

11th International Joint World Cultural Tourism Conference

Cultural Tourism: Beyond the Leap

Organized by

- TOURISM COLLEGE OF ZHEJIANG, CHINA
- CAPE BRETON UNIVERSITY, CANADA
- CETA UNIVERSITY COLLEGE OF TOURISM, SPAIN
- YASAR UNIVERSITY, TURKEY
- UNIVERSISITY OF NOVI SAD, SERVIA
- UNIVERSITY OF HAWAII, USA
- NATIONAL PUNGTING UNIVERSITY OF SCIENCE AND TECHNOLOGY, TAIWAN
- TUMAINI UNIVERSITY AT IRINGA, TANZANIA
- SOUTH KAZAKHSTAN STATE UNIVERSITY, KAZAKHSTAN
- AUSTRALIA SCHOOL OF TOURISM AND HOTEL MANAGEMENT, AUSTRALIA
- SCHOOL OF HOSPITALITY, TOURISM & CULTURE AND THE CULTURE HERITAGE INSTITUTE, CANADA
- TECHNOLOGICAL EDUCATION INSTITUTE OF PIRAEUS, GREECE
- PHILIPPINE SOCIETY FOR CULTIRE AND TOURISM, THE PHLIPPINES
- THE HOKKAIDO ACADEMIC SOCIETY OF TOURISM, JAPAN
- THE KOREAN ACADEMIC SOCIETY OF CULTURE AND TOURISM
- WORLD CULTURAL TOURISM ASSOCIATION

DATE : NOVEMBER 12~14, 2010

VENUE: HANGZHOU SUNNY HOTEL, CHINA

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2011

International Journal of Culture and Tourism Research

(Journal of World Cultural Tourism Association)

Journal of Culture and Tourism Research

(Journal of the Korean Academic Society of Cultural and Tourism)

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**12 November - 14 November, 2010
Hangzhou Sunny Hotel, China**



World Cultural Tourism Association and our 20 international academy collaborations are pleased to announce 11th International Joint World Cultural Tourism Conference. This event has been scheduled to take place at Hangzhou Sunny Hotel, Zhejiang, China.

On behalf of organizing committee of 11th International joint World Cultural Tourism Conference and president of World Cultural Tourism Association, I warmly welcome you all to the 11th International Joint World Cultural Tourism Conference. We are pleased to see all of you, and are excited of what we expect will be an exciting and productive discussion of cultural tourism marketing, strategy, management and policy and other relating issues on cultural tourism.

The aim of this conference is to provide a forum for international educators, scholars, researchers, industry professionals, policy-makers and graduate students with opportunity to explore and discuss issues in the topics on cultural tourism.

Over the few days, we will share ideas and suggestions on how to manage cultural tourism. The obtained informations will be useful for managerial implications.

Let me begin by thanking all of you for attending the conference, and extending a special thanks to President Wang Kun-xin, President of Tourism College of Zhejiang and his staff for jointly cooperating this conference.

I would like to express our hearty welcome to all the participants, especially to many of our guests who have come here far from abroad.

Finally I would like to thank all of you for coming to participate this Conference and I sincerely hope that the present meeting gives you a good opportunity to discuss various new cultural tourism development and new directions of the applications and serve you as a place of communication and international collaboration.

On behalf of our organizing committee, it is our great pleasure to welcome all of you to this conference. We welcome you all of VIP guests, educators, policy-makers and students to this conference, again

Please enjoy the conference in Hangzhou, China.

Chairman

Prof. Sung-chae, Jung Ph.D.

11th International Joint World Cultural Tourism Conference

**President
World Cultural Tourism Association**

The Korean Academic Society of Culture and Tourism

11th International Joint World Cultural Tourism Conference

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Distinguished Ladies and Gentlemen,

It's my pleasure to welcome you to attend the 11th International Joint World Cultural Tourism Conference, Hangzhou 2010. The year of 2010 is very special for China since we successfully held Shanghai World Expo. For Hangzhou it is also meaningful as the Conference was firstly held in the Oriental Capital of Leisure --- Hangzhou. As one of the sponsors of the Conference, I would like to extend our warmest welcome to experts and scholars from South Korea, Thailand, Japan, the Philippines, Spain, the United States and China. And I would also like to express my hearty thanks to Professor Jung Sung-chae, President of the Korean Academic Society of Culture and Tourism, and the organizing staff for the great efforts they have made to the conference.

The 21st Century has seen the ever-changing development of tourism in China, tourism has become the new growth power in China's economy. With varieties of tourism products and improving facilities, China tourism keeps a sustainable growth trend. In 2020, the objective of China tourism is that the entry overnight tourists totaled 64 million and the tourism foreign exchange income reach \$42.6 billion. As predicted by the World Tourism Organization, in 2015, China tourism will reach the senior stage--outbound tourism stage. The outbound tourists will amount to 1 billion. China is becoming a potential source country.

The rapid tourism development needs a great number of professionals. Tourism College of Zhejiang is a higher learning institution of specializing in fostering international professionals in tourism. In 2009, our school obtained the the honour of Provincial Demonstration Vocational College. Located in the beautiful city--Hangzhou, it boasts 7000 students and a teaching staff of 350. Featured by its international tourism education, it has established friendly and cooperative relations with over 20 universities and colleges in South Korea, the United States, Japan, France, Austria, Switzerland and Ukraine. It has made notable achievements in the international education exchanges and cooperative programs.

As a fashionable society action, we not only encounter with different cultures and meet with different people but also need further mutual understanding in tourism. I believe that through the conference, we can enhance our friendship, get a deeper understanding of each other, increase the exchanges and cooperation and therefore further promote the development of the world tourism industry.

Finally, I sincerely wish the conference success!

Thank you.

A handwritten signature in black ink, appearing to be 'Wang Kunxin', written over a horizontal dashed line.

Co-chairman

President: Wang Kunxin

Tourism College of Zhejiang

Hangzhou, China

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Greetings from the National Pingtung University of Science and Technology (NPUST), Taiwan!

It's my great pleasure to welcome you all to attend the 11th International Joint World Cultural Tourism Conference, Hangzhou, China, 2010.

This conference provides an excellent platform for scholars, researchers, industrial experts, policy-makers and students coming from all over the world to present their papers on the related topics of cultural tourism. Participants discuss issues and challenges that may impact tourism development in local or global markets, and share experiences and exchange views in areas of mutual interest.

No doubt, cultural tourism, a green industry, has been included as a leading policy and is being actively promoted in many countries. Consequently, it has been a boom to local and regional economic development in recent years. Yet, as we are members of the international community, there are some issues to which we must pay more attention. Such issues include how to achieve high quality tourism while simultaneously protecting and conserving both the natural and cultural resources of the community amid this rapid commercial development. Additionally, continuous international exchange and cooperation are necessary in order to make the cultural tourism industry even better.

Finally, once again, I would like to convey my sincere regards to every participant for your efforts in the promotion of cultural tourism. I also wish the conference great success in 2010 at Hangzhou, China.

A handwritten signature in black ink that reads "Mike Guu".

Mike Y. K. Guu, PhD
Professor & President
NPUST, Pingtung, Taiwan

11th International Joint World Cultural Tourism Conference

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It is a great honour for me to welcome you to the **2010 INTERNATIONAL JOINT WORLD CULTURAL TOURISM CONFERENCE in Hangzhou, China.**

As the president of CETA University College of Tourism in Barcelona Spain, I am proud to participate in this, the 11th International Joint World Cultural Tourism Conference, being held in Hangzhou, China.

The conference programme offers interesting and innovative aspects of the sector which are especially worthwhile with the added benefit of being celebrated in China, a country which has great potential as a tourism destination due to its most impressive natural, historical and cultural heritage. Its cultural richness and diversity is evident in its different languages, customs, gastronomy, and lifestyles which all serve to make it fascinating to the rest of the world.

This focus on cultural tourism contributes to the paradigm changes needed in this world in order to achieve more sustainable development on all levels as we continue into the second decade of the new millennium. Our centre is particularly committed to this: we aim to prepare students for these necessary changes and encourage them to be responsible leaders and professionals within the industry which is of great importance to the Spanish economy.

As an important destination for tourism, Spain also offers a wide variety of cultural attractions and activities to enrich and complement our traditional offer of sun and beach tourism. Gastronomy and enology, bird watching, pilgrimages along the Camino de Santiago, being just a few examples. And with more than 30 UNESCO World Heritage Sites spread around the country, it is easy to understand why we receive almost 60 million tourists a year.

I am confident that this year's conference programme will meet the needs and expectations of tourism professionals, policy makers, researchers and academics, as we come together to consider, discuss, analyse the importance of existing and emerging trends in cultural tourism on a local, national and global level and the opportunities that they offer to the world on a whole.

Hence, I wish to send my most sincere congratulations to the conference organizers and extend a very warm welcome to participants to this most significant edition of the International Joint World Cultural Tourism Conference 2010.

Dr. Luis de Borja Solé

President

CETA University College of Tourism, Spain



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I would like to express our appreciation to the collaboration of WTCO, World Cultural Tourism Association, The Korean Academic Society of Culture and Tourism, to my colleagues around the Turkey, whose support and contribution made it possible to bring scholars together in this conference.

I would like to thank all the authors of submitted papers and attendees for their contributions and participation.

In addition, I hope that you will take the opportunity to enjoy the scientific and social program. And also I hope that developing enhance cooperative relationship between two institutions.

**Prof.Dr. Murat Barkan
Rector
Yaşar University, İzmir Turkey**

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Last year at about this time we had the privilege and pleasure to listen and discuss a wide range of presentations on innovations and strategies in cultural tourism at the 10th International Joint World Cultural Tourism Conference in Thailand. Happily some of the ideas from the conference are already being reflected in our curriculum reviews and research topics.

I look forward to forward to futher incursions in this rapidly growing field of endeavour at this year's 11th conference in China and it is my singular pleasure to welcome you to this event.

Yours Sincerely

Prof. Nicholas Bangu
Provost(CEO), Tumaini University, Iringa, Tanzania

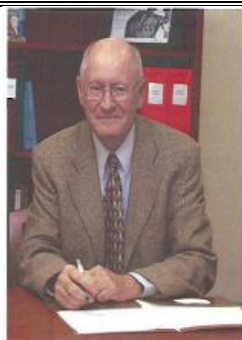


Professor Nicholas T.A. Bangu,
Provost, Tumaini University at Iringa, Tanzania

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It is once again with great pleasure that I offer warm congratulations from Cape Breton University to the 11th International Joint World Cultural Tourism Conference. Cape Breton Island, located in Nova Scotia, Canada, is well known for its outstanding beauty and rich culture and is home to our vibrant and growing University. There are many who support and promote cultural tourism on this Island and none more so than Cape Breton University. As an academic institution we have a well-respected Hospitality and Tourism Management degree that prepares students from around the world to meet the demands and challenges of a global economy. We have faculty with published research relating to cultural tourism, its potential and its challenges. As well we are home to a diverse and fascinating student base, with students originating from more than 40 countries.

This University has long been respectful of Aboriginal and Celtic cultures and recognizes the great importance their history and traditions offer to local residents and visitors alike. Cape Breton Island is also home to many additional and distinct cultures who have forged the special identity of this Island. We are home to historical sites and interpretation, music festivals, cultural animation and many other special talents and features that allow us to present our offerings to the world.

This Cultural Tourism Conference has great value in the discussions, presentations and vision offered by the many academics and practitioners who are the architects of change that values roots and traditions. I trust that this year's conference will be filled with lively dialogue, great debate and much collaboration.

I offer my sincere congratulations to the organizers and participants of this important and influential global conference.

A handwritten signature in black ink, appearing to read 'H. John Harker'.

H. John Harker, LL.D.
President & Vice-Chancellor

Cape Breton University, Canada

11th International Joint World Cultural Tourism Conference

Cultural Tourism: Beyond the Leap

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Distinguished Ladies and Gentlemen,

It is great pleasure for me to welcome you to participate in the 11th International Joint World Cultural Tourism Conference.

Kazakhstan is a heart of Eurasia, and that is why it unites the cultures of European and Asian nations. This very fact attracts foreign tourists. Thanks to intercultural communication cultural tourism is need to be considered as one of the most important clusters in developing country's economy. Therefore, such topics are really worthy of discussions in this conference contributed by hundreds of scholars, educators and policy-makers coming from all around the world.

I would like to thank all the members of the conference for contribution and participation.

I wholeheartedly wish the conference success!



Prof. Dr. Bishimbayev Valikhan Kozykeyevich
Rector

South Kazakhstan State University named after M.Auezov
Shymkent, Kazakhstan



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I take great pleasure in welcoming each delegate to the 11th International Joint World Tourism Conference 2010 hosted in the scenic city of Hangzhou. The World Cultural Tourism Association can certainly be proud to have attracted tourism champions, academicians and aspiring industry professionals from the world over to congregate share their latest research and insights on the importance of Cultural Tourism on the global stage.

The Australian School of Tourism and Hotel Management (ASTHM) has been enthusiastically involved with this conference since 2006 and we are equally delighted to continue our association with WTC. The core values and beliefs that ASTHM Management share with its stakeholders are underpinned by the mission to uplift the prestige and vitality of the hospitality and tourism industries, are congruent with that of WCTA.

I am confident that the 2010 conference will stimulating, challenging and informative about trends in Cultural Tourism particularly in an era of major global changes. There is no doubt that as the world continues to shrink figuratively by way of globalization, nations naturally seek to retain a sense of identity through their very unique cultures and history. It is also the notion of culture and history is significant drivers of tourism which hopefully encourages open mindedness leading ultimately to tolerance and empathy.

I wish the conference a grand success this year and for many more years to come.

Alan Williams
Managing Director
Australian School of Tourism and Hotel Management
Perth, Western Australia

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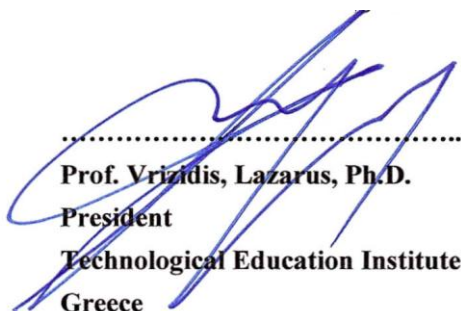
Dear delegates,

It is with great pleasure to welcome you all to the 11th International Joint World Cultural Tourism Conference in Hangzhou, one of China's most important tourist destinations with a rich natural and cultural heritage.

The Technological Education Institute of Piraeus is the youngest member of the World Cultural Tourism Association after the signing of the Memorandum of Understanding on Cooperation between the two institutions in Bangkok last November. We are pleased to be a part of this prestigious academic community, which brings together scholars, researchers, students and tourism stakeholders from all over the world. The Department of Tourism Business of the Technological Education Institute of Piraeus has been a leading provider of higher education to the tourism and hospitality industry in Greece over the last years. Our institution is committed to preparing highly skilled staff for this fast growing and competitive industry.

I would like to seize this opportunity to present Greece as a significant tourism destination. Greece, is the birthplace of democracy, philosophy, theatre and the Olympic Games. Cultural tourism is the cornerstone of the Greek national tourism policy as it contributes significantly to a sustainable tourism development, that is the well being of the environment, the economy and the society.

I would like to congratulate the conference organizers for their enthusiasm, skill and commitment and I wish every success to this conference.


.....
Prof. Vrizidis, Lazarus, Ph.D.
President
Technological Education Institute of Piraeus
Greece

11th International Joint World Cultural Tourism Conference

Cultural Tourism: Beyond the Leap

12 November - 14 November, 2010
Hangzhou Sunny Hotel, China




It is an honour and pleasure to invite you to participate in the 11th International Joint World Cultural Tourism Conference, from November 12-14, 2010, in **Hangzhou city, China**. Join us in this beautiful city, amazing country, which itself can serve as an example of a culturally rich and diverse setting for our conference.

We have a difficult task of acting as pioneers, and yet the luck to witness the cultural tourism move from only a small and special interest group into the growing mainstream aspect of the tourism industry. In line with the velocity of its growth, it becomes inevitable and necessary to provide a forum for all the stakeholders: international educators, scholars, researchers, industry professionals, policy-makers, graduate students, and after all, the prospective consumers as the target beneficiaries. This conference makes an excellent opportunity to get them all together and explore, discuss, and draw conclusions on issues in the topics on cultural tourism promotion.

University of Novi Sad has openly embraced research and development of the variety of topics related to education and research in culture and tourism/hospitality that this conference will focus on. We are more than aware that nurturing the tourism/hospitality cross-cultural studies, marketing and promotion, high quality management and administration, forecasting the regional, economic and environmental impact is of the utmost importance for the development of Serbia both as a community and as a piece in the global puzzle.

This conference holds very high hopes. We believe that its outcomes will bear the fruits of the improved and more insightful strategy for sustainable development. It is an honour for all of us gathered here that we have the opportunity to voice our opinion and be the agents of changes in the future.

I wish you all a very fruitful work and let this conference be the meeting point which will join both our knowledge and mutual interests, and bring us even closer toward the unique goal.

 Prof. Dr. Miroslav Vesković, Rector
University of Novi Sad
Member of the Conference Organizing Committee

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- **WORLD CULTURAL TOURISM ASSOCIATION**

DATE : NOVEMBER 12~14, 2010

VENUE: HANGZHOU SUNNY HOTEL, HANGZHOU, CHINA

World Cultural Tourism Association, the Korean Academic Society of Culture & Tourism, the Hokkaido Academic Society of Tourism, Japan, the Tourism College of Zhejiang , China, CETA University College of Tourism, Spain, Philippine Academic Society of Culture and Tourism, the Philippines, University, of Hawaii, USA, Yasar University, Turkey, National Pungting University of Science and Technology, Taiwan, Tumaini Iringa University, Tanzania, Cape Breton University, Canada, University of Novi Sad, Serbia, South Kazakhstan State University, Kazakhstan, Australian School of Tourism and Hotel Management, Australia, School of Hospitality, Tourism & Culture and the Culture Heritage Institute, Canada, Technological Education Institute of Piraeus, Greece are pleased to announce 11th International joint World Cultural Tourism Conference 2010.

AIM OF THE CONFERENCE

The aim of this conference is to provide a forum for international educators, scholars, researchers, industry professionals, policy-makers and researchers, graduate students with opportunity to explore and discuss issues in the topics on cultural tourism promotion. We are sure that it is clear the findings of this conference can be effective and insightful directions for cultural tourism industry.

Program at a glance

Date : 12-14 November 2010

Venue : Hangzhou Sunny Hotel, China

Time		Subjects	Place
12, Nov.	13:00 - 18:00	Registration Opens	3rd Floor Lobby Hangzhou Sunny Hotel, Hangzhou, China
	13:00-14:00	International Conference: Part 1 : Meeting of Organizing Committee	Room SunnyI A/B 3rd., Floor Hangzhou Sunny Hotel, Hangzhou, China
	14:00 – 15:30	International Conference : Part 2 : Concurrent Session I : Venue 1-6	Rooms, 3rd and 4th Floor Hangzhou Sunny Hotel, Hangzhou, China Venue1: Room SunnyV, 4th. Floor Venue2: Room SunnyVI, 4th.Floor Venue3: Room SunnyI A, 3rd.Floor Venue4: Room SunnyI B, 3rd.Floor Venue5: Room : SunnyII, 3rd. Floor Venue6: Room Yun Shang, 3rd.Floor
	15:30- 16:00	Coffee Break	3 rd and 4 th Floor Lobby Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects	Place
	16:00 – 17:00	<p>International Conference Part 3 : Plenary Session</p> <p>Keynote Speech International Conference Part 3</p> <p>Moderator : Wang, Kun-xin(President, Tourism College of Zhejiang, China)</p> <p>. Subjects : Influence of Chinese Cultural Values on Service Quality Dimensions</p> <p>Speaker : *Ying Ying Liao Dr. Ebrahim Soltani Dr. Dan Alex Petrovici Kent Business School, University of Kent, UK.</p> <p>Panelists:</p> <p>1. Ahmad Reza Sheikhi Iran Cultural Heritage, Handicrafts and Tourism Organization Expert in Tourism, Deputy, European and American Countries Section Graduated in Geography and Tourism Planning, Islamic Azad University (Research and Science Branch)</p> <p>2.Aluísio Finazzi Porto Department of Tourism Federal University of Ouro Preto – Brazil</p> <p>3. Hongyan Jia (PhD, Associate Professor) Department of Tourism, School of Humanity South East University Jiulonghu, Nanjing, Jiangsu Province P.R. China 211189</p>	Venue1: Room SunnyI A/B 3rd., Floor Hangzhou Sunny Hotel, Hangzhou, China
	17:10-	<p>International Conference Part 4 :</p> <p>Welcoming Dinner with Chinese Traditional Performance</p>	Room : Room SunnyI A/B 3rd., Floor Hangzhou Sunny Hotel, Hangzhou, China
13, Nov.	08:00 - 18:00	Reception Opens	3rd Floor Lobby Hangzhou Sunny Hotel, Hangzhou, China
13, Nov.	08:30-09: 30	<p>International Conference Part 5</p> <p>Opening Ceremony</p>	Venue1:Room SunnyI A/B 3rd., Floor Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects	Place
13, Nov.	09:30-10:30	<p>International Conference Part 6 : Plenary Session</p> <p>Keynote Speech</p> <p>Moderator: Prof. Sung-chae, Jung, Ph.D. President, World Cultural Tourism Association</p> <p>Theme Proposal : Cultural Tourism : Beyond the leap</p> <p>Subject : Contribution of Indigenous Culture to Tourism Development: A Case in Central Australia</p> <p>Speaker:</p> <p>Benxiang Zeng^{A, C}, Rolf Gerritsen^A and Natalie Stoeckl^B ^A Charles Darwin University, Australia ^B James Cook University, Townsville, Australia</p> <p>Panelists:</p> <p>1. Guenter Spreitzhofer Department of Geography and Regional Research University of Vienna, Austria</p> <p>2. * Dr. Moira Polyxeni Professor Department of Tourism Industry Management Technological Education Institute of Piraeus/Greece</p> <p>3. Chan Ngai Weng, PhD School of Humanities Universiti Sains Malaysia, 11800 Penang, Malaysia</p>	Venue 1: Room Sunny I A/B 3rd., Floor Hangzhou Sunny Hotel, Hangzhou, China
13, Nov.	10:30- 11: 00	Coffee Break	3 ^{rd.} and 4 th Floor Lobby Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects	Place
13, Nov.	11:00- 12:30	International Conference Part 7 Concurrent Session II : Venue 7-12	Rooms, 3 rd and 4 th Floor Hangzhou Sunny Hotel, Hangzhou, China Venue7: Room SunnyV, 4th. Floor Venue8: Room SunnyVI, 4th.Floor Venue9: Room SunnyI A, 3rd.Floor Venue10: Room SunnyI B, 3rd.Floor Venue11: Room : SunnyII, 3rd. Floor Venue12 Room Yun Shang, 3rd.
13, Nov.	12:30 – 13:30	International Conference 8 Lunch	 Restaurant Hangzhou Sunny Hotel, Hangzhou, China
13, Nov.	13:30 – 15:00	International Conference Part 9 Concurrent Session III : Venue 13-18	Rooms, 3 rd and 4 th Floor Hangzhou Sunny Hotel, Hangzhou, China Venue13: Room SunnyV, 4th. Floor Venue14: Room SunnyVI, 4th.Floor Venue15: Room SunnyI A, 3rd.Floor Venue16: Room SunnyI B, 3rd.Floor Venue17: Room : SunnyII, 3rd. Floor Venue18: Room Yun Shang, 3rd.
13, Nov.	15:00 – 15:10	 Break	3 rd Floor Lobby Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects	Place
13, Nov.	15:10 - 16:40	<p>International Conference Part 10</p> <p>Concurrent Session VI : Venue 19-24</p>	<p>Rooms, 3rd and 4th Floor Hangzhou Sunny Hotel, Hangzhou, China</p> <p>Venue19: Room SunnyV, 4th. Floor</p> <p>Venue20: Room SunnyVI, 4th.Floor</p> <p>Venue21: Room SunnyI A, 3rd.Floor</p> <p>Venue22: Room SunnyI B, 3rd.Floor</p> <p>Venue23: Room : SunnyII, 3rd. Floor</p> <p>Venue24: Room Yun Shang, 3rd.</p>
13, Nov.	16:40 –17:10	Coffee Break	3 rd and 4 th Floor Lobby Hangzhou Sunny Hotel, Hangzhou, China
13, Nov.	17:10 – 18:10	<p>International Conference Part 11</p> <p>General Free Discussion</p> <p>Theme: Cultural Tourism : Beyond the Leap</p> <p>Moderator</p> <p>Yang Huo, Ph.D., CMP Hospitality & Tourism Management Woodbury School of Business Utah Valley University, USA</p> <p>Commentattors</p> <p>1. Jon Griffin Donlon, Ph.D. School of Physical Education, Department of Sport and Leisure Management, Tokai University Japan</p> <p>2. T.C. Chang Department of Geography National University of Singapore, Singapore</p> <p>3. Sedef Doganer, Ph.D Assistant professor in the College of Architecture, University of Texas at San Antonio, USA</p> <p>4. Dr. Alice Halsdorfer Senate Chancellery, Department of Cultural Affairs, Berlin, Germany</p> <p>5.Shiunn-Der Kuo¹ Professor, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology, Taiwan</p>	<p>Venue1:Room SunnyI A/B 3rd., Floor Hangzhou Sunny Hotel, Hangzhou, China</p>
14, Nov.	08:30 -	<p>International Conference Part 12</p> <p>Tour around Hangzhou City</p>	Departure : Hangzhou Sunny Hotel, Hangzhou, China

Program Schedule

Daily Program Schedule

Time		Subjects	Place
12, Nov.	13:00 - 18:00	Registration Opens	3 rd Floor Lobby, Hangzhou Sunny Hotel, Hangzhou, China
	13:00 – 14: 00	International Conference Part 1 Meetings of Organizing Committee	Room SunnyI A/B 3 rd , Floor, Hangzhou Sunny Hotel, Hangzhou, China
	14:00-15:30	International Conference Part 2 Concurrent Session I : Venue 1-6	Rooms, 3 rd and 4 th Floor Hangzhou Sunny Hotel, Hangzhou, China Venue1: Room SunnyV, 4 th . Floor Venue2: Room SunnyVI, 4 th .Floor Venue3: Room SunnyI A, 3 rd .Floor Venue4: Room SunnyI B, 3 rd .Floor Venue5: Room : SunnyII, 3 rd . Floor Venue6: Room Yun Shang, 3 rd .
	15:30-16:00	Coffee Break	3 rd and 4 th FloorLobby, Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects	Place
12, Nov.		<p align="center">International Conference Part 3</p> <p>Moderator : Wang, Kun-xin(President, Tourism College of Zhejiang, China)</p> <p>. Subjects : Influence of Chinese Cultural Values on Service Quality Dimensions</p> <p align="center">Speaker :</p> <p align="center">*Ying Ying Liao Dr. Ebrahim Soltani Dr. Dan Alex Petrovici Kent Business School, University of Kent, UK.</p> <p>Panelists:</p> <p align="center">1. Ahmad Reza Sheikhi Iran Cultural Heritage, Handicrafts and Tourism Organization Expert in Tourism, Deputy, European and American Countries Section Graduated in Geography and Tourism Planning, Islamic Azad University (Research and Science Branch)</p> <p align="center">2. Aluísio Finazzi Porto Department of Tourism Federal University of Ouro Preto – Brazil</p> <p align="center">3. Hongyan Jia (PhD, Associate Professor) Department of Tourism, School of Humanity South East University, China</p>	
12 Nov.	16:00 - 17:00		Room SunnyI A/B 3rd., Floor Hangzhou Sunny Hotel, Hangzhou, China
	17: 10-	<p align="center">International Conference Part 4</p> <p align="center">Welcoming Dinner with Chinese Trdaitonal Performance</p>	Room SunnyI A/B 3rd., Floor Hangzhou Sunny Hotel, Hangzhou, China
	08:00 - 18:00	Reception Opens	3rd, Floor Lobby Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects	Place
13, Nov.	08:30-09:30	International Conference Part 5 Opening Ceremony 1. Ceremony 2. Ceremony Address : Co-Chairman, Organizing Committee(President, Tourism College of Zhjiang, China)) : Chairman of Organizing Committee, President, World Cultural Tourism Association : President, Technological Education Institute of Piraeus, Greece : President, University of Novi Sad, Servia 3. Welcome Remarks President, National Pingtung University of Science and Technology, Taiwan : President, South Khazakhstan State University, Khazakhstan 4.Awards : Presentation of Gratitude Praque	Room SunnyI A/B 3rd., Floor Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects	Place
09:30-10:30		<p>International Conference Part 6 : Plenary Session</p> <p>Keynote Speech</p> <p>Moderator: Prof. Sung-chae, Jung, Ph.D. President, World Cultural Tourism Association</p> <p>Theme Proposal : Cultural Tourism : Beyond the leap</p> <p>Subject : Contribution of Indigenous Culture to Tourism Development: A Case in Central Australia</p> <p>Speaker:</p> <p>Benxiang Zeng^A, Rolf Gerritsen^A and Natalie Stoeckl^B</p> <p>^A Charles Darwin University, Australia</p> <p>^B James Cook University, Townsville, Australia</p> <p>Panelists:</p> <p>1. Guenter Spreitzhofer Department of Geography and Regional Research University of Vienna, Austria</p> <p>2. * Dr. Moira Polyxeni Professor Department of Tourism Industry Management Technological Education Institute of Piraeus/Greece</p> <p>3. Chan Ngai Weng, PhD School of Humanities Universiti Sains Malaysia, Malaysia</p>	<p>Room SunnyI A/B 3rd., Floor</p> <p>Hangzhou Sunny Hotel, Hangzhou, China</p>
	10:30-11:00	Coffee Break	3 rd and 4 th Floor Lobby, Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects	Place
	11:00-12:30	International Conference Part 7 Concurrent Session I : Venue 7-12	Rooms, 3rd and 4th Floor Hangzhou Sunny Hotel, Hangzhou, China Venue 7: Room SunnyV, 4th. Floor Venue 8: Room SunnyVI, 4th.Floor Venue 9: Room SunnyI A, 3rd.Floor Venue 10: Room SunnyI B, 3rd.Floor Venue 11: Room : SunnyII, 3rd. Floor Venue 12: Room Yun Shang, 3rd.
	12:30-13:30	International Conference Part 8 Lunch	Restaurant Hangzhou Sunny Hotel, Hangzhou, China
13. Nov.	13:30 - 15:00	International Conference Part 9 Concurrent Session II I : Venue 13-18	Rooms, 3 rd and 4 th Floor Hangzhou Sunny Hotel, Hangzhou, China Venue13: Room SunnyV, 4th. Floor Venue14: Room SunnyVI, 4th.Floor Venue15: Room SunnyI A, 3rd.Floor Venue16: Room SunnyI B, 3rd.Floor Venue17: Room : SunnyII, 3rd. Floor Venue18: Room Yun Shang, 3rd.
13 Nov.	15:00 – 15:10	Break	3 rd and 4 th Floor Lobby, Hangzhou Sunny Hotel, Hangzhou, China
13 Nov.	15:10–16:40	International Conference Part 10 Concurrent Session II I : Venue 19-24	Rooms, 3 rd and 4 th Floor Hangzhou Sunny Hotel, Hangzhou, China Venue19: Room SunnyV, 4th. Floor Venue20: Room SunnyVI, 4th.Floor Venue21: Room SunnyI A, 3rd.Floor Venue22: Room SunnyI B, 3rd.Floor Venue23: Room : SunnyII, 3rd. Floor Venue24: Room Yun Shang, 3rd.Floor
13 Nov.	16:40 –17:10	Coffee Break	3 rd and 4 th Floor Lobby, Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects	Place
13 Nov.	17:10 – 18:10	<p align="center">International Conference Part 11 General Free Discussion</p> <p align="center">Theme: Cultural Tourism : Beyond the Leap</p> <p align="center">Moderator</p> <p align="center">Yang Huo, Ph.D., CMP Hospitality & Tourism Management Woodbury School of Business Utah Valley University, USA</p> <p align="center">Commentattors</p> <p align="center">1. Jon Griffin Donlon, Ph.D. School of Physical Education, Department of Sport and Leisure Management, Tokai University Japan</p> <p align="center">2. T.C. Chang Department of Geography National University of Singapore, Singapore</p> <p align="center">3. Sedef Doganer, Ph.D Assistant professor in the College of Architecture, University of Texas at San Antonio, USA</p> <p align="center">4. Dr. Alice Halsdorfer Senate Chancellery, Department of Cultural Affairs, Berlin, Germany</p> <p align="center">5. Shiunn-Der Kuo¹ Professor, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology, Taiwan</p>	<p align="center">Room SunnyI A/B 3rd., Floor</p> <p align="center">Hangzhou Sunny Hotel, Hangzhou, China</p>
14 Nov.	08:30-	<p align="center">International Conference Part 12 Tour around Hangzhou city</p>	<p align="center">Departure: Hangzhou Sunny Hotel, China</p>

Presentation Schedule

International Conference Part 2 : Concurrent Session

Venue: Hangzhou Sunny Hotel, Hangzhou, China

Time		Subjects		
12 Nov.	14:00-15:30	International Conference Part 2: Concurrent Session Venue 1 : Room SunnyV, 4th. Floor, Hangzhou Sunny Hotel, Hangzhou, China, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Günter Spreitzhofer, PhD Department of Geography and Regional Research University of Vienna Austria/Europe	Lonely Planet Revisited: Aspects of hippie and yuppie backpacking impact in Southeast Asia	Günter Spreitzhofer, PhD Department of Geography and Regional Research University of Vienna Austria/Europe / Gordon Nelson, PhD(Waterloo),M.Arcch(McGill)CANADA
		Ph.D. Toba Amirazodi The Islamic Azad University, Islamshahr Branch, Iran	Ecotourism and Development Along with Comprehensive Functioning of Khark and Kharlcloo Islands	
		Dr Ali Badragheh The Islamic Azad University, Islamshahr Branch, Iran		
		Gordon Nelson, PhD and Amer Rghei, PhD PhD(Waterloo),M.Arcch(McGill)CANADA	Comparing Desert Tourism with Special Reference to Arizona and the United Arab Emirates	
		Snežana Besermenji, Department of Geography, Tourism and Hotel Management, Faculty of Natural Science, University of Novi Sad, Srbija	Believers on the territories of Central Serbia, Vojvodina and Bosnia and Herzegovina nad Faith-based Tourism	
		Tatjana Pivac Department of Geography, Tourism and Hotel Management, Faculty of Natural Science, University of Novi Sad, Srbija		
		Ksenija Wallrabenstein Department of Geography, Tourism and Hotel Management, Faculty of Natural Science, University of Novi Sad, Srbija.		
		V. Rüya EHTİYAR School of Tourism and Hotel Management, Akdeniz University, Turkey	A Research towards Measuring the Relation between Employees' Commitment to the Organization Superiors and Coworkers	
		Ece ÖMÜRİŞ School of Tourism and Hotel Management, Akdeniz University, Turkey		
		Aylin AKTAŞ ALAN* School of Tourism and Hotel Management Akdeniz University, Turkey		
		Chang Liu PhD student in World Heritage Studies Department of World Heritage Studies Brandenburg University of Technology Cottbus, Germany	Safeguarding and Managing Intangible Cultural Heritage: A Case Study on the Sustainable Development of Taoist (Daoqing) Shadow Theatre in Huanxian, China.	

Time		Subjects		
12 Nov.	14:00-15:30	International Conference Part 2: Concurrent Session Venue 2 : Room SunnyVI, 4th.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Hong Chul LEE University of South Australia School of Management, Australia	The Tourism Destination Image Formation Process: South Korean Package Tourists Travelling to Australia	Lisa Tung School of Hospitality, Tourism & Culinary Arts Taylors University College, Malaysia / Frederic Bouchon School of Hospitality, Tourism & Culinary Arts Taylor's University College, Malaysia
		Michael J. GROSS University of South Australia School of Management Australia		
		Frederic Bouchon School of Hospitality, Tourism & Culinary Arts Taylor's University College, Malaysia	Negotiating Tourism And Urban Development In Contested Heritage Area. A Study Of The Historical Nucleus Of Kuala Lumpur.	
		Lisa Tung School of Hospitality, Tourism & Culinary Arts Taylors University College Malaysia		
		Tau Sian Lim School of Hospitality, Tourism & Culinary Arts Taylors University College Malaysia		
		Hong Chul LEE University of South Australia School of Management Australia	Media reporting on destination image: time series analysis influencing Koreans' travel to Australia	
		Michael J. GROSS University of South Australia School of Management Australia		
		Sang Ho LEE Pusan National University Department of Tourism and Convention, Pusan National University, Pusan, South Korea		
		Sayyed khalil Sayyed Ali pour PH.D geography and rural planning, Islamic azad University, branch firozkoh ,Iran	Investigation challenges and guidelines development rural tourism (case study: rural semnan province)	
		Cemal Yükselen Faculty of Economics and Administrative Sciences Department of Business Administration İstanbul Arel University, Turkey	The Process of Branding a City: Antakya as a Model	
		Emel Gönenç Güler Trakya University, Turkey		
		R. Ayşen Wolff Faculty of Economics and Administrative Sciences Department of Business Administration, İstanbul Arel University, Turkey		
		Somayyeh Aghajani MSC of Geography and tourism planning, Islamic Azad University, Science and Research Branch, Iran	Impacts Of Tourism Development On The Physical Environment	

Time		Subjects		
12 Nov.	14:00- 15:30	International Conference Part 2: Concurrent Session Venue 3 : Room SunnyI A, 3rd.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Dr. Dimitrios Mylonopoulos Associate Professor Tourism Law Department of Tourism Industry Management Technological Education Institute of Piraeus / Greece	The Greek-Russian Tourism Relations. Case Study of the Greek Tourism Office in Moscow	Dr. Polyxeni Moira Professor Sociology of Tourism Department of Tourism Industry Management Technological Education Institute of Piraeus, Greece / Badaruddin Mohamed, School of Housing, Building and Planning, Universiti Sains Malaysia, 11800 Penang, Malaysia
		Eftychia Aivaliotou Ministry of Culture and Tourism / Greece		
		Dr. Polyxeni Moira Professor Sociology of Tourism Department of Tourism Industry Management Technological Education Institute of Piraeus Greece		
		Badaruddin Mohamed, School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia	Holiday Satisfaction: Segmentation of International Visitors in Pahang, Malaysia	
		Mohd Fauzi Sukiman, School of Housing, Building and Planning,Universiti Sains Malaysia, Malaysia		
		Izatul Yusso School of Housing, Building and Planning,Universiti Sains Malaysia, Malaysia		
		Shida Irwana Omar School of Housing, Building and Planning, Universiti Sains Malaysia, 11 Malaysia		
		*Hao-Te LU (Correspondence) Swansea University, UK	Exploring the Roles of Servicescape and Trust in Chinese Restaurants in Taiwan	
		Richard Warr Swansea University, UK		
		Flávio De São Pedro Filho, Doctor Fundação Universidade Federal de Rondônia / Departamento Acadêmico de Administração / Centro de Pesquisa e Desenvolvimento em Gestão da Inovação e Tecnologia, Brazil	Sustainable Management of Family Business: A Case Study Focusing the Indigenous Ecotourism to be Managed by <i>Paiter Surui</i> People, in the Region of Cacoal, Rondonia State (Brasil)	
		Angel H. Espiritu III, Ph.D Department of Tourism, Events and Recreation Taylor's University College, Taylor's Lakeside Campus	Maslow's Hierarchy Of Needs And The Filipino Workforce In The Spa Industry	
		Marzieh Khanmohammadi M.A. in Geography and Tourism Planning from Eslamic Azad University ,Science and Research Branch of Tehran	The Importance of Branding on Tourism Destination Image	

Time		Subjects		
12 Nov	14:00- 15:30	International Conference Part 2: Concurrent Session Venue 4 : Room SunnyI B, 3rd.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Chia, Ping Fong, School of Tourism, Events and Recreation, Taylor's University College Malaysia	The Relationship of Multi-dimensional Accessibility to Gambling: the case Study of Kluang Town Chinese Gamblers' Malaysia	Sedef Doganer, PhD University of Texas at San Antonio, College of Architecture USA / Chia, Ping Fong, School of Tourism, Events and Recreation, Taylor's University College Malaysia
		NG, Siew Cheng School of Tourism, Events and Recreation, Taylor's University College Malaysia		
		Mostafa Ghadami Assistant Prof. Dep. of Geography and urban planning, University of Mazandaran,Iran	How do think the Host and Guest in the Framework of Sustainability A Case of: The City of Chalous,Iran	
		Samira Alizadeh licentiate in Geography and urban planning University of Mazandaran, Iran		
		Dr Ali Badragheh the Islamic Azad University, Islamshahr Branch	A study of ecotourism attractions Qeshm Island and a division of tourism attractions according to the types of sources by presentation of the GIS maps and introducing management techniques	
		DrToba amirazodi the Islamic Azad University, Islamshahr Branch		
		MD Mozammel Hoq Dept. of Archaeology Jahangirnagar University Savar, Dhaka, Bangladesh	Determining the Intangible Cultural Heritage of Bangladesh with Special Reference to Comilla District and Investigate the Gradual Degradation of its Glories	
		Sedef Doganer, PhD University of Texas at San Antonio, College of Architecture, USA	Cultural Sustainability As The Means To Improve Tourism Potential: San Antonio, Texas	
		Saadet Toker Beeson, PhD University of Texas at San Antonio, College of Architecture, USA		
		Maryam. Salmanian MA in Semnan "cultural heritage, handicraft and tourism organization", MA student in tourism planning Azad university of Garmsar, Iran	Tourism Planning - sustainable development and wealth without	
		Arezoo. Golkar MA in Semnan "cultural heritage, handicraft and tourism organization", MA student in tourism planning Azad university of Garmsar, Iran		
		Mozafar Mohammadkhani BA in assisting and natural accidents management- MA student in rural planning, Iran		
		jafar.. Safakhah MA in Semnan "cultural heritage, handicraft and tourism organization", MA student in tourism planning Azad university of Garmsar, Iran		

Time		Subjects		
12 Nov.	14:00- 15:30	International Conference Part 2: Concurrent Session Venue 5 : Room : SunnyII, 3rd. Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Shiunn-Der Kuo¹ Professor, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology Taiwan	The Study of Hakka Image applications in Hakka’s Food Packaging Design	Benxiang Zeng Charles Darwin University, PO Box 795, Alice Springs, NT 0871 Australia / Khalilah Zakariya Kulliyyah of Architecture & Environmental Design, International Islamic University Malaysia (PhD Student, School of Architecture & Design, RMIT University, Melbourne) Australia
		Hui-Ping Chen ² Instructure, Department of Industrial ManagementNational Pingtung University of Science & Technology, Corresponding author, Taiwan		
		Jeng-Shian Chiou ³ Student, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology, Taiwan		
		Tzyy-Lin Bau⁴ Student, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology, Taiwan		
		Khalilah Zakariya Kulliyyah of Architecture & Environmental Design, International Islamic University Malaysia (PhD Student, School of Architecture & Design, RMIT University, Melbourne) Australia	Walking through Night Markets: A Study on Experiencing Ordinary Urban Culture	
		Assoc. Prof. Dr. Sue Anne Ware School of Architecture & Design, RMIT University, Melbourne Australia		
		Che-Chao Chiang Department of Sport Health and Leisure, Cheng Shiu University, Taiwan	A Cross-Cultural Comparative Study of Cultural Characteristics and Information Search Behaviours of Business Travellers	
		Min-chi Chang College of information and management Tajen University, Taiwan		
		Po-Tsang Chen* Department of Hospitality Management, Ming Chuan University Taiwan		
		Fu-Ming Chiang Department of Marketing and Distribution Management, Tajen University, Taiwan (*Corresponding author) Taiwan		
		Mohd Fadil Mohd Yusof Faculty of Entrepreneurship and Business Universiti Malaysia KeFtan (UMK) Malaysia	Working in the Hospitality Industry: Perceptions from the tourism students at the University in Malaysia	
		Ghazali Ahmad Faculty of Entrepreneurship and Business Universiti Malaysia Kelantan (UMK) Malaysia		
		Rahim Sarvar Associated Prof, Department of Geography in Islamic Azad University- Shahre Rey Branch Iran	Tourism Attractions of Cultural Rose and Rose Water Making Method in Kashan	
		Mohsen Ranjbar Assistant Prof, Department of Geography in Islamic Azad University- Shahre Rey Branch Iran		

Time		Subjects		
12 Nov.	14:00-15:30	International Conference Part 2: Concurrent Session Venue 6 : Room Yun Shang, 3rd., Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Yumiko NANAUMI Department of Intangible Cultural Heritage, National Research Institute for Cultural Properties, Tokyo Japan	Unesco’S 2003 Convention: Its Implications To Communities As Part Of Recreating Process Of The Intangible Cultural Heritage	Chan Ngai Weng, PhD School of Humanities Universiti Sains Malaysia, 11800 Penang, Malaysia / Mohhidin Othman (PhD)* Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia Malaysia
		Mohhidin Othman (PhD)* Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia Malaysia	How Servicescape Affects Diners’ Satisfaction and Their Behavioral Intentions In Family Chain Restaurants: A Malaysian Experience	
		Bahar Goodarzirad Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia. Malaysia		
		Muhammad Shahrin Abdul Karim (PhD) Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia. Malaysia		
		*S.C.BAGRI Centre For Mountain Tourism & Hospitality Studies Hnb Garhwal University India	Managing And Developing Cultural Tourism Products For Ecotourism Promotion In Uttarakhand, India	
		A.SURESH BABU Centre For Mountain Tourism & Hospitality Studies Hnb Garhwal University, Srinagr Garhwal India		
		YAOLUNG J. HSIEH Department of Risk Management and Insurance, College of Commerce, National Chengchi University, Taiwan	Marketing Strategies of Hot Springs Resorts in Taiwan: A Case Study	
		Chan Ngai Weng, PhD School of Humanities Universiti Sains Malaysia, 11800 Penang, Malaysia	Challenges Of Conservation Of Natural Heritage For Ecotourism In Kinabalu Park, Malaysia	
		Ahmad Reza Sheikhi Iran Cultural Heritage, Handicrafts and Tourism Organization, Expert in Tourism, Deputy, European and American Countries Section, Graduated in Geography and Tourism Planning, Islamic Azad University (Research and Science Branch) Iran	The Role of Archaeological Museums in the Distribution of Tourists in Cultural Destinations. The Iran National Archaeological Museum: A Case Study”	

Time		Subjects		
13 Nov.	11:00- 12:30	International Conference Part 7: Concurrent Session Venue 7 : Room SunnyV, 4th. Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Yang Huo, Ph.D., CMP Hospitality & Tourism Management Woodbury School of Business Utah Valley University 800 West University Parkway Orem, Utah 84058 USA	Meeting Planner’s Perception on Asian Convention Destination Attributes	Yang Huo, Ph.D., CMP Hospitality & Tourism Management Woodbury School of Business Utah Valley University 800 West University Parkway Orem, Utah 84058 USA / Dr Tatjana Pivac, Faculty of Science, Department of Geography, Tourism and Hotel Industry Novi Sad, Serbia
		Gulzamira D. Ussenbayeva Department of International Tourism Management Kazakh Ablai khan university of international relations and world languages Kazakhstan	Present status and perspectives of further tourism development in Almaty city, Kazakhstan	
		Gulmira Zh. Yeshmuratova Department of International Tourism Management Kazakh Ablai khan university of international relations and world languages Kazakhstan		
		Hong Chul LEE School of Management, University of South Australia, Adelaide 5000, Australia	Korean newspaper reporting regarding travel to Australia: Comparing topics, attitude and news frames based on reporting tendencies and Impact of the International Monetary Fund crisis	
		Michael J. GROSS School of Management, University of South Australia, Adelaide 5000, Australia		
		Sung Chae Jung Department of Tourism Management, Honam University, Gwangju, South Korea		
		Dr Tatjana Pivac, Faculty of Science, Department of Geography, Tourism and Hotel Industry Novi Sad, Serbia	Possibilities for the Development of Wine Tourism by “Building” Wine Roads in Vojvodina	
		Snežana Besermenji Faculty of Science, Department of Geography, Tourism and Hotel Industry Novi Sad, Serbia		
		Kristina Košić Faculty of Science, Department of Geography, Tourism and Hotel Industry Novi Sad, Serbia		
		Mr. Sc. Bedri Millaku –PhD candidate MA- Vyrtyt Hasani- ISES Universum Pristine, Republic of Kosovo.		
		Ali Emre SARILGAN School of Civil Aviation, Anadolu University, Anadolu Universitesi Sivil Havacilik Yuksekokulu Iki Eylul Kampusu, Eskisehir/ Turkey	Impact of Low Cost Carriers in Turkish Tourism	

Time		Subjects		
13 Nov.	11:00- 12:30	International Conference Part 7: Concurrent Session Venue 8 : Room SunnyVI, 4th.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		*Carol Teo Boon Chui Faculty of Business Management Universiti Teknologi MARA Malaysia Malaysia	Exploring Hedonic And Status Appeals Of Vacation Among Malaysian Female Travellers And Implications On Marketing	*Carol Teo Boon Chui Faculty of Business Management Universiti Teknologi MARA Malaysia / Olomo Jerome Abiola MBA M.Sc Senior Lecturer and Head of Department Dept of Hospitality Leisure and Tourism Management, Federal Polytechnic Ede Nigeria
		Samsinar Md Sidin Faculty of Economics and Management Universiti Putra Malaysia Malaysia		
		Olomo Jerome Abiola MBA M.Sc Senior Lecturer and Head of Department Dept of Hospitality Leisure and Tourism Management, Federal Polytechnic Ede Nigeria	Tourism and Environmental Sustainability	
		Yaolung J. Hsieh National Chengchi University Department of Risk Management and Insurance, College of Commerce, National Chengchi University Taiwan	Night Markets and Tourism: Marketing and Public Policy Implications	
		Bingfei E. Wang Taiwan Hospitality & Tourism College Department of Food and Beverage Management Taiwan		
		Prof. Abdul Hamid bin Mohamed Dr. Naila Aaijaz Universiti Malaysia Kelantan Kota Bharu, Malaysia	Gaming and Tourism Industry Malaysia : To Gamble or Not to Gamble	
		Majid Zeynali Nejad Islamic Azad University Kerman Branch Iran	The Role of Learning English as the Lingua Franca of the World in the Development of Tourism	
		Hamid Nakhaie Islamic Azad University Mahan Center Iran		

Time		Subjects		
13 Nov.	11:00-12:30	International Conference Part 7: Concurrent Session Venue 9 : Room SunnyI A, 3rd.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Aaron Kofi Badu Yankholmes School of Hotel and Tourism Managment, The Hong Kong Polytechnic University Hong Kong	Host Community Reactions To Tourism Development In Former Transatlantic Slave Trade Sites	Badaruddin Mohamed, School of Housing, Building and Planning,Universiti Sains Malaysia, 11800 Penang, MALAYSIA / Aaron Kofi Badu Yankholmes School of Hotel and Tourism Managment, The Hong Kong Polytechnic University
		Chen Jui Ling Student, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology,Taiwan	The Supply Chain Analysis of Food Industry in Liudui Area of Taiwan	
		Yuan-Kuang Guu Professor, Department of Food Science, National Pingtung University of Science & Technology,Taiwan		
		Shiunn-Der Kuo Professor, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology, Corresponding author. Taiwan		
		Anderson Ngelambong Faculty of Hotel and Tourism Management University Technology of MARA, P.Pinang, Malaysia	The Effectiveness Of The Internet As A Tourism Marketing Channel For Youth Travellers	
		Nina Farisha Isa Faculty of Hotel and Tourism Management, University Technology of MARA, P.Pinang, Malaysia		
		Dahlan Abdullah Faculty of Hotel and Tourism Management, University Technology of MARA, P.Pinang, Malaysia		
		Jazira Anuar Faculty of Hotel and Tourism Management, University Technology of MARA, Dungun, Malaysia		
		Badaruddin Mohamed, School of Housing, Building and Planning,Universiti Sains Malaysia, Penang, Malaysia	The Perceptions Of Stakeholders Towards The Designation Of George Town, Penang As A World Heritage Site	
		Santy Lusiani and Shida School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia		
		Irwana Omar School of Housing, Building and Planning, Universiti Sains Malaysia, Malaysia		
		Dr. Polyxeni Moira Sociology of Tourism, Department of Tourism Industry Management, Technological Education Institute of Piraeus, Greece	Sociological approaches on cruising. Case studies in cruising the Aegean Sea and the Eastern Mediterranean	
		Dr. Dimitrios Mylonopoulos Tourism Law, Department of Tourism Industry Management, Technological Education Institute of Piraeus, Greece		
		Hsiao-li Lin National Cheng Kung University, Taiwan	The Attractive Factors Analysis Of Taiwanese Bed&Breakfast On Travel Websites	
		Kuohsiang Chen National Cheng Kung University, 1 University Taiwan		
		Meng-dar Shieh National Cheng Kung University, 1 University Rd., Tainan City 701, Taiwan		
		Chun-Heng Ho National Cheng Kung University, 1 University Rd., Tainan City 701, Taiwan		

Time		Subjects		
13 Nov.	11:00- 12:30	International Conference Part 7: Concurrent Session Venue 10 : Room SunnyI B, 3rd.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Ghazali Ahmad Universiti Malaysia Kelantan Malaysia	Culture and Network Relationships in Small Business in Tourism Sector	Ying-Ying Liao Kent Business School, University of Kent, Canterbury, CT2 7PE United Kingdom / Goodluck Elisha Mdumi Tourism Officer (BA in Cultural Anthropology and Tourism) Ministry of Natural Resources & Tourism in Tanzania Tourism Division Tanzania
		Mohd Fadhil Mohd Yusof Universiti Malaysia Kelantan Malaysia		
		Abdul Aziz Ab. Latif Universiti Malaysia Kelantan Malaysia		
		Himayatullah Khan, Professor Institute of Development Studies KPK Agricultural University Peshawar-25000, Pakistan	Valuation of Non-Market Amenities from Environmental Resources: The Case of two National Parks in Northern Pakistan	
		Amir Hosein Alirezaei Sama Organization (Offiated with Islamic Azad University) - Kerman Branch	The E-Tourism And E-Commerce Interplay In Tourism Industry	
		Goodluck Elisha Mdumi Tourism Officer (BA in Cultural Anthropology and Tourism), Ministry of Natural Resources & Tourism in Tanzania, Tourism Division Tanzania	Potentials of Cultural Heritage Tourism to the Economy	
		Dr. Hidar Lotfi Dean of tourism planning and political geography Azad university of Garmsar Iran	Tourism - Infinite Wealth	
		Arezoo. Golkar MA in Semnan “cultural heritage, handicraft and tourism organization”, MA student in tourism planning Azad university of Garmsar Iran		
		Jafar. Safakhah MA in Semnan “cultural heritage, handicraft and tourism organization”, MA student in tourism planning Azad university of Garmsar Iran		
		Maryam. Salmanian MA in Semnan “cultural heritage, handicraft and tourism organization”, MA student in tourism planning Azad university of Garmsar Iran		

Time		Subjects		
13 Nov.	11:00-12:30	International Conference Part 7: Concurrent Session Venue 11 : Room : SunnyII, 3rd. Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Dr. Gundula Fischer Department of Cultural Anthropology and Tourism Tumaini University Nigeria	Gender and Employment in the Tanzanian Hospitality Industry: Results from a Case Study in Mwanza	Dr. Gundula Fischer Department of Cultural Anthropology and Tourism Tumaini University Tanzania / Adeleh Nejati Miami University, OH, USA
		Phd Baki Koleci Fon University, Republic of Macedonia	Environment as an important factor in managing the improvement of the Tourism in Kosovo	
		Mr.Sc. Ymer Raci Fama University, Republic of Kosovo		
		Mr.sc. Bedri Millaku Phd candidate- Fama University, Republic of Kosovo		
		Adeleh Nejati Miami University, OH, USA	Spirituality, Health and Architecture :With Respect to Stress	
		Barbara Marcotulli (Promoroma – Special Agency Rome Cciaa) Project Manager Italia	Experience Rome. How To Transfor An Art City Into A Cultural Tourism Lab	
		Andrea Granelli (Kanso Srl) Consultant To Promoroma Italia		
		Marco Ceccobelli (Kanso Srl) Consultant To Promoroma Italia		
		Dr. Kranti P. Sawarkar Indian Railway Catering and Tourism Corporation (IRCTC) Asst. Manager (Tourism), India	New Avenues In Preservation Of Cultural Heritage Rural Tourism In India – A Case Study	
		Subodh Kumar Mishra Dy. Manager (Product Development) Balmer Lawrie & Co. Ltd. (A Govt. Of India Enterprise) India		
		Mohsen Ranjbar Scientific staff member Islamic Azad University of Shahre Rey Branch Iran	Rejuvenating Silk Road’s Route As A Symbol Of Civilization And Its Role In Sustainable Tourism (Case Study: Iran)	
		Rahim Sarvar Scientific staff member Islamic Azad University of Shahre Rey Branch Iran		

Time		Subjects		
13 Nov.	13:30- 15:00	International Conference Part 9: Concurrent Session Venue 12 : Room Yun Shang, 3rd., Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		WATANABE, Yasuhiro Faculty of Art and Design, University of Toyama, Japan	Commercialization of Owara Bon Dance	Dieter Semmelroth TUI AG, Germany / Dr. Richa Malhotra Associate Professor College of Vocational Studies University of Delhi New Delhi, India
		Aluísio Finazzi Porto Universidade Federal de Ouro Preto – M.G – Brazil	Tourism and culture: foreign perspectives on the carnival of Brazil	
		Sheikh Md. Monzurul Huq Professor, Department of Geography and Environment, Jahangirnagar University Bangladesh	Natural Resources, Community Empowerment and Participatory Tourism Development in Bangladesh	
		Dieter Semmelroth TUI AG, Germany	Local tourism versus a proposed beachside power plant -The successful fight of the people of Nuweiba / Egypt	
		Anna Semmelroth University of Copenhagen Denmark		
		Dr. Richa Malhotra Associate Professor College of Vocational Studies University of Delhi, New Delhi, India	Managing Cultural Pluralism and Heritage: A Case study of Chanderi	
		Nadezhda Elisyeva Hospitality and Tourism, Australian School of Tourism and Hotel Managemen Australiat	Adjectival Tourism Labeling: The Case Of The Adygeya Republic	
		Alfred Ogle Hospitality and Tourism, Australian School of Tourism and Hotel Managemen Australiat		

Time		Subjects		
13 Nov.	13:30- 15:00	International Conference Part 9: Concurrent Session Venue 13 : Room SunnyV, 4th. Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Dr. Monika Vij Associate Prof. of Geography India	Need for RS and GIS Based – Risk Assessment, Preparedness and Prevention of Crowd Disasters : A case study of Religious Tourism in India.	Shih-Ming Ou Institute of Technology Management, Chung-Hua University, Taiwan / Hongyan Jia (PhD, Associate Professor) Department of Tourism, School of Humanity South East University China
		Marek W. Kozak Centre for European Regional and Local Studies EUROREG, University of Warsaw Poland	Lost opportunities? Historical residences in South-Western Poland	
		Shih-Ming Ou Institute of Technology Management, Chung-Hua University, Taiwan	Adjusting Recreation Specialization Investments to Develop a Tourism Destination	
		Chung Chang ^b Department of Transportation Technology and Logistics Management, Chung-Hua University Taiwan		
		Zong-Wei Zhu Department of Business Administration, China University of Technology Taiwan		
		Hongyan Jia (PhD, Associate Professor) Department of Tourism, School of Humanity South East University China	Tourism Development Models and the Creative Turn of Intangible Cultural Heritage: the case of Suzhou	
		Irfan Ozcan Faculty of Economics and Administrative Sciences Akdeniz University Turkey	Byzantine Monuments In Mediterranean In The Light Of Cultural Heritage : Turkey Sample	
		Sevcan Yıldız Vocational School of Social Science Akdeniz University Turkey		
		Pınar Celik* Vocational School of Fethiye A.S.M.K. Mugla University Turkey		

Time		Subjects		
13 Nov.	13:30- 15:00	International Conference Part 9: Concurrent Session Venue 14 : Room SunnyVI, 4th.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Hamid Nakhaie Islamic Azad University Mahan center1 Iran	Management Problems about Shopping Places and Development of Tourism	Dr. Alice Halsdorfer Senate Chancellery, Department of Cultural Affairs, Berlin Germany / Ali Emre SARILGAN School of Civil Aviation, Anadolu University Anadolu Universitesi Sivil Havacilik Yuksekokulu Iki Eylul Kampusu, Eskisehir/ TURKEY
		Amin heydari nejad Technical and Vocational College Sama, Kerman Iran		
		Asma Esmail Zadeh Islamic Azad University Bardsir Branch Iran		
		Li Jian Tourism School, Shanghai Normal University China	Factors Influencing Tourists’ Satisfaction of Cross-Cultural Experience ----- Survey on Chinese Visitors’ Satisfaction at Shanghai Expo	
		Dr. Alice Halsdorfer Senate Chancellery, Department of Cultural Affairs, Berlin Germany	Tourism As A Means For The Rapprochement Of Cultures – New Aims And Strategies	
		Roozbeh Babolian Hendijani & Boo Huey Chern Department of Food Service & Management Universiti Putra Malaysia, Malaysia	Identification of Food Image Factors – The Case of Malaysian Food	
		Ali Emre SARILGAN School of Civil Aviation, Anadolu University Anadolu Universitesi Sivil Havacilik Yuksekokulu Iki Eylul Kampusu, Eskisehir/ TURKEY	Importance of Airline Industry for Turkish Tourism	
		Vale Jalali Islamic Azad University Bardsir Branch	The Study Of The Relationship Between Language And Culture In The Development Of The Cultural Tourism	
		Leily Iranmanesh Sama Organization (Offiated with Islamic Azad University) - Kerman Branch		

Time		Subjects		
13 Nov.	13:30-15:00	International Conference Part 9: Concurrent Session Venue 15 : Room SunnyI A, 3rd.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	
		Zholdasbekov Abdimanap Abdrazakovich, Professor, Doctor of pedagogical sciences Kazakhstan	Problems of tourism developing in Kazakhstan	Jon Griffin Donlon, Ph.D. School of Physical Education, Department of Sport and Leisure Management, Tokai University Japan Hitoshi Nishino, Ph.D. School of Physical Education, Department of Sport and Leisure Management, Tokai University Japan
		Kurmasheva Moldir Bizhigitovna, Lecturer South Kazakhstan State University named after M.Auezov Kazakhstan		
		Mamadiyarov Marat Duisenovich, Candidate of geographical sciences Kazakhstan		
		Aihua Lu Ph.D. Associate Professor Department of Tourism School of Humanity Southeast University China	On the “Trinity” of the Artistic Conceptualization of the Classic Chinese Garden	
		*Aliah Hanim Mohd. Salleh UKM-Graduate School of Business, Universiti Kebangsaan Malaysia (National University of Malaysia) Malaysia	Marketing The Malaysian Brand Of Higher Education: Does Country Image Matter?	
		Norjaya Mohd. Yasin UKM-Graduate School of Business, Universiti Kebangsaan Malaysia (National University of Malaysia) Malaysia		
		Norzalita Abd. Aziz UKM-Graduate School of Business, Universiti Kebangsaan Malaysia (National University of Malaysia) Malaysia		
		Ahmad Azmi Mohd. Ariffin UKM-Graduate School of Business, Universiti Kebangsaan Malaysia (National University of Malaysia) Malaysia		
		Chin-Huang Huang Department of Sport Management National Taiwan College of Physical Education Taiwan	Estimating Recreational Benefits and Environmental Effects for the Amenities of Flowers Industry	
		Jon Griffin Donlon, Ph.D. School of Physical Education, Department of Sport and Leisure Management, Tokai University Japan	Heritage Tourism Performances, Cultural Identity, and Recovery from Natural and Man-Made Disasters	
		Hitoshi Nishino, Ph.D. School of Physical Education, Department of Sport and Leisure Management, Tokai University Japan		
		Paola Juares Banda College of Architecture, UTSA, USA	Existential Tourism : Preserving the Local Culture and Architecture through a Facility for Missionary Activities in Peru’s Highlands	
		Sedef Doganer Assistant Professor, College of Architecture, UTSA, USA		

Time		Subjects		
13 Nov.	13:30- 15:00	International Conference Part 9: Concurrent Session Venue 16 : Room SunnyI B, 3rd.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Mizan Bin Hitam (Datuk Prof. Madya Dr.) (Director), Universiti Teknologi Mara Kampus Melaka , Malaysia	Analysing Core Determinants of Interactive Media Use Behaviour at Melaka UNESCO World Heritage Site	
		Ya-Fen Lee Department of Leisure Recreation and Travel Management, Toko University, Taiwan		
		Mohd Hasrul Yushairy Coordinator of Faculty of Hotel and Tourism Management Universiti Teknologi Mara Kampus Melaka, Malaysia		
		Amiruddin Ahmad Coordinator for Student Development and Leadership Programme Universiti Teknologi Mara Kampus Melaka, Malaysia		
		Mohd Saiyidi Mokhtar Mat Roni Head of Institute of Leadership and Quality Management Universiti Teknologi Mara Kampus Melaka, Malaysia		
		Ahmad Khairuman Md Hasim Head of Student Development and Leadership Training Unit Universiti Teknologi Mara Kampus Melaka, Malaysia		
		Zeliha Eser Baskent University, Faculty of Business Administration Baskent University, Ankara, Turkey	Performance Outcomes Of Interorganizational Trust In Franchisor And Franchisee Relationships: The Case Of Fast-Food Restaurants In Turkey	Ya-Fen Lee Department of Leisure Recreation and Travel Management, Toko University Taiwan / Zeliha Eser Baskent University, Faculty of Business Administration Baskent University, Ankara, Turkey
		Sezer KORKMAZ (PhD) Gazi University Faculty of Commerce, Turizm and Education Golbasi Kampusu Ankara-, Turkey	The Influence Of Image Enhancement Processing In Marketing Nations: The Analysis Of Image Concept Upon Turkish-Chinese Relations	
		Ya-Fen Lee Department of Leisure Recreation and Travel Management, Toko University, Taiwan	An Investigation on Leisure Needs for Bicycle Lane using Two-Dimensional Quality Model	
		Yun-Yao Chi Department of Land Management and Development, Chang Jung ChristianUniversity Taiwan		
		Zholdasbekov Abdimanap Abdrazakovich, Professor, Doctor of pedagogical sciences, South Kazakhstan State University named after M.Auezov Kazakhstan	Peculiarities of training tourism managers in Kazakhstan	
		Abuov Amirekul Ergeshuly Candidate of pedagogical sciences, South Kazakhstan State University Kazakhstan		
		Mamadiyarov Marat Duisenovich, Candidate of geographical sciences, South Kazakhstan State University		
		Yu Song Department and affiliation: The Department of Recreation, Sport and Tourism, University of Illinois at Urbana-Champaign USA	Commoditization and the Effectiveness of Promoting Patriotism through Lincoln Heritage Attractions	

Time		Subjects		
13 Nov.	15:10- 16:40	International Conference Part 10: Concurrent Session Venue 17 : Room : SunnyII, 3rd. Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Vijaya Kumar Babu, Avadhaanula, Professor, Dept. of Ancient Indian History, Culture & Archaeology, Osmania University Hyderabad— India	Tourist itinerary of Hyderabad, Andhra Pradesh-A Study in HR Management	Mehdi Ramezanzadeh lasboyee Ph.D. Candidate of Geography and Rural Planning, University of Tehran, Iran / Faizah Abdul Rahim Rokiah Bt. Mohammad Institute of Business Excellence & Faculty of Business Management Malaysia
		Professor OMPRAKASH PILLAI Dept. of Ancient Indian History, Culture & Archaeology, Osmania University Hyderabad— India		
		Mrs. LAKSHMI VASUDHA, ANUGONDA Dept. of Ancient Indian History, Culture & Archaeology, Osmania University Hyderabad— India		
		Mehdi Ramezanzadeh lasboyee Ph.D. Candidate of Geography and Rural Planning, University of Tehran, Iran	The Future of Second House Tourism in the North of Iran: The Mountainous Areas of Tonekabon Township	
		*Dr. Sayyed Ali Badri Assistant Prof., Department of Human Geography-University of Tehran, Iran		
		Zahra heydari MA in microbiology. Azad University, Iran		
		Yi, Jeong Duk Director, The Institute of Rice, Life and Civilization, Chonbuk National University. Korea	Urban Tourism and Redevelopment of the Korean Traditional Housing Area (Hanok Village) in Jeonju City	
		Min, Sul Ki Graduate Student, Dept. of Archaeology and Cultural Anthropology, Chonbuk National University Korea		
		NGUYEN THI PHUONG LAN	Festival’s Efficiency in Preserving the Cultural Heritages – Hue Festival Case	
		Faizah Abdul Rahim Rokiah Bt. Mohammad Institute of Business Excellence &Faculty of Business Management Mayasia	Tourism Development Board of Malaysia Promotional Campaign “Cuti-Cuti Malaysia”	
		ZHANG Hua College of Tourism and Healthcare , Zhejiang Agriculture and Forestry University, Lin'an 311300, Zhejiang China	Approach for Revitalizing Wenzhou Yongchang Castle— Restoration and Tourism Development Based on Multi-culture Resource	
		ZHENG Jiaze Departmetn of Planning and Restauration Yongchang Castle Protection and Restauration Administrative Committee, Wenzhou Zhejiang China		

Time		Subjects		
13 Nov.	15:10- 16:40	International Conference Part 10: Concurrent Session Venue 18 : Room Yun Shang, 3rd. , Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		*Dr. Naser. Aligholizadeh Firoozjaie Department of Geography, University of Payam-e Noor, Iran	Assessing capacities of rural areas for tourism development, on the basis of tourists point of view in ramsar township, Iran.	*Dr. Naser. Aligholizadeh Firoozjaie Department of Geography, University of Payam-e Noor, Iran / *Lisa Tung Pei Pei Senior Lecturer School of Tourism, Events and Recreation Taylor's University College Malaysia
		Dr. Unal Battal Anadolu University Civil Aviation School Anadolu University, Civil Aviation School, İki Eylül Campus, Eskişehir/ TURKEY	Build-Operate-Transfer (Bot) Airport Terminals In Tur key And Contribution Of Turkish Tourism	
		*Lisa Tung Pei Pei Senior Lecturer School of Tourism, Events and Recreation Taylor's University College Malaysia	Awareness Of Heritage Trail In Kuala Lumpur: Information Source And Visiting Intention Of Domestic Visitors According To Races	
		Lim Tau Sian Lecturer School of Hospitality Taylor's University College m\Malaysia		
		Frederic Bouchon Deputy Dean School of Tourism, Events and Recreation Taylor's University College Malaysia		
		Mohammad Reza Rezvani, Associate Prof. of Department of Human Geography, University of Tehran Faculty of Geography Iran	Renovation of Historic Villages and Cultural Tourism Development in Iran	
		Nada Andonovska Museum of Macedonia – Marketing and Public Relations Depatrment Macedonia	From Successful Promotion of Culture to Sustainable Tourism Development	
		Sazdov Kostadin Museum of Macedonia – Marketing and Public Relations Depatrment Macedonia		

Time		Subjects		
13 Nov.	15:10- 16:40	International Conference Part 10: Concurrent Session Venue 19 : Room SunnyV, 4th. Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Hoda Karimipour (Corresponding author) Conservation of Iranian Wetlands Project Assistant UNDP-Gov. I.R. Iran Joint Project Iran	Introduction to a Framework for Assessing Tourism Potential	Sedef Doganer, Ph.D Assistant professor in the College of Architecture, University of Texas at San Antonio, USA / Judith Ruvuna M.Arch, San Antonio, USA
		Yadollah Karimipour (Co Author) Associated professor, Faculty of Geographical Studies, University of Tarbiyat Moalem Iran		
		*Anahita Malek Mohammadi Doctoral Scholar, School of Housing, Building and Planning, Universiti Sains Malaysia. Malaysia	Overview of MICE Industry in Malaysia: Size & Significant	
		**Professor Badaruddin Mohamed Dean of Social Transformation Research Platform, Office of Research Platform, Universiti Sains Malaysia		
		Dr. Hassan Esmaeilzadeh Assistant Professor in Geography Department, Oroomieh Payaame Noor University, Iran	Nowrooz Tide, A Tool to Develop Cultural Tourism	
		Yaghoob Esmaeilzadeh Student in Urban Development Department, Technical Sciences Faculty, Oroomieh University, Iran		
		Dr. Mir Najaf Mousavy Professor in Geography Department, Oroomieh Payaame Noor University, Iran		
		Judith Ruvuna M.Arch, San Antonio, USA	Making A Case For Adaptive Reuse As A Strategy To Revitalize And Generate Urban Tourism In Post Industrial Cities	
		Sedef Doganer, Ph.D Assistant professor in the College of Architecture, University of Texas at San Antonio, USA		
		Dr Ali badragheh the Islamic Azad University, Islamshahr Branch Iran	Great Pole of Ecotourism and Geotourism in Persian Gulf. Qeshm Island	
		Dr Toba Amirazodi the Islamic Azad University, Islamshahr Branch Iran		

Time		Subjects		
13 Nov.	15:10- 16:40	International Conference Part 10: Concurrent Session Venue 20 : Room SunnyVI, 4th.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Tovraj rahimi Islamic Azad University shahre ghods (shahriyar) Branch Iran	The Role Of Traditional Gardening And Gardens In Attracting Tourists	T.C. Chang Department of Geography National University of Singapore Singapore / Hamid Nakhaie Islamic Azad University Mahan center2 Iran
		Hamid Nakhaie Islamic Azad University Mahan center3 Iran		
		T.C. Chang Department of Geography National University of Singapore Singapore	Experiential Marketing of ‘YourSingapore’: MediatingPersonal Experiences with Place Expectations	
		Choi Kyung-Eun Department of Geography National University of Singapore Singapore		
		Fariborz Aref Dept. of Social and Development Science, Faculty of Human Ecology Putra University, Malaysia	Barriers of Tourism Industry in Local Communities of Shiraz, Iran	
		Asnarulkhadi Abu Samah Dept. of Social and Development Science, Faculty of Human Ecology Putra University, Malaysia		
		Hamid Nakhaie Islamic Azad University Mahan center4 Iran	The Effect of Tourism on the Prevention of identity Crisis	
		Asma Esmail Zadeh Islamic Azad University Mahan center Iran		
		M. Salmanian MA in Semnan “cultural heritage, handicraft and tourism organization”, MA student in tourism planning Azad university Iran	Tourism Target Villages of Semnan Province and Its Role in Rural Development and Employment	
		M. Mohamdkhani MA student in rural planning Azad university of Semna Iran		
		Yusuf Sengur Air Transportation Management Departm ent, School of Civil Aviation, Anadolu U niversity Turkey	New Regional Air Services And Impacts To Touri sm: Turkey Case	

Time		Subjects		
13 Nov.	15:10- 16:40	International Conference Part 10: Concurrent Session Venue 21 : Room SunnyI A, 3rd.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Nicole Shipton Professor Tourism and Leisure Management Dept. Induk University Korea	Promoting destination image through cultural interaction and dialogue: A case study of the Korea Foundation’s European Educators’ workshop 2009.	Nicole Shipton Professor Tourism and Leisure Management Dept. Induk University Korea / Dr. Heydar. Lotfi Dean of t Tourism Planning and Political Geography Azad University of Garmsar, Iran
		Rosalind J L Sia Tourism Planner/Town PLanner Land and Survey Department, Kuching , Sarawak, Malaysia	Culture Product for Sarawak Tourism	
		Lawrence S K Tseu Tourism & Recreational Research Centre, College of Urban And Environement Science, Peking Univerisity, Beijing, China		
		Anderson Ngelambong Deparment & affiliation: Faculty of Hotel and Tourism Management, University Technology of MARA, P.Pinang Malaysia	Authenticity In Cultural Tourism Destination: International Tourists’ Motivation, Experience And Expectation	
		Silverina Anabelle Kibat Deparment & affiliation: Faculty of Hotel and Tourism Management, University Technology of MARA, Sarawak, Malaysia		
		Johanna Adlin Ahmad Deparment & affiliation: 341, Faculty of Hotel and Tourism Management, University Technology of MARA, P.Pinang, Malaysia		
		Nina Farisha Isa Deparment & affiliation: Faculty of Hotel and Tourism Management, University Technology of MARA, P.Pinang, Malaysia		
		Dr. Heydar. Lotfi Dean of tourism planning and political geography Azad university of Garmsar, Iran	Tourism Target Villages of Semnan Province and Its Role in Rural Development and employment	
		Maryam. Salmanian MA in Semnan “cultural heritage, handicraft and tourism organization”, MA student in tourism planning Azad university, Iran		
		M. Mohamdkhani MA student in rural planning Azad university of Semnan, Iran		
		*Dr. Seyyed Ali Badri Assistant Prof., Department of Human Geography, University of Tehran, Iran	Tourism Development and Physical Environmental hanges in Rural Areas: A Case Study of Golijan County of Tonekabon Township	
		Mehdi Ramezanzadeh lasboyee Ph.D. Candidate of Geography and Rural Planning, University of Tehran, Iran		
		Mehdi Sarkhosh Ph.D. Candidate, University of Tehran, Iran		

Time		Subjects		
13 Nov.	15:10- 16:40	International Conference Part 10: Concurrent Session Venue 22 : Room SunnyI B, 3rd.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Jeily Iranmanesh Technical and Vocational College Sama, Kerman, Iran	Study And Analysis Of The Role Of Resortation Of Historical Monuments In Development Of Tourism	Shiyar Ismail School of Tourism, Event & Recreation, Taylors University College, Malaysia / Dr.S.K.Gupta,Associate Professor, Centre For Mountain Tourism &Hospitality Studies, H.N.B.Garhwal University Chauras Campus India
		Hamid Nakhaie Islamic Azad University Mahan center Iran		
		Shiyar Ismail School of Tourism, Event & Recreation, Taylors University College, Malaysia	A study on the brand image of the Maldives as a tourist destination	
		Rajesvare Rada Lecturer, School of Tourism, Event & Recreation, Taylors University College, Malaysia		
		Dr.S.K.Gupta,Associate Professor, Centre For Mountain Tourism &Hospitality Studies, H.N.B.Garhwal University Chauras Campus India	Kumbh Mela, in India, the World's Biggest Religious Festival and its Modern Makeover: A Study of Kumbh Mela, 2010, Haridwar	
		Mihai Voda Associate Professor, Dimitrie Cantemir University, Targu Mures, Romania,		
		Vale Jalali, Islamic Azad University Bardsir Branch Iran	The Study Of Relationship Between Language And Cultur In The Development Of The Cultural Tourism	
		Leily Iranmanesh Sama Organization (Affiliated with Islamic Azad University) - Kerman Branch Iran		
		Vale jalali Islamic Azad University Bardsir branch Iran	The study of linguistic compounds and their meanings in the development of tourism	
		Hamid Nakhaie Islamic Azad University Mahan center		
		Chiew Boon Tian Faculty of Hospitality and Tourism Management, Universiti Tun Abdul Razak , MALAYSIA	International Students Inclination Towards Hospitality Services During Holiday In Malaysia	
		Haliza Mohd Said Faculty of Hospitality and Tourism Management, Universiti Tun Abdul Razak , MALAYSIA		

Time		Subjects		
13 Nov.	15:10- 16:40	International Conference Part 10: Concurrent Session(Chinese session) Venue 23 : Room : SunnyII, 3rd. Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Liu Jia-long Department of Tourism Planning Zhejiang Tourism College, Hangzhou, China	Ecological Cycle of Tourism And Research of Model of Low-Carbon Move	KANG Bao-ling Tourism Planning Department Tourism College of Zhejiang, Hangzhou, China / Liu Jia-long Department of Tourism Planning Zhejiang Tourism College, Hangzhou, China
		KANG Bao-ling Tourism Planning Department Tourism College of Zhejiang, Hangzhou, China	The Interaction between Sports and Tourism in the Context Of Industry Convergence research	
		JIN Yihua Foreign Languages Department, Tourism College of Zhejiang, Hangzhou, 311231, China	An Analysis of the Courteous Expressions for Japanese Speaking Tour Guides from the Perspective of the Differences Between Chinese and Japanese Culture	
		DAI Guibao Department of culinary Tourism College of Zhejiang, Hangzhou, China	Study of tourism product design and enterprise management mode reform ——take the experience of developing folk food shopping as an example	
		Yuan Qi Department of Travel Agency Management, Tourism College of Zhejiang, Hangzhou, China	To build the economy Portal on the Internet” -----an analysis of economy hotel chains website building	
		Jiang Tao Department of Travel Agency Management, Tourism College of Zhejiang, Hangzhou, China	An Analysis on Tourism Contract Lawmaking under China’s Civil Code	

Time		Subjects		
13 Nov.	15:10- 16:40	International Conference Part 10: Concurrent Session(Chinese session) Venue 24 : Room Yun Shang, 3rd.Floor, Overhead and Slide Projector, Screen, Video, Electronic Whiteboard		
		Speaker	Theme	Chair
		Zhu Qian-qian International Education Division Tourism College of Zhejiang, Hangzhou, China	On Promoting Regional MICE Industry by Shanghai World Expo UBPA Hangzhou Pavilion	Zhu Qian-qian International Education Division Tourism College of Zhejiang, Hangzhou, China / Yuan Zhimin Foreign Language Department Tourism College of Zhejiang China
		Zhang Chunli Department of Tourism Planning Tourism College of Zhejiang, Hangzhou, China	Study of Tourism Product for Tea Culture in Hangzhou	
		Zhang Su Department of Tourism Planning Tourism College of Zhejiang, Hangzhou, China	Analysis on the Development of Cultural Leisure Tourism Industry under Industry Convergence ——A Case Study of Hangzhou	
		Yuan Zhimin Foreign Language Department Tourism College of Zhejiang China	Further Discussion about the Impact of Cultural Differences on Transnational Tour	
		*Wen Yan Department of Tourism Planning Tourism College of Zhejiang China	Development of Aquatic Golden Tourist Track Based On Culture Leisure Angle— A Case Study Of Fuchun River	
		Sheng Zhijun Department Committee of Fuyang Sports Leisure China		

13, Nov.	16:40 –17:10	Coffee Break	3 rd and 4 th Floor Lobby Hangzhou Sunny Hotel, Hangzhou, China
13, Nov.	17:10 – 18:10	<p align="center">International Conference Part 11 General Free Discussion</p> <p align="center">Theme: Cultural Tourism : Beyond the Leap</p> <p align="center">Moderator</p> <p align="center">Yang Huo, Ph.D., CMP Hospitality & Tourism Management Woodbury School of Business Utah Valley University, USA</p> <p align="center">Commentators</p> <p align="center">1. Jon Griffin Donlon, Ph.D. School of Physical Education, Department of Sport and Leisure Management, Tokai University Japan</p> <p align="center">2. T.C. Chang Department of Geography National University of Singapore, Singapore</p> <p align="center">3. Sedef Doganer, Ph.D Assistant professor in the College of Architecture, University of Texas at San Antonio, USA</p> <p align="center">4. Dr. Alice Halsdorfer Senate Chancellery, Department of Cultural Affairs, Berlin, Germany</p> <p align="center">5. Shiunn-Der Kuo¹ Professor, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology, Taiwan</p>	Venue 1: Room Sunny I A/B 3 rd , Floor Hangzhou Sunny Hotel, Hangzhou, China
14, Nov.	08:30 -	<p align="center">International Conference Part 12</p> <p align="center">Tour around Hangzhou City</p>	Departure : Hangzhou Sunny Hotel, Hangzhou, China

Keynote Speakers, Commentators, Panelists, Moderators and Paper Presenters

No	Name	Paper Title	Affiliation
1	Dr. Günter Spreitzhofer, PhD	Lonely Planet Revisited: Aspects of hippie and yuppie backpacking impact in Southeast Asia	Department of Geography and Regional Research University of Vienna Austria/Europ
2	Toba Amirazodi	Ecotourism and Development Along with Comprehensive Functioning of Khark and Kharlcloo Islands	Head of theIslamic Azad University, Islamshahr Branch,Iran,
3	Gordon Nelson, PhD	Comparing Desert Tourism with Special Reference to Arizona and the United Arab Emirates	PhD(Waterloo),M.Arcch(McGill), CANADA
4	Amer Rghei, PhD		PhD(Waterloo),M.Arcch(McGill), CANADA
5	Snežana Besermenji,,	Believers on the territories of Central Serbia, Vojvodina and Bosnia and Herzegovina nad Faith-based Tourism	Department of Geography, Tourism and Hotel Management, Faculty of Natural Science, University of Novi Sad, Serbija.
6	Tatjana Pivac		
7	Miroslav Vujicic		
8	V. Rüya EHTİYAR,	A Research towards Measuring the Relation between Employees' Commitment to the Organization Superiors and Coworkers	School of Tourism and Hotel Management Akdeniz University, Turkey.
9	Ece ÖMÜRİŞ		
10	Aylin AKTAŞ ALAN*		
11	Dr Ali badragheh	Great Pole of Ecotourism and Geotourism in Persian Gulf. Qeshm Island	the Islamic Azad University, Islamshahr Branch, Iran.
12	Dr Toba Amirazodi		
13	Tatjana Pivac,	Possibilities for the Developoment of Wine Tourism by “Building” Wine Roads in Vojvodina	Faculty of Science, Department of Geography, Tourism and Hotel Industry Novi Sad, Serbia
14	Kristina Košić,		
15	Snežana Besermenji,		
16	VIJAYAKUMAR BABU, AVADHANULA	Tourist itinerary of Hyderabad, Andhra Pradesh-A Study in HR Management	Dept. of Ancient Indian History, Culture & Archaeology, Osmania University, India.
17	OMPRAKASH PILLAI		
18	LAKSHMI VASUDHA, ANUGONDA		
19	Sayyed khalil Sayyed	Investigation challenges and guidelines development rural tourism (case study: rural semnan province)	Geography and rural planning, Islamic azad University, branch firozkoh, Iran

No	Name	Paper Title	Affiliation
20	Ali pour		
21	Günter Spreitzhofer, PhD	International conference Part 2, Venue 1, Moderator	Department of Geography and Regional Research University of Vienna Austria/Europe
22	Gordon Nelson, PhD and Amer Rghei, PhD	International conference Part 2, Venue 1, Moderator	PhD(Waterloo),M.Arch(McGill) CANADA
23	Cemal Yükselen	The Process of Branding a City: Antakya as a Model	Faculty of Economics and Administrative Sciences Department of Business Administration İstanbul Arel University, Turkey
24	Emel Gönenç Güler		
25	R. Aysen Wolff		
26	Badaruddin Mohamed	The perceptions of stakeholders towards the designation of george town, penang as a world heritage site	School of Housing, Building and Planning, Universiti Sains Malaysia, 11800 Penang, MALAYSIA
27	Santy Lusiani		
28	Shida Irwana Omar		
29	Badaruddin Mohamed,	Holiday satisfaction: segmentation of international visitors in pahang, malaysia	School of Housing, Building and Planning, Universiti Sains Malaysia, 11800 Penang, MALAYSIA.
30	Mohd Fauzi Sukiman,		
31	Izatul Yussof		
32	Shida Irwana Omar		
33	Lisa Tung	International conference Part 2, Venue 2, Moderator	School of Hospitality, Tourism & Culinary Arts Taylors University College, Australia
34	Frederic Bouchon	International conference Part 2, Venue 2, Moderator	School of Hospitality, Tourism & Culinary Arts Taylor's University College, Malaysia
35	Hao-Te LU (Correspondence)	Exploring the Roles of Service Scape and Trust in Chinese Restaurants in Taiwan	Swansea University, UK
36	Richard Warr		
37	Flávio de São Pedro Filho, Doctor	Sustainable Management of Family Business: A Case Study Focusing the Indigenous Ecotourism to be Managed by Paiter Surui People, in the Region of Cacoal, Rondonia State (Brasil)	Fundação Universidade Federal de Rondônia / Departamento Acadêmico de Administração / Centro de Pesquisa e Desenvolvimento em Gestão da Inovação e Tecnologia , Brasil
38	Chia, Ping Fong,	The Relationship of Multi-dimensional Accessibility to Gambling: the case Study of Kluang Town Chinese Gamblers' Malaysia	School of Tourism, Events and Recreation Taylor's University College, Malaysia
39	NG, Siew Cheng		

No	Name	Paper Title	Affiliation
40	Dr. Polyxeni Moira	International conference Part 2, Venue 3, Moderator	Professor Sociology of Tourism Department of Tourism Industry Management Technological Education Institute of Piraeus, Greece
41	Badaruddin Mohamed	International conference Part 2, Venue 3, Moderator	School of Housing, Building and Planning, Universiti Sains Malaysia, 11800 Penang, MALAYSIA.
42	Mostafa Ghadami	How do think the Host and Guest in the Framework of Sustainability A Case of: The City of Chalous,Iran	Dep. of Geography and urban planning, University of Mazandaran, Iran
43	Samira Alizadeh		
44	Dr Ali Badragheh	A study of ecotourism attractions Qeshm Island and a division of tourism attractions according to the types of sources by presentation of the GIS maps and introducing management techniques	the Islamic Azad University, Islamshahr Branch, Iran.
45	DrToba amirazodi		
46	Hoda Karimipour	Introduction to a Framework for Assessing Tourism Potential	Conservation of Iranian Wetlands Project Assistant UNDP-Gov. I.R. Iran Joint Projec Iran
47	Yadollah Karimipour		
48	Sedef Doganer, PhD	International conference Part 2, Venue 4, Moderator	University of Texas at San Antonio, College of Architecture USA
49	Chia, Ping Fong	International conference Part 2, Venue 4, Moderator	School of Tourism, Events and Recreation, Taylor's University College, Australian.
50	Shiunn-Der Kuo1	The Study of Hakka Image applications in Hakka's Food Packaging Design	Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology, Taiwan.
51	Hui-Ping Chen		
52	Jeng-Shian Chiou		
53	Tzyy-Lin Bau		
54	Khalilah Zakariya	Walking through Night Markets: A Study on Experiencing Ordinary Urban Culture	Kulliyyah of Architecture & Environmental Design, International Islamic University Malaysia Malaysia
55	Dr. Sue Anne Ware		
56	Benxiang Zeng	International conference Part 2, Venue 5, Moderator	Charles Darwin University, PO Box 795, Alice Springs, NT 0871 Australia

No	Name	Paper Title	Affiliation
57	Khalilah Zakariya	International conference Part 2, Venue 5, Moderator	Kulliyyah of Architecture & Environmental Design, International Islamic University Malaysia (PhD Student, School of Architecture & Design, RMIT University, Melbourne) Australia
58	.Dr. Benxiang Zeng	Contribution of Indigenous Culture to Tourism Development: A Case in Central Australia	Charles Darwin University, Australia
59	Rolf Gerritsen ^A		
60	Natalie Stoeckl ^B		
61	Che-Chao Chiang,	A Cross-Cultural Comparative Study of Cultural Characteristics and Information Search Behaviours of Business Travellers	Department of Sport Health and Leisure, Cheng Shiu University, Taiwan
62	Min-chi Chang,		
63	Po-Tsang		
64	Fu-Ming Chiang		
65	Mohd Fadil Mohd Yusof	Working in the Hospitality Industry: Perceptions from the tourism students at the University in Malaysia	Faculty of Entrepreneurship and Business Universiti Malaysia Kelantan (UMK) Malaysia
66	Ghazali Ahmad		
67	Ali Emre SARILGAN	Impact of Low Cost Carriers in Turkish Tourism	School of Civil Aviation, Anadolu University Anadolu Universitesi Sivil Havacilik Yuksekokulu Iki Eylul Kampusu, Eskisehir/ TURKEY
68	Mohhidin Othman (PhD)*,	How Servicescape Affects Diners' Satisfaction And Their Behavioral Intentions In Family Chain Restaurants: A Malaysian Experience	Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia, 43400 Serdang, Selangor, MALAYSIA.
69	Bahar Goodarzirad		
70	Muhammad Shahrin Abdul Karim (PhD)		
71	Chan Ngai Weng, PhD	International conference Part 2, Venue 6, Moderator	School of Humanities Universiti Sains Malaysia, 11800 Penang, Malaysia
72	Mohhidin Othman (PhD)*	International conference Part 2, Venue 6, Moderator	Department of Food Service and Management, Faculty of Food Science and Technology, Universiti Putra Malaysia
73	S.C.BAGRI	Managing And Developing Cultural Tourism Products For Ecotourism Promotion In Uttarakhand, India	CENTRE FOR MOUNTAIN TOURISM & HOSPITALITY STUDIES HNB GARHWAL UNIVERSITY, INDIA.
74	A.SURESH BABU		
75	YAOLUNG J. HSIEH	Marketing Strategies of Hot Springs Resorts in Taiwan: A Case Study	Department of Risk Management and Insurance, College of Commerce, National Chengchi University, No. 64, Sec. II, Chihnan Rd., Wenshen District, Taipei, Taiwan,

No	Name	Paper Title	Affiliation
76	Yang Huo, Ph.D., CMP	International conference Part 7, Venue 7, Moderator	Hospitality & Tourism Management Woodbury School of Business Utah Valley University 800 West University Parkway Orem, Utah 84058 USA
77	Dr Tatjana Pivac	International conference Part 7, Venue 7, Moderator	Faculty of Science, Department of Geography, Tourism and Hotel Industry Novi Sad, Serbia
78	Chan Ngai Weng, PhD	Challenges Of Conservation Of Natural Heritage For Ecotourism In Kinabalu Park, Malaysia	School of Humanities Universiti Sains Malaysia, 11800 Penang, Malaysia
79	Ahmad Reza Sheikhi	The Role of Iran's National Archaeological Museum in Cultural Tourism and Urban Development: A Case Study.	Graduated in Geography and tourism planning of Islamic Azad University (Research and Science Branch, Iran.
80	Gulzamira D. Ussenbayeva	Present status and perspectives of further tourism development in Almaty city, Kazakhstan	Department of International Tourism Management Kazakh Ablai khan university of international relations and world languages, Kazakhstan.
81	Gulmira Zh. Yeshmuratova		
82	Ying-Ying Liao,	Influence of Chinese cultural values on service quality dimensions	Kent Business School, University of Kent, Canterbury, CT2 7PE, UK.
83	.Ebrahim Soltani		
84	Dan Petrovici		
85	Carol Teo Boon Chui	International conference Part 7, Venue 8, Moderator	Faculty of Business Management Universiti Teknologi MARA Malaysia Malaysia
86	Olomo Jerome Abiola MBA M.Sc	International conference Part 7, Venue 8, Moderator	Senior Lecturer and Head of Department Dept of Hospitality Leisure and Tourism Management, Federal Polytechnic Ede, Nigeria.
87	Frederic Bouchon, Lisa Tung	Negotiating Tourism And Urban Development In Contested Heritage Area. A Study Of The Historical Nucleus Of Kuala Lumpur.	School of Hospitality, Tourism & Culinary Arts, Australian. Taylor's University College, Malaysia
88	Tau Sian Lim		
89	Mr. Sc. Bedri Millaku –PhD Candidate	Natural values of the Sharr Mountain as possible the potential for developing tourism	MA- Vyrtyt Hasani- ISES Universum Pristine, Republic of Kosovo, Yugoslavia.
90	Carol Teo Boon Chui	Exploring Hedonic And Status Appeals Of Vacation Among Malaysian Female Travellers And Implications On Marketing	Faculty of Business Management Universiti Teknologi MARA Malaysia 40450, Shah Alam, Selangor, Malaysia
91	Samsinar Md Sidin		
92	Olomo Jerome Abiola MBA M.Sc	Tourism and Environmental Sustainability	Dept of Hospitality Leisure and Tourism Management Federal Polytechnic Ede P.M.B 231, Ede, Osun State, Nigeria
93	Yaolung J. Hsieh	Night Markets and Tourism: Marketing and Public Policy Implications	National Chengchi University Department of Risk Management and Insurance, College of Commerce, National Chengchi University No. 64, Sec. II, Chih-nan Rd., Wenshen District, Taipei, Taiwan
94	Bingfei E. Wang		
95	Prof. Abdul Hamid bin Mohamed	Gaming and Tourism the Industry Malaysia : To Gamble or Not to Gamble	Universiti Malaysia Kelantan Kota Bharu, Malaysia
96	.Dr. Naila Aaijaz		

No	Name	Paper Title	Affiliation
97	Badaruddin Mohamed	International conference Part 7, Venue 9, Moderator	School of Housing, Building and Planning, Universiti Sains Malaysia, 11800 Penang, MALAYSIA
98	Aaron Kofi Badu Yankholmes	International conference Part 7, Venue 9, Moderator	School of Hotel and Tourism Management, The Hong Kong Polytechnic University
99	T.C. Chang	Experiential Marketing of 'YourSingapore': Mediating Personal Experiences with Place Expectations	Department of Geography National University of Singapore 1 Arts Link, Singapore
100	Choi Kyung-Eun		
101	Aaron Kofi Badu Yankholmes	Host Community Reactions To Tourism Development In Former Transatlantic Slave Trade Sites	Universidad de Deusto, Bilbao Spain
102	Chen Jui Ling,	The Supply Chain Analysis of Food Industry in Liudui Area of Taiwan	Student, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science & Technology. Taiwan.
103	Yuan-Kuang Guu		
104	Shiunn-Der Kuo		
105	Anderson Ngelambong,	The Effectiveness Of The Internet As A Tourism Marketing Channel For Youth Travellers	Faculty of Hotel & Tourism Management, University Technology of MARA, Jalan Permatang Pau, 13500, Pulau Pinang, Malaysia
106	.Nina Farisha Isa,		
107	Dahlan Abdullah		
108	Jazira Anuar		
109	Dr. Dimitrios Mylonopoulos,	The Greek-Russian tourism relations. Case study of the Greek Tourism Office in Moscow	Tourism Law Department of Tourism Industry Management Technological Education Institute of Piraeus / Greece
110	Eftychia Aivaliotou		
111	Dr. Polyxeni Moira		
112	Ying-Ying Liao	International conference Part 7, Venue 10, Moderator	Kent Business School, University of Kent, Canterbury, CT2 7PE, UK.
113	Goodluck Elisha Mdumi	International conference Part 7, Venue 10, Moderator	Tourism Officer (BA in Cultural Anthropology and Tourism) Ministry of Natural Resources & Tourism in Tanzania Tourism Division Tanzania
114	Dr. Polyxeni Moira,	Sociological approaches on cruising. Case studies in cruising the Aegean Sea and the Eastern Mediterranean	Sociology of Tourism Department of Tourism Industry Management Technological Education Institute of Piraeus, Greece
115	Dr. Dimitrios Mylonopoulos,		
116	Konstantia Kourouchelaki (MSc)		
117	Dr. Spyridon Parthenis		
118	Ghazali Ahmad,	Culture and Network Relationships in Small Business in Tourism Sector	Universiti Malaysia Kelantan Locked Bag 36, Pengkalan Chepa, 16100 Kota Bharu Kelantan, MALAYSIA
119	Mohd Fadhil Mohd Yusof		
120	Abdul Aziz Ab. Latif		
121	Himayatullah Khan, Professor	Valuation of Non-Market Amenities from Environmental Resources: The Case of two National Parks in Northern Pakistan	Institute of Development Studies KPK Agricultural University Peshawar-25000, Pakistan
122	Chang Liu	Safeguarding and Managing Intangible Cultural Heritage: A Case Study on the Sustainable Development of Taoist (Daoqing) Shadow Theatre in Huanxian, China.	PhD student in World Heritage Studies Department of World Heritage Studies Brandenburg University of Technology Cottbus, Germany
123	Goodluck Elisha Mdumi	Potentials of Cultural Heritage Tourism to the Economy	Tourism Officer (BA in Cultural Anthropology and Tourism) Ministry of Natural Resources & Tourism in Tanzania Tourism Division
124	Dr. Gundula Fischer	International conference Part 7, Venue 11, Moderator	Department of Cultural Anthropology and Tourism Tumaini University Tanzania
125	Adeleh Nejati	International conference Part 7, Venue 11, Moderator	Miami University, OH, USA

No	Name	Paper Title	Affiliation
126	Anderson Ngelambong,	Authenticity In Cultural Tourism Destination: International Tourists' Motivation, Experience And Expectation	Department & affiliation: Faculty of Hotel and Tourism Management, University Technology of MARA, P.Pinang Malaysia
127	Silverina Anabelle Kibat,		
128	Johanna Adlin Ahmad		
129	Nina Farisha Isa		
130	Dr. Gundula Fischer	Gender and Employment in the Tanzanian Hospitality Industry: Results from a Case Study in Mwanza	Department of Cultural Anthropology and Tourism Tumaini University Iringa University College Box 200 Iringa, Tanzania
131	Phd Baki Koleci,	Environment as an important factor in managing the improvement of the Tourism in Kosovo	Fon University, Republic of Macedonia, Yugoslavia
132	Mr.Sc. Ymer Raci		
133	Mr.sc. Bedri Millaku		
134	Adeleh Nejati	Spirituality, Health and Architecture :With Respect to Stress	Miami University, OH, USA 4566, Fellows St., Union City, CA, 94587 USA
135	Dieter Semmelroth	International conference Part 9, Venue 12, Moderator	TUI AG, Germany
136	Dr. Richa Malhotra	International conference Part 9, Venue 12, Moderator	Associate Professor College of Vocational Studies University of Delhi New Delhi, India
137	Barbara Marcotulli	Experience Rome. How To Transfor An Art City Into A Cultural Tourism Lab	(Promoroma – Special Agency Rome CCIAA) project manager Italy
138	Andrea Granelli		
139	Marco Ceccobelli		
140	Dr. Kranti P. Sawarkar	New Avenues In Preservation Of Cultural Heritage Rural Tourism In India – A Case Study	Indian Railway Catering and Tourism Corporation (IRCTC) Asst. Manager (Tourism), Rail Tourism Facilitation Centre, Ground Floor, STC Building, 1, Tolstoy Marg, New Delhi India
141	Subodh Kumar Mishra		
142	WATANABE, Yasuhiro	Commercialization of Owara bon dance	Faculty of Art and Design, University of Toyama, Japan B2-12 Godo Shukusha, 480-1 Tsuno, Takaoka-shi Toyama-ken 933-0007, Japan
143	Aluísio Finazzi Porto	Tourism and culture: foreign perspectives on the carnival of Brazil	Universidade Federal de Ouro Preto – M.G. - Brazil Rua João Meneghel, 340- São Bernardo do Campo Brasil-
144	Sheikh Md. Monzurul Huq	Natural Resources, Community Empowerment and Participatory Tourism Development in Bangladesh	Professor, Department of Geography and Environment, Jahangirnagar University, Savar, Dhaka-1342, BANGLADESH.
145	Ho, Kin Chung Louis	International conference Part 9, Venue 13, Moderator	Humanities Programme, Hong Kong Baptist University Hong Kong
146	Hongyan Jia	International conference Part 9, Venue 13, Moderator	(PhD, Associate Professor) Department of Tourism, School of Humanity South East University, China.
147	Dieter Semmelroth	Local tourism versus a proposed beachside power plant -The successful fight of the people of Nuweiba / Egypt	TUI AG Karl-Wiechert-Allee 4 D-30625 Hannover Germany
148	Marek W. Kozak	Lost opportunities? Historical residences in South-Western Poland	Centre for European Regional and Local Studies EUROREG, University of Warsaw Krakowskie Przedmiescie 30, 00-927 Warszawa, Poland

No	Name	Paper Title	Affiliation
149	Ho, Kin Chung Louis	My Blockbuster, Your Promotion?: A case study of international blockbuster exhibitions at the Hong Kong Museum of Art	Humanities Programme, Hong Kong Baptist University Humanities Programme Office, Rm 1010B, OEN Sing Heng Campus, HKBU, 224 Waterloo Road, Kowloon Tong, Hong Kong
150	Dr. Monika Vij	Need for RS and GIS Based – Risk Assessment, Preparedness and Prevention of Crowd Disasters : A case study of Religious Tourism in India.	Associate Prof. of Geography Miranda House Delhi University, Delhi India
151	Shih-Ming Ou	Adjusting Recreation Specialization Investments to Develop a Tourism Destination	Institute of Technology Management, Chung-Hua University, 707, Sec.2, WuFu Rd., Hsinchu, Taiwan
152	Chung Chang		
153	Zong-Wei Zhu		
154	Dr. Alice Halsdorfer	International conference Part 9, Venue 14, Moderator	Senate Chancellery, Department of Cultural Affairs, Berlin
155	Ali Emre SARILGAN	International conference Part 9, Venue 14, Moderator	School of Civil Aviation, Anadolu University Anadolu Universitesi Sivil Havacilik Yuksekokulu Iki Eylul Kampusu, Eskisehir/ TURKEY
156	Hongyan Jia (PhD, Associate Professor)	Tourism Development Models and the Creative Turn of Intangible Cultural Heritage: the case of Suzhou	Department of Tourism, School of Humanity South East University Jiulonghu, Nanjing, Jiangsu Province P.R. China
157	Irfan Ozcan,	Byzantine Monuments In Mediterranean In The Light Of Cultural Heritage : Turkey Sample	Faculty of Economics and Administrative Sciences Akdeniz University, Turkey
158	Sevcan Yıldız		
159	Pınar Celik*		
160	Paola Juarez Banda	Existential Tourism : Preserving the Local Culture and Architecture through a Facility for Missionary Activities in Peru's Highlands	College of Architecture, UTSA, USA
161	Sedef Doganer		
162	Li Jian	Factors Influencing Tourists' Satisfaction of Cross-Cultural Experience ----- Survey on Chinese Visitors' Satisfaction at Shanghai Expo	Tourism School, Shanghai Normal University 500 Haisi Road, Fengxian District, Shanghai, China
163	Dr. Alice Halsdorfer	Tourism As A Means For The Rapprochement Of Cultures – New Aims And Strategies	Senate Chancellery, Department of Cultural Affairs, Berlin Französische Str. 27d, 10117 Berlin, Germany
164	Jon Griffin Donlon, Ph.D.	International conference Part 9, Venue 15, Moderator	School of Physical Education, Department of Sport and Leisure Management, Tokai University, JAPAN.
165	Hitoshi Nishino, Ph.D.	International conference Part 9, Venue 15, Moderator	School of Physical Education, Department of Sport and Leisure Management, Tokai University, JAPAN.
166	Roozbeh Babolian Hendijani	Identification of Food Image Factors – The Case of Malaysian Food	Department of Food Service & Management Universiti Putra Malaysia, Malaysia
167	Boo Huey Chern		
168	Yumiko NANAUMI	UNESCO's 2003 Convention: its implications to communities as a process to recreate the intangible cultural heritage	Department of Intangible Cultural Heritage National Research Institute for Cultural Properties, Tokyo 13-14 Ueno Koen, Taito-ku, 110-8713 Japan
169	Ya-Fen Lee	An Investigation on Leisure Needs for Bicycle Lane using Two-Dimensional Quality Model	Department of Leisure Recreation and Travel Management, Toko University Mailing address: No.51, Sec. 2, Syuefu Rd., Puzih City, Chiayi County 61363, Taiwan.
170	Yun-Yao Chi		
171	Aihua Lu Ph.D.	On the “Trinity” of the Artistic Conceptualization of the Classic Chinese Garden	Associate Professor Department of Tourism School of Humanity Southeast University Jiangning, Nanjing 211189, China

No	Name	Paper Title	Affiliation
172	Aliah Hanim Mohd. Salleh,	Marketing The Malaysian Brand Of Higher Education: Does Country Image Matter?	UKM-Graduate School of Business, Universiti Kebangsaan Malaysia (National University of Malaysia) Malaysia
173	Norjaya Mohd. Yasin		
174	Norzalita Abd. Aziz		
175	Ahmad Azmi Mohd. Ariffin		
176	Ya-Fen Lee	International conference Part 9, Venue 16, Moderator	Department of Leisure Recreation and Travel Management, Toko University, JAPAN.
177	Zeliha Eser	International conference Part 9, Venue 16, Moderator	Baskent University, Faculty of Business Administration Baskent University, Ankara, Turkey
178	Chin-Huang Huang	Estimating Recreational Benefits and Environmental Effects for the Amenities of Flowers Industry	Department of Sport Management National Taiwan College of Physical Education No.52-16, Sec, 3, Syuefu. Rd., Putzu City, Chiayi County, Taiwan
179	Nina Farisha Isa		Hotel Management Lecturer Faculty of Hotel and Tourism Management Universiti Teknologi Mara Pulau Pinang Malaysia
180	Jon Griffin Donlon, Ph.D.	Heritage Tourism Performances, Cultural Identity, and Recovery from Natural and Man-Made Disasters	School of Physical Education, Department of Sport and Leisure Management, Tokai University, 1117 Kitakaname, Hiratsuka, Kanagawa, 259-1292 Japan
181	Hitoshi Nishino, Ph.D.		
182	Mizan Bin Hitam (Datuk Prof. Madya Dr.),	Analysing Core Determinants of Interactive Media Use Behaviour at Melaka UNESCO World Heritage Site	(Director), Universiti Teknologi Mara Kampus Melaka KM 26, Jalan Lendu 78000 Alor Gajah Melaka MALAYSIA
183	Mohd Hasrul Yushairy,		
184	Amiruddin Ahmad,		
185	Mohd Saiyidi Mokhtar Mat Roni		
186	Ahmad Khairuman Md Hasim		
187	Mehdi Ramezanzadeh lasbooyee	International conference Part 10, Venue 17, Moderator	Ph.D. Candidate of Geography and Rural Planning, University of Tehran, Iran
188	Faizah Abdul Rahim	International conference Part 10, Venue 17, Moderator	Rokiah Bt. Mohammad Institute of Business Excellence & Faculty of Business Management
189	Zeliha Eser	Performance Outcomes Of Interorganizational Trust In Franchisor And Franchisee Relationships: The Case Of Fast-Food Restaurants In Turkey	Baskent University, Faculty of Business Administration Baskent University, Ankara, Turkey
190	Sezer KORKMAZ (PhD)	The Influence Of Image Enhancement Processing In Marketing Nations: The Analysis Of Image Concept Upon Turkish-Chinese Relations	Gazi University Faculty of Commerce, Turizm and Education Golbasi Kampusu Ankara- Turkey
191	Zholdasbekov Abdimanap Abdrazakovich	Problems of tourism developing in Kazakhstan	Professor, Doctor of pedagogical sciences Mamadiyarov Marat Duisenovich, Candidate of geographical sciences Kazakhstan
192	Kurmasheva Moldir Bizhigitovna		
193	Zholdasbekov Abdimanap Abdrazakovich,	Peculiarities of training tourism managers in Kazakhstan	Professor, Doctor of pedagogical sciences, South Kazakhstan State University named after M.Auezov Kazakhstan
194	Abuov Amirekul Ergeshuly		
195	Mamadiyarov Marat Duisenovich		
196	Dr. Naser. Aligholizadeh Firoozjaie	International conference Part 10, Venue 18, Moderator	Department of Geography, University of Payam-e Noor, Iran

No	Name	Paper Title	Affiliation
197	Lisa Tung Pei Pei	International conference Part 10, Venue 18, Moderator	Senior Lecturer School of Tourism, Events and Recreation Taylor's University College, MALAYSIA.
198	Dr. Seyyed Ali Badri,	Tourism Development and Physical Environmental Changes in Rural Areas: A Case Study of Golijan County of Tonekabon Township	Assistant Prof., Department of Human Geography, University of Tehran, Iran
199	Mehdi Ramezanzadeh lasboyee		
200	Mehdi Sarkhosh		
201	Mehdi Ramezanzadeh lasboyee,	The Future of Second House Tourism in the North of Iran: The Mountainous Areas of Tonekabon Township	Ph.D. Candidate of Geography and Rural Planning, University of Tehran, Iran
202	. *Dr. Sayyed Ali Badri		
203	Zahra heydari		
204	Yi, Jeong Duk	Urban Tourism and Redevelopment of the Korean Traditional Housing Area (Hanok Village) in Jeonju City	The Institute of Rice, Life and Civilization, Chonbuk National University. 561-756 Dept. of Archaeology and Cultural Anthropology, Chonbuk National University, Jeonju, Korea
205	Min, Sul Ki		
206	NGUYEN THI PHUONG LAN	Festival's Efficiency in Preserving the Cultural Heritages – Hue Festival Case	University Vietnam
207	Sedef Doganer, Ph.D	International conference Part 10, Venue 19, Moderator	Assistant professor in the College of Architecture, University of Texas at San Antonio, USA
208	Judith Ruvuna	International conference Part 10, Venue 19, Moderator	Assistant professor in the College of Architecture, University of Texas at San Antonio, USA
209	Faizah Abdul Rahim	Tourism Development Board of Malaysia Promotional Campaign “Cuti-Cuti Malaysia”	Rokiah Bt. Mohammad Institute of Business Excellence & Faculty of Business Management Universiti Teknologi Mara, 40000, Shah Alam, Selangor, Malaysia.
210	Dr. Naser. Aligholizadeh Firoozjaie	Assessing capacities of rural areas for tourism development, on the basis of tourists point of view in Ramsar township, Iran.	Department of Geography, University of Payam-e Noor, Iran
211	Dr. Unal Battal	Build-Operate-Transfer (Bot) Airport Terminals In Turkey And Contribution Of Turkish Tourism	Anadolu University Civil Aviation School Anadolu University, Civil Aviation School, İki Eylül Campus, Eskişehir/ TURKEY
212	Lisa Tung Pei Pei,	Awareness Of Heritage Trail In Kuala Lumpur: Information Source And Visiting Intention Of Domestic Visitors According To Races	Senior Lecturer School of Tourism, Events and Recreation Taylor's University College Taylor's Lakeside Campus No. 1, Jalan Taylor's, 47500 Subang Jaya Selangor Darul Ehsan, MALAYSIA.
213	Lim Tau Sian		
214	Frederic Bouchon		
215	T.C. Chang	International conference Part 10, Venue 20, Moderator	Department of Geography National University of Singapore Singapore
216	Hamid Nakhaie	International conference Part 10, Venue 20, Moderator	Islamic Azad University Mahan center Iran
217	Mohammad Reza Rezvani	Renovation of Historic Villages and Cultural Tourism Development in Iran	Associate Prof. of Department of Human Geography, University of Tehran Faculty of Geography, St. Enghelab, Ave. Ghods, Tehran, Iran
218	Nada Andonovska	From Successful Promotion of Culture to Sustainable Tourism Development	Museum of Macedonia – Marketing and Public Relations Department Curciska bb, 100 Skopje, R. Macedonia
219	Sazdov Kostadin		
220	Sedef Doganer, PhD	Cultural Sustainability As The Means To Improve	University of Texas at San Antonio, College of

No	Name	Paper Title	Affiliation
221	Saadet Toker Beeson, PhD	Tourism Potential: San Antonio, Texas	Architecture, 501 W Durango Blvd, San Antonio, TX-78207 USA
222	Nicole Shipton	International conference Part 10, Venue 21, Moderator	Professor Tourism and Leisure Management Dept, Induk University, S.korea
223	Gang-Haon, Jeong	International conference Part 10, Venue 21, Moderator	Tourism and Event Management Department, Mail Address: No.339, 21 Century Building, PaiChai University, Seogu, Daejeon, Korea
224	Anahita Malek Mohammadi	Overview of MICE Industry in Malaysia: Size & Significant	Doctoral Scholar, School of Housing, Building and Planning, Universiti Sains Malaysia. Malaysia
225	Professor Badaruddin Mohamed		
226	Dr. Hassan Esmaeilzadeh,	Nowrooz Tide, A Tool to Develop Cultural Tourism	Assistant Professor in Geography Department, Oroomieh Payaame Noor University, Iran
227	Yaghoob Esmaeilzadeh		
228	Judith Ruvuna	Making A Case For Adaptive Reuse As A Strategy To Revitalize And Generate Urban Tourism In Post Industrial Cities	M.Arch, San Antonio, USA
229	Sedef Doganer, Ph.D		
230	Tovraj Rahimi	The role of traditional gardening and gardens in attracting tourists	Islamic Azad University shahre ghods (shahriyar) Branch, IRAN.
231	Hamid Nakhaie		
232	Shiyar Ismail	International conference Part 10, Venue 22, Moderator	School of Tourism, Event & Recreation, Taylors University College, Malaysia Malaysia
233	Dr.S.K.Gupta	International conference Part 10, Venue 22, Moderator	Associate Professor, Centre For Mountain Tourism & Hospitality Studies, H.N.B.Garhwal University Chauras Campus India
234	Jeily Iranmanesh	Study And Analysis Of The Role Of Resortation Of Historical Monuments In Development Of Tourism	Technical and Vocational College Sama, Kerman Iran
235	Hamid Nakhaie		
236	Majid Zeynali Nejad	The Role of Learning English as the Lingua Franca of the World in the Development of Tourism	Islamic Azad University Kerman Branch Iran
237	Hamid Nakhaie		
238	Hamid Nakhaie	Management Problems about Shopping Places and Development of Tourism	Islamic Azad University Mahan center Iran
239	Amin heydari nejad		Technical and Vocational College Sama, Kerman Iran
240	Asma Esmail Zadeh		Islamic Azad University Bardsir Branch, Iran.
241	Hamid Nakhaie	The Effect of Tourism on the Prevention of identity Crisis	Islamic Azad University Mahan center, Iran.
242	Asma Esmail Zadeh		
243	Yusuf Sengur	New Regional Air Services And Impacts To Tourism: Turkey Case	Air Transportation Management Department School of Civil Aviation Anadolu University Turkey
244	M. Salmanian	Tourism Target Villages of Semnan Province and Its Role in Rural Development and Employment	MA in Semnan "cultural heritage, handicraft and tourism organization", MA student in tourism planning Azad university Iran
245	M. Mohamdkhani		

No	Name	Paper Title	Affiliation
246	KANG Bao-ling	International conference Part 10, Venue 23, Moderator	Tourism Planning Department Tourism College of Zhejiang, Hangzhou, China
247	Liu Jia-long	International conference Part 10, Venue 23, Moderator	Department of Tourism Planning Zhejiang Tourism College, Hangzhou, China
248	Nicole Shipton	Promoting destination image through cultural interaction and dialogue: A case study of the Korea Foundation's European Educators' workshop 2009.	Tourism and Leisure Management Dept. Induk University Wolgye-dong, Nowon-gu Seoul, South Korea
249	Rosalind J L Sia	Culture Product for Sarawak Tourism	Tourism Planner/Town Planner Land and Survey Department, Kuching, Sarawak, Malaysia
250	Lawrence S K Tseu, PhD		
251	Dr. Hidar Lotfi	Tourism - Infinite Wealth	Dean of tourism planning and political geography Azad university of Garmsar Iran
252	Arezo. Golkar		
253	Jafar. Safakhah		
254	Maryam. Salmanian		
255	Dr. Heydar. Lotfi,	Tourism Target Villages of Semnan Province and Its Role in Rural Development and employment	Dean of tourism planning and political geography Azad university of Garmsar Iran
256	Maryam. Salmanian		
257	M. Mohamdkhani		
258	Hong Chul LEE	Media reporting on destination image: time series analysis influencing Koreans' travel to Australia	University of South Australia School of Management, University of South Australia, Adelaide 5000, Australia
259	Michael J. GROSS		
260	Sang Ho LEE		
261	Zhu Qian-qian	International conference Part 10, Venue 24, Moderator	International Education Division Tourism College of Zhejiang, Hangzhou, China
262	Yuan Zhimin	International conference Part 10, Venue 24, Moderator	Foreign Language Department Tourism College of Zhejiang, China.
263	Hong Chul LEE	The Tourism Destination Image Formation Process: South Korean Package Tourists Travelling to Australia	University of South Australia School of Management, University of South Australia, Adelaide 5000, Australia
264	Michael J. GROSS		
265	Shiyar Ismail	A study on the brand image of the Maldives as a tourist destination	School of Tourism, Event & Recreation, Taylors University College, Malaysia
266	Rajesvare Rada		
267	Dr.S.K.Gupta,Associate Professor	Kumbh Mela, in India, the World's Biggest Religious Festival and its Modern Makeover: A Study of Kumbh Mela, 2010, Haridwar	Centre For Mountain Tourism & Hospitality Studies, H.N.B.Garhwal University Chauras Campus, At-Chauras P.O:Kilkileswar Via:Kirtinagar Dist:Tehri ,Uttarakhand India
268	Sunglag, Lim	Conference Organizer, World Cultural Tourism Association	Dept. of Tourism Management Honam University, S.Korea
269	Yu Gaoyan	WCTA Conference Staff	Dept. of Tourism Management Honam University, S.Korea
270	Vale Jalali	The Study Of The Roll Of Opaque And Transparent Words In The Development Of The Cultural Tourism	Islamic Azad University Bardsir Branch, Iran.
271	Leily Iranmanesh		
272	Vale Jalali	The study of linguistic compounds and their meanings in the development of tourism	Islamic Azad University Bardsir branch, Iran.
273	Hamid Nakhaie		
274	Mohsen Ranjbar	Rejuvenating Silk Road's route as a symbol of civilization and its role in sustainable tourism (Case study: Iran)	Scientific staff member Islamic Azad University of Shahre Rey Branch, IRAN.
275	Rahim Sarvar		

No	Name	Paper Title	Affiliation
276	Yeo, Young-sook	Organizing Committee	Dept. of Tourism management Honam University, S.Korea
278	Wie, Hyun-sook	Secretary, World Cultural Tourism Association	World Cultural Tourism Association Honam University, S.Korea
279	Dr. Richa Malhotra	Managing Cultural Pluralism and Heritage: A Case study of Chanderi	College of Vocational Studies University of Delhi New Delhi, India
280	Fariborz Aref	Barriers of Tourism Industry in Local Communities of Shiraz, Iran	Dept. of Social and Development Science, Faculty of Human Ecology Putra University, Malaysia
281	Asnarulkhadi Abu Samah		
282	Prof. Sung-chaе, Jung Ph.D.	Opening Address	President World Cultural Tourism Association
283	Wang Kunxin	Opening Address	Tourism College of Zhejiang Hangzhou, China
284	Mike Y. K. Guu, PhD	Opening Address	Professor & President NPUST, Pingtung, Taiwan
285	Dr. Luis de Borja Solé	Opening Address	President CETA University College of Tourism, Spain
286	Prof.Dr. Murat Barkan	Opening Address	Rector Yaşar University, İzmir Turkey
287	Professor Nicholas T.A. Bangu,	Opening Address	Provost, Tumaini University at Iringa, Tanzania
288	H.John Harker, LL.D.	Opening Address	President&Vice-Chancellor Cape Breton University, Canada
289	Bishimbayev Valikhan Kozykeyevich	Opening Address	Rector South Kazakhstan State University named after M.Auezov, Shymkent, Kazakhstan
290	Alan Williams	Opening Address	Managing Director Australian School of Tourism and Hotel Management. Perth, Western Australia
291	Vrizidis, Lazarus, Ph.D.	Opening Address	President Technological Education Institute of Piraeus Greece
292	Prof. Dr. Miroslav Verkovic	Opening Address	Rector University of Novi Sad Member of Conference Organizing Committee Serbia
293	Mohsen Ranjbar	Rejuvenating Silk Road's route as a symbol of civilization and its role in sustainable tourism (case study: Iran)	Scientific Staff Member Islamic Azad University of Shahre Rey Branch Iran.
294	Rahim Sarvar		
295	Yu Song	Commoditization and the Effectiveness of Promoting Patriotism through Lincoln Heritage Attractions	Title: Ph. D. student Department and Affiliation: The Department of Recreation, Sport and Tourism, University of Illinois at Urbana-Champaign 104 Huff Hall, 1206 South Fourth St., Champaign, IL 61820, USA,
296	Rahim Sarvar	Tourism attractions of cultural rose and rose water making method in Kashan	Associated Prof, Department of Geography in Islamic Azad University- Shahre Rey Branch, Iran.
297	Mohsen Ranjbar		

No	Name	Paper Title	Affiliation
298	Angel H. Espiritu III, Ph.D	MASLOW’S HIERARCHY OF NEEDS AND THE FILIPINO WORKFORCE IN THE SPA INDUSTRY	Department of Tourism, Events and Recreation Taylor’s University College, Taylor’s Lakeside Campus, Malaysia.
299	MD Mozammel Hoq	Determining the Intangible Cultural Heritage of Bangladesh with Special Reference to Comilla District and Investigate the Gradual Degradation of its Glories	Dept. of Archaeology Jahangirnagar University Savar, Dhaka, Bangladesh
300	Ali Emre SARILGAN	Importance of Airline Industry for Turkish Tourism	School of Civil Aviation, Anadolu University Anadolu Universitesi Sivil Havacilik Yuksekokulu Iki Eylul Kampusu, Eskisehir/ TURKEY
301	Yang Huo, Ph.D., CMP	Meeting Planner’s Perception on Asian Convention Destination Attributes	Hospitality & Tourism Management Woodbury School of Business Utah Valley University 800 West University Parkway Orem, Utah 84058 USA
302	ZHANG Hua	Approach for Revitalizing Wenzhou Yongchang Castle— Restoration and Tourism Development Based on Multi-culture Resource	College of Tourism and Healthcare , Zhejiang Agriculture and Forestry University, Lin’an 311300, Zhejiang China.
303	ZHENG Jiaze		Department of Planning and Restauration, Yongchang Castle Protection and Restauration Administrative Committee, Wenzhou Zhejiang, China.
304	Hu Ting	A Comparative Study of Korean and Chinese Festival Management Systems -From the perspectives of festival organizers-	Tourism and Event Management Department Mail Address: No.453, 21 Century Building, PaiChai University, Seogu, Daejeon, Korea
305	Gang-Haon, Jeong		Tourism and Event Management Department Mail Address: No.339, 21 Century Building, PaiChai University, Seogu, Daejeon, Korea
306	Hsiao-li Lin	The Attractive Factors Analysis Of Taiwanese Bed&Breakfast On Travel Websites	National Cheng Kung University, 1 University Rd., Tainan City 701, Taiwan
307	Kuohsiang Chen		
308	Meng-dar Shieh		
309	Chun-Heng Ho		
310	Somayyeh Aghajani	Impacts Of Tourism Development On The Physical Environment	MSC of Geography and tourism planning, Islamic Azad University, Science and Research Branch, Unit 9, No 10, 156 Sharghi Street, 1 st Squire of Tehranpars, Tehran, Iran
311	ZHANG Hua	Approach for Revitalizing Wenzhou Yongchang Castle:A Multi Socio-Cultural Elements Planning for Restoration and Tourism Development	(College of Tourism and Healthcare , Zhejiang Agriculture and Forestry University, Lin’an 311300, Zhejiang China) China
312	Dr. Dimitrios Mylonopoulos	The Greek-Russian tourism relations. Case study of the Greek Tourism Office in Moscow	Department of Tourism Industry Management Technological Education Institute of Piraeus Greece
313	Eftychia Aivaliotou		Ministry of Culture and Tourism / Greece

No	Name	Paper Title	Affiliation
314	Dr. Polyxeni Moira		Department of Tourism Industry Management Technological Education Institute of Piraeus Greece
315	Vale Jalali	The Study Of Relationship Between Language And Cultur In The Development Of The Cultural Tourism	Islamic Azad University Bardsir Branch, IRAN
316	Leily Iranmanesh		Sama Organization(Offiated with Islamic Azad University)-Kerman Banch, Iran.
317	Amir Hosein Alirezaei	The E-Tourism And E-Commerce Interplay In Tourism Industry	Sama Organization (Offiated with Islamic Azad University) - Kerman Branch, Iran.
318	Hamid Nakhaie		Islamic Azad University Mahan center, Iran.
319	Chiew Boon Tian	International Students Inclination Towards Hospitality Services During Holiday In Malaysia	Faculty of Hospitality and Tourism Management, Universiti Tun Abdul Razak , MALAYSIA
320	Haliza Mohd Said		Faculty of Hospitality and Tourism Management, Universiti Tun Abdul Razak MALAYSIA
321	Owusu Annor James	Participant	Field Co-ordinator Richbone Initiative Foundation, Ghana
322	Asare Akwasi	Participant	Project Manager Richbone Initiative Foundation, Ghana
323	Nyantakyi Peter	Participant	Programme Officer Richbone Initiative Foundation, Ghana
324	Isaac Twumasi Ampofo	Participant	Executive Director Richbone Initiative Foundation, Ghana
325	Toba Amirazodi	Ecotourism and Development Along with Comprehensive Functioning of Khark and Kharlcloo Islands	Head of theIslamic Azad University, Islamshahr Branch, Iran.
326	Dr Ali Badragheh		
327	DAI Guibao	Study of tourism product design and enterprise management mode reform——take the experience of developing folk food shopping as an example	Department of culinary Tourism College of Zhejiang, Hangzhou, China
328	Nadezhda Eliseyeva	Adjectival Tourism Labeling: The Case Of The Adygeya Republic	Hospitality and Tourism, Australian School of Tourism and Hotel Management
329	Alfred Ogle		Hospitality and Tourism, Australian School of Tourism and Hotel Management Australia
330	Dr.S.K.Gupta,Associate Professor	Kumbh Mela, in India, the World's Biggest Religious Festival and its Modern Makeover: A Study of Kumbh Mela, 2010, Haridwar	Centre For Mountain Tourism &Hospitality Studies, H.N.B.Garhwal University Chauras Campus, At-Chauras P.O:Kilkileswar Via:Kirtinagar Dist:Tehri ,Uttarakhand India
331	Mihai Voda		
332	Jiang Tao	An Analysis on Tourism Contract Lawmaking under China's Civil Code	Department of Travel Agency anagement, Tourism College of Zhejiang, Hangzhou, China
333	JIN Yihua	An Analysis of the Courteous Expressions for Japanese Speaking Tour Guides from the Perspective of the Differences Between Chinese and Japanese Culture	Foreign Languages Department, Tourism College of Zhejiang, Hangzhou, China

No	Name	Paper Title	Affiliation
334	KANG Bao-ling	The Interaction between Sports and Tourism in the Context Of Industry Convergence research	Tourism Planning Department Tourism College of Zhejiang, Hangzhou, China
335	Marzieh Khanmohammadi	The Importace of Branding on Tourism Destination Image	M.A. in Geography and Tourism Planning from Eslamic Azad University ,Science and Research Branch of Tehran Iran
336	Hong Chul LEE	Korean newspaper reporting regarding travel to Australia: Comparing topics, attitude and news frames based on reporting tendencies and Impact of the International Monetary Fund crisis	School of Management, University of South Australia, Adelaide 5000, Australia
337	Michael J. GROSS		Department of Tourism Management, Honam University, Gwangju, South Korea
338	Sung Chae Jung		Honam University, Gwangju, S.korea
339	Na, Jin Hwa		MA in Semnan “Cultural Heritage, Handicraft and Tourism Organization”, MA Student in Tourism Planning Azad University of Garmsar Iran
340	Maryam. Salmanian	Tourism Planning - sustainable development and wealth without	MA in Semnan “Cultural Heritage, Handicraft and Tourism Organization”, MA Student in Tourism Planning Azad University of Garmsar Iran
341	Arezo. Golkar		MA in Semnan “Cultural Heritage, Handicraft and Tourism Organization”, MA Student in Tourism Planning Azad University of Garmsar Iran
342	Mozafar Mohammadkhani		BA in Assisting and Natural Accidents Management- MA Student in Rural Planning Iran
343	Jafar.. Safakhah	Development of Aquatic Golden Tourist Track Based On Culture Leisure Angle— A Case Study Of Fuchun River	MA in Semnan “Cultural Heritage, Handicraft and Tourism Organization”, MA Student in Tourism Planning Azad University of Garmsar Iran
344	*Wen Yan		Department of Tourism Planning Tourism College of Zhejiang, China.
345	Sheng Zhijun		Department Committee of Fuyang Sports Leisure China
346	Yuan Qi	To build the economy Portal on the Internet”-----an analysis of economy hotel chains website building	Department of Travel Agency Management, Tourism College of Zhejiang, Hangzhou, China
347	Yuan Zhimin	Further Discussion about the Impact of Cultural Differences on Transnational Tour	Foreign Language Department Tourism College of Zhejiang, China.
348	Zhang Su	Analysis on the Development of Cultural Leisure Tourism Industry under Industry Convergence ——A Case Study of Hangzhou	Department of Tourism Planning Tourism College of Zhejiang, Hangzhou, China
349	Zhang Chunli	Study of Tourism Product for Tea Culture in Hangzhou	Department of Tourism Planning Tourism College of Zhejiang, Hangzhou, China
350	Zhu Qian-qian	On Promoting Regional MICE Industry by Shanghai World Expo UBPA Hangzhou Pavilion Problems of tourism developing in Kazakhstan	International Education Division Tourism College of Zhejiang, Hangzhou, China
351	Zholdasbekov Abdimanap		Abdrakovich, Professor, Doctor of pedagogical sciences
352	Kurmasheva Moldir Bizhigitovna,		Lecturer South Kazakhstan State University named after M.Auezov Kazakhstan
353	Mamadiyarov Marat Duisenovich,		Candidate of geographical sciences Malaysia
354	Mohd Fadhil Mohd Yusof		Faculty of Entrepreneurship and Business Universiti Malaysia KeFtan (UMK) Malaysia
355	Abdul Aziz Ab. Latif		
356	Nada Andonovska	From Successful Promotion of Culture to	Museum of Macedonia – Marketing and Public

No	Name	Paper Title	Affiliation
357	Sardou Kostadin	Sustainable Tourism Development	Relations Department Curciska bb, 100 Skopje, R. Macedonia
358	Professor Vijaya Kumar Babu	Tourist itinerary of Hyderabad, Andhra Pradesh-A Study in HR Management	Dept. of Ancient Indian History, Culture & Archaeology, Osmania University Hyderabad— India
359	Professor OMPRAKASH PILLAI		Dept. of Ancient Indian History, Culture & Archaeology, Osmania University Hyderabad— India
360	Mrs. LAKSHMI VASUDHA, ANUGONDA		Dept. of Ancient Indian History, Culture & Archaeology, Osmania University Hyderabad— India
361	Mehdi Ramezanzadeh lasboyee	The Future of Second House Tourism in the North of Iran: The Mountainous Areas of Tonekabon Township	Ph.D. Candidate of Geography and Rural Planning, University of Tehran, Iran
362	*Dr. Sayyed Ali Badri		Assistant Prof., Department of Human Geography-University of Tehran, Iran
363	Zahra heydari		MA in microbiology. Azad University Iran
364	*S.C.BAGRI	Managing and Developing Cultural Tourism Products for Ecotourism Promotion in Uttarakhand, India	Centre for Mountain Tourism & Hospitality Studies Hnb Garhwal University India
365	A.SURESH BABU		Centre for Mountain Tourism & Hospitality Studies Hnb Garhwal University, Srinagr Garhwal India
366	Paola Juarez Banda	Existential Tourism: Preserving the Local Culture and Architecture through a Facility for Missionary Activities in Peru's Highlands	M.Arch student in the College of Architecture, UTSA
367	Sedef Doganer, Ph.D		assistant professor in the College of Architecture, UTSA
368	Sedef Doganer, PhD	Cultural Sustainability as the Means to Improve Tourism Potential: San Antonio, Texas	University of Texas at San Antonio, College of Architecture, 501 W Durango Blvd, San Antonio, TX-78207 e-mail: USA
369	Saadet Toker Beeson, PhD		University of Texas at San Antonio, College of Architecture, 501 W Durango Blvd, San Antonio, TX-78207 USA
371	Zeliha Eser	Performance Outcomes of Interorganizational Trust in Franchisor and Franchisee Relationships: The Case of Fast-Food Restaurants in Turkey	Baskent University Faculty of Business Administration Baskent University Ankara, Turkey
371	*Dr. Naser. Aligholizadeh Firoozjaie	Assessing capacities of rural areas for tourism development, on the basis of tourists point of view in Ramsar township, Iran.	Department of Geography, University of Payam-e Noor, Iran
372	Gordon Nelson, PhD	Comparing Desert Tourism with Special Reference to Arizona and the United Arab Emirates	M.Arcch(McGill) CANADA
373	Amer Rghei, PhD		M.Arcch(McGill) CANADA
374	Roosbeh Babolian Hendijani	Identification of Food Image Factors – The Case of Malaysian Food	Faculty of Food Science and Technology, UNIVERSITI PUTRA MALAYSIA, 43400 UPM, SERDANG, SELANGOR, MALAYSIA
375	Boo Huey Chern		
376	Mizan Hitam, (Datuk Prof. Madya Dr.).	Analysing Core Determinants of Interactive Media Use Behaviour at Melaka UNESCO World Heritage Site	Faculty of Architecture, Planning & Surveying. Currently Director, Melaka Campus. Specialized in Urban and Regional Planning Malaysia
377	Mohd Hasrul Yushairi Johari,		Faculty of Hotel & Tourism Management, UiTM Melaka. Currently Coordinator Programme for Diploma in Tourism Management. Specialized in Heritage Tourism and Airline Reservation System. Malaysia

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378	Mohd Saiyidi Mokhtar Mat Roni, from Faculty of Accountancy, Accounting Lecturer		UiTM Melaka. Head of Institute of Leadership and Quality Management (iLQAM), UiTM Melaka. Specialized in Accounting Information System, Web and Database Management. Malaysia
379	Amiruddin Ahmad, from Faculty of Accountancy, Accounting Lecturer		UiTM Melaka. Presently, Coordinator for Student Development Programme, UiTM Melaka. Specialized in Forensic Accounting, Financial Criminology and Taxation. malaysia
380	Ahmad Khairuman Md. Hasim,		Faculty Hotel & Tourism, Tourism Lecturer, UiTM Melaka. At present, Head for Student Development and Leadership Training Unit, UiTM Melaka. Specialized in Human Capital and Soft Skill Training. Malaysia
381	YAOLUNG J. HSIEH	Marketing Strategies of Hot Springs Resorts in Taiwan: A Case Study	Department of Risk Management and Insurance, College of Commerce, National Chengchi University, No. 64, Sec. II, Chihnan Rd., Wenshen District, Taipei, Taiwan,
382	Yaolung J. Hsieh	Night Markets and Tourism: Marketing and Public Policy Implications	National Chengchi University Department of Risk Management and Insurance, College of Commerce, National Chengchi University, Taipei, Taiwan
383	Bingfei E. Wang	edwin2006.wang@gmail.com	Taiwan Hospitality & Tourism College Department of Food and Beverage Management No.268, Zhongxing Rd., Fengshan Vil., Shoufeng Township Taiwan
384	Sheikh Md. Monzurul Huq	Natural Resources, Community Empowerment and Participatory Tourism Development in Bangladesh	Professor, Department of Geography and Environment, Jahangirnagar University Bangladesh
385	Sezer KORKMAZ (PhD)	The Influence of Image Enhancement Processing in Marketing Nations: The Analysis of Image Concept upon Turkish-Chinese Relations	Gazi University Faculty of Commerce, Turizm and Education Golbasi Kampusu Ankara-Turkey
386	NGUYEN THI PHUONG LAN	Festival's Efficiency in Preserving the Cultural Heritages – Hue Festival Case	University Vietnam
387	Dr. Heydar. Lotfi	Tourism Target Villages of Semnan Province and its Role in Rural Development and Employment	Dean of Tourism Planning and Political Geography Azad university of Garmsar Iran
388	Maryam. Salmanian		MA in Semnan “Cultural Hritage, Hndicraft and tourism organization”, MA Student in Turism Planning Azad University of Garmsar Iran
389	M. Mohamdkhani		MA Student in Rural Panning Azad Uuniversity of Semnan Iran
390	Ho, Kin Chung Louis	My Blockbuster, Your Promotion?: A case study of international blockbuster exhibitions at the Hong Kong Museum of Art	Humanities Programme Office, Rm 1010B, OEN Sing Heng Campus, HKBU, 224 Waterloo Road, Kowloon Tong, Hong Kong
391	Dr. Richa Malhotra	Managing Cultural Pluralism and Heritage	Delhi, Indonesia
392	BARBARA MARCOTULLI	EXPERIENCE ROME. HOW TO TRANSFOR AN ART CITY INTO A CULTURAL TOURISM LAB	(PROMOROMA – SPECIAL AGENCY ROME CCIAA) Italy
393	PROJECT MANAGER		(KANSO SRL) CONSULTANT TO PROMOROMA ITALY
394	ANDREA GRANELLI		

No	Name	Paper Title	Affiliation
395	MARCO CECCOBELLI		(KANSO SRL) CONSULTANT TO PROMOROMA ITALY
396	Goodluck Elisha Mdumi-	Potentials of Cultural Heritage Tourism to the Economy	Tourism Officer (BA in Cultural Anthropology and Tourism) Tanzania
397	Anahita Malek Mohammadi,	Overview of MICE Industry in Malaysia: Size & Significant	Doctoral Scholar, School of Housing, Building and Planning, Universiti Sains Malaysia. Malaysia
398	**Professor Badaruddin Mohamed,		Dean of Social Transformation Research Platform, Office of Research Platform, Universiti Sains Malaysia.
399	Badaruddin Mohamed,	The Perceptions Of Stakeholders Towards The Designation Of George Town, Penang As A World Heritage Site	School of Housing, Building and Planning, Universiti Sains Malaysia, 11800 Penang, MALAYSIA.
400	Santy Lusiani		
401	Shida Irwana Omar		
402	Badaruddin Mohamed	Holiday Satisfaction: Segmentation Of International Visitors In Pahang, Malaysia	School of Housing, Building and Planning, Universiti Sains Malaysia, 11800 Penang, MALAYSIA.
403	Mohd Fauzi Sukiman,		
404	Izatul Yussof		
405	Shida Irwana Omar		
406	Nicole Shipton	Promoting destination image through cultural interaction and dialogue: A case study of the Korea Foundation's European Educators' workshop 2009.	Professor Tourism and Leisure Management Dept. Induk University Wolgye-dong, Nowon-gu Seoul, South Korea
407	Yu Song	Commoditization and the Effectiveness of Promoting Patriotism through Lincoln Heritage Attractions	Ph. D. student Department and affiliation: The Department of Recreation, Sport and Tourism, University of Illinois at Urbana-Champaign Mailing address: 104 Huff Hall, 1206 South Fourth St., Champaign, IL 61820, USA

联合举办学术会议协议书

第一条 宗旨

本协议旨在韩国文化旅游学会、中国浙江旅游职业学院在下述事项上组织经费、运作，动员技术力量与人员、器材等，采取隔年制，分别在中国和韩国准备和组织中韩学术会议的计划与召开。

第二条 联合举办成员

1. 中国浙江旅游职业学院
2. 韩国文化旅游学会
3. 联合举办代表人是举办地的学会会长。
4. 代表人代表中韩联合学术会议，具有经费管理及提议等权利。

第三条 义务

双方为履行第一条规定的目的，将以诚实、勤奋、信任为基础，动用所需的一切知识与技术。

第四条 责任

1. 双方根据中韩联合学术会议约定的义务和承担的内容，各负其责。
2. 中韩联合学术会议促进委员会的构成和委员长的任命由主办者负责。

第五条 代行业务

联合学术会议各成员在各自责任下，可以代行分担部分的业务。

第六条 参加费用

参加中韩联合学术会议人员的费用原则上由本人承担，但在特别邀请的情况下，由主办地成员承担。

第七条 成员分担费用

1. 韩联合学术会议主办地成员约定如下：

- ① 设置学术会议促进委员会办公室
- ② 学术会议的策划与组织
- ③ 学术会议举办场所的落实
- ④ 出版论文集、制作代表证、桌牌、纪念品等
- ⑤ 为参加人员安排住宿
- ⑥ 其他有关中韩学术会议顺利召开之事项

2. 中韩联合学术会议成员约定如下：

- ① 在本国宣传与联络业务
- ② 收集论文并发送给主办方
- ③ 其他有关参加会议所产生的交通及滞留费用由本人承担

第八条 费用的分担

为履行本协议而产生的共同费用由各成员分担。

第九条 成员相互间的责任

1. 成员因组办联合学术会议而给第三者造成损失的，由有关成员承担
2. 一方成员给其他成员造成损失的，由双方协商解决。协商不果的情况下，依据主办地的法律解决。

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第十一条 中途解散措施

1. 中韩联合学术会议成员可以根据双方代表的协商而解散
2. 一方成员因重要原因而不能履行协议时，通过解散程序协商解散

第十二条 瑕疵责任

中韩联合学术会议召开之后发生瑕疵时，由主办地成员负责。

第十三条 促进委员会

中韩联合学术会议主办地成员设立促进委员会履行协议所规定的诸事项。

第十四条 中韩联合学术会议促进委员会

中韩联合学术会议促进委员会的名称、主办公室所在地、委员长如下：

1. 名 称：中韩联合旅游学术会议
2. 主办公室所在地：主办地学会会长指定
3. 委 员 长 姓 名：主办地学会会长指定

第十五条 有效期及终止

1. 本协议有效期4年，期满6个月之前双方如果不提出修改、终止意思，则自动延长4年。
2. 如一方提出终止协议，须于6个月之前通知对方，经双方同意终止。但，只要与中韩学术会议有关的权利与义务存在，本协议仍有效。

第十六条 其它

1. 未尽事宜或解释上产生异议时，由双方协商或依据一般惯例解决。
2. 本协议以中、韩两种文字书写，双方各执一份，两种文字的文本具有同等效力。
3. 本协议自双方代表签字之日起生效。

中国浙江旅游职业学院

院长：王昆欣

签字：

2005年8月18日

韩国文化旅游学会

会长：郑圣彩

签字：

2005年8月18日

Bilateral Agreements of Academic Relationship with the Korean Academic Society of Culture and Tourism

韓・日共同學術大會開催の協定書

第1條(目的)

本協定書は韓國文化觀光學會と北海道觀光學會によって行われる共同學術大會に關して、下記の通り、財政、運営及び支援、人員及び機資材などを利用し、1年置きに韓國と日本での兩學會主催の大會開催についての計劃及び運営の規定を目的とする。

第2條(共同開催の構成員)

① 共同開催の構成員は下記の通りである。

1. 韓國文化觀光學會
2. 北海道觀光學會

② 共同開催の代表者は開催地の學會長が務める。

③ 學會長は韓・日共同學術大會を代表し、共同開催についての財政管理及び請求などの権限を持つ。

第3條(有 期間)

本協定書は當事者間の署名と共に、有効であり、兩學會の合意によって終結される。

但し、韓・日共同學術大會に關する權利義務のある限り、本協定書は有効である。

第4條(義務)

共同開催の構成員は第1條で規定した目的を達成するため、誠實、勤勉及び信義に基づいて、必要なすべての措置を取ることを約束する。

第5條(責任)

① 共同開催の構成員は韓・日共同學術大會に對する契約上の義務移行の分担内容に従い、各々の責任を受け持つ。

② 韓・日共同學術大會推進委員會の構成と委員長についても開催地の構成員が責任を受け持つ。

第6條(業務代行)

共同開催の各構成員は責任を持って、分担した業務の一部を代行することができる。

第7條(参加費用)

韓・日共同學術大會の参加の費用は本人負擔を原則とし、特別招待の場合は開催地の構成員が負擔する。

第8條(構成員の分担内容)

① 韓・日共同學術大會開催地の構成員の任務は、下記の通り、規定する。

1. 學術大會推進委員會の事務局設置
2. 學術大會の企画と演出
3. 學術大會の開催場所の交渉
4. 發表論文集、参加證、名刺、紀念品などの製作
5. 参加構成員のための宿泊先の手配
6. 韓・日共同學術大會の圓滑な開催のためのその他の事項

② 韓・日共同學術大會の参加構成員は、下記の通り、規定する。

1. 自國? の広報及び連絡業務
2. 發表論文の収集及び開催構成員の發送
3. その他の参加に伴う交通及び滞在等の費用は本人負擔

第9條(費用の分擔)

本契約の移行上に發生した共同費用などについては各構成員が分擔する。

第10條(構成員の相互間の責任)

① 構成員の共同開催によって生じた第3者への損害は當該構成員が分擔する。

② 構成員が他の構成員に損害を與えた場合は、お互い協議して處理するが、協議が成立されない場合は開催地の法的處分に従う。

第11條(權利義務の譲渡制限)

構成員はこの協定書による權利・義務を第3者に譲渡できない。

第 11 條 (權利義務の譲渡制限)

構成員はこの協定書による權利・義務を第3者に譲渡できない。

第 12 條 (中途解散についての措置)

① 韓・日共同學術大會の構成員は兩國の代表者の合意によって解散することができる。

② 構成員の中、一方の重大な問題で契約が移行できない場合には解散の合議手続を踏まえて、解散する。

第 13 條 (開催後の責任)

韓・日共同學術大會の開催後、それについての責任問題が生じた場合は開催地の構成員がその責任を受け持つ。

第 14 條 (推進委員会)

韓・日共同學術大會は開催地の構成員が推進委員会を設け、契約移行と関連した諸事項を行うことができる。

第 15 條 (韓・日共同學術大會の推進委員会)

韓・日共同學術大會推進委員会の名称、主な事務局の所在地、委員長は、下記の通りである。

1. 名 称 : 韓・日共同學術大會
2. 主な事務局所在地 : 開催地の學會長が指定する。
3. 委 員 長 姓 名 : 開催地の學會長が指定する。

第 16 條 (その他)

この協定書に規定されていないことまたは解析上、意義のある事項は各構成員の相互合議によるか一般の慣例に従うことにする。

上述のように、韓・日共同學術大會の協定書を締結し、その證據として韓国語と日本語で、各 2部ずつ作成し、韓・日共同學術大會構成員の代表者が記名捺印し、韓国語と日本語の協定書各1部を兩學會で保管することにする。

2002年 6月 日

韓國文化觀光學會

(506-090)光州光域市 鎭山區 西峰洞59-1番地

湖南大學校 觀光學部 鄭成采教授 研究室

韓・日共同學術大會 構成員 代表者

2-7



北海道 觀光學會

(004-0844)札幌市清田区清田4条1丁目 4-1

札幌國際大學 地域総合研究センター内北海道觀光學會事務局

札幌國際大學觀光學部學部長

北海道觀光學會 會長

吳平忠



韓・日共同學術大會 構成員 代表者

한 일 공동학술대회개최 협정서

제 1 조 (목적)

이 협정서는 아래 사업을 한국문화관광학회, 홋카이도관광학회가 재정, 운영 및 기술능력과 인원 및 기자재 등을 동원하여 한국과 일본에서 격년제로 한일 공동학술대회에 대한 계획연출 등을 영위할 것을 약속하는 협약을 정함에 있다.

제 2 조 (공동개최의 구성원)

- ① 공동개최의 구성원은 다음과 같다.
 1. 한국문화관광학회
 2. 홋카이도관광학회
- ② 공동개최 대표자는 개최지 학회장으로 한다.
- ③ 대표자는 한일공동 학술대회를 대표하며, 공동개최에 대한 제정 관리 및 청구 등의 권한을 가진다.

제 3 조 (효력기간)

본 협정서는 당사자간의 서명과 동시에 발효하며 두 학회의 합의에 따라 종결된다. 다만, 한일공동 학술대회와 관련한 권리의무 관계가 남아 있는 한 본 협정서의 효력은 존속된다.

제 4 조 (의무)

공동개최 구성원은 제 1 조에서 규정한 목적을 수행하기 위하여 성실 근면 및 신의를 바탕으로 하여 필요한 모든 지식과 기술을 활용할 것을 약속한다.

제 5 조 (책임)

- ① 공동개최의 구성원은 한일공동 학술대회에 대한 계약상의 의무이행 분담내용에 따라 각자 책임을 진다.
- ② 한일공동 학술대회 추진위원회의 구성과 위원장에 대해서도 개최지 구성원이 책임을 진다.

제 6 조 (업무대행)

공동개최의 각 구성원은 자기 책임하에 분담부분의 일부를 대행 할 수 있다.

제 7 조 (참가비용)

한일공동 학술대회에 참가자는 본인부담으로 하며, 특별 초청이 있을 때에는 개최지의 구성원이 부담을 원칙으로 한다.

제 8 조 (구성원의 분담내용)

- ① 한일공동 학술대회 개최지 구성원은 다음과 같이 정한다.
 1. 학술대회 추진위원회 사무실 설치
 2. 학술대회 기획과 연출
 3. 학술대회 개최장소 섭외
 4. 발표논문집, 참가증, 이름표, 기념품 등 제작
 5. 참가 구성원을 위한 숙박시설 수배
 6. 한일공동 학술대회의 원활한 개최를 위한 기타사항
- ② 한일공동 학술대회 참가 구성원은 다음과 같이 정한다.
 1. 자국내 홍보 및 연락업무
 2. 발표논문 수집 및 개최 구성원에게 발송
 3. 기타 참가에 따른 교통 및 체재등 비용은 본인부담

제 9 조 (비용의 분담)

본 계약이행을 위하여 발생한 공동의 경비 등에 대하여는 각 구성원이 분담한다.

제 10 조 (구성원 상호간의 책임)

- ① 구성원이 공동개최와 관련하여 제3자에게 끼친 손해는 당해 구성원이 분담한다.
- ② 구성원이 다른 구성원에게 손해를 끼친 경우에는 상호 협의하여 처리하되, 협의가 성립되지 아니하는 경우에는 개최지의 법 결정에 따른다.

제 11 조 (권리 의무의 양도 제한)

구성원은 이 협정서에 의한 권리의무를 제3자에게 양도할 수 없다.

제 12 조 (중도해산에 대한 조치)

- ① 한일공동 학술대회의 구성원은 대표자의 합의에 의해 해산할 수 있다.
- ② 구성원중 일부가 중대한 사유로 계약을 이행할 수 없는 경우에는 해산 절차를 통해 합의해산을 한다.

제 13 조 (하자책임)

한일공동 학술대회 개최 후 하자가 발생하였을 경우에는 개최지 구성원이 그 책임을 진다.

제 14 조 (추진위원회)

한일공동 학술대회는 개최지 구성원이 추진위원회를 설치하여 계약이행에 관한 제반사항을 수행할 수 있다.

제 15 조 (한일공동학술대회 추진위원회)

한일공동 학술대회 추진위원회의 명칭, 주사무소소재지, 위원장은 다음과 같다.

1. 명 칭 : 한일 공동 관광학술대회
2. 주사무소소재지 : 개최지 학회장이 지정
3. 위 원 장 성 명 : 개최지 학회장이 지정

제 16 조 (기타)

이 협정서에 규정되어 있지 않거나 해석상 이견이 있는 사항은 양 구성원의 상호 합의에 의하거나 일반 관례에 따르기로 한다.

위와 같이 한일공동 학술대회를 체결하고 그 증거로서 협정서 2통을 작성하여 각통에 한일공동 학술대회 구성원이 기명날인하여 각자 보관한다.



일본홋카이도 관광학회
회 장
오츠키다이라 타다시



한국문화관광학회
회 장
정 성 채

Tourism College of Zhejiang, China

Memorandum of Understanding on Cooperation

between

Tourism College of Zhejiang, China

and

the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, Tourism College of Zhejiang, China and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

2.1. Exchange of institutions' members and research personnel

2.2. Collaboration of research and other projects

2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of Tourism College of Zhejiang, China and the president of the Korean Academic Society of Culture and Tourism, Korea.

June 07, 2006

June 07, 2006



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Prof. Wang, Kunxin

President

Tourism College of Zheniang, China

=====

Prof. Jung, Sung-chae

President

the Korean Academic Society
of Culture and Tourism, Korea

Philippine Society for Culture and Tourism, Philippines

Agreement of Cooperation between the Korean Academic Society of Culture and Tourism, Korea and Philippine Society for Culture and Tourism, the Philippines

Philippine Society for Culture and Tourism and the Korean Academic Society of Culture and Tourism, wishing to enhance relations between the two academic societies and to develop academic exchanges in all areas of academic activities and other researches and work mutually toward the internationalization of academic relationships.

The areas of cooperation will include any program offered at either institution which is felt to be desirable and feasible for the development and strengthening of cooperative relationship between the two academic societies.

However, any specific program shall be subject to mutual consent availability of funds and approval of each institution.

The following program may include :

1. Joint conferences
2. Joint research projects
3. Joint cultural programs
4. Exchange of society members

The terms of such mutual assistance and cooperation shall be discussed and agreed upon in writing by the appropriate responsible officers of both parties prior to the initiation of any particular program and activity.

The agreement shall be effective upon approval by both parties and signed in two copies.

June 07, 2006



=====

Prof. Ramon A. Alampay, Ph.D.
President
Philippine Society for Culture and Tourism,
Philippines

June 07, 2006



=====

Prof. Jung, Sung-chae, Ph.D.
President
The Korean Academic Society of the
Culture and Tourism, Korea

CETA University College of Tourism and Hotel, Spain

Memorandum of Understanding on Cooperation
between
CETA University College of Tourism and Hotel, Spain
and
the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, CETA University, College of Tourism, Spain and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

2.1. Exchange of institutions' members and research personnel

2.2. Collaboration of research and other projects

2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of Tourism College of Zhejiang, China and the president of the Korean Academic Society of Culture and Tourism, Korea.

June 05, 2006

June 05, 2006



Prof. Luis Borja Sole, Ph.D.
President
CETA University College of Tourism
and Hotel, Spain



Prof. Jung, Sung-chaе, Ph.D.
President
the Korean Academic Society
of Culture and Tourism, Korea

University of Novi Sad, Serbia

УНИВЕРЗИТЕТ У НОВОМ САДУ
ПРИРОДНО-МАТЕМАТИЧКИ ФАКУЛТЕТ

Број: 0601-75113
Датум: 1. ФЕБ. 2008
НОВИ САД
Тог Доситеја Обрадовића 3

Memorandum of Understanding on Cooperation

between

University of Novi Sad, Serbia

and

World Cultural Tourism Association

the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, University of Novi Sad, Serbia, and World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.

2. The following programs may be pursued by the two parties by mutual agreement:

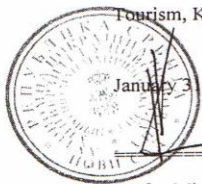
2.1. Exchange of institutions' members and research personnel

2.2. Collaboration of research and other projects

2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of University of Novi Sad, Serbia and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.



January 31, 2008

Prof. Miroslav Vesković, Ph.D.

Dean

Faculty of Natural Sciences and Mathematics

University of Novi Sad, Serbia

January 31, 2008

Prof. Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Association

the Korean Academic Society of

Culture and Tourism, Korea

Tumaini University-Iringa University College, Tanzania

Memorandum of Understanding on Cooperation between Tumaini University -Iringa University College and

World Cultural Tourism Association

The Korean Academic Society of Culture and Tourism, Korea

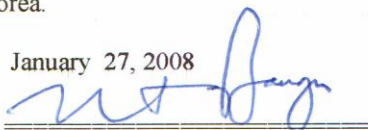
Tumaini University -Iringa University College, Tanzania and the World Cultural Tourism Association, Korean Academic Society of Culture and Tourism, Korea, agree to do the following terms of cooperation in order to encourage academic exchange and collaboration between two institutions.

1. Both institutions consent to establish a cooperation relationship through which each institution will encourage academic exchange and collaboration between our institutions
2. The following programs may be pursued by the two parties by mutual agreement
 - 2.1. Exchange of institutions members and research personnel
 - 2.2. Collaboration of research and other projects
 - 2.3. Collaboration in organizing symposia and other academic meetings and conferences

To assist developing enhanced cooperative relationship between our institutions, each institution will be subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the Provost of Tumaini University-Iringa University College, Tanzania and the President of the World Cultural Tourism Association, Korean Academic Society of Culture and Tourism, Korea.

January 27, 2008



Prof. Nicholas Bangu, Ph.D
Provost
Tumaini University-Iringa College

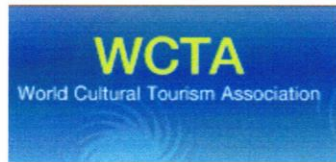
**PROVOST
TUMAINI UNIVERSITY
IRINGA UNIVERSITY COLLEGE
P. O. BOX 200-IRINGA
TANZANIA**

January 27, 2008



Prof. Jung, Sung-chae, Ph.D.
President
World Cultural Tourism Association
The Korean Academic Society of Culture
and Tourism, Korea

National Pingtung University of Science and Technology, Taiwan



Memorandum of Understanding on Cooperation between Graduate Institute of Hakka Cultural Industry National Pingtung University of Science and Technology, Taiwan and World Cultural Tourism Association the Korean Academic Society of Culture and Tourism, Korea

In order to encourage academic exchange and collaboration between two institutions, Graduate Institute of Hakka Cultural Industry, National Pingtung University of Science and Technology, Taiwan and World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1. Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions.
2. The following programs may be pursued by the two parties by mutual agreement:
 - 2.1. Exchange of institutions' members and research personnel
 - 2.2. Collaboration of research and other projects
 - 2.3. Collaboration in organizing symposia, other academic meetings, and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement and provide access to academic activities.

The memorandum will become valid upon signing by the president of National Pingtung University of Science and technology, Taiwan and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

February 1, 2008

A handwritten signature in black ink, appearing to read 'Miao Guu', is written over a series of horizontal dashed lines.

Prof. Guu, Yuan-Kuang, Ph.D.
President
National Pingtung University of
Science & Technology, Taiwan

February 1, 2008

A handwritten signature in black ink, appearing to read 'Jung Sung-chae', is written over a series of horizontal dashed lines.

Prof. Jung, Sung-chae, Ph.D.
President
World Cultural Tourism Association
the Korean Academic Society of
Culture and Tourism, Korea

Yasar University, Turkey

**Memorandum of Understanding on Cooperation
between
Cape Breton University
and
World Cultural Tourism Association
and
the Korean Academic Society of Culture and Tourism, Korea**

In order to encourage academic exchange and collaboration between two institutions, Cape Breton University, Canada and World Cultural Tourism Association, and the Korean Academic Society of Culture and Tourism, Korea agree to the following terms of cooperation:

1 Both institutions consent to establish a cooperative relationship through which each institution will encourage academic exchange and collaboration between our two institutions

2 The following programs may be pursued by the two parties by mutual agreement:

- 2.1 Exchange of institutions' members and research personnel
- 2.2 Collaboration of research and other projects
- 2.3 Collaboration in organizing symposia and other academic meetings and conferences

To assist developing enhanced cooperative relationships between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

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society of

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2.1. Exchange of institutions' members and research personnel

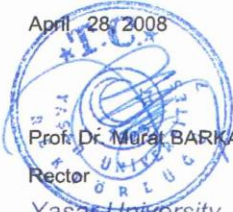
2.2. Collaboration of research and other projects

2.3. Collaboration in organizing symposia and other academic meetings and conferences.

To assist developing enhanced cooperative relationship between our two institutions, each institution will subject to prior written agreement, provide access to academic activities.

The memorandum will become valid upon signing by the president of *Yasar University, Turkey* and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

April 28, 2008



Prof. Dr. Murat BARKAN

Rector

Yasar University, Turkey

April 28, 2008

Prof. Jung, Sung-chae, Ph.D.

President


World Cultural Tourism Association


the Korean Academic Society of

Culture and Tourism, Korea


The memorandum will become valid upon signing by the President of Cape Breton University, Canada and the president of World Cultural Tourism Association, the Korean Academic Society of Culture and Tourism, Korea.

January 7, 2009


H. John Harker LL D
President and Vice-Chancellor
Cape Breton University


Prof Keith Brown
Vice President
Cape Breton University

January 7, 2009


Prof. Jung, Sung-chae, Ph D.
President
World Cultural Tourism Association
And the Korean Academic Society
of Culture and Tourism

Australian School of Tourism and Hotel Management, Australia

Agreement of Cooperation between the World Cultural Tourism Association and

Australian School of Tourism and Hotel Management, Australia

Australian School of Tourism and Hotel Management, Australia and World Cultural Tourism Association wishing to enhance relations between the two academic societies and to develop academic exchanges in all areas of academic activities and other researches and work mutually toward the internationalization of academic relationships.

The areas of cooperation will include any program offered at either institution which is felt to be desirable and feasible for the development and strengthening of cooperate relationship between the two academic societies.

However, any specific program shall be subject to mutual consent availability of funds and approval of each institution.


The following program may include :

1. Joint conferences
2. Joint research projects
3. Joint cultural programs
4. Exchange of society members

The terms of such mutual assistance and cooperation shall be discussed and agreed upon in writing by the appropriate responsible officers of both parties prior to the institution of any particular program and activity.


The agreement shall be effective upon approval by both parties signed in two copies.

November 15, 2008



Dr. Abhijit Ghosh
Director of academic Studies
Australian School of Tourism and
Hotel Management

November 15, 2008



Prof. Jung, Sung-Chae
President
The World Cultural Tourism Association

School of Hospitality, Tourism & Culture and The Culture & Heritage
Institute, Canada

Agreement of Cooperation between
the World Cultural Tourism Association
and

School of Hospitality, Tourism & Culture and The Culture & Heritage Institute

School of Hospitality, Tourism & Culture and The Culture & Heritage Institute, Canada and World Cultural Tourism Association wishing to enhance relations between the two academic societies and to develop academic exchanges in all areas of academic activities and other researches and work mutually toward the internationalization of academic relationships.

The areas of cooperation will include any program offered at either institution which is felt to be desirable and feasible for the development and strengthening of cooperate relationship between the two academic societies.

However, any specific program shall be subject to mutual consent availability of funds and approval of each institution.

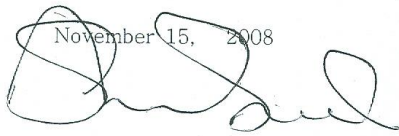
The following program may include :

1. Joint conferences
2. Joint research projects
3. Joint cultural programs
4. Exchange of society members

The terms of such mutual assistance and cooperation shall be discussed and agreed upon in writing by the appropriate responsible officers of both parties prior to the institution of any particular program and activity.

The agreement shall be effective upon approval by both parties signed in two copies.

November 15, 2008



Shyam Ranganathan, MS, CHA
Dean
School of Hospitality, Tourism & Culture
and The Culture & Heritage Institute,
Canada

November 15, 2008



Prof. Jung, Sung-Chae
President

The World Cultural Tourism Association

THE AGREEMENT ABOUT DEVELOPMENT OF ACADEMIC
COOPERATION

Between

And

THE M.Auezov SOUTH-KAZAKHSTAN STATE UNIVERSITY
(Republic of Kazakhstan)

The M.Auezov South-Kazakhstan State University represented by Rector V.Bishimbaev acting on the ground of the Charter, and President Jung-Sung-shae represented by World Cultural Tourists ~~guided by a~~ desire to strengthen friendship between universities and promote mutually advantageous cooperation in the educational and scientific areas, enter into the present Agreement about following:

1. THE PURPOSE OF COOPERATION

The purpose of the present Agreement is to prepare conditions and legal base for joint Master and PhD preparation and cooperation in the sphere of education and science.

2. JOINT PREPARATION OF SPECIALISTS

1. The realization of programs in Master and PhD preparation on priority specializations.
2. Parties will select the perspective candidates for participation in the program of Master and PhD preparation according to the norms and principles accepted in every educational institution.
3. Every party will appoint a person, coordinating these programs and possessing relevant authorities, delegated by the parties.
4. The parties agree to confer diploma to Masters and PhD students, successfully completed the educational programs.
5. Expense on realization of Master and PhD exchange and preparation program will be conducted in the following ways:
 - financial means assigned by governments of both states;
 - financial means of students desiring to study on this program or by means of their sponsors;
 - currency-free exchange of students, candidates for a master's and PhD degrees;
 - in special cases, financial problem may be resolved by additional agreements between parties.

3. COOPERATION OF PARTIES IN THE RESEARCH SPHERE

1. Realization of joint research and development, exchange of scientific and technical literature, joint participation in the competition for the international grants and research projects, preparation of different level specialists.
2. Exchange of the scientific and technical, educational and methodical literature.

3. Exchange of faculty members for participation in educational and research programs.

4. THE ORDER OF CHANGE AND CANCELLATION OF THE AGREEMENT

1. The present Agreement may be amended by mutual consent of parties.
2. Disputes and disagreements of the application and/or interpretation of the present Agreement are resolved according to legal systems of Republic of Kazakhstan and _____.

5. VALIDY of the AGREEMENT

1. The present Agreement is concluded for three years' term and inures from the moment of its signing. The Agreement is prolonged for the following one year if any of parties has not expressed wish of its termination not later, than 3 months prior to its cancellation.
2. The Agreement is drawn up in Russian and English languages; both texts of the Agreement are valid equally.

Rector of the South-Kazakhstan
State University

Academician of National Academy
of Sciences

V. Bishimbaev



Signature _____
Date 15.11.2008

Shymkent city
Republic of Kazakhstan

5. Tauke-han str

SKSU the M. Auezov

tel: 007-725-2-21-16-40

fax: 007-725-2-21-07-47

e-mail: abek@gmail.ru

President
World Cultural
Tourism Association
Prof. Jung Sung-chae, Ph.D.

Signature _____

Date 15.11.2008

Prof. Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Association



World Cultural Tourism Association

Worldwide Bureaus

KOREA

World Cultural Tourism Association

Prof, Jung, Sung-chae, Ph.D. President

Dept. of Tourism Management, Honam University,

TEL. 062-940-5582, FAX: 062-940-5582

E-mail: scjung@honam.ac.kr , scjung50@hanmail.net, scjung19@yahoo.co.kr

Homepage: <http://www.kasct.co.kr>

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President, Wang Kunxin

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Prof. Sabah BALTA, , Dept. of Tourism and Hotel Management, Yasar University, Turkey

AUSTRALIA

Prof. Abhijit GHOSH, Director of Academic Studies,
Australian School of Tourism & Hotel Management, Australia

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4. Prof. Shiunn-Der Kuo
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5. Prof. T. Keiser TANAHASHI,
Faculty of Business Administration, Tokyo Keizai University, Japan
6. Prof. Chan Ngai WENG
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7. Prof. Mohd. Rosli MOHAMAD
Dept. of Development Studies, Faculty of Economics and Administration, University of Malaya, Malaysia
8. Prof. Gunter SPREITZHOFFER
Dept. of Geography and Regional Research, University of Vienna, Austria
9. Prof. Kullada PHETVAROON
Faculty of Service Industries, Prince of Songkla University, Phuket Campus, Thailand
10. Prof. Sabah BALTA
Professor, Yasar University, Dept. of Tourism and Hotel Management, Turkey
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Deputy Director of Scientifically-methodical Work and International Activity, The Branch of the Saint Petersburg State University of Economics and Engineering in Cheboksary, Russia
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Central Department of Statistics Tribhuvan University, Kathmandu Nepal
17. Prof. Abhijit GHOSH
Director of Academic Studies, Australian School of Tourism & Hotel Management, Australia
18. Prof. Ovan Stojanoski
Ohrid, Univ. Macedonia

19. Prof. Cheng, Soo May
Professor, Institute for Tourism Studies, Macau SAR
20. Prof. Contra Fees-Our/Our
University of Philippines, the Philippines
21. Prof. Prateep Wetprasit
Faculty of Service Industries, Prince of Songkla University, Phuket Campus, Thailand
22. Prof. Ching-Chi LAM, (Cindia Lam), .
Institute For Tourism Studies, Macau, China
23. Prof. Xie Zheng
Vice-president, Associate Professor, Tourism College of Zhejiang, China
24. Prof. Sarinya La-ong-in
Academic Advisor, Hotel and Tourism Management Major Bangkok University International College, Bangkok, Thailand
25. Prof. Yasin BOYLU
Professor, School of Tourism and Hospitality Management, Mugla University, Turkey
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28. Prof. S.C. Bagri Sanjay Mahar. I. KATHIRVEL
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School of Foreign Languages, South China Agriculture University, China
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Ass. Prof. Interior Design Department, Fine Arts Faculty, Anadolu University, Turkey
31. Prof. Ravinder N.Batta
Additional Secretary Tourism, Government of Himachal Pradesh, India
32. Prof. Nur Undey Kalpaklioglu
Istanbul Aydin University, Public Relations and Advertising Department Head, Turkey
33. Prof. Vivienne Pitter, PhD
West Indies, Mona, Jamaica
34. Prof. Um, Bahadur Tamang
Prof. Asian Center for Peace and Development Center, Post Box Number 11843, Lazipat Khathmandu, Nepal
35. Prof. Reiji Chuubachi,
Sapporo International Univ. Japan
36. Prof. Keith Brown
Vice President Development, Cape Breton University, Canada.
37. Prof. Joldasbekov Abdimanap Abdrazakovich
Doctor of Pedagogical Sciences, Head of International Tourism and Service Department, Kazakhstan
38. Prof. Alexandru Nedelea
Stefan Cel Mare Univ.Suceava, Romania
39. Prof. Aswin Sangpikul
Dhurakij Pundit Univ. Bangkok, Thailand

40. Prof. Adman Hussein
School of communication, University Sains Malaysia, Malaysia

CONFERENCE ANNOUNCEMENT & CALL FOR PAPERS

12th International Joint World Cultural Tourism Conference 2011
November 11-13, 2011

Organized by:

- **CAPE BRETON UNIVERSITY, CANADA**
- **CETA UNIVERSITY COLLEGE OF TOURISM, SPAIN**
- **YASAR UNIVERSITY, TURKEY**
- **UNIVERSITY OF NOVI SAD, SERBIA**
- **UNIVERSITY OF HAWAII, USA**
- **UNIVERSITY SAINS MALAYSIA, MALAYSIA**
- **NATIONAL PUNTING UNIVERSITY OF SCIENCE AND TECHNOLOGY, TAIWAN**
- **TUMAINI UNIVERSITY AT IRINGA, TANZANIA**
- **SOUTH KAZAKHSTAN STATE UNIVERSITY, KAZAKHSTAN**
- **AUSTRALIA SCHOOL OF TOURISM AND HOTEL MANAGEMENT, AUSTRALIA**
- **SCHOOL OF HOSPITALITY, TOURISM & CULTURE AND THE CULTURE HERITAGE INSTITUTE, CANADA**
- **PHILIPPINE SOCIETY FOR CULTURE AND TOURISM, THE PHILIPPINES**
- **TOURISM COLLEGE OF ZHEJIANG, CHINA**
- **THE HOKKAIDO ACADEMIC SOCIETY OF TOURISM, JAPAN**
- **SCHOOL OF HOSPITALITY, TOURISM & CULTURE AND THE CULTURE HERITAGE INSTITUTE, CANADA**
- **THE KOREAN ACADEMIC SOCIETY OF CULTURE AND TOURISM**
- **WORLD CULTURAL TOURISM ASSOCIATION**

DATE : NOVEMBER 11-13, 2011

World Cultural Tourism Association, the Korean Academic Society of Culture & Tourism, the Hokkaido Academic Society of Tourism, Japan, the Tourism College of Zhejiang, China, CETA University College of Tourism, Spain, Philippine Academic Society of Culture and Tourism, the Philippines, University of Hawaii, USA, Yasar University, Turkey, National Punting University of Science and Technology, Taiwan, Tumaini Iringa University, Tanzania, Cape Breton University, Canada, University of Novi Sad, Serbia, South Kazakhstan State University, Kazakhstan, Australian School of Tourism and Hotel Management, Australia, School of Hospitality, Tourism & Culture and the Culture Heritage Institute, Canada, Tourism Authority of Thailand, Ministry of Tourism and Sports, Thailand are pleased to announce 10th International joint World Cultural Tourism Conference 2010.

CONFERENCE REGISTRATION:

All presenters and participants are requested to register for the conference. Registration fees are US\$350 per person for registration before August 31, 2010 and US\$400 thereafter.

Conference registration fee includes participation in all conference sessions in threedays, participation in all scheduled meal functions and refreshment breaks, opening reception, and a copy of conference proceedings.

CALL FOR PAPERS:

The Conference will focus on a broad range of topics related to education and research in cultural tourism and tourism/hospitality. The Conference organizers invite papers, abstracts and presentation proposals relevant to cultural tourism and tourism, hospitality management. Considering the theme of the conference, A paper with any of the following or related subjects would be appropriate for presentation:

Any kind of issues in cultural tourism and tourism/hospitality/foodservice.

- Cross-cultural studies in tourism/hospitality.
- Emerging issues in education and training.
- Studies and case studies on tourism/hospitality development.
- Studies related to marketing and promotion of tourism/hospitality.
- Studies related to tourism/hospitality forecasting and economic aspects of industry.
- Studies on social, cultural, economic and environmental impact of tourism/hospitality.
- Tourism/hospitality and environmental sustainability.
- Human resources development and educational issues in industry.
- Financial models or econometrics of tourism/hospitality.
- Operation of tourism and hospitality businesses at both macro and micro levels.
- The gaming and casino industry.
- Community tourism development and rural/farm tourism.
- Post-modern tourism/hospitality and contemporary issues in tourism/hospitality.
- IT and Internet aspects of tourism/hospitality.
- Other papers related to the theme of the Conference.

Submission Guidelines

- 10 pages abstract of papers should be submitted for the final selection process.
- The paper should be submitted to the following email: scjung@honam.ac.kr.
- Deadline for submitting paper is August 31, 2011
- Paper Review Committee will conduct a refereed screening of papers.

Format of Presentations:

-Paper sessions will have about 4 papers presented in each 90 minute session, giving each presenter 15 Minutes..

-Panel sessions will provide an opportunity for about four presenters to speak in a more open and conversational setting with conference attendees.

Submitting a Proposal:

1. Create a title page for your submission. The title page should include:
 - a. title of the submission
 - b. name(s) of the author(s)
 - c. department(s) and affiliation(s)
 - d. mailing address(es)
 - e. e-mail address(es)
 - f. phone number(s)

g. fax number(s)

2. Email your paper, along with a title page, to scjung@honam.ac.kr.

Receipt of submissions will be acknowledged via email within 48 hours.

If you do not wish to email your submission, you may send it via regular mail or fax to:

Prof, Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Association

Dept. of Tourism Management, Honam University,

59-1 Seobong-dong Gwangsan-gu

Gwang-ju, Korea 506-090

Tel : 062-940-5582 / Fax : 062-940-5582

3. Submissions will only be published in the conference proceedings if at least one of the authors registers and attends the conference.

Final copies of accepted papers will be professionally published with ISSN number PRIOR To the Conference.

CONFERENCE ADMINISTRATION

Please direct paper submissions and enquires to:

Prof, Jung, Sung-chae, Ph.D.

President

World Cultural Tourism Association

Dept. of Tourism Management, Honam University,

59-1 Seobong-dong Gwangsan-gu

Gwang-ju, Korea 506-090

Tel : +82-62-940-5582 / Fax : +82-62-940-5582 /

E-mail : scjung@honam.ac.kr, scjung50@hanmail.net, scjung19@yahoo.com

<http://www.kasct.co.kr>

Call for Papers(Journals)

International Journal of Culture and Tourism Research

Journal of World Cultural Tourism Association

Journal of Culture and Tourism Research

Journal of the Korean Academci Society of Culture and Tourism

Specifications and Instructions for Submitting Final Papers for Journal

I. General Text Requirements:

- A. All manuscripts must be prepared in English and **free of grammatical, spelling and/or punctuation errors**. Please make sure your paper is thoroughly edited and proof read before submission.
- B. All manuscripts must be the original work not yet submitted to any other journals or publications prior to the Conference. Following the Conference, authors are free to submit the manuscript for publication in any journals.
- C. The conference proceedings will be professionally reproduced on CD with an appropriate ISBN/ISSN number. Final copies of all manuscript prepared based on the following specifications must be submitted **to Scjung50@hanmail.net, scjung@honam.ac.kr and scjung19@Yahoo.com.**

D. Page Limitations:

1. Authors are allowed to submit **a final paper of up to 20 single spaced pages, inclusive of everything (e.g., any tables, figures, references and appendices)** for inclusion in the Journal.
2. Papers exceeding this page limit can be accepted with an additional production charge of **US\$10 for every additional single spaced page**. Papers exceeding the page limit and submitted without the additional production charges will not be included in the journal.

Prepare your paper using **Microsoft Word software on PC only**. Submit your paper to the Director of Paper Review, Dr, Jung, as an email attachment (scjung@honam.ac.kr) .

II. Paper Format (also see sample below).

The paper should follow the following format:

- Up to **20 single-sided pages** inclusive of all tables, figures, references, appendices and so on. The text should be **single-spaced within each paragraph** but **double spaced between paragraphs**. **Do not number the pages** but make sure the pages are in correct order. Pages will be numbered by the editor.

- Font Type: **Times New Roman**
- Font size **11 point**.
- The paper must be formatted for **A4 size** (210mm x 297mm).
- Set the page margins exactly as follows: top, bottom, left and right for **1 inch**.
- Indent the first sentence of each paragraph with $\frac{1}{2}$ **inch** and align text **justify**.
- All manuscripts must be accompanied by a short **abstract of about 100 words** and a list of no more than **six key words**, which define the subject matter.
- **Consistency in presentation** must be maintained throughout the paper.
- Use tables and simple diagrams which are clearly presented. Please **do NOT use colour graphics**.
- Please **do NOT use footnotes** and **do NOT list references as footnotes** at the end of each page.
- If the paper does not follow these specifications, it will be returned!

For other details, please see the example format below.

TITLE OF YOUR PAPER CENTERED LIKE THIS

* Your Name James Bond
Your Department's Name
Your Organization (University's) Name

Your co-author's name
Your co-author's Department Name
Your co-author's Organization (University's) Name
and

Your co-author's name
Your co-author's Department Name
Your co-author's Organization (University's) Name

[Mark * in front of the name of the presenting author]

ABSTRACT

Starting with "Abstract," your paper needs to be typed in one column as shown in this example. **Indent** the first sentences of each paragraph with $\frac{1}{2}$ **inch**. Use **single space within each paragraph** but **double space between paragraphs** as shown in this example. **Do not number the pages** but make sure the pages are in the correct order. Pages will be numbered by the editor. **(All papers must be prepared and submitted in English).**

Key Words: identify and list key words (maximum 6) which represent the content of your paper.

INTRODUCTION

The paper title, author names (full names and institution only), titles (e.g., Assistant Professor or Assistant Dean or Head of School, etc.) and degrees (e.g., Ph.D., etc.) are not necessary. Title and author affiliations must be centered as shown above.

Submit your final paper to the Director of Paper Review as indicated in the accompanying instruction sheets. All papers need to be prepared in **Microsoft Word** and submitted as an email attachment.

TABLES AND FIGURES

Tables and figures must appear within the text (not at the end of the text). Tables and figures need to be **numbered sequentially** (e.g., Table 1, Table 2, Table 3, etc.) and they should **bear a title** (with appropriate upper and lower case letters) which explains their contents. For example:

Table 1. Profile of Conference Participants

Profile	Frequency	Percentage
Male	98	49.00
Female	102	51.00
Total	200	100

REFERENCES

References must be listed immediately following the CONCLUSION or SUMMARY of the paper. Use **APA style** (<http://www.apastyle.org/>). Alphabetize by author, and for each author list in chronological sequence. List the author's names exactly as written in the source cited. **(Please do NOT list references as footnotes at the end of each page).**

See example below:

Aaker, D. A., Kumar, V. and Day, G.S. (1995), *Marketing Research*. 5th ed. John Wiley, New York.

Diaz, A. B. C. and Ruiz, F. J. M. (2002), "The consumer's reaction to delays in Service", *International Journal of Service Industry Management*, 13(2), p. 118-140.

Pritzker, T.J. (n.d.). An Early fragment from central Nepal [Online]. Retrieved June 8, 1995, from <http://www.ingress.com/~astanart/pritzker/pritzker.html>

Smith, P.S. (2001, October 23). The finest dining places in Hong Kong. *South China Morning Post*, pp. B1, B3.

ACKNOWLEDGEMENT

Acknowledgement is optional and should appear after the references and before the appendices.

Any "APPENDICES" should appear at the end of the article after the list of references and acknowledgement(if applicable).

Website: [www://kaset.co.kr](http://www.kaset.co.kr)

Paper Review Committee
World Cultural Tourism Association
The Korean Academic Society of Culture and Tourism