

**VERSION 2**

### Pre-Conference Events

#### Wednesday 14 October 2015

Venue: Manchester Metropolitan University

0830-1600	<b>EuroCHRIE Board Meeting</b> ( <i>by invitation</i> ) Council Chamber, Ormond Building, Manchester, M15 6BG
0830-1730	<b>Certification in Hotel Industry Analytics Train-the-Trainer Workshop</b> Sponsored by STR Global SHARE Centre Steve Hood Room C2.02, Righton Building, Manchester, M15 6BG
1300-1700	<b>The HOTS Simulation Train-the-Trainer Workshop</b> Sponsored by The Total Simulator Company Phillip Marston & Michael James C2.03, Righton Building, Manchester, M15 6BG
1800-1900	<b>First Time Attendee Reception and Registration</b> Sponsored by EuroCHRIE Benzie Building, Manchester, M15 6ED
1900-2000	<b>Welcome Reception and Registration</b> Sponsored by Manchester City Council Benzie Building, Manchester, M15 6ED
2030	<b>Holland House EuroCHRIE Reception</b> Sponsored by Association Dutch Hotel Management Schools Revolution Bar, 90-94 Oxford Road, Manchester, M1 5WH

### Experience EuroCHRIE 2015

#### Thursday 15 October 2015

Venue: The Lowry Hotel, 2<sup>nd</sup> floor Conference Rooms

0800-0900	<b>Refreshments and Registration</b> <b>The Market Place</b>
<b>Opening Address</b>	
0900-0930	<b>Opening Address</b> Dr Kevin Nield, EuroCHRIE President Dr Maureen Brookes, ICHRIE President Jane Randall, Head of Visitor Economy, Visit Manchester Dr Steven Rhoden, Conference Chair <b>Grand Ballroom</b>
<b>Keynote Speaker</b>	
0930-1030	<b>Keynote: B. Joseph Pine II</b> Hospitality and Tourism in today's Experience Economy Co-Author of The Experience Economy Sponsored by Hollings Faculty, MMU <b>Grand Ballroom</b>
1030-1100	<b>Refreshments</b> <b>The Market Place</b>
<b>Keynote Speaker</b>	
1100-1200	<b>Keynote: Andrea Torrance</b> Vice President, Operations Support, Americas, FRHI Return on 'Guest' Experience Sponsored by Institute of Hospitality <b>Grand Ballroom</b>

1200-1330	<b>Networking Lunch and Posters The Market Place</b>
	<b>Poster Presentations:</b>
	Sports travelers: Destination image and loyalty <i>Deborah Breiter &amp; Asli Tasci</i>
	The importance of mentoring: Are we failing our female hospitality management students? <i>Sheryl F. Kline</i>
	Antecedent and consequence of hospitality employees' cultural competency: core self-evaluations and customer service orientation <i>Jung Hoon (Jay) Lee, Mel Weber &amp; Alleah Crawford</i>
	The importance of knowledge transfer within the hotel chain internationalisation <i>Michael Papaioannou</i>
	How does the physical environment influence customer experience in upscale restaurants? <i>Alexandra Shakhgaleyeva &amp; Ivan Ninov</i>
	Added people planet profit value of local food products for a tourism destination <i>Sarah Seidel</i>
	Using value-based communication to nudge hospitality entrepreneurs to show better sustainable behaviour in using certification schemes for their accommodation <i>Femke A. Vrenegoor</i>
<b>Sponsored Workshop</b>	
1330-1700	<b>Hotel Business Acumen Instructor (HBAi) Workshop</b> <b>Room: 7</b> Certification offered by REDGlobal <i>Peter Starks &amp; Heidi Anaya</i>
<b>Parallel Paper Presentations</b>	
	<b>Theme: Consumer</b> <b>Room: 1</b> Moderator: Deborah Johnson
1330-1400	Multisensory and authentic experience of Food Tourism as a differentiation factor for tourism destination marketing <i>Anna Stalmirska, Peter A. Whalley &amp; Paul E. Fallon</i>
1400-1430	An experiential ethnography of the meaning and experience of participation in cyclosporives (long distance cycling events) <i>Graham Berridge</i>
1430-1500	A mixed methods phenomenological investigation into the construction of event meaning: the BMX racing events case <i>Jeff Papis</i>
	<b>Theme: Management</b> <b>Room: 2</b> Moderator: Seán T. Ruane
1330-1400	Big data in hospitality - The struggle for definition <i>Natalie Haynes &amp; David Egan</i>
1400-1430	The impact of Generation Y on the hospitality industry: A case study of a Norwegian hotel <i>Thor F. Halvorsen, Clare N. Hindley &amp; Beverley R. Wilson-Wünsch</i>
1430-1500	The contextual antecedents of emotional labour of holiday representatives: An observational study <i>Georgiana Busoi, Alisha Ali &amp; Katherine Gardiner</i>
	<b>Theme: Technologies</b> <b>Room: 3</b> Moderator: Fred Mayo
1330-1400	From cost savings to experience enhancement: The evolving role of self-service technologies <i>Wei Wei &amp; Edwin Torres</i>
1400-1430	Revenue Management and Booking Channels: using conjoint analysis to optimise OTA commission percentage <i>Jean-Pierre van der Rest, Paolo Cordella, Gerard Loosschilder &amp; Zvi Schwartz</i>
1430-1500	Antecedents of eCRM Success: A Study of the Hotel Industry in Thailand <i>Vimolboon Cherapanukorn &amp; Haiyan Song</i>
	<b>Theme: Sustainable</b> <b>Room: 4</b> Moderator: Elizabeth Barber
1330-1400	Carbon offsetting schemes - Responsible Tourism behaviour: Issues and challenges in the 21st Century <i>Argyro Velonaki &amp; Chris Stone</i>
1400-1430	Climate-friendly hospitality and circular economy <i>Robert Schönrock Nielsen</i>
1430-1500	The integration of menu engineering as a revenue management experience In Total Enterprise Restaurant <i>Bernard McEvoy &amp; David Martin</i>
	<b>Theme: Technologies</b> <b>Room: 6</b> Moderator: Olga Kampaxi
1330-1400	The moderating effect of long-term orientation on experience economy in augmented reality adoption <i>Timothy Jung, M. Claudia tom Dieck, Hyunae Lee &amp; Namho Chung</i>
1400-1430	Exploring the use of smartphone applications in hospitality and tourism marketing: Experience economy perspective <i>Yu-Chih Huang &amp; Lan Lan Chang</i>
1430-1500	PageRank grade evaluation of independent Slovenian restaurant websites <i>Mitja Petelin, Helena Cviki &amp; Miha Lesjak</i>

	<b>Theme: Consumer</b> <b>Room: 8</b> Moderator: Ralf Burbach
1330-1400	The impact of service recovery on customer satisfaction and customer loyalty: The case of airline industry <i>Reza Etemad-Sajadi &amp; Laura Bohrer</i>
1400-1430	An empirical investigation on five-star airline service quality, customer satisfaction, and customer loyalty: Comparison between business class customers and economy class customers <i>Titipong Rerngrittirong</i>
1430-1500	Unraffeling the power of customer delight <i>Jeroen J. T. Bosman &amp; Daphne Dekker</i>
1500-1530	<b>Refreshments</b> <b>The Market Place</b>
<b>Sponsored Workshop</b>	
1530-1600	<b>Changing the Learning Landscape in Hospitality Higher Education with Technology: The KP Compass Gamified Online Learning Platform Advantage</b> <b>Room: 3</b> <i>Nai Wang &amp; Lisa Assante</i> <i>President and Founder, KP Education Systems</i>
<b>Parallel Paper Presentations</b>	
	<b>Theme: Consumer</b> <b>Room: 1</b> Moderator: Susan Fournier
1530-1600	Communication and climate applications <i>Denis Rudd, Richard Mills &amp; Denis Rudd II</i>
1600-1630	A preliminary comparison of experience and service quality dimensions on customer outcomes in hospitality and tourism <i>Lori Sipe &amp; Mark Testa</i>
1630-1700	Customer satisfaction and loyalty in airline industry <i>Reza Etemad-Sajadi &amp; Laura Bohrer</i>
	<b>Theme: Education</b> <b>Room: 2</b> Moderator: Shane Blum
1530-1600	Venturing into new learning space: The case of Saxion's Hospitality Expedition <i>Bastienne Bernasco &amp; Brenda Groen</i>
1600-1630	Assurance of learning for academic programs in tourism and hospitality management <i>Elizabeth Barber</i>
1630-1700	Reflection of teaching entrepreneurship to tourism and hospitality students <i>Fernando Lourenço</i>
	<b>Theme: Management</b> <b>Room: 4</b> Moderator: Marianna Sigala
1530-1600	Destination marketing theory and practice – ducks or rabbits? <i>John Heeley</i>
1600-1630	Hotel eCRM competence and performance evaluation: A case study in the Hong Kong hotel industry <i>Bruce Tsui &amp; Norman Au</i>
1630-1700	U.S. bed and breakfast entrepreneurs: Expectations and attitudes <i>Alleah Crawford</i>
	<b>Theme: Sustainable</b> <b>Room: 6</b> Moderator: Joseph Roevens
1530-1600	Explore factors that influence residents' subjective well-being <i>Ruiying (Raine) Cai, Christina Chi &amp; Yongfen Li</i>
1600-1630	Circular Economy as an accelerator for sustainable experiences in the hospitality and tourism industry <i>Arjan van Rheede</i>
1630-1700	Sustainable Tourism? Understanding the tourist market of two Italian parks: An experience-based approach <i>Federica Montaguti &amp; Erica Mingotto</i>
	<b>Human Trafficking Awareness Session</b> <b>Room: 8</b>
1600-1700	<i>Maureen Brookes, Angela Roper &amp; Alexandros Paraskevas</i>
<b>Evening Social Event</b>	
1815	<b>Manchester United Networking Reception</b> Board coach outside the Lowry Hotel
1830	<b>Coach Departs Lowry Hotel</b>
1900	<b>Reception and Complimentary Tour of Old Trafford Stadium</b>
2100 2130 2200	<b>Coaches depart for the Lowry Hotel</b>

# Friday 16 October 2015

Venue: The Lowry Hotel

0800-0900	<b>Refreshments and Day Delegate Registration</b> <b>The Market Place</b>
<b>Workshop</b>	
0900-1030	<b>Qualitative Data Analysis Workshop</b> <b>Room: 7</b> <i>Elizabeth Ineson, Seán Ruane, Melanie Smith, Matthew Yap, Marianna Sigala &amp; Edwin Torres</i>
<b>Parallel Paper Presentations</b>	
	<b>Theme: Consumer</b> <b>Room: 1</b> Moderator: Florian Aubke
0900-0930	Tourism image: A holistic experiential view <i>Suh-hee Choi &amp; Liping Cai</i>
0930-1000	Understanding destination choice from a cultural distance perspective <i>Hongbo Liu, Xiang (Robert) Li, David Cardenas &amp; Yang Yang</i>
1000-1030	Using the framework of experience economy to explore cultural tourism experience <i>Lan Lan Chang, Yu Chih Huang &amp; Kenneth Backman</i>
	<b>Theme: Consumer</b> <b>Room: 2</b> Moderator: Mary Jo Dolansinski
0900-0930	The experience patterns: Understanding flow and immersion interplay during a holiday <i>Isabelle Frochot &amp; Stasia Elliot</i>
0930-1000	The memorable tourism experience scale (MTS'e) analysis through cooking class package from number of hotels in Ubud, Bali <i>Cut Kesuma Pahlufi, Ni Putu Sartika Sari &amp; Agung Permana Budi</i>
1000-1030	Depictions of culture: The case of tourists' guidebooks <i>Henrik Vejlgaard</i>
	<b>Theme: Consumer</b> <b>Room: 3</b> Moderator: Bert Smit
0900-0930	The Life Style Hub: Using design thinking to develop a new hotel concept <i>Xander Lub, René Rijnders &amp; Laura Niño Caceres</i>
0930-1000	Service Experience Dimensions in Asian Hospitality: A Case Study of Hotels in Thailand and Hong Kong <i>Manisa Piuchan &amp; Loretta Pang</i>
1000-1030	Service Quality, Service Fairness and Customer Satisfaction: Examples Drawn from Asia's Hotel Industry <i>Jiwon Ava Seo</i>
	<b>Theme: Education</b> <b>Room: 4</b> Moderator: Titipong Rerngrittirong
0900-0930	Intercultural competence, global citizenship or cosmopolitanism? No Tower of Babel if hospitality educators join forces <i>Kim Meijer, Anne Keizer, Armand Odekerken &amp; Ankie Hoefnagels</i>
0930-1000	Preparing postgraduate hospitality students for international career success: A virtual intercultural team work initiative across three European hospitality education institutions <i>Judie Gannon, Zaida Rodrigo &amp; Ricard Santoma</i>
1000-1030	A global hospitality and tourism classroom experience without leaving home <i>Cynthia S Deale</i>
	<b>Theme: Management</b> <b>Room: 6</b> Moderator: Jean-Pierre van der Rest
0900-0930	A macro econometric model for forecasting the hotel-room night demand: The case of Switzerland <i>Giuliano Bianchi</i>
0930-1000	The loyalty ladder: Fifteen years of hotel loyalty research <i>Sarah Tanford</i>
1000-1030	Improving the hotel employees experience will help retain them... it's not rocket science, it's common sense! <i>Anthony Brien</i>
	<b>Theme: Management</b> <b>Room: 8</b> Moderator: Geoff Maree
0900-0930	The influence of experience economy theory on frontline managers - An exploratory study <i>Claire Forder</i>
0930-1000	The effect of familiarity and self-efficacy on value co-creation process in the dining experience <i>Jin Young Im &amp; Hailin Qu</i>
1000-1030	The material management of the restaurant experience: A Malaysian case study of DINESCAPE application in an Indonesian themed environment <i>Farah Adibah Che Ishak &amp; Philip Crang</i>

1030-1100	<b>Refreshments</b> The Market Place
<b>Keynote Speaker</b>	
1100-1200	<b>Keynote: Professor Kaye Chon</b> "Innovations and Leadership in Hospitality and Tourism" Dean of School/Chair Professor of Hotel & Tourism Management, Hong Kong Polytechnic University <b>Grand Ballroom</b>
<b>EuroCHRIE Annual General Meeting</b>	
1200-1300	<ul style="list-style-type: none"> <li>• Best PhD Student Paper Award</li> <li>• CABI Best Poster</li> <li>• REDGlobal University Challenge Award</li> <li>• EuroCHRIE AGM</li> <li>• Dr Maureen Brookes, ICHRIE President: ICHRIE 2020 Strategic Plan: what does it mean for EuroCHRIE members?</li> </ul> <b>Grand Ballroom</b>
1300-1400	<b>Lunch and Networking</b> <b>The Market Place</b>
<b>Poster Presentations</b>	
	Destination and country images differentiated by tourism destination experience <i>Suh-Hee Choi &amp; Liping A. Cai</i>
	The future of hotel leadership competencies <i>Mary Jo Dolasinski</i>
	Service learning: Practical implications and pedagogical reflexion <i>Stefan Dressler &amp; Florian Aubke</i>
	Factors effecting "Eating Out" experiences of the elderly: A comparative approach from USA and Turkey <i>Mehmet Ergul, Emine Aksoydan &amp; Colin Johnson</i>
	An experiential approach to teaching event planning <i>Deborah Fowler &amp; Shane Blum</i>
	Going all in: The memories business mindset <i>Lori Sipe</i>
<b>Sponsored Workshop</b>	
1400-1600	<b>REDGlobal Career Academy: Developing, writing and using case studies for educational purposes</b> <b>Room: 7</b> Marianna Sigala, Elizabeth M. Ineson, Susan Fournier, Robert M. O' Halloran & Brian King
<b>1400-1700</b>	<b>Parallel Paper Presentations</b>
	<b>Theme: Consumer</b> <b>Room: 1</b> Moderator: Nancy Scanlon
1400-1430	Spectator attendance at sport events: A South African experience <i>Deborah Johnson &amp; Susina Jooste</i>
1430-1500	An Opera House reimaged: Social inclusion and audience development at London's Royal Opera House <i>Adrian Guachalla</i>
1500-1530	Do you hear the people sing? The case of Catholic processions in Macau <i>Ubalduino Couto</i>
1530-1600	An investigation into event experience and design within agricultural shows <i>Caroline Westwood</i>
1600-1630	Customer emotions throughout the vacation experience: The momentary and enduring effects of guest affect <i>Edwin Torres &amp; Wei Wei</i>
	<b>Theme: Education</b> <b>Room: 2</b> Moderator: Bastienne Bernasco
1400-1430	Technology as a teaching aid - a blended learning approach to restaurant service training <i>Andrew Langford</i>
1430-1500	The iPad in the classroom: Lessons learnt <i>Olga Kampaxi</i>
1500-1530	Innovation for education; international transfers of knowledge – further developments of a prototype assessment system <i>Susan Moulding &amp; Federica Montaguti</i>
1530-1600	Experiential learning in the production process of Turkish Pekmez <i>Alissa Folendorf, Mehmet Ergul, Colin Johnson &amp; Jale Boga Robertson</i>
1600-1630	An experiential approach to teaching event planning <i>Deborah Fowler &amp; Shane Blum</i>

	<b>Theme: Management</b> <b>Room: 3</b> Moderator: Isabelle Frochot
1400-1430	Importance of customer relationship management, innovation and corporate entrepreneurship in organizational performance <i>Hsin-Hui (Sunny) Hu, Hsin-Yi Hu &amp; H. G. Parsa</i>
1430-1500	Proactive helping behavior in hospitality - a new measure and a test of a preliminary model <i>Steffan Raub</i>
1500-1530	Connecting on a higher level: The mediating effect of Ideological Contracts on the CSR-Employee Engagement relationship <i>Xander Lub, Brenda Groen, Ekaterina Pushkarskaya &amp; Meike Niebuhr</i>
1530-1600	From marketing to managing a destination: The potential of collaborative revenue management <i>Henri Koukkanen</i>
1600-1630	Millennial feedback in food service: Analysis of three ways to assess customer satisfaction <i>D. Kay Jarrell, Susan Gregory &amp; Frederic B. Mayo</i>
	<b>Theme: Management</b> <b>Room: 4</b> Moderator: Seth Lewis
1400-1430	3D printing and co-creation of value for the visitor experience in museums and art galleries <i>M. Claudia tom Dieck &amp; Timothy Jung</i>
1430-1500	Towards an understanding of managing service quality and the UK music festival experience <i>Alyssa Brown</i>
1500-1530	Design for zoo experience: Benchmarking the common denominators of successful zoo experiences <i>Bert Smit</i>
1530-1600	Towards 'Strategic Event Creation'; a step change for marketing events <i>Phil Crowther</i>
1600-1630	Relationships among tourist loyalty dimensions: The effect of tourism experience <i>Suh-hee Choi, Ying (Tracy) Lu &amp; Liping Cai</i>
	<b>Theme: Management</b> <b>Room: 6</b> Moderator: Maureen Brookes
1400-1430	Creating experiences in hotels and spas: The significance of culture and religion <i>Clare Hindley, Melanie Smith &amp; Sarah Winter</i>
1430-1500	Promotions in franchises: Do the inter-organizational agreements influence firm internal labour market? <i>Evelina Gillard &amp; Thorsten Merkle</i>
1500-1530	Toward an experience innovation canvas: A tool for senior management teams leading experience organizations <i>Lori Sipe &amp; Mark Testa</i>
1530-1600	Casino workplace bullying in Macau <i>Matthew H. T. Yap, Candy M. F. Tang &amp; Ioanna Karanikola</i>
1600-1630	A leadership construct for the casino and gaming industry based on the leadership style of Dennis Gomes <i>Joseph Tormey</i>
	<b>Theme: Sustainable</b> <b>Room: 8</b> Moderator: Arjan van Rheede
1400-1430	Cycles of enchantment and meaning: Exploring US tourists' photographic experiences of Ireland <i>Seán Ruane</i>
1430-1500	Miami, Florida: A City at risk of slipping back into the sea <i>Nancy Scanlon &amp; Xiaochan Wu</i>
1500-1530	Reviewing place image and attachment literature in the context of resident support <i>Min Gurung, Roya Rahimi &amp; Erdogan Ekiz</i>
1530-1600	Do hotels' recently emerging amenities and sustainability practices lead to guests' price premium and loyalty? <i>Woody Kim</i>
1600-1630	General values and organic wine endorsement: An empirical assessment <i>Imran Rahman &amp; Dennis Reynolds</i>
<b>Evening Social Event</b>	
1900-1930	<b>Gala Drinks Reception</b> The Market Place
1930-2230	<b>Gala Dinner and Awards Evening</b> Grand Ballroom

# Saturday 17 October 2015

Venue: The Lowry Hotel

0800-0900	<b>Refreshments and Day Delegate Registration</b> <b>The Market Place</b>
<b>0900-1100</b>	<b>Parallel Paper Presentations</b>
	<b>Theme: Consumer</b> <b>Room: 1</b> Moderator: Anthony Brien
0900-0930	Creating the customer experience through eWOM: The role of docility and its determinants in restaurant selection <i>Paola Ossola, Daniele Grechi &amp; Thorsten Merkle</i>
0930-1000	Experiencing collaborative consumption: An exploratory research on the rise of the sharing economy in the hospitality industry <i>Willy Legrand, Franziska Meier &amp; Philip Sloan</i>
1000-1030	Experiencing hospitality: An exploratory study on the experiential dimensions of hospitality <i>Ruth Pijls-Hoekstra, Brenda Groen, Mirjam Galetzka &amp; Ad Pruyn</i>
1030-1100	Café Culture - insights into customer experiences of hospitality in a commercial setting <i>David Egan, Helen Egan &amp; Jenny Cockill</i>
	<b>Theme: Consumer</b> <b>Room: 2</b> Moderator: Yu Chih Huang
0900-0930	Improving elderly social well-being through hospitality: The interface between service, social interaction, satisfaction and quality of Life <i>Xuan Lorna Wang &amp; Levent Altinay</i>
0930-1000	Marketing strategy of the food industry, menu suggestion in the global market - case study of Japanese manufacturers <i>Miki Michihata</i>
1000-1030	From product line manufacturing to services conception: How service design thinking may improve customer experience in the hospitality industry? <i>Gaetan Talens, Philomene Bayet-Robert &amp; Bernard Ruffieux</i>
	<b>Theme: Education</b> <b>Room: 3</b> Moderator: Elizabeth Ineson
0900-0930	The internship experience: Bridging theory and practice <i>Joy Goopio</i>
0930-1000	Experiencing the design thinking process in hospitality education, a case study <i>Bas Jansen, Mark Spoor, Xander Lub &amp; Geoff Marée</i>
1000-1030	Embodied leadership with tango: An experiential form to learn leading and following that makes pedagogical sense! <i>Joseph Roevens</i>
1030-1100	Teaching experience in North Korea <i>Linas Pucinskas</i>
	<b>Theme: Management</b> <b>Room: 4</b> Moderator: Dr Ankie Hoefnagels
0900-0930	Predictors of relationship quality for Cretan SME hotel organisations <i>Paraskevi Fountoulaki &amp; Tim Knowles</i>
0930-1000	Relationship between the tourists' place attachment, satisfaction and loyalty: Diversity preference as a media <i>Feng Zhu, Jiangzhe Wang &amp; Wei Chen</i>
1000-1030	Adding power to empowerment: The importance of personalisation and interactional justice during service delivery and recovery <i>Mark Pluymaekers, Laura Brand, Anike Edwards, Johanna Jansen, Jessica Romeijn, Oliver Schäfer, Van Qian &amp; Armand Odekerken</i>
	<b>Theme: Management</b> <b>Room: 6</b> Moderator: Dr Wei Wei
0900-0930	Adult education and employee training in the hotel industry in Nigeria <i>Tewo V. Bakare</i>
0930-1000	Engaging stakeholders to co-create memorable city hospitality: Residents' motives and personas <i>Jan Huizing &amp; Josje van der Wielen</i>
1000-1030	Tourism competitiveness and the role of government: The case of Central America <i>Marketa Kubickova &amp; Robertico Croes</i>

	<b>Theme: Technologies</b> <b>Room: 8</b> <b>Moderator: Henri Kuokkanen</b>
0900-0930	The impact of interaction and ubiquity on trust, benefits, and enjoyment in social media continuance use <i>Timothy Jung, M. Claudia tom Dieck &amp; Namho Chung</i>
0930-1000	Enhancing customer experiences through social customer relationship management: Practical implications in tourism and hospitality <i>Marianna Sigala</i>
1000-1030	The brand-land relationship in the online experiential communication: The origin-based products <i>Lea Iaia, Amedeo Maizza, Federica Cavallo &amp; Monica Fait</i>
<b>Workshop</b>	
1000-1100	<b>Careers Fair Workshop</b> <b>Room: 7</b> Creating productive student and industry connections <i>Lea Dopson, John Self &amp; Ben Dewald</i>
1100-1130	<b>Refreshments</b> <b>The Market Place</b>
1130-1230	<b>14th APacCHRIE Conference 2016</b> Dusit Thani College, Thailand <b>Keynote Speaker</b> <b>Keynote: Steve Hood</b> "Experiential Learning in Hospitality and Tourism" Senior Vice President Research/Founding Director of STR Global SHARE Center <b>Grand Ballroom</b>
<b>Closing Plenary</b>	
1230-1245	<b>Closing Plenary</b> Dr Steven Rhoden, Conference Chair Dr Kevin Nield EuroCHRIE President <b>Grand Ballroom</b>
1245-1400	<b>Lunch and Networking</b> <b>The Market Place</b>