INTERNATIONAL ACADEMY FOR THE STUDY OF TOURISM - BIENNIAL CONFERENCE BALI INTERNATIONAL TOURISM CONGRESS 2019

# **INTERNATIONAL SEMINAR & CONGRESS**

Monday	6-May-19
Venue	Widyatula Ballroom

Updated 02 May 2019 - 11:25

START	END	MONDAY, 6th MAY 2019
8:00	9:00	INTERNATIONAL SEMINAR REGISTRATION
9:00		OPENING & WELCOMING
		1 Drs. Dewa Gede Ngurah Byomantara, M.Ed, Director of Bali Tourism Institute
		2 Prof. Dimitrios Buhalis, Chair of the Congress
		3 Prof. Bob McKercher, President of The Academy
		4 Dr. Tjok Artha Ardhana Sukawati, M.Si, Vice Governor of Bali Province
9:20	10:30	GLOBAL TOURISM: TRENDS AND PROSPECTS
		Moderator : Prof Bob McKercher, Hong Kong Polytechnic University
		1 Prof. Kaye Chon, Hong Kong Polytechnic University, China
		"Global Trends and Prospects in Tourism and Hospitality"
		2 Prof. Haiyan Song, Hong Kong Polytechnic University, China
		"Asia Pacific Tourism Demand Forecasts 2020-2025"
		3 Dra. Ni Wayan Giri Adnyani M.Sc,
		Deputy Minister of Tourism, Republic Indonesia for Industrial and Institutional Development
		4 Prof Dimitrios Buhalis, <i>Bournemouth University:</i> "The Future of tourism is SMART"
10:30	11.00	Coffee Break
11:00		STRATEGIC PLANNING MANAGEMENT MARKETING FOR TOURISM
11.00	10.00	Chair : Prof Dimitrios Buhalis, Bournemouth University
		1 Veranica Maidangkay - STR, Indonesia
		"Tourism and Hotel Performance and Development in Indonesia"
		2 Prof Larry Dwyer, Board Chair International Academy
		"Destination marketing to attract the ideal tourist"
		3 Drs. Mangku Nyoman Kandia, M.Ag, Former President Tour Guide Asia
		Association: "Tourism Marketing- Perspectives Tourism Village and
		Community based Tourism"
		4 Christian Laesser, St. Gallen University, Switzerland
		"Strategic Marketing for Tourism: Follow the Flow Destination Marketing in the Digital Age"
		5 I Gede Ardika, Chairman, Indonesia Sustainable Tourism Board & Member of World Committee on Tourism Ethics
		"Sustainable Tourism Growth in Indonesia"
13:00	14.00	Lunch & Poster Session
14:00		
1 1.00	10.00	Chair : Prof Alison Gill Simon, Fraser University, Canada
		1 Prof. Bob McKercher, Hong Kong Polytechnic University, China
		"Enhancing the value of cultural assets and heritage"
		2 Prof. Wiendu Nuryanti, Gajah Mada University Yogyakarta, Indonesia
		"Bali and Cultural Sustainability"
		3 Gde Indra Bhaskara Ph.D, Udayana University, Bali
		"World Heritage Unesco World Heritage Jatiluwih Rice Terrace and impacts of Tourism"
		4 Prof. Maria Gravari Barbas, Sorbonne France University
		"Sustaining cultural authenticity"
16:00	16:30	
16:30	18:00	SUSTAINABLE TOURISM GROWTH AND ENVIRONMENT
		Chair : Prof. Wiendu Nuryanti, Gajah Mada University, Yogyakarta
		1 Prof. Alison Gill Simon, Fraser University Canada "Incorporating issues of resilience into the transition towards sustainable tourism futures"
		4 Dr. Ni Made Eka Mahadewi, M.Par., CHE, Bali Tourism Institute (STP Nusa Dua Bali)
		4 DI. NI Made Eka Malladewi, M.Pal., CHE, Ball Tourism institute (STP Nusa Dua Ball)

"Sustainability and Quality of Events Tourism in Baii"

START	END	MONDAY, 6th MAY 2019
		3 Prof. Pauline Sheldon, University of Hawaii US
		"Tourism for the greater good" 4 Dr. Jaeyeon Choe, Bournemouth University, UK
		"Re-introducing wellness tourism to Indonesia"
		Wrapped Day 1
18:00	19:00	Evening Break
19:00	19:30	Transfer to Bebek Bengil, Nusa Dua
19:30	21:30	Speaker's Dinner @Bebek Bengil, Nusa Dua - Bali (Invitation only)
21:30	22:00	Return to Hotel
22:00		Program End

INTERNATIONAL ACADEMY FOR THE STUDY OF TOURISM - BIENNIAL CONFERENCE BALI INTERNATIONAL TOURISM CONGRESS 2019

### INDUSTRY INNOVATION WORKSHOP

Tuesday	7
Venue	V

7-May-19 Widyatula Ballroom

Updated 02 May 2019 - 11:25

			.20
START	END	TUESDAY, 7th MAY 2019	
8:00	8:30	INTERNATIONAL SEMINAR REGISTRATION	
8:30	9:00	OPENING CEREMONY OF INDUSTRY INNOVATION WORKSHOP	
		1 Drs. Dewa Gede Byomantara M.Ed., Director of Bali Tourism Institute	
		2 Prof. Dimitrios Buhalis, Chair of the Congress	
		3 Prof. Bob McKercher, President of The Academy	
		4 Anak Agung Gede Agung Yuniartha, Head of Bali Tourism Authority	
9:00	10:30	NDUSTRY INNOVATIONS WORKSHOP : Markets and Customer Developments	
	•	ing Emerging markets (China, India, ASEAN, Australia) and Innovations in industry.	
		nials and the New Consumer. Experience and Value for Money and for time <b>Chair</b> : Prof.	
	Dimitri	os Buhalis, Bournemouth University, UK	
		Presentations :	
		1 Prof. Bill Gartner, University of Minnesota,	
		USA "Global trends in Tourism"	
		2 Prof. Haiyan Song, Hong Kong Polytechnic University, China: Asia Pacific Tourism Demand Forecasts 2020-2025	
		Panelists:	
		1 Dr. Gusde Sutawa, Head of Bali Community Tourism Alliance:	
		Bali Sustainable Tourism Development and Stakeholder involvement	
		2 I Gusti Ngurah Ray Suryawijaya, Chairman Badung Tourism Promotion Board	
		3 Nyoman Dewa Gede Rucika, Former Resort Manager Hilton Resort/Hilton Resort Consultant	
		4 I Made Badra, Head Badung Tourism Authority:	
		Policy & Management Uluwatu Temple & Kecak Dance	
10:30		Coffee Break	
11:00	13:00	MARKETING, SALES, DISTRIBUTION, SOCIAL MEDIA & DIGITAL MARKETING	
		Chair : Prof. Sara Dolnicar, Queensland University Australia	
		Presentations :	
		1 Prof. Dimitrios Buhalis, <i>Bournemouth University, UK</i>	
		Digital Marketing, Social Media and Co-creation of experiences 2 Zulfi Rahardian, Google Head of Travel Team Indonesia	
		2 Zulfi Ranardian, Google Head of Travel Team Indonesia Travel search and sales	
		Panelists :	
		1 Krisna Arya, Area Manager C-Trip Indonesia	
		2 John Safenson, GM Hotel & Accommodation TRAVELOKA	
		3 I Made Ramia Adnyana, SE, MM, CHT, Vice President Indonesia Hotel GM Association	
		4 Made Suama, Operation Director, Bebek Bengil Restaurants	
		5 Ida Bagus Agung Partha, Director of Bali Tourism Board (GIPI Bali)	
13:00	14:00	Lunch & Poster Session	
14:00	15:30 <b> </b>	HUMAN RESOURCES AND TALENT MANAGEMENT FOR TOURISM	
		nents ; Standards and Requirements; Gender issues; Employees of the future	
		: Prof. Kaye Chon, Hong Kong Polytechnic University, China	
		Presentations :	
		1 Prof. Tom Baum, Strathclyde University, Glasgow, Scotland Human	
		Resources and Strategic planning in tourism and hospitality	
		2 Prof. Dianne Dredge, University of Denmark:	
		Culture and Gender issues and Human Resources	
		Panelists :	
		1 Drs. Dewa Gede Ngurah Byomantara, M.Ed, Director of Bali Tourism Institute	
WORKSHO	OP Industry	y Innovation	3

		2 Harry D. Nugraha, Founder EGOlogy Indonesia
		3 Nyoman Sarya, VP Operation Singgasana Hotels & Resort
15:30	16:00	CLOSURE OF BALI TOURISM CONGRESS & OPENING OF THE ACADEMY FOR THE STUDY OF
		TOURISM
		Ministerial Address
		Dr. Ir. Arief Yahya (Minister of Tourism, Republic of Indonesia)
		Drs Dewa Gede Ngurah Byomantara,M.Ed
		Prof. Bob McKercher and Prof. Dimitrios Buhalis
16:00	16:30	Coffee Break & Wrapped Up Program
16:30	18:00	Academy First Business Meeting (Closed Meeting)
18:00	19:00	Evening break
19:00	21:30	Welcome Reception @Santika Hotel Siligita, Nusa Dua (Invitation only)
21:30		Program End

## INTERNATIONAL PUBLICATIONS WORKSHOP

Tuesday 7-May-19 Venue Ground Fl

Ground Floor, Widyatula Ballroom

Updated 02 May 2019 - 11:25

START	END	TUESDAY, 7th MAY 2019
8:00	8.30	REGISTRATION
9:00		INTERNATIONAL ACADEMIC PUBLICATION WORKSHOP
0100		Presentation : Writing for High Impact Tourism Journals
		> Prof. Bob McKercher, Hong Kong Polytechnic University, China
		Meet the editor and discussion: overview of the submission and review process
		The workshop will start with a session with reviewers and members of the editorial boards, where
		participants will be briefed on the editorial policy, publication process and strategies for submission
		Editors will include :
		1 Anatolia, Metin Kozak
		2 Annals of Tourism Research: Sara Dolnicar and Scott McCabe
		3 Journal of China Tourism Research: Haiyan Song
		4 Journal of Destination Marketing & Management: Youcheng Wang and Alan Fyall
		5 Journal of Travel and Tourism Marketing & Asia Pacific Journal of Tourism Research: Kaye Chon
		6 Journal of Travel Research: Geoffrey Crouch
		7 Tourism, Culture & Communication: Brian King
		<ul><li>8 Tourism Management: Bob McKercher</li><li>9 Tourism Review: Dimitrios Buhalis</li></ul>
		10 Via.Tourism Review: Maria Gravari-Barbas
10:30	11.00	Coffee Break
11:00		GET THIS PAPER PUBLISHED IN A TOP JOURNAL
11.00	10.00	Discussion and workshop
		OPEN DISCUSSION, TIPS AND BEST PRACTICE FROM EDITORS
		Chair : Prof. Larry Dwyer Board Chair, International Academy
		Presentation :
		1 Prof. Haiyan Song : Research and Publication Ethics
		Discussion with Editors: What you always wanted to ask and you didn't know who!
		Introduction to Workshop Sessions by Sara Dolnicar
13:00		Lunch & Poster Session
14:00	15:30	Workshop Sessions (Small Group in Round Tables - Bring abstracts data to discuss)
		reviews = individuals or groups discussions.
		<b>MODERATOR:</b> Prof. Bob McKercher, Hong Kong Polytechnic University, China
		Facilitators:
		1 Anatolia: Metin Kozak
		2 Annals of Tourism Research: Sara Dolnicar and Scott McCabe
		<ul> <li>Journal of China Tourism Research: Haiyan Song</li> <li>Journal of Destination Marketing &amp; Management: Youcheng Wang and Alan Fyall</li> </ul>
		5 Journal of Travel and Tourism Marketing & Asia Pacific Journal of Tourism Research: Kaye Chon
		6 Journal of Travel Research: Geoffrey I. Crouch
		7 Tourism, Culture & Communication: Brian King
		8 Tourism Management : Bob McKercher
		9 Tourism Review: Dimitrios Buhalis
		10 Via.Tourism Review: Maria Gravari-Barbas
		Discussion of each abstract and paper will follow, in small group sessions. These sessions will enable
		participants to obtain feedback on their papers from the reviewers and editorial board members
15:30	16:00	CLOSURE OF BALI TOURISM CONGRESS & OPENING OF ACADEMY FOR THE STUDY OF
		TOURISM
		Ministerial Address
		Dr. Ir Arief Vahva, The Minister of Tourism, The Republic of Indonesia

Dr. Ir. Arief Yahya , The Minister of Tourism, The Republic of Indonesia

### Drs Dewa Gede Ngurah Byomantara,M.Ed Prof. Bob McKercher and Prof. Dimitrios Buhalis

16:00 16:30 Coffee Break & Wrapped Up Program

ĺ	16:30	18:00 Academy First Business Meeting (Closed Meeting)
	18:00	19:00 Free Time
	19:00	21:30 Welcome Reception @Santika Hotel Siligita, Nusa Dua (Invitation only)
	21:30	Program End

## THE ACADEMY CONFERENCE

May 8-11, 2019

Updated 02 May 2019 - 11:25

START	END	ACADEMY CONFERENCE PROGRAM - WED, MAY 8, 2019
		WIDYATULA BALLROOM
9:00	10:30	<ul> <li>TOURISM IN BALI, INDONESIA AND THE SOUTH EAST ASIA CULTURE AND SUSTAINABILITY</li> <li>Chair: Bob McKercher, Hong Kong Polytechnic University China.</li> <li>Prof. Wiendu Nuryanti, University of Gadjah Mada, Yogyakarta: Indonesian Culture and Tourism,</li> <li>Prof. Darma Putra, Udayana University, Bali: Cultural Tourism in Bali</li> <li>I Nyoman Nuarta, GARUDA WISNU KENCANA Indonesian and Balinese Culture symbiosis with tourism</li> </ul>
		<ul> <li>4 Dr. Gde Indra Bhaskara, Udayana University: World Heritage Unesco World Heritage, Jatiluwih Rice Terrace and impacts of Tourism</li> <li>Discussant: Drs Dewa Gede Byomantara Director STP Bali</li> </ul>
10:30	11:00	Coffee Break
11:00	13:00	<ul> <li>INTRODUCTORY PANEL SESSION TOURISM IN BALI AND INDONESIA SUSTAINABLE</li> <li>BUSINESS DEVELOPMENT</li> <li>Chair: Prof Kaye Chon, Hong Kong Polytechnic University, China</li> <li>1 Dr. Gusde Sutawa, Head of Bali Community Tourism Alliance: Bali Sustainable Tourism Development and Stakeholder involvement</li> </ul>
		2 Drs. Mangku Nyoman Kandia, M.Ag, President Asia Tour Guide Association
		<ul> <li>3 Prof. Dr. I Komang Gde Bendesa, M.A.D.E, Udayana University, Bali : Bali Tourism Future and Sustainability</li> <li>4 Dr. Ni Made Eka Mahadewi, Bali Tourism Institute : Events and Conferences Tourism in Bali</li> </ul>
		Discussant: Prof Alison Gill Simon, Fraser University Canada
13:00		Lunch & Working Poster Session
14:00	16:00	FELLOWS PRESENTATION PANEL A : PLANNING
		<ul> <li>Chair: Prof Jafar Jafari, University of Wisconsin, USA</li> <li>1 Maria Gravari-Barbas, Paris 1 Panthéon-Sorbonne University, France Super- Gentrification and Hyper-Tourismification in Paris. Learning from Le Marais</li> <li>2 Nelson Graburn, University of Berkeley, USA The Urban-Rural Interface on the World Stage of Tourism</li> </ul>
		3 Daniel Fesenmaier, University of Florida, USA Tourism Design: Behavioral Foundations and Implications
		4 Egon Smeral, Modul University Vienna, Austria
		Evaluating the Scientific Value of Econometric Tourism Demand Studies: Some Further Insights
		5 Haiyan Song, Hong Kong Polytechnic University, China
		A critique to tourism let economic growth hypothesis
		6 Shinji Yamashita, University of Tokyo/ Teikyo Heisei University, Japan Cultural Resilience: Heritage Tourism and Disaster Risk Management in Japan
16:00		Coffee Break
16:30	18:00	<ul><li>EDUCATION DEBATE : The Changing World of Tourism Education - Where are We Heading?</li><li>Chairs:</li><li>1 Prof. David Airey (University of Surrey, UK)</li></ul>
		2 Prof. Metin Kozak, (Dokuz Eylul University, Turkey)
		3 Prof. Donald Hawkins, (George Washington University, USA)
18:00	19:00 E	vening Break
19:00	19:45	In Memoria for Professors Eduardo Fayos-Sola and Graham Dann with Professor Jafar Jafari Officiating Celebrating Scholarly Journeys of Graham Dann and Eduardo Fayos-Sola: A Commemorative Tribute; Jafar Jafari, Chair, David Airey, Don Hawkins, Maria Gravari-Barbas, Philip Pearce
19:45	22:15	WINE AND CHEESE RECEPTION ACADEMY on LANGON RESORT Poolside Master of Ceremony Prof Brian King Hong Kong Polytechnic University China

	Induction of new Academy Fellows Bob McKercher
	Introduction of Invited Guest Scholars and Emerging Scholars Sara Dolnicar
22:15	Wrapped Up

#### Event Date Thursday, May 9, 2019

START	END	ACADEMY CONFERENCE PROGRAM - THU, MAY 9, 2019
9:00	10:30	FELLOWS PRESENTATION PANEL B : EDUCATION AND SCHOLARSHIP
		Chair: Prof. Pauline Sheldon, University of Hawaii, USA
		1 Brian King, Hong Kong Polytechnic University, China
		Future of the Hotel School
		2 Dianne Dredge, Aalborg University, Denmark
		Message Stick for the Academy - Communique from TEFI
		3 Tom Baum, University of Strathclyde, UK
		Are Tourism Jobs Bulls**T Jobs?
		4 Metin Kozak, Dokuz Eylul University, Turkey
		The Chronological Order of Scholars by their Academic Background
		5 Cathy Hsu, Hong Kong Polytechnic University, China
10:30	11.00	Resident Sentiment of Tourism: Construct and Model Development Coffee Break
11:00		INVITED GUEST SCHOLARS A
11.00	15.00	Chair: Prof. Sara Dolnicar Queensland, University Australia
		The Nominees:
		1 Alan Fyall, University of Central Florida, USA
		Emerging Issues in the Field of Destination Management: A Collaborative Future
		2 Scott McCabe, University of Nottingham, UK
		Rethinking the Purpose of Tourism through an Examination of its Role in Social Inclusion
		3 SooCheong (Shawn) Jang, Purdue University, USA
		Turning Something Qualitative to Quantitative: Ways of Advancing HTM Research
		4 Tazim Jamal, Texas A&M University, USA: Sustainability and Tourism: Whither Justice?
		5 Nigel Morgan, University of Surrey, UK: People, Place and (Em)Power(ments)
		6 Ulrike Gretzel, University of Southern California, USA: Role & Impact of Social Media in Tourism
13:00	14:30 L	unch Box on the Bus
14:30	19:30 <b>S</b>	STUDY VISIT TO UBUD
14:30	16:00	Palace of Ubud & Cultural Ubud
16:00		Sacred Monkey Forest Sanctuary Ubud
18:00		Art in Ubud and free time in Ubud
19:30	22:30	Dinner at Bebek Bengil (Dirty Duck)

 22:30
 0:00
 Back to Hotel

 0:00
 Wrapped Up

### Event Date Friday, May 10, 2019

START	END	ACADEMY CONFERENCE PROGRAM - FRI, MAY 10, 2019
9:00	10:30	FELLOWS PRESENTATIONS PANEL C : MARKET FORCES
		Chair: Prof. Jafar Jafari University of Wisconsin - Stout, Wisconsin USA
		1 Sara Dolnicar, University of Queensland, Australia
		Between 11 and 13 Percent of an Average Meal is not Eaten – Quantifying and Reducing Plate Waste at Hotel's buffets
		2 Dimitrios Buhalis, Bournemouth University, UK
		Smart Tourism – Interconnectivity, Ecosystems, Co-creation and Collective Competitiveness
		3 David Simmons, Lincoln University, New Zealand
		Tourists as Transient Populations in Natural Disaster Management
		4 Norbert Vanhove, University of Leuven, Belgium
		The Dutch 'Basic & Non-Basic Theory' and Tourism Led Growth Theory
10:30	11:00	Coffee Break

10:30 11:00 Coffee Break

11:00 13:00 INVITED GUEST - SCHOLARS B

Chair: Prof. Alison Gill, Simon Fraser University, Canada

- 1 Youcheng Wang, University of Central Florida, USA Destination Marketing and Management: Reflections and Directions
- 2 Heather Gibson, University of Florida, USA : Tourist Roles to Sport Tourism: A 30 Year Journey
- 3 Juergen Gnoth, Otago University, New Zealand The Tourism Experience Model (TEM): Determining the Co-Creative Opportunities for Positively Disrupting Tourists' Value-In Use
- 4 Honggang Xu, Sun Yat-sen University, China The Ecotourism in China: Practice, Theories and Challenges
- 5 Aliza Fleischer, Hebrew University of Jerusalem, Israel The Role of Trust in Online Tourism Markets
- 13:00 14:00 Lunch Mini BBQ

#### 14:00 16:00 EMERGING SCHOLARS

Chair: Prof. Larry Dwyer, Board Chair, International Academy for the Study of Tourism

- 1 Sangwon Park, Hong Kong Polytechnic University, China
- Role of Online Consumer Reviews in Tourism Marketing 2 Yang Yang, Temple University, USA
- Tourism Demand Analysis: A Spatial Perspective
- 3 Dan Wang, Hong Kong Polytechnic University, China
- The Structuration of Mobile Internet Use

16:00	23:00 STUDY VISIT : Jimbaran Bay
16:00	17:00 Transfer to Jimbaran Area
17:00	18:00 Free time @Jimbaran Beach
18:00	21:00 Dinner @Ramayana Warung Jimbaran

- 21:00 23:00 Transfer to SANTIKA Hotel Siligita & STP Nusa Dua
- 23:00 Wrapped Up

#### Event Date Saturday, May 11, 2019

START	END	ACADEMY CONFERENCE PROGRAM - SAT, MAY 11, 2019
9:00	10:30	RESEARCH PARADIGM'S DEBATE
		Global Tourism Research: Developing the Global Research Agenda – Horizon 2030
		Facilitators:
		1 Prof. Dianne Dredge, Aalborg University, Denmark
		2 Prof. Daniel Fesenmaier - MODUL University Austria
		3 Prof. Bob McKercher, Hong Kong Polytechnic University, China
		4 Prof. Karl Wöber - MODUL University Austria
10:30	11:00	Coffee Break
11:00	13:00	SECOND BUSINESS MEETING
13:00	14:00	Lunch
14:00	21:00	CULTURAL TOURISM STUDY VISIT – ULUWATU TEMPLE and GARUDA WISNU KENCANA
14:00	14:30	Preparation
14:30	16:00	Transfer to Uluwatu Temple
16:00	17:30	Sightseeing Uluwatu Temple
17:30	19:00	Seating for Kecak Dance performance
19:00	20:30	Leave Uluwatu temple to Garuda Wisnu Kencana Cultural Park
20:30	22:00	Farewell DINNER@ Jendela Restaurant, GWK Cultural Park
22:00	23:00	Return to Hotel
23:00		Wrapped Up