Organizing Committee
Dr. Robin Nunkoo (Chair of Organizing Committee & Conference Co-Chair)
Dr. Dogan Gursoy (Conference Co-Chair)
Dr. Boopen Seetanah (Program Co-Chair)
Dr. Raja Vinesh Sannassee (Program Co-Chair)
Dr. Thanika Devi Juwaheer (Program Co-Chair)
Mr. Mathew Lamport
Dr. Jay Matadeen
Mr. Keshav Seetah
Dr. Vanessa Napal

International Scientific Committee
Prof. J. Tribe, University of Surrey, UK
Prof. B. Bramwell, Sheffield Hallam University, UK
Prof. C. Ryan, University of Waikato, New Zealand
Prof. C. Hsu, Hong Kong PolyU, Hong Kong
Prof. A. Zins, MODUL University Vienna, Austria
Prof. F. Okumus, University of Central Florida, US
Prof. R. Perdue, Virginia Polytechnic, US
Prof. J. Fletcher, Bournemouth University, UK
Prof. C.M. Hall, University of Canterbury, NZ
Prof. M. Robinson, University of Birmingham, UK
Prof. C. Rogerson, University of Johannesburg, SA
Prof. M. Uysal, Virginia Polytechnic, USA
Prof. A. Therkelse, Aalborg University, Denmark
Prof. A. Santana, La Laguna University, Spain
Prof. Alan A. Lew, Northern Arizona University, US
Prof. B. Bai, University of Nevada Las Vegas, US
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Prof. C. Topaloglu, Mugla Sitki Kocman University, Turkey
Prof. C. Hui, Temple University, US
Prof. F. Lindberg, University of Nordland, Norway
Prof. H. Qu, Oklahoma State University, US
Prof. K. Chon, Hong Kong PolyU, Hong Kong
Prof. M. Deery, Curtin University, Australia
Prof. S. Baloglu, University of Nevada, Las Vegas, US
Prof. S. Ivanov, International University College, Bulgaria
Prof. Y. Wang, University of Central Florida, USA
Prof. M. Weed, Canterbury Christ Church University, UK
Mr. T. Griffin, University of Waterloo, Canada
Prof. B. Chen, National Chin-Yi University of Technology, Taiwan
Prof. C. Y. Lu, Chung Yuan Christian University, Taiwan
Prof. C. Cobanoglu, University of South Florida Sarasota-Manatee, US

AHRIM
WTO Chairs Programme
Mauritius Tourism Promotion Authority
Villages Caroline
Les Caves Du Roi
Routledge Taylor Francis Group
SBM
Association of Inbound Operators (Mauritius)
Coca-Cola
edge Consulting
CONFERENCE PROGRAMME

Day 1: Wednesday 25th June 2014

13h00-15h00: Registration
15h00-17h00: Round Table Discussion: (Enablers and Barriers to Sustainable Tourism)
   Panelists: Representative of: Hotel Industry; Ministry of Tourism & Leisure; Mauritius
              Tourism Promotion Authority; Tourism Authority; Air Mauritius; & Academia
   Moderator: Professor Geoffrey Lipman
17h00-18h00: Light Snacks and Networking

Day 2: Thursday 26th June 2014

08h00-09h00: Registration
09h00-10h30: Presentation Session 1
10h30-10h45: Tea Break
10h45-12h15: Presentation Session 2
12h15-13h15: Lunch
13h15-14h45: Presentation Session 3
15h00-15h35: Official Opening Ceremony (Chamarel Ball Room)
   15h00-15h05 Opening Statement by Dr Robin Nunkoo & Professor Dogan Gursoy (Co-Chairs, 4th AHTMMC)
   15h05-15h10 Address by Prof. Soodarsun Jugessur, CSK, GOSK (Pro-Chancellor & Chairman of Council University of
               Mauritius)
   15h10-15h15 Address by the Hon. Michael Yeung Sik Yuen (Minister of Tourism & Leisure)
   15h15-15h20 Address by Dr. the Hon. R. Jeetab (Minister of Tertiary Education, Science, Research and Technology)
   15h20-15h35 His Excellency Mr. Rajkeswur Puryag, GCSK, GOSK (President of the Republic of Mauritius)
15h35-16h05: Keynote by Professor Geoffrey Lipman (Green Growth & Travelism: Big Chance for Small States)
16h05-16h30: Tea Break
16h30-18h00: Presentation Session 4
18h30-22h00: Conference Dinner (Chamarel Ball Room)

Day 3: Friday 27th June 2014

09h00-10h00: Plenary Session: (How To Get Your Articles Published?) (Chamarel Ball Room)
10h05-10h15: Tea Break
10h15-12h15: Presentation Session 5
12h15-13h15: Lunch
13h15-15h15: Presentation Session 6
15h15-15h30: Tea Break
15h30-17h30: Presentation Session 7
17h30-19h00: Closing Ceremony (Chamarel Ball Room)
## PRESENTATION SESSIONS

### DAY 2

**THURSDAY 26th JUNE 2014**

<table>
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<tr>
<th>Session 1: 09.00-10.30</th>
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<td><strong>Session Chair:</strong> Prof. Zhang Meng</td>
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<td><strong>Venue:</strong> Bel Air</td>
</tr>
<tr>
<td><strong>Parallel Session 1.1:</strong> Service Management</td>
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<tr>
<td><strong>Gap Analysis of the Service Quality at Innibos Arts Festival</strong></td>
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<tr>
<td>Lisa Welthagen &amp; Sue Geldenhuys</td>
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<tr>
<td>Tshwane University of Technology, South Africa</td>
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<tr>
<td><strong>Service Dominant Logic for Innovation in Nature Based Tourism</strong></td>
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<tr>
<td>Hindertje Hoarau Heemstra</td>
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<tr>
<td>University of Nordland, Norway</td>
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<tr>
<td><strong>Impact of Negative Events on Brand Relationship in Restaurant Service: Experiment Study from the Perspective of Hierarchy of Customers’ Interests</strong></td>
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<tr>
<td>Xu Xing-an, Zhang Meng, &amp; Fu Xiaorong</td>
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<tr>
<td>Southwestern University of Finance and Economics, China</td>
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<tr>
<td><strong>Session Chair:</strong> Dr Cody Paris</td>
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<tr>
<td><strong>Venue:</strong> Wolmar</td>
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<tr>
<td><strong>Parallel Session 1.2:</strong> Residents &amp; Tourism Development</td>
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<tr>
<td><strong>Young Emiratis’ Perceptions of Tourism Impacts in Dubai.</strong></td>
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<tr>
<td>Cody Morris Paris, Lulu Baddar, &amp; Marcus L. Stephenson</td>
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<tr>
<td>Middlesex University Dubai, United Arab Emirates</td>
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<tr>
<td><strong>An Analysis of Community Support for Tourism in Swaziland: A Case of Ezulwini Valley (Part II)</strong></td>
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<tr>
<td>H. Xolile Dlamini, Willie J. L Coetzee, &amp; P.S Khunou</td>
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<tr>
<td>Tshwane University of Technology, Pretoria, South Africa</td>
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<tr>
<td><strong>A Logit Model for Local Entrepreneurs’ Supportiveness for Tourism Development: Perspective from the Island of Mauritius (Indian Ocean).</strong></td>
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<tr>
<td>Ramesh Durbarry &amp; Vanessa Gowreesunkar</td>
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<tr>
<td>University of Bedfordshire, UK; University of Technology, Mauritius</td>
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<tr>
<td><strong>Session Chair:</strong> Dr Karin Weber</td>
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<td><strong>Venue:</strong> Nicoliere</td>
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<tr>
<td><strong>Parallel Session 1.3:</strong> Travel Behavior I</td>
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<tr>
<td><strong>Perceptions about Safety and Security in Tschwane: The Case of Open Day Attendees at the Tshwane University of Technology, Pretoria</strong></td>
</tr>
<tr>
<td>Unathi Sonwabile Henama, Malefane Monyane &amp; Pascal Tuoatsoala</td>
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<tr>
<td>Tshwane University of Technology, South Africa</td>
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<tr>
<td><strong>Same, Same but Different: A Comparative Study of Mainland Chinese and Chinese-American Consumers’ Perceptions of and Behavior in a Service Failure Situation</strong></td>
</tr>
<tr>
<td>Karin Weber, Cathy Hsu, &amp; Beverley Sparks</td>
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<tr>
<td>Hong Kong Polytechnic University, Hong Kong; Griffith University, Australia</td>
</tr>
</tbody>
</table>
| Session Chair: Ms. Indra Dusoye | Parallel Session 2.1 | Antecedents and Consequences of Organizational Fit On Individual Job Performance: Comparative Studies Between International and Local Taiwanese Chain Hotels
Jen-te Yang
National Kaohsiung University of Hospitality and Tourism, Taiwan.

Human Resource Development Strategies as Advocates of Customer Service Quality: A Study in the Mauritian Hotel Sector
Indeen Vencatachellum & Indra Dusoye
University of Mauritius, Mauritius. |
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<tr>
<td>Venue: Bel Air</td>
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</tbody>
</table>
| Session Chair: Dr V. Gowreesunkar | Parallel Session 2.2 | Cultural World Heritage Site Management: A Case Study of Sacred Sites and Pilgrimage Routes in the Kii Mountain Range
Takamitsu Jimura
York St John University, UK.

The Impact of Direct Flights on Destination Development: The Case of Turkish airlines
Fazil Kaya, Gurel Cetin, & Orhan Akova
Istanbul University, Turkey.

The Role of Entertainment in Tourism: Mauritius as a Case Study
Vanessa Gowreesunkar, Chris Cooper & Ramesh Durbarry
University of Technology, Mauritius; Oxford Brookes University, UK; University of Bedfordshire, UK.

Assessing Feasibility of Film-Induced Tourism in Singapore.
Timothy Jeongyeol Lee & Qiao Fei
Ritsumeikan Asia Pacific University, Japan; University of Queensland, Australia. |
| Venue: Wolmar | | |
| Session Chair: Professor Dirk Reiser | Parallel Session 2.3 | Environmental Practices and Opinions of Travel Agencies Within the Context of Sustainable Tourism Development: The Case of Turkey
Nazmiye Erdogan
Baskent University, Turkey. |
| Venue: Nicoliere | | |
| Session 3.1: Risk/Disaster Management | Developing a Strategic Framework for Terrorism Prevention and Mitigation in Sport Events and Festivals in the USA  
Mathilda Van Niekerk & Ahmet Bulent Ozturk  
University of Central Florida, USA.  
Still Recovering: The Case of the Coco Palms Resort, Hawaii  
Sue Beeton  
La Trobe University Victoria, Australia.  
Hitting Turbulence and Privately Owned Airlines in South Africa: A Literature Review  
Unathi Sonwabile Henama  
Tshwane University of Technology, South Africa. |
|---|---|
| Session 3.2: Tourism Economics | Impact of Exchange Rate Volatility on Tourism Trade Flows - An African Perspective  
Virendra Polodoo, Boopen Seetanah, Raja Vinesh Sanassee, & Chris Brooks  
University of Mauritius, Mauritius; University of Reading, UK.  
Determinants of Per Diem Tourist Expenditure - The Role of Income  
Berta Ferrer Rosell, & Neelu Seetaram  
University of Girona, Spain; Bournemouth University, UK.  
Tourism FDI and Economic Growth in Mauritius. Evidence from a Dynamic Framework  
Sheereen Fauzel, Boopen Seetanah, Raja Vinesh Sanassee  
University of Mauritius, Mauritius. |
| Session Chair: Dr. Naomi Moswete | Parallel Session 3.3 Tourism Impacts/Sustainable Tourism II | The Tragedy of the Commons and Coordination Problems within a Developing Country’s Tourism Industry  
Roberto Croes, Kelly J. Semrad, & Jorge Bartels Villanneua  
University of Central Florida, USA; Universidad de Costa Rica, Costa Rica.  
Perceived Effects of Wildlife-Based Tourism Development: A Case of the Chobe National Park River Front in Northern Botswana  
Naomi Morwete & Emmanuel Mogende  
University of Botswana, Botswana.  
Challenges and Opportunities for Unlocking the Potential of Tourism Sector in Zambia  
Elliot M Mumba  
The Livingstone International University Of Tourism Excellence & Business Management (LIUTEBM), Zambia. |
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<tr>
<td>15.00-16.30: OPENING CEREMONY &amp; KEYNOTE SPEECH (CHAMAREL BALL ROOM)</td>
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</table>
Kokt Desere & Christine van der Berg  
Central University of Technology, South Africa.  
Tourism Policies and Planning in Santiago de Compostela (Spain)  
Xosé Manuel Santos Solla & Lucrezia Lopez  
University of Santiago de Compostela, Spain; University of Vigo Ourense, Spain.  
How Pro-Poor is Business Tourism in Sub-Saharan Africa?  
Christian M. Rogerson  
University of Johannesburg, South Africa. |
| | Session Chair: Ms. S. Georgijevic | Parallel Session 4.2 Legal Aspects of Tourism & Hospitality I | The Legal implications for Mauritius to Develop the Medical Tourism Sector.  
Marie-Valerie Uppiah & Rajendra P. Gunputh  
University of Mauritius, Mauritius.  
Advances in Protection for Tourist Consumers in South Africa  
Mark Tait  
Nelson Mandela Metropolitan University, South Africa.  
Some Legislations to Health and Safety Measures in the Context of Sexual Offences & HIV/AIDS to Improve Tourism in First Class Tourist Destinations: The Mauritian Case Study  
Marie-Valerie Uppiah & Rajendra P. Gunputh  
University of Mauritius, Mauritius. |
| Session Chair: Prof. Leo Huang | Parallel Session 4.3 Destination Marketing I | A Pilot Study: Comparing African Destination Images Among American Millennials  
Kathryn Hashimoto  
East Carolina University Greenville, North Carolina U.S.A.  
How to Raise Switching Barrier Strategy in E-Travel Agencies.  
Leo Huang  
National Kaohsiung University of Hospitality & Tourism, Taiwan.  
Testing a Model of Service Quality, Customer Satisfaction, Complain Intention and Customer Loyalty in Four Star Hotels in Mauritius  
Madhunisha Gunnoo & Robin Nunkoo  
University of Mauritius, Mauritius. |
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<td>Venue: Nicoliere</td>
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18.30-22.00: CONFERENCE DINNER  
VENUE: CHAMAREL BALL ROOM

**DAY 3**  
FRIDAY 27th June 2014

<table>
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<tr>
<th>Time</th>
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<tr>
<td>09.00 – 10.00 (Venue: Chamarel Ball Room)</td>
<td>PLENARY SESSION &amp; PANEL DISCUSSION: “HOW TO GET YOUR ARTICLES PUBLISHED?”</td>
</tr>
</tbody>
</table>
| | Panelists  
Professor Dogan Gursoy, Editor in Chief, Journal of Hospitality Marketing and Management  
Professor George G. Fenich, Editor in Chief, Journal of Convention and Event Tourism  
Professor Chris Rogerson, Editor in Chief, Urban Forum  
Dr Christina Chi, Associate Professor, School of Hospitality Business Management, Washington State University |
| | Moderator  
Dr Robin Nunkoo, University of Mauritius |
| 10.00 – 10.15: TEA BREAK | |
| Session 5: 10.15 – 12.15 | |
| Session Chair: Prof. Darko Prebežac | Parallel Session 5.1 Travel Behavior II | What are Tourists' Hotel Room Preferences? A Stated Choice Experiment  
Lorenzo Masiero, Cindy Heo, & Bing Pan  
The Hong Kong Polytechnic University, Hong Kong; College of Charleston, U.S.A.  
Visitor Motivations to a South African International Airport  
Liezel Du Plessis, Saayman, Methville, & Potgieter, Marius  
Tshwane University of Technology, South Africa.  
Which Destination Attributes Matter to Sun-and-Sea Tourists in Croatia? A Relevance-Determinance Analysis  
Josip Mikulić, Darko Prebežac, & Damir Krešić  
University of Zagreb, Croatia; Institute for Tourism, Zagreb, Croatia. |
| Venue: Bel Air | | |
| Session Chair: Prof. Oystein Jensen | Parallel Session 5.2 Sustainable Tourism III | Critical Factors in Cooperation Between Local Service Suppliers and Tour Operators with Regard to Local Sustainable Development: Evidence from Different Geographical Contexts  
Oystein Jensen  
University of Nordland, Norway.  
Respondents’ Knowledge of Iconic Sustainable Tourism Organizations: A case of Waterval Boven South Africa.  
Ndivhuwo Tshipala, Willie J.L. Coetzee, & Marius Potgieter  
Tshwane University of Technology, South Africa.  
Awareness and Credibility of Hotel Ecolabels in the US Lodging Industry  
Sun-Young Park & Michelle Millar  
University of San Francisco, USA.  
Evaluation of Rural Tourism Projects: A respondent Perspective  
Jennifer Tilbury  
Buckinghamshire New University, UK. |
|---|---|---|
| Session Chair: Ms. S. Georgijevic | Parallel Session 5.3 Legal Aspects of Tourism & Hospitality II | Medical tourists in Mauritius: Where Does the Right to Privacy on HIV/Aids Status Stands?  
Rajendra P. Gunputh  
University of Mauritius, Mauritius.  
Regulatory Framework for Tourism Sector -Suggested Model for Maharashtra  
Hrishikesh Soman  
Symbiosis College of Arts & Commerce, Pune, India. |

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<th>12.15 – 13.15: LUNCH</th>
<th>MAIN RESTAURANT</th>
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| Session Chair: Prof. Guido Sommer | Parallel Session 6.1: Destination Marketing II | The Benefit/Activity-Based Segmentation of Tourism/Leisure Market: Is it Effective and Operational?  
Marios Sotiriadis, Lesedi Nduna & Cina van Zyl  
University of South Africa (UNISA), South Africa. |
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<tr>
<th>Session Chair: Dr. K. Padachi</th>
<th>Parallel Session 6.2: Destination Development &amp; Management II</th>
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</table>
| Venue: Bel Air               | The case of the 2010 FIFA World Cup: Was It Truly an African Event?  
Portia Sifolo & Solomon Lebese  
Tshwane University of Technology, South Africa; University of South Africa (UNISA), South Africa.  
Evaluating the Importance of Soft Infrastructure in Tourism Development  
Boopen Seetanah, Kessiven Padachi, Thanika Devi Juwabeer, Raja Vinesh Sannassee, & Mathew Lamport  
University of Mauritius, Mauritius; University of Technology, Mauritius  
Sharing Economy and Tourism – Choice Set Considerations for Tourism Research  
Caroline Sophie Sturm  
Università della Svizzera Italiana (USI), Switzerland.  
Organizational Infrastructure Challenges in the Tourism and MEEC Industries that Impede Urban Renewal Strategies: The Case of Guayaquil, Ecuador  
Robertico Croes, Kelly J. Semrad  
University of Central Florida, U.S.A. |

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<thead>
<tr>
<th>Session Chair: Dr. Goran Georgijevic</th>
<th>Parallel Session 6.3: Travel Behavior III</th>
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</table>
| Venue: Nicoliere                      | Service Gaps and Urban Destination as a Day Visitor’s Experience  
Malefane Monyane, Tanoatsola Pascal, & Unathi Sonwabile Henama  
Tshwane University of Technology, South Africa. |
<table>
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<tr>
<th>Time</th>
<th>Session 7</th>
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</thead>
</table>
| 15.30 – 17.30| Parallel Session 7.1 Analyzing Sustainable Tourism Practices for the Hotel Industry of Mauritius
|              | Thanika Devi Juwaheer, Robin Nunkoo, Sharmila Pudaruth, & Hanisha Seeboo   |
|              | University of Mauritius, Mauritius; Mauritius Ports Authority, Mauritius.  |
|              | Tourism for Business Purposes: Legal Protection of Indigenous Practices Against Foreign Exploitation
|              | Marie-Valerie Uppiah                                                      |
|              | University of Mauritius, Mauritius.                                        |
|              | A Smoke-Free Island in the Sun!                                            |
|              | Marie Chan Sun & Robin Nunkoo                                              |
|              | University of Mauritius, Mauritius.                                        |

| Time          | Parallel Session: 7.2 Relationship Between Motivation to Travel and Quality of Medical Services
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<tr>
<td></td>
<td>Hyun-Suk Lim, Ho-Pyo Park, &amp; Timothy Jeongyeol Lee</td>
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<td>Cheongju University, South Korea; Ritsumeikan Asia Pacific University, Japan.</td>
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</tbody>
</table>
|              | Value Creation in Nature Based Tourist Experiences: A Focus on Experience Scape, Customer Interactions and Co-Creation
|              | Dorthe Eide & Frank Lindberg                                                                   |
|              | University of Nordland, Norway.                                                                 |
Perceptions and preferences for Asian ethnic foods.
Kye-Hong Min & Timothy Jeongyeol Lee
Jeonju University, South Korea; Ritsumeikan Asia Pacific University (APU), Japan.

Significant Profile Differences Among Male and Female
Adventure Tourists in Pretoria, South Africa
Melissa J. Lötter, Sue Geldenhuys, & Marius Potgieter
Tshwane University of Technology, South Africa.

Session Chair:
Dr Kelly Virginia Phelan

Venue: Nicoliere

Parallel Session: 7.3
Destination Image/Branding

Nation Branding in Zimbabwe: Lessons to Learn
Madele Tait, Nocolo E. Mazibuko, & Steve Sena
Nelson Mandela Metropolitan University, South Africa.

Using Freelistng to Examine the Destination Image of China
Among Australian Residents.
Songshan Huang
University of South Australia, Australia.

Overcoming the “Blood Diamond” Stigma: Developing
Tourism and Re-Branding Sierra Leone
Kelly Virginia Phelan
Texas Tech University, USA.

17.30-19.00: CLOSING CEREMONY & FINGER BUFFET
VENUE: CHAMAREL BALL ROOM

Saturday 28th June 2014
Island Tour (Foreign Delegates & Organizing Committee Only)

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<tr>
<th>Time</th>
<th>Activities</th>
<th>Further Information</th>
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<tr>
<td>09h00</td>
<td>Pick up at Le Meridien Hotel</td>
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<tr>
<td>10h00 - 11h00</td>
<td>Site visit: Martello Tour</td>
<td><a href="http://www.discovermauritiusisland.com/discover/museums/martello-tower/">http://www.discovermauritiusisland.com/discover/museums/martello-tower/</a></td>
</tr>
<tr>
<td>11h30 - 11h145</td>
<td>Guided site visit: Le Morne World Heritage</td>
<td><a href="http://www.gov.mu/portal/sites/lemorne/about.htm">http://www.gov.mu/portal/sites/lemorne/about.htm</a></td>
</tr>
<tr>
<td>13h00 - 14h30</td>
<td>Lunch at Varange Sur Morne &amp; Visit of the</td>
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<td>Wood Museum</td>
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<tr>
<td>15h00 - 15h30</td>
<td>Site visit: Alexandra Falls View Point</td>
<td><a href="http://www.discovermauritiusisland.com/discover/visits/alexandra-falls/">http://www.discovermauritiusisland.com/discover/visits/alexandra-falls/</a></td>
</tr>
<tr>
<td>16h00 – 16h30</td>
<td>Site visit: Grand-Bassin Lake</td>
<td><a href="http://www.travelmauritius.info/grand_bassin.html">http://www.travelmauritius.info/grand_bassin.html</a></td>
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<tr>
<td>17h30</td>
<td>Drop-off at Le Meridien Hotel</td>
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