

**Second Asia Pacific CHRIE (APacCHRIE) Conference & The Sixth Biennial  
Conference on Tourism in Asia  
May 27-29, 2004  
Phuket, Thailand**

*Conference Program*

**Thursday 27 May 2004**

11:00-19:00 Conference Registration opens at Holiday Inn Resort

14:00-18:00 Sponsors exhibition opens

13:30	Bus departs from Holiday Inn for Prince of Songkla University
14:00 -15:30	<p><b>Breakout Session on Current Issues Facing Education and Practices in Tourism in Asia</b> <b>Room 2406</b></p> <ul style="list-style-type: none"> <li>• Special presentation on Tourism Planning and Education <ul style="list-style-type: none"> <li>➤ Session Chair: Prof Haiyan Song, University of Surrey</li> <li>➤ Mr. Santi Chudintra, Policy and Planning Department, Tourism Authority of Thailand</li> <li>➤ Mr. Bert van Walbeek, The Winning Edge</li> <li>➤ Dr. J S Perry Hobson, Southern Cross University</li> </ul> </li> </ul> <p><b>Room 2508 (Sri Trang Room)</b></p> <ul style="list-style-type: none"> <li>• Special presentation on Gaming Industry in Asia <ul style="list-style-type: none"> <li>➤ Session Chair: Mr. James Wortman, University of Houston International Gaming Institute</li> <li>➤ Dr. Fanny Vong, President of Institute for Tourism Studies, Macau</li> <li>➤ Mr. Bill O'Reilly, Managing Director, Spectrum Oso Asia Ltd.</li> <li>➤ Dr. Cathy Hsu, The Hong Kong Polytechnic University</li> <li>➤ Mr. Fred Gushin, Spectrum Gaming Group LLC</li> </ul> </li> </ul>
15:30-16:00	Refreshment break (5/F, <b>Building 2, near Sri Trang Room</b> )
16:00-17:30	<p><b>Breakout Session I-a</b> <b>Room 2308: Consumer Behavior in Tourism</b> Session chair: Nor Khomar Ishak, University of Malaya</p>
	<p><i>Aswin Sangpikul</i> <span style="float: right;"><i>Dhurakijpundit University</i></span> Knowledge, Attitude And Ecotourism Behavior Of Youths In Bangkok And Greater Metropolitan Areas</p>
	<p><i>Tak Kee Hui &amp; Tai Wai Wan</i> <span style="float: right;"><i>National University of Singapore</i></span> Factors Affecting Consumers' Choice Of A Travel Agency: The Case Of Singapore</p>
	<p><i>Misty Johanson</i> <span style="float: right;"><i>University of Hawaii at Manoa</i></span> Identifying And Analyzing The Chinese Outbound Market For Hawaii</p>
	<p><i>Badaruddin Mohamed, Nikmatul Adha Nordin</i> <i>Rahmat Azam Mustafa &amp; Alip Rahim</i> <span style="float: right;"><i>Universiti Sains Malaysia</i></span> The Analysis Of International Tourists To Langkawi Island - Where Do We Go</p>

	<p><i>Ju-Yeon Hong</i> West Meets East: A Study Of Cultural Influences On The Acceptability Of 360-Degree Feedback Systems In Five-Star Hotels In South Korea</p>
11:00-12:30	<p><b>Breakout Session V-c</b> <b>Room 2408: Research in Information Technology &amp; Tourism</b> Session chair: J S Perry Hobson, Southern Cross University</p>
	<p><i>Jeremy W. Kiser &amp; Suzanne Nash</i> Bangkok University Virginia Intermont College Travel/Tourism e-Commerce: Consumer Performance Measurement Model An Examination Of Consumer Perceptions Of Travel Industry Websites</p>
	<p><i>Vikneswaran Nair</i> Taylor's College <i>Mohamed Daud, Mohd. Zohadie Bardaie &amp; Abdullah Mohd.</i> University Putra Malaysia Technological Approach In Ecotourism Rating And Management In Peninsular Malaysia</p>
	<p><i>Marie-Christine. Bonneau &amp; Young-Sook Lee</i> University of Angers Griffith University How Web Information Can Help Develop the Mobility Skills of Potential Tourists: A Study On Space Perception As A Key Element for Travel Motivation</p>
11:00-12:30	<p><b>Breakout Session V-d</b> <b>Room 2508: Tourism Marketing</b> Session chair: SooCheong (Shawn) Jang, Kansas State University</p>
	<p><i>Jutamas Wisansing, David G Simmons &amp; Alison McIntosh</i> Lincoln University Community Driven Tourism Marketing: Tensions Towards Implementation &amp; Lessons Learned From Thailand</p>
	<p><i>Patrick Legohérel &amp; Kevin Wong</i> University of Angers The Hong Kong Polytechnic University Market Segmentation In The Tourism Industry And Consumers' Spending: What About Direct Expenditures?</p>
	<p><i>Hoda McClymont</i> University of Southern Queensland <i>Bruce Prideaux &amp; David McMahan</i> James Cook University Goondiwindi Shire Council Profiling The Caravanning Market: An Exploratory Australian Study</p>
	<p><i>Bharath M. Josiam, Tammy R. Kinley &amp; Youn-Kyung Kim</i> University of North Texas University of Tennessee Using The Involvement Construct To Segment The Tourist Shopper</p>
12:40	Bus departs for Thai Nann Restaurant
12:50 – 14:20	Lunch at Thai Nann Restaurant
14:20	Bus departs for Prince of Songkla University
14:30-16:00	<p><b>Breakout Session VI-a</b> <b>Room 2308: Issues in Foodservice System &amp; Management</b> Session chair: Takayuki Shoji, Rikkyo University</p>
	<p><i>Yu-Hua Christine Sun</i> National Taiwan Normal University Determinants Of Mature Solitary Citizens' Needs For Community Food Services Programs</p>
	<p><i>Bharath M. Josiam, Priscilla Connors, Cynthia Simons &amp; Su-Su Juan</i> University of North Texas</p>