marketing	Quality	Marketing	Dubai Tourism	Poster Presentations
Moderator	Dr. Robert Brymer	Dr. Rosemarie Delgado-Krebs	Professor Nigel Hemmington	Professor George Alvonitis		
15:30		<p>Does food really matters in the 'eating out' experience in restaurants? Siti N. Jaafar, Margaret Lumbers & Anita Eves- University of Surrey, UK</p>		<p>A Preliminary Evaluation of the Millennial Shopping Experience: Preferences and Plateaus Joseph F. Durocher, Jason L. Stiles, & Kimberly J. Harris- Florida State University USA</p>	<p>Presentation By Dubai Department of Tourism and Commerce Marketing</p>	<p>Customers' Attitudes in the Context of Eco-friendly Policies in the Hotel Industry Amie Smith - University Centre Cesar Ritz, Switzerland & Saskia Faulk - University of Lausanne, Switzerland</p> <p>Location and Marketing Strategies in the Hotel Industry: An Empirical Observation of the Existing Links Rozenn Perrigot & G��rard Cliquet - ESC Rennes School of Business and University of Rennes I</p> <p>Women Above The Glass Ceiling In Hospitality II Jenny Sok - Hotelschool the Hague & Jaap van Muijen & Rob Blomme - Nyenrode Business University Netherlands</p>

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Theme	Education	Marketing	Quality	Marketing	Dubai Tourism	Poster Presentations
Moderator	Dr. Robert Brymer	Dr. Rosemarie Delgado-Krebs	Professor Nigel Hemmington	Professor George Alvonitis		
16:00		<p>Measuring customer satisfaction of wine selection Jin-Kyung Choi, Carol A. Silkes & Howard Adler- Purdue University, USA</p>			<p>Meet DTCM Representatives - Questions & Answers Session</p>	<p>The Impact of E-Marketing on Customer Loyalty in Hotels of Upper Valais, Switzerland Guido Sauer & Michael Vieregge - University of Cesar Ritz, Switzerland & Kate Varini, Oxford Brookes University, UK</p> <p>Impact of Electronic Analysis of Tourism Text: Some Pedagogical Implications Enn Veldi & Heli Tooman - University of Tartu, Estonia</p> <p>Diversification of the Tourist Landscape on Ghana's Atlantic Coast: Forts, Castles and Beach Hotel/Resort Operations in the Tourism Industry Edward Addo - Memorial University of Newfoundland, Canada</p> <p>Empowering Users To Build and Participate in Communities of Practice: The Case of Collaborative Networks Panayiotis Tahinakis, Nikolaos Protogeros & Dimitrios Ginoglou - University of Macedonia, Greece & Adamantios Koumpis & Vontas Apostolos, ALTEC SA Research Programmes Division, Greece</p>
16:30						
18:30 - 18:00	Buses Depart for Desert Dinner at Bab Al Shams Desert Resort from EAHM, Mina A Salam & Golden Tulip Hotel					

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THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT						
	CLASSROOM 1	CLASSROOM 2	CLASSROOM 3	CLASSROOM 4	CLASSROOM 6	RICNOR ROOM Lecture Hall II
Theme	Education	Environment	Finance	Global Industry	Services Information	Human Resources
Moderator	Dr. Beverly Wilson-Wuensch	Professor Stephen Witt & Dr. Helen Verhoeven	Professor Gordana Reckoska & Dr. Amanda Henderson	Professor Paris Tsartas	Dr. Richard Wade	Professor Steffen Raub
9.00	<p>Hospitality Management Students' Conceptions about Teaching and Learning and their Evaluation of Tasks in Problem-based Learning</p> <p>Hans Otting & Wichard Zwaal - Stenden University of Applied Sciences, Netherlands</p>	<p>Chinese Hotels – business sensitivities to water based environmental pollution</p> <p>Gu Huimin - Beijing International Studies University, PRC</p> <p>Chris Ryan - University of Waikato, New Zealand</p> <p>Kaye Chon - Hong Kong Polytechnic University, PRC</p>	<p>Customer Profitability Analysis Model</p> <p>Vira Krakhamal - Open University, UK</p>	<p>A chronological review of the tourism industry's reactions to terrorist attacks, using Bali (2002), London (2005), Madrid (2004) and New York (2001) as case studies</p> <p>Nollie O'Connor - Limerick Institute of Technology, Ireland, Mary Rose Stafford & Gerry Gallagher - Institute of Technology Tralee, Ireland</p>	<p>INTRODUCING THE CRM-748 MODEL : Analysing the need for and introducing a framework for phased design and implementation of guest relationship programs</p> <p>Olaf Hermans & Frans Melissen - NHTV Breda University of Applied Sciences, Netherlands</p>	<p>Motivation of the Employees – Basic Condition for Successful Hotel Business- Case: Ohrid Region</p> <p>Gabriella Rakichevijk & Risto Rechkoski – University 'Sv. Kliment Ohridski' , Macedonia</p>

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Theme	Education	Environment	Finance	Global Industry	Human Resources	Services Information	Human Resources
Moderator	Dr. Beverly Wilson-Wuensch	Professor Stephen Witt & Dr. Helen Verhoeven	Professor Gordana Reckoska & Dr. Amanda Henderson	Professor Paris Tsartas	Dr. Christou Evangelos	Dr. Richard Wade	Professor Steffen Raub
9.30	<p>An Assessment of the Effects of Travel and Tourism Introductory Course on Understanding Global Issues</p> <p>Muzaffer Uysal - Virginia Polytechnic Institute and State University, USA & Sheryl Kline & Charles G. Partlow - University of South Carolina, USA</p>	<p>Ras Al Khor – Eco-tourism in constructed wetlands: post modernity in the modernity of the Dubai Landscape</p> <p>Chris Ryan - University of Waikato, New Zealand</p> <p>Heba Aziz - Jumeirah Group, UAE & Ivan Ninov - EAHM, UAE</p>	<p>Hotel Room Revenue Analysis: Can Statistical Indices Help?</p> <p>Katerina Annaraud - University of South Florida, USA</p>	<p>The Effect of Cognitive Spatial and Temporal Distance in the Creation of Tourist Space</p> <p>Zhang, Qiu Hanqin & Gao, Bo - The Hong Kong Polytechnic University School of Hospitality and Tourism, Hong Kong, China</p>	<p>What Does Talent Management Mean for The Hospitality and Tourism Industry? : Key Challenges and Considerations</p> <p>Sandra Watson, Norma D'Annunzio-Green - Napier University, UK & Gill Maxwell - Glasgow Caledonian University, UK</p>	<p>The Dimensions of Emotional Responses Towards Tourist Destinations</p> <p>Sameer Hosany - Royal Holloway University, UK</p>	<p>An Exploration of Student's and Industry Workers's Perceptions Towards Hospitality As a Career Field: the Use of the Psychological Contract</p> <p>Rob J Blomme, Arjan van Rheede & Debbie Tromp - Hotelschool The Hague, Netherlands</p>

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Theme	Education	Environment	Global Industry	Human Resources	Services Information	Information Technology	Human Resources
Moderator	Dr. Beverly Wilson-Wuensch	Professor Stephen Witt & Dr. Helen Verhoeven	Professor Paris Tsartas	Dr. Christou Evangelos	Dr. Richard Wade	Mr. Jan Spooren	Professor Steffen Raub
10.00	The International Component to Hospitality Education: Study Abroad Programs Howard Adler, Carl Behnke & Tracy Ying Lu - Purdue University, USA	The Global Vision... What About Geography in Hospitality and Tourism? Claudia G. Green - Pace University, USA & Suzanne K. Murrmann, Virginia Tech, USA	Comparing Sensitive of British and German Tourists To News Shocks: A Case for Turkey Cevat Ertuna & Zeliha Ilhan Ertuna - Bilkent University, Turkey	Outcomes of Organisational Socialisation in International Tourist Hotels Jen-Te Yang & Yi-Jui Fu - National Kaohsiung Hospitality College, Taiwan	The effectiveness of loyalty program in the casino industry Hsu-H Huang - Southern Taiwan University of Technology, Taiwan & Shiang-Lih Chen McCainb & Brain Tiec - Widener University, USA	Service Optimisation in The Hotel Sector - Adding "Value" with Technology & Operations Management Tools Karolin Kokaz & Hilary Catherine Murphy - Ecole hUtelEre de Lausanne Lausanne, Switzerland	Technology Readiness and Personality Type among University Students: Comparing Hospitality and Tourism Majors to Non-Majors David Pearlman, Kim Williams & Harsha Chacko - University of New Orleans, & Lester E. Kabacoff - School of Hotel, Restaurant, and Tourism New Orleans, USA

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	CLASSROOM 2	CLASSROOM 3	LEGA MASTER Room Lecture Hall I
Theme	Environment	Global Industry	Information Technology
Moderator	Professor Stephen Witt & Dr. Helen Verhoeven	Professor Paris Tsartas	Mr. Jan Spooren
10.30	Hotel Guests' Preferences for Green Hotel Attributes Michelle Millar & Seyhmus Baloglu - University of Nevada and Las Vegas, USA	The Impact of Revenue Management Decisions on Customers' Attitudes and Behaviours: A Case Study of Leading UK Budget Hotel Chain Rania El Haddad, Angela Roper & Peter Jones - University of Surrey, UK	Features, Expected and Perceived Interactivity of Top Hotel Websites Vasiliki G.Vrana - Technological Educational Institute of Serres, Greece, Kostas V. Zafiroopoulos - University of Macedonia, Greece

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Theme	Education	Environment	Finance	Human Resources	Services Information	Human Resources
Moderator	Dr. Beverly Wilson-Wuensch	Professor Stephen Witt & Dr. Helen Verhoeven	Professor Gordana Reckoska & Dr. Amanda Henderson	Dr. Christou Evangelos	Dr. Richard Wade	Professor Steffen Raub
11.00	<p>Structural Equation Model of Knowledge Management in The Hospitality Industry: An Assessment Jen-Te Yang & Yi-Jui Fu - National Kaohsiung Hospitality College, Taiwan</p>	<p>The Paradoxical Social Construction of Ecotourism – the case of a luxury desert lodge at Al Maha, Dubai Chris Ryan - University of Waikato, New Zealand & Morag Stewart - EAHM, UAE</p>	<p>A New Approach for Hotel Room Revenue Maximization Using Advanced Forecasting and Optimization Methods Neamat El Gayar, Athanasius Zakhary, Mohamed Saleh, Amir Atiya - Cairo University, Egypt & Hisham El Shishiny - IBM Cairo, Egypt & Heba Aziz, Cairo University</p>	<p>My Loss, Your Loss, Whose Loss?: Exploring the Consequences of Staff Turnover in the Greek Tourism Industry Kalotina Chalkiti - Charles Darwin University, Australia Marianna Sigala - University of the Aegean, Greece</p>	<p>Perceptions of Retail Service Quality, Satisfaction and Behavioural Intentions of Chinese Visitors in Hong Kong Cheng Soo May - Institute for Tourism Studies, Macau, PRC & Ng Kwan Keung (Steven) - University of South Australia</p>	<p>HR Panel - 21st Century Human Resource Challenges Facilitator: Dr. Olga Kampaxi Senior Talent Manager - Dubailand Parks & Resorts Dubai, UAE Panelists: Ms. Caroline Stevens VP Human Resources - Middle East & Africa Hilton Hotels Dr. Sandra Watson Head of School of Management and Law - Napier University Business School Napier University, Edinburg Mr. Tim Savage Chief HR Officer, Jumeirah Group Mr. Jerry Paulison Senior Director - Talent Acquisition Group, Sodexo Ms. Patricia O'Sullivan MD & Owner, ProTraining, Dubai</p>

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Theme	Education	Environment	Global Industry	Human Resources	Services Information	Human Resources
Moderator	Dr. Beverly Wilson-Wuensch	Professor Stephen Witt & Dr. Helen Verhoeven	Professor Paris Tsartas	Dr. Christou Evangelos	Dr. Richard Wade	Professor Steffen Raub
11.30	<p>Student perceptions of IT/IS subject learning in hospitality management degree programmes- a comparative study of "deep learning" Hilary Catherine Murphy - Ecole HUteliEre Lausanne, Switzerland & Harry de Jongh - Hotelschool The Hague, Netherlands</p>	<p>Growing a Green Restaurant – Is it Myth or Magic? The Time is Now to Take Restaurant Sustainability More Seriously Richard J. Mills - Robert Morris University, USA</p>	<p>The Evolution of Organisation Design in Master Franchise Agreements in the International Hotel Industry Maureen Brookes - Oxford Brookes University, UK & Angela Roper - University of Surrey, UK</p>	<p>Australian Chef Skills Shortages: A Content Analysis of Employment Advertisements in Queensland Richard Robinson, Charles Arcodia & Christina Tian - University of Queensland, Australia</p>	<p>Casino Gambling Impact Perceptions based on Marital Status: The Social Exchange Theory Perspective Deepak Chhabra - Arizona State University, USA Presented by: Victor Teye, Arizona State University, USA</p>	<p>HR Panel - 21st Century Human Resource Challenges Facilitator: Dr. Olga Kampaxi Senior Talent Manager - Dubailand Parks & Resorts Dubai, UAE Panelists: Ms. Caroline Stevens VP Human Resources - Middle East & Africa Hilton Hotels Dr. Sandra Watson Head of School of Management and Law - Napier University Business School Napier University, Edinburg Mr. Tim Savage Chief HR Officer, Jumeirah Group Mr. Jerry Paulison Senior Director - Talent Acquisition Group, Sodexo Ms. Patricia O'Sullivan MD & Owner, ProTraining, Dubai</p>

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	CLASSROOM 2	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5	CLASSROOM 6	LEGA MASTER Room Lecture Hall I	RICNOR ROOM Lecture Hall II
Theme	Environment	Finance	Global Industry	Human Resources	Services Information	Information Technology	Human Resources
Moderator	Professor Stephen Witt & Dr. Helen Verhoeven	Professor Gordana Reckoska & Dr. Amanda Henderson	Professor Paris Tsartas	Dr. Christou Evangelos	Dr. Richard Wade	Mr. Jan Spooren	Professor Steffen Raub
12:00	<p>Case Studies of the Best Practices in Sustainability In German and Estonian Hotels</p> <p>Heli Tooman – University of Tartu Parnu, Estonia & Philip Sloan, Willy Legrand & Joachim Fendt – International University of Applied Sciences, Bad Honnef, Germany</p>	<p>A Competitiveness Analysis of Middle Eastern Countries</p> <p>Dogan Cursoy - Washington State University USA & Seyhmus Baloglu & Michelle Millar - University of Nevada Las Vegas, USA</p>	<p>Factors Affecting Travel Expenditure of Visitors to Macau</p> <p>Woody G. Kim, , Robert S. Brymer - Florida State University , USA & Yumi Park - Oklahoma State University, USA & Taegoo (Terry) Kim -National University, Republic of Korea Gabriel Cazzoli – Cesar Ritz College, Switzerland</p>	<p>Is There a Correlation between Employee Turnover and Restaurant Revenue in Gaming-Centric Casino Restaurants?</p> <p>Karl D. Brandmeir - International University of Applied Sciences Bad Honnef, Germany</p>	<p>Customer Service in Hospitality Organisations and the Theory of Constraints Critically assessed from a Logistical Perspective</p> <p>Angelo Nicolaides - Vaal University of Technology, SA</p>	<p>Perception Gaps Between Tourist Blogs and Travel Information on Destination Image</p> <p>Huei-Ju Chen, Chi-Yeh Yung & Ming-Hung Wang - Kaohsiung Hospitality College, Taiwan</p>	<p>HR Panel - 21st Century HR Challenges</p> <p>Facilitator: Dr. Olga Kampaxi Senior Talent Manager - Dubailand Parks & Resorts Dubai, UAE</p> <p>Panelists: Ms. Caroline Stevens VP Human Resources - ME & Africa Hilton Hotels</p> <p>Dr.Sandra Watson Head of School of Management and Law - Napier University Business School Napier University, Edinburg</p> <p>Mr. Tim Savage Chief HR Officer, Jumeirah Group</p> <p>Mr. Jerry Paulison Senior Director - Talent Acquisition Group, Sodexo</p> <p>Ms. Patricia O'Sullivan MD & Owner, ProTraining, Dubai</p>

Monday 13th October 2008

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT			
	CLASSROOM 5	LEGA MASTER Room Lecture Hall I	RICNOR ROOM Lecture Hall II
Theme	Human Resources	Information Technology	Human Resources
Moderator	Dr. Christou Evangelos	Mr. Jan Spooren	Professor Steffen Raub
12:00	<p>Career Decisions of (Highly-educated) Employees in The Hospitality: Perceptions of Job - And Industry Characteristics</p> <p>Arjan van Rheede, Rob J. Blomme & Debbie Tromp - Hotelschool The Hague, Netherlands</p>	<p>Investigating The Intellectual Abilities that Are Required to Become an Excellent Hospitality Manager in the 21st Century</p> <p>Beverley R. Wilson-W , nsch & Josephine Zhou-Brock International University of Applied Sciences Bad Honnef. Germany</p>	<p>HR Panel - 21st Century HR Challenges</p> <p>Facilitator: Dr. Olga Kampaxi Senior Talent Manager - Dubailand Parks & Resorts Dubai, UAE</p> <p>Panelists: Ms. Caroline Stevens VP Human Resources - ME & Africa Hilton Hotels</p> <p>Dr.Sandra Watson Head of School of Management and Law - Napier University Business School Napier University, Edinburg</p> <p>Mr. Tim Savage Chief HR Officer, Jumeirah Group</p> <p>Mr. Jerry Paulison Senior Director - Talent Acquisition Group, Sodexo</p> <p>Ms. Patricia O'Sullivan MD & Owner, ProTraining, Dubai</p>

Monday 13th October 2008

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT				
	CLASSROOM 2	CLASSROOM 3	CLASSROOM 4	CLASSROOM 6
Theme	Marketing	Tourism	Short Papers	Services
Moderator	Dr. Paulina Papastathopoulou	Dr. Ivan Ninov & Ioanna Karanikola	Dr. Morag Stewart & Dr. Karin Weber	Dr. Cheng Soo May & Dr. Sandra Watson
13.00	A New Approach for Public Relations in Museums for the 21 Century Eda G. Arslan - Bilkent University, Turkey & Bahtisen Kabak - Hacettepe University, Turkey	A Current Perspective On The Recovery of Hospitality And Tourism in New Orleans Harsha E. Chacko, Kim H. Williams & John A. Williams, Lester E. Kabacoff - School of Hotel, Restaurant and Tourism Administration, New Orleans, USA	Critical Success Factors in Taiwan International Tourist Hotels Robert T.Y. Wu - Jinwen University of Science and Technology, Taiwan	Studying and Analysing the Gap between Customer's Expectations and Perceptions to Improve Quality of Services in Egyptian Hotels Mona Omar Barakat, Pharos University, Egypt & Dina Mostafa Weheba & Karam Ghazi University of Alexandria, Egypt

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Theme	Marketing	Tourism	Short Papers	Human Resources	Services	Information Technology
Moderator	Dr. Paulina Papastathopoulou	Dr. Ivan Ninov & Ioanna Karanikola	Dr. Morag Stewart & Dr. Karin Weber	Dr. David Pearlman	Dr. Cheng Soo May & Dr. Sandra Watson	Dr. Kate Varini
14.00	Analysis of How Lifestyle Small and Medium Sized Hotels Can Benefit From Lifestyle Hotel Consortia Membership Sonja Holverson, Karolin Kokaz & Andrew Mungall - Ecole Hôtelière de Lausanne, Switzerland	Investigating Tourist Satisfaction through Ethnography: A Methodological Approach Alexis Saveriades - Cyprus University of Technology, Cyprus	Motivations Regarding Local Food and Beverages in Tourism Yeong Gug Kim, Anita Eves & Caroline Scarles - University of Surrey, UK Energy, Ecology, Transportation, Sustainable Development - Common Relation, Presence and Future Gordana Petrovska Reckoska & Risto Reckoski - University "Sv. Kliment Ohridski", Macedonia	The Perception of Talent Management From The Perspective of A Middle Manager in a Five Star Hotel Company Kristian Kollrud - EAHM, UAE	"Quality" – is a Magic Word For Customer Satisfaction: A Study to Diagnose How Tourist Perceives The Quality of Hotel Services Halil Nadiri - Eastern Mediterranean University Gazimagusa, & Kashif Hussain - Near East University Nicosia, Cyprus	Examination of A Readiness Scale For Self-Service Technology Clark S. Kincaid & Seyhmet Baloglu - University of Nevada, Las Vegas, USA

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Theme	Marketing	Tourism	Short Papers	Human Resources	Services	Information Technology
Moderator	Dr. Paulina Papastathopoulou	Dr. Ivan Ninov & Ioanna Karanikola	Dr. Morag Stewart & Dr. Karin Weber	Dr. David Pearlman	Dr. Cheng Soo May & Dr. Sandra Watson	Dr. Kate Varini
14:30	<p>Urban Mature Travelers in China: Financial Source and Trip Arrangement Cathy H.C. Hsu - The Hong Kong Polytechnic University & Soo K. Kang - Colorado State University, USA</p>	<p>Keeping Tourists Safe: The Resurgence and Resilience of Mardi Gras in New Orleans Kim H. Williams, Richard A. Williams, Sr. - University of New Orleans, USA & Warren Riley - New Orleans Police Department, USA</p>	<p>Evaluating Hotel Revenue Management Performance - A Systems-based Approach Florian Aubke - MODUL University Vienna, Austria</p> <p>An Investigation into The Ethical Perspectives of Hospitality Students Maria Krambia-Kapardis & Anastasios Zopiatis - Cyprus University of Technology, Cyprus</p>	<p>Women Above The Glass Ceiling In Hospitality I - Towards a life-cycle model on careers of top-women and men, inside and outside the hospitality industry Jenny Sok - Hotelschool the Hague & Jaap van Muijen & Rob Blomme - Nyenrode Business University Netherlands</p>	<p>Extending the Experience: Enhancing Hospitality for Hospitals Duncan Dixon, Denver Sivert, Taryn Aiello & Katie Noland - University of Central Florida USA</p>	<p>Asynchronous Constructionism and Social Networking in Peer to Peer Communities: The Case of Dialogoi Kalotina Chalkiti - Charles Darwin University, Australia & Marianna Sigala - University of the Aegean, Greece</p>

Monday 13th October 2008

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT		
	CLASSROOM 2	CLASSROOM 3
Theme	Marketing	Tourism
Moderator	Dr. Paulina Papastathopoulou	Dr. Ivan Ninov & Ioanna Karanikola
15:00	<p>How to analyze a brand image? A quantitative methodology for analyzing web-based material promoting a northern brand Mikko Laitinen - HAAGA-HELIA University of Applied Sciences, Finland</p>	<p>The Role of Professional Conference Organizations in Attracting Tourism. Evidence from Italy. Gretel Nasri Qumsieh - University Centre Cesar Ritz, Switzerland & Claudia Golinelli - University of Tor Vergata, Italy & Luca Petruzzellis - University of Bari, Italy & Mariapina Trunfio - University of Naples Parthenope, Italy</p>

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Theme	Marketing	Tourism	Short Papers	Services
Moderator	Dr. Paulina Papastathopoulou	Dr. Ivan Ninov & Ioanna Karanikola	Dr. Morag Stewart & Dr. Karin Weber	Dr. Cheng Soo May & Dr. Sandra Watson
15:30	<p>Consumers' Perception and Purchasing Intention of Organic Food in South Korea Bo Won Suh, Anita Eves & Margaret Lumbers - University of Surrey, UK</p>	<p>The Economic Dimensions of Tourism Development Jo Chau Vu & Lindsay Turner - Victoria University, Australia</p>	<p>Relationship Between Customer Demographics and Information Search: A Study of Chain Café's Smoking Patrons in Taipei Ming-Huei Lee - Taiwan Hospitality and Tourism College & Chui-Hua Liu - Kainan University, Taiwan & Yi-Hua Lo - Chinese Culture University, Taiwan</p> <p>Scale Development and Testing: A New Measure for the Spectator Sports Industries David S. Martin, Bo Hu, Mehmet Ergul - San Francisco State, USA & Martin O'Neill - Auburn University, USA</p>	<p>Fostering Proactive Customer Service: Insights From The "YES I Can!" Program at Rezidor Hotel Group Jan Spooren - The Rezidor Hotel Group SA, Brussels, Belgium & Steffen Raub - Ecole Hôtelière de Lausanne, Switzerland</p>

Monday 13th October 2008

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT				
	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5	CLASSROOM 6
Theme	Tourism	Short Papers	Human Resources	Services
Moderator	Dr. Ivan Ninov & Ioanna Karanikola	Dr. Morag Stewart & Dr. Karin Weber	Dr. David Pearlman	Dr. Cheng Soo May & Dr. Sandra Watson
16:00	<p>Economic Forecasting Model for Tourism Demand in Egypt Hala Helaly - Alexandria University, Egypt & Hisham El-Shishiny - IBM Centre for Advanced Studies, Cairo, Egypt</p>	<p>The Evaluation of Hotel Websites' Quality, Usability and Benefits: Developing a Testing Model Jebri Alhelalat, Elizabeth M. Ineson, Timothy Jung & Kirsty Evans - Manchester Metropolitan University, UK</p> <p>Destination 'Focus Pocus' strategies: Mass customisation to reposition sun-and-sand destinations Luca Petruzzellis & Ernesto Somma - University of Bari, Italy</p>	<p>Assessment of Training Quality in Hospitality Industry: An Exploratory Model Ioannis Valachis, Evangelos Christou, Leonidas Maroudas & Marianna Sigala - University of the Aegean, Greece</p>	<p>The Work Performance of Service Employees: Antecedents and Outcomes at Multiple Levels Steffen Raub - Ecole Hôtelière de Lausanne, Switzerland</p>

Monday 13th October 2008

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT				
	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5	RICNOR ROOM Lecture Hall II
Theme	Tourism	Short Papers	Human Resources	Human Resources
Moderator	Dr. Ivan Ninov & Ioanna Karanikola	Dr. Morag Stewart & Dr. Karin Weber	Dr. David Pearlman	
16.30	<p>A New Effort for Tourism Growth in Western Balkan Region: National Strategy for Tourism Development in the Republic of Macedonia 2008 - 2012</p> <p>Risto B. Reckoski & Gabriela Rakicevic - University Sv.Kliment Ohridski, Macedonia</p>	<p>Exploring the relationship between organizational culture and organizational citizenship behavior</p> <p>Tzu-Hui Wang & Tom Baum University of Strathclyde, UK</p>	<p>Find your match: a structured approach to international recruitment for operational hotel staff in the Eurozone</p> <p>Xander D. Lub Saxion - Universities Deventer, Netherlands & Anastasia Prikonskaya - KPMG The Hague, Netherlands</p>	<p>Alumni Panel - Living and Working in Dubai: Experiences of Alumni from EuroCHRIE Colleges</p> <p>Facilitator: Dr. Olgun Cicek - Head of Business Administration Department, Emirates Aviation College, UAE</p> <p>Panelists: Cesar Ritz: Mr. Roland Duerr Director F&B - Burj Al Arab, UAE</p> <p>Institute Paul Bocuse: Mr Benediche Flouriot The Palace Old Town, UAE</p> <p>Les Roches: Mr. Omer Kaddouri Area Vice President: Dubai & Northern Emirates - Rotana Group, UAE</p> <p>Glion: Ms. Kyung Koo HR Coordinator - Jumeirah Group, UAE</p>

Monday 13th October 2008

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT				
	CLASSROOM 3	CLASSROOM 5	CLASSROOM 6	RICNOR ROOM Lecture Hall II
Theme	Tourism	Human Resources	Services	Human Resources
Moderator	Dr. Ivan Ninov & Ioanna Karanikola	Dr. David Pearlman	Dr. Cheng Soo May & Dr. Sandra Watson	
17.00	<p>Sustaining rural island tourism – a myth or reality</p> <p>Maria Murphy & Cait Noone - Galway Mayo Institute of Technology, Ireland</p>	<p>The Global Hunt for Talent in the Digital Age: The Role of CV/Resume Scanning Systems</p> <p>Duncan R. Dickson & Khaldoon Nusair - University of Central Florida USA</p>	<p>Cruise Line Industry and Caribbean Tourism: Guests' Motivations, Activities and Destination Preference</p> <p>Victor Teye & Cody Paris - Arizona State University, USA</p>	<p>Alumni Panel - Living and Working in Dubai: Experiences of Alumni from EuroCHRIE Colleges</p> <p>Facilitator: Dr. Olgun Cicek - Head of Business Administration Department, Emirates Aviation College, UAE</p> <p>Panelists: Cesar Ritz: Mr. Roland Duerr Director F&B - Burj Al Arab, UAE</p> <p>Institute Paul Bocuse: Mr Benediche Flouriot The Palace Old Town, UAE</p> <p>Les Roches: Mr. Omer Kaddouri Area Vice President: Dubai & Northern Emirates - Rotana Group, UAE</p> <p>Glion: Ms. Kyung Koo HR Coordinator - Jumeirah Group, UAE</p>

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THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT				
	CLASSROOM 3	CLASSROOM 4	CLASSROOM 6	RICNOR ROOM Lecture Hall II
Theme	Tourism	Short Papers	Services	Human Resources
Moderator	Dr. Ivan Ninov & Ioanna Karanikola	Dr. Morag Stewart & Dr. Karin Weber	Dr. Cheng Soo May & Dr. Sandra Watson	
16.30	<p>The Impacts of Special Events on Quality Life in Kaohsiung City Huei-Ju Chen & Yi-Li Hsu - Kaohsiung Hospitality College, Taiwan, Yu-Hua Christine Sun - National Taiwan Normal University, Yu Chin Pai - Texas Tech University, USA</p>	<p>Lessons for sustainability from the cooperation of the Tourism industry with the Local Government and Tourism Experts Paris Tsartas, Theodoros Stavrinoudis, Pavlos Arvanitis, Aristeidis Gkoumas & Magdalini Vasileiou - University of the Aegean, Greece</p> <p>The Abrahamic Model of Hospitality: Hospitality To Those in Necessitudine Mario J. Conti - Archbishop and Metropolitan of Glasgow Archdiocese of Glasgow & Kevin D O'Gorman & David McAlpine - University of Strathclyde, UK</p>	<p>Restructuring The Destination Management System Paradigm Roman Egger & Thomas Hinterholzer - University of Applied Sciences Salzburg, Austria</p>	<p>Alumni Panel - Living and Working in Dubai: Experiences of Alumni from EuroCHRIE Colleges Facilitator: Dr. Olgun Cicek - Head of Business Administration Department, Emirates Aviation College, UAE</p> <p>Panelists: Cesar Ritz: Mr. Roland Duerr - Director F&B - Burj Al Arab, UAE Institute Paul Bocuse: Mr Benediche Flouriot - The Palace Old Town, UAE Les Roches: Mr. Omer Kaddouri Area Vice President Dubai & Northern Emirates - Rotana Group, UAE Gilon: Ms. Kyung Koo HR Coordinator - Jumeirah Group, UAE</p>
18.00	<p>IJCHM Editorial Advisory Board Meeting - (by invitation) - Prof. Fevzi Okumus - Lecture Hall II</p> <p>EuroCHRIE Colleges Alumni Reception - (invited guests only) - Rooftop Cafe</p> <p>University of Surrey Alumni Reception - (invited guests only) - Restaurant</p>			

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THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT					
	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5	CLASSROOM 6	LEGA MASTER Room Lecture Hall I
Theme	Education	Arabic Panel	Short Papers	Finance	Marketing
Moderator	Dr. Maureen Brookes	Dr. Heba Aziz	Dr. Claudia G. Green	Dr. Sheryl Kline	Professor Karl Brandmeir
9.30	<p>Undergraduates' Perceptions of Tourism and Hospitality as a Career Choice Scott A. Richardson - Griffith University Gold Coast, Australia</p>	<p>Challenges Facing Human Resource Development for the Tourism Sector in GCC countries</p> <p>Facilitator: Dr. Heba Aziz Director of Research and Innovation, Jumeirah Group, UAE</p>	<p>Learning To Lead Joanne Malone - Waterford Institute of Technology, Eire</p> <p>An 'Africentric', not Eurocentric Proposal for AfriCHRIE: Presenting Ghana as a Possible and Viable Birthplace Edward Addo - Memorial University of Newfoundland, Canada</p>	<p>Optimizing the Future of Hospitality Businesses Cathy Burgess & Kate Varini - Oxford Brookes University, UK</p>	<p>Image Divide in Destination Marketing: An Exploration of the Chain of Influence in South African Tourism Marketing Paul Cronje - Clyde Travel Management Glasgow, UK & Jithendran Kokkranikal - University of Strathclyde, UK</p>

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THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT							
	CLASSROOM 1	CLASSROOM 2	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5	CLASSROOM 6	LEGA MASTER Room Lecture Hall I
Theme	Culinary	Culture	Education	Arabic Panel	Short Papers	Finance	Marketing
Moderator	Mr. Richard Robinson	Dr. Kevin O'Gorman	Dr. Maureen Brookes	Dr. Heba Aziz	Dr. Claudia G. Green	Dr. Sheryl Kline	Professor Karl Brandmeir
10.00	Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price Kisang Ryu - University of New Orleans, USA & Heesup Han - Kansas State University, USA	The 'V-Print': A New Tool For Visitor Education and Management At Cultural Tourism Sites Chin-Ee ONG, Sharif Shams Imon - Heritage Studies Centre & Leonardo A. N. Dioko - International Tourism Research Centre Institute For Tourism Studies Macao SAR, PRC	Product class knowledge and information needs in travel guidebooks by independent travelers Linda Osti - Free University of Bolzano, Italy & Lindsay Turner - Victoria University, Australia	Panelists: Mr. Mohamed Nour Manager, Research and Statistics, Abu Dhabi Tourism Authority Dr. Ibrahim Abu Helil Tourism Consultant and co-ordinator of HRD project for the Arab World Tourism Organisation Dr. Mohamed Al Hapsi Assistant Dean, Oman Tourism College - Sultanate of Oman	Teaching Research Skills: A Non Traditional Approach Debbie M. Tromp & Quasiba Zeggen - Hotelschool The Hague, Netherlands Defining and Understanding Revenue Management Performance in the Hotel Industry: A COMARPAR Approach Henry Clavijo - Institute Paul Bocuse, France	Sport Tourists in a Gaming Destination: Predicting Gaming and Non-gaming Expenditures Chris Brown, James A. Busser & Seyhmus Baloglu - University of Nevada, Las Vegas USA	Member Segmentation of Vacation Travel Club: Price Sensitivity and Member Status Bo Hu - San Francisco State University, USA & Ruomei Feng - Nielsen Company USA & Alastair Morrison - Perdue University USA

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THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT					
	CLASSROOM 1	CLASSROOM 2	CLASSROOM 3	CLASSROOM 4	CLASSROOM 6
Theme	Culinary	Culture	Education	Arabic Panel	Finance
Moderator	Mr. Richard Robinson	Dr. Kevin O'Gorman	Dr. Maureen Brookes	Dr. Heba Aziz	Dr. Sheryl Kline
10.30	Food Safety and Food Hygiene in Small and Medium Restaurants in Surabaya, Indonesia: Consumers and Food Service Operators' Perspectives Sienny Thio & Serli Wijaya Petra - Christian University of Surabaya, Indonesia	The impact of waste emergency on the number of visitors of the cultural goods of the province of Naples (Italy) Alfonso Siano & Mario Siglioccolo - University of Salerno, Italy	Following The Trends of Tourism Education and Approaches To Placements: An Estonian Case Heli Tooman, & Erika Jeret, University of Tartu, Estonia	Ms. Feddah Lootah Acting Director, The National Human Resource Development & Employment Authority Ms. Noora Al Bedur Director, The National Human Resource Development & Employment Authority Mr. Khaled Sharan Regional Manager, Arabian Culture Connection Arabic Track Papers تطوير في أساليب التدريس والتعلم في الدراسة الفندقية الجامعية دراسة ميدانية في قسم إدارة فنادق بكلية السياحة والفنادق - جامعة الإسكندرية Dina Wehaha - Alexandria University, Egypt Tourism from the Perspective of Islam and International Law Hassan Saad Sanad- Minia University, Egypt	Trust and Outsourcing: Do Perceptions of Trust Influence the Retention of Outsourcing Providers in the Hospitality Industry Darin Leeman - Touro University International California, USA & Dennis Reynolds - Washington State University, USA

THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT			
	CLASSROOM 1	CLASSROOM 3	CLASSROOM 4
Theme	Culinary	Education	Short Papers
Moderator	Professor Peter Jones & Dr. Morag Stewart	Dr. Hilary Murphy & Dr. Amanda Henderson	Dr. Bill Samenfik & Dr. Stephanie Morris
11.00	EuroCHRIE General Assembly - Main Auditorium Phase I		
12.15	EuroCHRIE 2009 - Conference presentation		
12.30	ASIAPAC 2009 - Conference Presentation		
13.30	Winery Visitation in an Emerging Culinary and Wine Region of Ontario Richard I. Wade, Hersch Jacobs & Jeffrey Wong - Ryerson University, Canada	European and US Future Hospitality Leaders: Perspectives on Ethics LaChelle R. Wilborn - North Carolina Central University USA & Robert A. Brymer - Florida State University USA & Raymond Schmidgall - Michigan State University, USA	A Cross-cultural Study in Understanding Restaurant Servers' Preferences to different Tipping Systems Ingrid Y. Lin - University of Hawaii at Manoa, USA An exploration of the cross cultural concepts of service quality between Germany and the United States Rosemarie Krebs & Magda Sylwestrowicz International University of Applied Sciences, Germany

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	CLASSROOM 1	CLASSROOM 3	CLASSROOM 4	LEGA MASTER Room Lecture Hall I	RICNOR ROOM Lecture Hall II
Theme	Culinary	Education	Short Papers	Marketing	Marketing
Moderator	Professor Peter Jones & Dr. Morag Stewart	Dr. Hilary Murphy & Dr. Amanda Henderson	Dr. Bill Samenfik & Dr. Stephanie Morris	Dr. David Martin	Ioanna Karanikola
14.00	Season to Taste and Cook Till Done: Further Education Innovations for Australian Chefs Richard Robinson - University of Queensland, Australia & Alison Taafe - Southbank Institute of Technology, Australia	Effects of Entrepreneurial Traits and Education on Entrepreneurial Intentions Zeliha Ilhan Ertuna & Eda Cürel - Bilkent University, Turkey	Examining the influence of motivation and satisfaction on travelers' quality of life Yu-Chih Huang & Joseph S Chen - Indiana University at Bloomington, USA Strategic Reasoning By Analogy: Do Hospitality Senior Managers Use it? Ivan Ninov - EAHM, UAE	Is Marketing Obligatory In Twenty-First Century Schools? The Case of The Balearic Islands Hotel Management School Margarita Payeras Llodr, Maria Antonia Garcla Sastre & Catalina Marla Borr - University of the Balaric Islands, Spain	Identity, image and tourism : a case study in strategic branding of the region Veluwezoom Michiel W.J. Flooren & Renate H.M. Bouwmeester - Saxion Universities Deventer, Netherlands

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	CLASSROOM 1	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5	LEGA MASTER Room Lecture Hall I	RICNOR ROOM Lecture Hall II
Theme	Culinary	Education	Short Papers	Short Papers	Marketing	Marketing
Moderator	Professor Peter Jones & Dr. Morag Stewart	Dr. Hilary Murphy & Dr. Amanda Henderson	Dr. Bill Samenfik & Dr. Stephanie Morris	Dr. Angela Roper & Dr. Helen Verhoeven	Dr. David Martin	Ioanna Karanikola
14.30	<p>Keeping Hands Clean In The Kitchen: An Observation Study Amanda Henderson - The Emirates Academy of Hospitality Management, UAE</p> <p>Simon Henderson - University of New South Wales, Australia</p> <p>Michael Kitts - The Emirates Academy of Hospitality Management, UAE</p> <p>Graham Challender - The Emirates Academy of Hospitality Management, UAE</p>	<p>International Hospitality Degrees: Are We Helping to Build a Legacy? Maureen Brookes - Oxford Brookes University, UK & Nina Becket - Higher Education Academy, UK</p>	<p>The Impact of The Creative Culinary Curriculum on Creative Culinary Process and Performance Jeou-Shyan Horng & Meng-Lei (Monica) Hu - Jinwen University of Science and Technology, Taiwan</p>	<p>Career Profiles of Convention Industry Professionals in Asia Karin Weber - Hong Kong Polytechnic University & Adele Ladkin - Bournemouth University, UK</p> <p>Fostering Employee Engagement: A Critical Competency for Hospitality Industry Managers Donna Dickson - Rochester Institute of Technology, USA</p>	<p>Egypt Competitive Advantages: Introducing Attribute Importance and Performance Dalia Zaki - Pharos University, Egypt</p>	<p>The Balanced Orientation in The Hospitality Industry: Exploring The Linkages Between Internal Market Orientation, External Market Orientation and Organizational Performance, in a Proposed Integrative Study Antonios A. Giannopoulos & George J. Avlonitis - Athens University of Economics and Business, Greece</p>

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	CLASSROOM 1	CLASSROOM 4	CLASSROOM 5	LEGA MASTER Room Lecture Hall I
Theme	Culinary	Short Papers	Short Papers	Marketing
Moderator	Professor Peter Jones & Dr. Morag Stewart	Dr. Bill Samenfik & Dr. Stephanie Morris	Dr. Angela Roper & Dr. Helen Verhoeven	Dr. David Martin
15.00	<p>Wine Tourism Networks and Business Clusters in The Greek Tourism Industry Dimitris G. Lagos, Dorothea Papanthasiou-Zuhr & George Triantafyllou - University of the Aegean, Greece</p>	<p>Medical Tourism: perspectives and applications for destination development Richard "Rick" M. Lagiewski - Rochester Institute of Technology, USA William Myers - American College of Management & Technology, Croatia</p> <p>Luxury Shopping in Tourism: Challenges and Opportunities Yvette Reisinger & Kwang-Soo Park - Temple University, USA</p>	<p>The Impact of Culture on The Application of American Management Principles in Croatia: A Study of The Level of Power Distance in Croatian and American Students Jennifer L. Matic - The American College of Management and Technology, Croatia</p> <p>An Analysis of the Development of Home Exchange Organizations Alexander Grit - Strathclyde University/Stenden University UK/ Netherlands</p>	<p>MICE Activity Evaluation Practices: An Exploratory Study David Pearlman & Lindi Mollere - University of New Orleans, USA</p>

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	CLASSROOM 1	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5
Theme	Culinary	Education	Short Papers	Short Papers
Moderator	Professor Peter Jones & Dr. Morag Stewart	Dr. Hilary Murphy & Dr. Amanda Henderson	Dr. Bill Samenfik & Dr. Stephanie Morris	Dr. Angela Roper & Dr. Helen Verhoeven
15:30	<p>Tourist's Image, Satisfaction and Behavioral Intention of Malaysian Food: A Preliminary Study of Culinary Tourism Destination in Malaysia M. Shahrim Ab. Karim, Chua Bee-Lia - University Putra Malaysia & Hamdin Salleh - Malaysia Universiti Teknologi MARA</p>	<p>Electronic Analysis of Tourism Texts: Some Pedagogical Implications Enn Veldi - University of Tartu Tartu, Estonia & Heli Tooman - University of Tartu Põlva, Estonia</p>	<p>International Management, Ethics and New Entrepreneurship Jordan Shikoski - Ministry of Education and Science, Macedonia & Ustijana Reckoska Shikoska - Electric Power Company of Macedonia, EVN, Macedonia</p> <p>Leadership and Storytelling: Perspectives from Senior Hospitality Management Kevin D O'Gorman & Cailein H Gillespie - University of Strathclyde, UK</p>	<p>International Perspective on Community Mapping For Sustainable Tourism Claudia C. Green - Pace University, USA Arthur G. Green - McGill University, Canada & Sharr Prohaska - New York University Preston Tisch Center, USA</p>

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THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT				
	CLASSROOM 1	CLASSROOM 3	CLASSROOM 4	RICNOR ROOM Lecture Hall II
Theme	Culinary	Education	Short Papers	Marketing
Moderator	Professor Peter Jones & Dr. Morag Stewart	Dr. Hilary Murphy & Dr. Amanda Henderson	Dr. Bill Samenfik & Dr. Stephanie Morris	Ioanna Karanikola
16:00	<p>An Examination of Emotional Aspects of Hospital Patient Feeding Using Profile Accumulation Technique Nick Johns & Heather Hartwell - Bournemouth University, UK</p>	<p>Decision Strategies Applied by Students For Their Choice of Tourism Metin Kozak & Yesim Cosar - Mugla University, Turkey</p>	<p>The Need for Educational Policies as a Key Factor in Increasing the Competitiveness of the Tourist Industry: The Case of the Balearic Islands Margarita Payeras Llodr, Maria Antonia Garcia Sastre & Catalina Marla Borr-s - University of the Balearic Islands, Spain</p> <p>Iranian Hospitality: From Caravanserai to Bazaar to Reporting Symbolic Kevin D O'Gorman & Richard C. Prentice - University of Strathclyde, UK</p>	<p>Sustainable Tourism Panel - Sustainable Tourism and the Hotelier Facilitator: Professor Chris Ryan Waikato University, New Zealand</p> <p>Panelists: Professor Seyhmus Baloglu University of Nevada, Las Vegas, USA</p> <p>Professor Gu Huimin Beijing International Studies University, PRC</p> <p>Professor Abe Pizam University of Central Florida, USA</p>

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THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT			
	CLASSROOM 3	CLASSROOM 5	RICNOR ROOM Lecture Hall II
Theme	Education	Short Papers	Marketing
Moderator	Dr. Hilary Murphy & Dr. Amanda Henderson	Dr. Angela Roper & Dr. Helen Verhoeven	Ioanna Karanikola
16.30	<p>The Influence of Work Experience and Subject Knowledge on Self-Efficacy: Visions of Performance in a Hospitality Management Simulation</p> <p>Charles Hains - Institut HÜtelier César Ritz, Switzerland & Elizabeth M. Ineson - Manchester Metropolitan University, UK</p>	<p>From Development To Decline: Tracing The Life Circle Notifications of a Destination</p> <p>Spyros Avdimiotis - Technological Educational Institute of Thessaloniki, Greece & Evangelos Christou & Marianna Sigala - University of the Aegean, Greece</p>	<p>Sustainable Tourism Panel - Sustainable Tourism and the Hotelier</p> <p>Facilitator: Professor Chris Ryan Waikato University, New Zealand</p> <p>Panelists: Professor Seyhmus Baloglu University of Nevada, Las Vegas, USA Professor Gu Huimin Beijing International Studies University, PRC Professor Abe Pizam University of Central Florida, USA</p>

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THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT			
	CLASSROOM 3	CLASSROOM 5	RICNOR ROOM Lecture Hall II
Theme	Education	Short Papers	Marketing
Moderator	Dr. Hilary Murphy & Dr. Amanda Henderson	Dr. Angela Roper & Dr. Helen Verhoeven	Ioanna Karanikola
16.30	<p>Confronting the myth of dyscalculia: taking "I can't" out of the equation Kate Varini - Oxford Brookes University, UK</p>	<p>HR Challenges in The Hospitality Industry: Whose Challenges Are They?</p> <p>Olga Kampaxi - EAHM, UAE</p>	<p>Sustainable Tourism Panel - Sustainable Tourism and the Hotelier</p> <p>Facilitator: Professor Chris Ryan Waikato University, New Zealand</p> <p>Panelists: Professor Seyhmus Baloglu University of Nevada, Las Vegas, USA Professor Gu Huimin Beijing International Studies University, PRC Professor Abe Pizam University of Central Florida, USA</p>

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THE EMIRATES ACADEMY OF HOSPITALITY MANAGEMENT							
	CLASSROOM 1	CLASSROOM 2	CLASSROOM 3	CLASSROOM 4	CLASSROOM 5	LEGA MASTER Room Lecture Hall I	RICNOR ROOM Lecture Hall II
Theme	Culinary	Culture	Education	Short Papers	Short Papers	Marketing	Marketing
Moderator	Professor Peter Jones & Dr. Morag Stewart	Dr. Marianna Sigala	Dr. Hilary Murphy & Dr. Amanda Henderson	Dr. Bill Samenfik & Dr. Stephanie Morris	Dr. Angela Roper & Dr. Helen Verhoeven	Dr. David Martin	Ioanna Karanikola
17.30			Voices from Within: Essential Communication and Job-related Skills in the Hotel Industry Reynaldo Gacho Segumpan College of Applied Sciences Sohar, Oman & Puvanesvary Muthiah, Universiti Utara Malaysia				
19.30	GALA DINNER – Jumeirah Madinat Jumeirah Joharah Ballroom – Shuttle Buses starting from 19:00 at The Emirates Academy Of Hospitality Management						