

# The International Conference on Sustainable Tourism and Innovation

17-18 May 2018

Lecture Theatre 7  
Yasumoto International Academic Park  
The Chinese University of Hong Kong

## Organizers



Centre for Environmental  
Policy & Resource Management,  
GRMD, CUHK

## Supporter



# **The International Conference on Sustainable Tourism and Innovation**

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## Introduction

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The International Conference on Sustainable Tourism is organized annually by the Department of Geography and Resource Management (GRMD), the Master of Social Science in Sustainable Tourism (MSSST), and the Centre for Environmental Policy and Resource Management (CEPRM) of The Chinese University of Hong Kong (CUHK). Since the first conference held in 2012, the event has centred around themes such as sustainable tourism practices, community and environmental resilience, global-local understanding, and sustainable tourism development, where the greatest minds in the tourism academia across the globe have fostered academic exchange and collaboration, bringing together novel ideas and empirical evidence related to sustainable tourism.

Standing at the frontier of knowledge, the 2018 conference adopts the theme of 'Sustainable Tourism and Innovation' in response to the UN World Tourism Organization's emphasis on the role of tourism in catalysing sustainable development. Innovation is the key to raise awareness among stakeholders and promote positive changes in public policies, business practices, and consumer behaviour. In the discussion of innovative and sustainable tourism, a number of questions should be considered: How does innovation connect to the development of a more prosperous, inclusive and sustainable economy? How do smarter societies promote social inclusiveness, stimulate employment, and reduce poverty? How does the tourism sector make use of new ideas and technological advancement to increase resource efficiency, conserve ecological and natural environments, and tackle problems related to climate change? How can cultural values, diversity and heritages be protected through creative ways at tourist destinations? How does innovation cultivate mutual understanding between local communities and tourists? How can technological advancement in tourism bring about peace and security? This conference seeks to address these questions and inspire further academic dialogues.

This year's conference includes student-orientated sessions and aims to boost students' active engagement and interaction. Students are the future leaders and scholars in the tourism sector. Their ability and creativity are the sources of power for the advancement of knowledge and innovation in sustainable tourism strategies. By offering an academic platform to these emerging young leaders as well as university researchers and professional practitioners from various institutes, the conference aspires to instigate the re-imagination of sustainable tourism, encourage informed decisions, and cast light on the future pathway of the tourism sector in coping with the challenges of sustainable tourism.



## Committees

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### International Advisory Committee

- **Dr. Dora Agapito**  
University of Lincoln, The United Kingdom
- **Ms. Cindy Choi**  
Association for Geoconservation, Hong Kong, Hong Kong SAR, China
- **Prof. Tung Fung**  
The Chinese University of Hong Kong, Hong Kong SAR, China
- **Prof. Amran Hamzah**  
Universiti Teknologi Malaysia, Malaysia
- **Prof. Lawal M. Marafa**  
The Chinese University of Hong Kong, Hong Kong SAR, China
- **Prof. Jianfa Shen**  
The Chinese University of Hong Kong, Hong Kong SAR, China
- **Prof. Geoffrey Wall**  
University of Waterloo, Canada

### Local Organizing Committee

- **Chairman: Prof. Lawal M. Marafa**  
The Chinese University of Hong Kong, Hong Kong SAR, China
- **Prof. Chung-Shing Chan**  
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- **Prof. Kwai Cheong Chau**  
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- **Dr. Joanna Wai Ying Lee**  
The Chinese University of Hong Kong, Hong Kong SAR, China
- **Prof. Sai Leung Ng**  
The Chinese University of Hong Kong, Hong Kong SAR, China

### Conference Secretariat

- Prof. Chung-Shing Chan
- Mr. Yat Hang Chan
- Ms. Wai Shan Shirley Chu
- Ms. Ching Yeung Li
- Ms. Wendy Yinghui Yang
- Mr. Tsz Chun Yeung

*(The above lists are alphabetized by last name)*

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## Conference Programme

17 May 2018 (Thursday)		
Time	Event	Venue
08:00 – 08:30	Registration	YIA LT7
08:30 – 08:35	<b>Opening ceremony</b>	
08:35 – 08:45	Welcome speech by Prof Jianfa Shen Chairperson of Department of Geography and Resource Management The Chinese University of Hong Kong	
08:45 – 08:55	Opening speech by Prof Jiang Xu Associate Dean (Education) of Faculty of Social Science The Chinese University of Hong Kong	
08:55 – 09:10	Souvenir presentation and photo session	
<b>Chair: Lawal M. Marafa</b>		YIA LT7
09:15 – 09:50	<b>Keynote 1 – <u>Amran Hamzah</u></b> Tourism policy planning towards smart tourism by 2030: The Malaysian experience	
09:50 – 10:25	<b>Keynote 2 – <u>Dora Agapita</u></b> A contribution to marketing sustainable and innovative sensory-themed tourist experiences in rural destinations	
10:25 – 10:40	Tea break and poster session	YIA 2/F Oval area

Time	Event	Venue
<b>Session A1 – Innovation in Tourism</b>		YIA LT7
<b>Chair: Sai Leung Ng</b>		
10:45 – 11:00	1. <b><u>Cindy Choi</u></b> Emerging technologies to enhance sustainable tourism and heritage protection: Dunhuang Grottoes	
11:00 – 11:15	2. <b><u>Denis Tolkach, Stephen Pratt</u></b> The basic laws of tourism stupidity	
11:15 – 11:30	3. <b><u>Vincent Ho</u></b> Cultural heritage conservation and film-induced tourism: Place-making and branding management in Hong Kong and Macau	
11:30 – 11:45	4. <b><u>Trevor H. B. Sofield, Lawal M. Marafa</u></b> Visual research methodology: Its place in the pedagogy of field trips	
<b>Session A2 – Socio-economic and Environmental Sustainability</b>		YIA 201
<b>Chair: Kwai Cheong Chau</b>		
10:45 – 11:00	5. <b><u>Anxi Guo, Ying Shen, Yingzhi Guo</u></b> A Study on the relationship perception between tourism impact and life quality of community residents at tourist destinations	
11:00 – 11:15	6. <b><u>Benjamin Lucca Iaquinto</u></b> Backpacker destinations and the mobilities paradigm: Place-making on the move	
11:15 – 11:30	7. <b><u>Anson T. H. Ma, Lewis T. O. Cheung</u></b> The role of sociodemographic characteristics in the travel motivation and satisfaction of tourists in forest protected areas in South China	
11:30 – 11:45	8. <b><u>Ching Hung Lam, Sai Leung Ng</u></b> Risk level of rock climbing crags in Hong Kong from a geographic perspective	
12:00 – 13:30	Lunch	CCC Staff Club
12:00 – 14:00	Poster session	YIA 2/F Oval area



Time	Event	Venue
Chair: Chung-Shing Chan		YIA LT7
14:00 – 14:35	<b>Keynote 3 – <u>Geoffrey Wall</u></b> Innovation in rural tourism: Culture and agriculture in a creative rural economy	
<b>Session B1 – Community-based and Rural Tourism</b> Chair: Joanna Wai Ying Lee		
14:45 – 15:00	<b>9. <u>Kaiying Guo</u></b> Revitalization and innovation in rural tourism: A case study of Machong town	
15:00 – 15:15	<b>10. <u>Thi To Quven Le</u>, <u>Ngoc Canh Dao</u>, <u>My Tien Ly</u>, <u>Trọng Nhân Nguyễn</u></b> Assessing the extent of sustainable development in Nam Du archipelago, Kien Giang Province, Vietnam	
15:15 – 15:30	<b>11. <u>Rachata Chaimuang</u>, <u>Nathamon Sangwan</u></b> A tourism network management model of the Baan Huaykhom community Maeyao Sub-district, Muang District, Chiang Rai Province: Local party participation	
<b>Session B2 – Urban and Cultural Tourism</b> Chair: Cindy Choi		YIA 201
14:45 – 15:00	<b>12. <u>Qiuju Luo</u>, <u>Wanxin Chen</u></b> How government matters in green business events: A case study of the Canton Fair in China	
15:00 – 15:15	<b>13. <u>Shanshan Dai</u>, <u>Honggang Xu</u>, <u>Fangfang Liu</u></b> Resilience of urban tourist destinations: A hierarchical measurement model based on resident perception	
15:15 – 15:30	<b>14. <u>Cynthia Huiving Hou</u></b> Is adaptive reuse a sustainable approach for heritage conservation? The case in Hong Kong	
15:30 – 15:45	<b>15. <u>C. T. Lucetta Tsai</u></b> Sports for tourism: Developing hot air ballooning in Taiwan	
15:45 – 16:20	Tea break and poster session	YIA 2/F Oval area



Time	Event	Venue
<b>Session C1 – Student Session 1</b> <b>Chair: Amran Hamzah</b>		YIA LT7
16:25 – 16:40	<b>16. Yingzhi Guo, Wenting Zhu, <u>Anxi Guo</u></b> A study on the relationship between tourism impact perception and residents' support for tourism development: A regulatory role of trust in tourism development company	
16:40 – 16:55	<b>17. <u>Shiheng Zeng</u>, Qiuju Luo</b> Technology for running: Exploring the role of digital devices in running experience	
16:55 – 17:10	<b>18. <u>Frankie Keng Hang Fan</u>, Sai Leung Ng</b> Tourism ethnography and researcher's identities: Experience in Malaysia	
17:10 – 17:25	<b>19. <u>Longduoqi A</u>, Hang Ma</b> A study on the categories and development paths of tourist villages in China	
<b>Session C2 – Student Session 2</b> <b>Chair: Dora Agapita</b>		YIA 201
16:25 – 16:40	<b>20. <u>Xialei Duan</u></b> Rural destination image and branding in China	
16:40 – 16:55	<b>21. <u>Xueting Zhai</u>, Qiuju Luo, Seoki Lee</b> Do more or less? The motives and impacts of exhibitors' basic and advanced CSR practices in green business event	
16:55 – 17:10	<b>22. Tsz Chun Yeung, <u>Sum Yue Chung</u>, <u>Tan Ting Ng</u>, <u>King Fung Chau</u></b> Low-carbon travel in Hong Kong: A local attempt to respond to climate change	
17:10 – 17:25	<b>23. Honggang Xu, <u>Fenfen Jiang</u></b> Reflection on responsible tourism: A preliminary study on Chinese tourist behaviors in Laos	YIA LT7
17:30 – 17:45	<b>Closing ceremony</b>	
18:00 – 19:30	Dinner for invited guests	
		SCR Club Restaurant

**A Tourism Network Management Model of the Baan Huaykhom Community,  
Maeyao Sub-district, Muang District, Chiang Rai Province:  
Local Party Participation**

*Rachata CHAIMUANG, Nathamon SANGWAN*

School of Tourism  
Chiangrai Rajabhat University, Thailand

The Baan Huaykhom community is a residential area of the ethnic groups Pakakoryor (Karen), Akka, and Lahu, which comprise three villages. This area is surrounded by nature and has diverse natural resources. People in this area are engaged in trading and agriculture, including the cultivation of rice, pineapple, and field crops. With regards to the state of tourism development, the area is still not well-known among tourists. However, the core leaders of the community want to conserve nature, the simple way of life, local cultures, and traditions of the area. There are worries about the loss of nature and the occurrence of negative impacts if many tourists visit the area. It is found that the tourists visiting the area are mostly American, French, and European who are on private tour. They wish to learn about nature, visit homestay, and be in touch with the unique identity of the ethnic groups. There is an exhibition of the possessions and utensils of the ethnic groups, such as daily utensils, agricultural tools, basketry, and musical instruments. Besides, there are organic farms and the Pa-Pern waterfall which interest tourists. Also, Baan Huaykhom has one organic farm.

**Keywords:** *Community tourism; local party; participation; tourism network management*