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April 23, 2014 (Wednesday)

Reception & Opening
8:00 – 8:30   Registration
8:30 – 9:00   Opening Reception
9:00 – 9:15   Photo Session

Chair: Lawal Marafa

9:15 – 10:00   Keynote 1 – Geoffrey WALL
Cities, Tourism and Sustainability

10:00 – 10:20  Vincent HO
Re-Latinization of Macau's Cityscapes: Postcolonial Imagination and Cultural Identity

10:20 – 10:40  Yuansi HOU
A Study on the Influence Mechanism of Tourist Destination Micro-blog on Users’ Travel Intention: A Case Study of the Official Sina Weibo of Hong Kong Tourism Board

10:40 – 10:55   Break

Chair: Kwai Cheong Chau

10:55 – 11:15  Patumporn KEAWKHUM
Developing an Appropriate and Various Pattern of Travelling Routes of Chiang Khong District and Chiang Saen District, Chiang Rai, Thailand

11:15 – 11:35  Jing ZHAO
A Study of the Perceived Value and Behavioral Intentions of Chinese Cruise Tourists

11:35 – 11:55   Ngai Weng CHAN
Managing Sustainable Rural Tourism in Cameron Highlands, Malaysia

11:55 – 12:15  Tammy T.M. CHEUNG
From a Hiking Sharing Website to Be a Real Ecotourism Business: Challenges and Opportunities to a Hong Kong Ecotourism Operator

Lunch Break
**Chair: Wantanee Suntikul**

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>14:00 – 14:45</td>
<td>Keynote 2 – Amran HAMZAH</td>
<td>Cultural Heritage Management and Tourism in Melaka and George Town World Heritage Sites</td>
</tr>
<tr>
<td>14:45 – 15:05</td>
<td>Honggang XU</td>
<td>The Production and Consumption of Home in the Home Restaurants in Guangzhou</td>
</tr>
<tr>
<td>15:25 – 15:45</td>
<td>Hairul Nizam ISMAIL</td>
<td>Family Business and Trans-Generation Enterprise: A Resiliency Factor in Promoting Sustainable Tourism Development</td>
</tr>
<tr>
<td>15:45 – 16:05</td>
<td>Nur Isti Qurratu’Aini ISHAK</td>
<td>Characteristics of Generation Y entrepreneurship in Tourism</td>
</tr>
<tr>
<td>16:05 – 16:25</td>
<td>Nadzirah HOSEN</td>
<td>Conceptualizing the Phenomena of Self-drive Tourism</td>
</tr>
<tr>
<td>16:25 – 16:40</td>
<td>Break</td>
<td></td>
</tr>
</tbody>
</table>

**Chair: Amran Hamzah**

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:40 – 17:00</td>
<td>Minchao WANG</td>
<td>The Influence of Social Media on Urban Residents’ Leisure Behavior</td>
</tr>
<tr>
<td>17:00 – 17:20</td>
<td>Jiayi FAN</td>
<td>A Study of the Development Framework of the Travel Application of Public Information Service for Urban Tourism</td>
</tr>
<tr>
<td>17:20 – 17:40</td>
<td>Xueke YANG</td>
<td>Industrial Heritage and Industrial Tourism Development in Chinese Traditionally Industrial Cities Based on Web Content Analysis</td>
</tr>
<tr>
<td>17:40 – 18:00</td>
<td>Kai TENG</td>
<td>An Empirical Research on the Information Spreading Model through Word-of-mouth for the Event Destinations</td>
</tr>
</tbody>
</table>
April 24, 2013 (Thursday)

Chair: Young Ng

9:00 – 9:45  Keynote 3 – Bihu WU
Who is The Best Storyteller of Our City - Rejuvenated Heritage

9:45 – 10:05  Han SHEN
Job Satisfaction of Female Rural-urban Migrant Workers in Shanghai: An Observation in Hospitality Industry
10:05 – 10:25  Siti Mariam binti ISMAIL
The Performance of Entrepreneurships Skills Among Women in Setiu, Terengganu through an Effectiveness Women Organization
10:25 – 10:45  Sharlini binti SPERI
Women Empowerment in Promoting Food Tourism: Sarawak Layered Cake as the Signature Product

10:45 – 11:00  Break

Chair: Joanna Lee

11:00 – 11:20  Fook Yee WONG
Sustainable Tourism in Urban Protected Areas in Hong Kong
11:20 – 11:40  Chung-Shing CHAN
Green Resources as City Brand in Hong Kong: Potential and Gaps
11:40 – 12:00  Gloria Rui GOU
Local Residents’ Perception on the Impacts of Ecotourism Development in the Wolong Nature Reserve, China
12:00 – 12:20  Yuanyuan ZHANG
The Motivation, Pro-environmental Behaviour and Attitude of Birdwatchers in Mainland China and Hong Kong

Lunch Break
Chair: Vincent Ho

14:00 – 14:45  
Keynote 4 – Alan August LEW  
Slow Resiliences: An Emerging Research Challenge and Trend for Sustainable Urban Tourism

14:45 – 15:05  Shu Kwan YEUNG  
An Evaluation of the Hong Kong Geopark: To what extent does it promote sustainable human development? A case study of Sam Mun Tsai Village  
15:05 – 15:25  Denis TOLKACH  
Do New Tourist Destinations of the Developing World Have Higher Chances for Sustainable Development? Case of Timor-Leste  
15:25 – 15:45  Mohd Azlihaffendi ADENAN  
Resilience Planning as an Alternative Approach to Coventional Coastal Tourism Planning  
15:45 – 16:05  Norasraf GHAZALI  
Preserving the Uniqueness Cultural Landscape in Setiu Wetlands

16:05 – 16:20  Break

Chair: Sai Leung Ng

16:20 – 16:40  Lawal MARAFA  
Integrating Management and Marketing Appeal for a Bucolic Heritage Site in Hong Kong  
16:40 – 17:00  Ruedeekorn DHAJACHA  
Strategies to Develop Student Potentials in the School of Tourism, Rajabhat University  
17:00 – 17:20  Azyan Izzati SHURBAINI  
Conflict Measurement among Groups within a Heterogeneous Local Community in A rural Tourism Destination: A Case Study of Gopeng Ecoadventure, Perak, Malaysia
Cities, Tourism and Sustainability

Geoffrey Wall
Department of Geography and Environmental Management, University of Waterloo

Although beaches and mountains may often come to mind when thinking of tourism, the world’s cities are among its most important tourism attractions. There are many reasons for this which will be outlined briefly in the presentation. Furthermore, places that are good to live in are also places that are good to visit for both residents and visitors are looking for similar things: a safe and healthy environment, efficient transportation, lively cultural expressions, good shopping and so on. Thus, at first sight there is compatibility between the interests of residents and tourists and they can reinforce each other. However, tourism can also be regarded as an agent of urbanization for tourists need a place to live, if only temporarily, and are users of scarce resources such as water and energy, and generate more waste per capita than residents. Thus, they place increased stress on infrastructure of all kinds.

Tourism is a major form of global change and is also impacted by other forces of global change. Many of these forces are concentrated in cities where they are superimposed upon one another: population growth, migration, globalization, environmental change, including climate change etc., creating pressing multi-dimensional problems that are focused on cities.

Sustainable development has been proposed, particularly since the publication of “Our Common Future” in 1987, as an enlightened approach to the future and it has been enshrined in much legislation at a wide variety of scales but it has proven to be a difficult concept to work with and operationalize. Single sector approaches, such as sustainable tourism, are focused too narrowly to guide the move towards sustainability adequately. The promotion of sustainable livelihoods is an important refinement but, to date, it has been applied mostly in small poor communities in the developing world and its wider applicability remains to be explored and justified.

Fortunately, urban tourism has some attributes that make it potentially more sustainable than many other forms of tourism: it is less seasonal, many activities are undertaken indoors, it is
supported by substantial business and VFR markets, and residents from the broader region and further afield are needed to support many of the high-order functions that are concentrated in cities. At the same time, many cities are located in coastal locations and are, therefore, likely to be exposed to a full range of problems associated with climate change, such as more and more extreme events (such as storms and heat waves), coastal erosion, floods and droughts, and so on. These will be all the more challenging in that the infrastructure available to deal with these situations is often antiquated and designed for an earlier age.

Leaving aside questions of costs and benefits, technical and financial feasibility, political will and so on, at and at the risk of oversimplification, I suggest that questions of urban sustainability, of which tourism is a part, can be subsumed under two major headings: infrastructure and governance. Much infrastructure is out of sight (since it is often under the ground) and often out of mind until it fails, but questions of water and energy supply, waste disposal, drainage, as well as transportation, are fundamental to the operation of urban areas, including tourism. Innovations in governance will be need to deal with the complex multi-sectoral problems that will occur.

**Keywords:** Sustainable development; urban tourism; infrastructure; governance
Communities at all scales face a diverse range of predictable and unpredictable (or nonlinear) natural and social disturbances; some are sudden and large, while others are perceived as gradual and subtle. Walker, et al. (2012) refers to these as "fast" (e.g., earthquakes) and "slow" variables. Slow variables includes the gradual extinction or relocation of ecosystems in response to long term climate change, economic shifts associated with the new technologies and industries, and behavioral changes following exposure to global culture (through, for example, tourism). Slow variable changes may take a generation to become apparent, and are reminiscent of some of the social and environmental issues that sustainable development seeks to address. Community planners, seeking to address the shortcomings of both sustainability and the "resilience-as-disaster-response" model (i.e., fast variables), have turned to emerging ideas around socio-ecological resilience, perhaps because they are more aware of the diversity of "wicked" challenges that contemporary places face and the complexity of responses emanating from social networks that express diverse voices, needs and goals (Rittel & Webber 1973; Allen & Gould 1986). A more comprehensive community resilience model incorporates two fundamental geographic scales: the social scale, extending from the concerns of individual entrepreneurs to those of the community at large, and an impact or change scale, ranging from slow to fast variables (as described above). This model can be applied to tourism systems through a range of resilience issues and change responses.

Keywords: resilience, community resilience, socio-economic resilience, sustainability, sustainable development, community development, community planning, tourism, tourism planning, tourism development
Who Is The Best Storyteller Of Our City - Rejuvenated Heritage

Bihu Wu
Peking University Urban and Regional Planning Department

Nowadays, Chinese historic cities are facing the opportunities and challenges of conservation and redevelopment of their heritage assets and historic districts. How to authentically preserve and fully utilize the urban heritage is a crucial issue the local governments have to seriously reckon with. They are required to act coherently with the demands arising from marketplace, without overlooking the interests and aspirations of various stakeholders in the process of development.

Given the fact that the traditional Chinese architectures are fragile to external forces in long-term maintenance since most are constructed in wood and clay, as well as the Chinese principle on heritage preservation highlighting on authentic transmission of information, not the original forms of material, we propose an exploratory framework on conservation named “Heritage Rejuvenation”, in which, we firstly investigate the comprehensive value of the culture heritages from three dimensions including historic, socio-cultural and economic values; based on the evaluating results, we design a practical heritage rejuvenation framework, in which multiple methods could be defined and selected by urban tourism planners. The approach not only respects the very features and integrity of the heritage with high historic significance, but also exploits the potentials of the heritage assets in a wise and sustainable way to keep them in use.

This heritage rejuvenation framework have been tested in the several planning cases in Luoyang, Qujiang, and Chengdu. Hopefully, the experience and insights gained from these experimental case studies could be a useful reference for sustainable tourism development in other heritage cities.

Key words: Heritage conservation; urban heritage; rejuvenation
Cultural Heritage Management and Tourism in Melaka and George Town World Heritage Sites: Human Rights Dimensions

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Faculty of Built Environment, Universiti Teknologi Malaysia

Heritage tourism has a long but uneasy relationship with cultural heritage management. This relationship is further tested once a ‘cultural property’ is inscribed on UNESCO’s World Heritage List, as exemplified by the strains that World Heritage cities such as Lijiang (China), Hoi An (Vietnam), Melaka and George Town (both in Malaysia) are currently facing in coping with the influx of domestic tourists. Essentially historic cities in Asia are undergoing a radical transformation from being centres of production to becoming ‘centres for consumption’. Gentrification had resulted in the displacement of long time residents who had been living in distinct quarters within the historic cores, thus removing the unique social fabric and network of micro-commercial relationships, family and neighbourhood reciprocities. However, gentrification too had brought about positive impacts such as economic revitalisation through the adaptive reuse of dilapidated historic buildings. Although the relationship and tensions between cultural heritage management and tourism have received the attention of researchers since the 1990s, a related area that is still under-researched is the impact of gentrification and tourism on human rights. There are many dimensions of human rights in relation to heritage tourism. During the process of nomination and tentative listing on the World Heritage List, the business community is often wary that the development restrictions following WH listing would infringe the local community’s right to live (and develop its property) as it wants. As gentrification takes its course, the ensuing displacement of sections of the community could be seen as removing cultural rights and the rights of minority and vulnerable groups. Once World Heritage sites enjoy increasing visitation, the impacts from tourism are often imposed upon the local people without them having a say in it. This paper, firstly, traces the implications of the Rent Control Act introduced in 1960 in creating ‘urban villages’ both in Melaka and George Town, Penang (serial World Heritage sites) as well as the subsequent repeal of the act in 2000, which triggered a sudden wave of gentrification that resulted in the displacement and marginalisation of the local communities within the historic enclaves. Secondly, the paper presents an overview of the development of
tourism in Melaka and George Town since their inscription on UNESCO’s World Heritage list in 2008, by focusing on the impact of adaptive reuse on the contested spaces and identities within the historic core of both sites. Finally the paper highlights the substantive human rights issues associated with the transformation of both Melaka and George Town into ‘centres for consumption’, which sets the agenda for research at both sites to investigate, among others, whether tourism could contribute to restoring the rights of the local communities through a process of remediation associated with the World Heritage process.

**Keywords:** Heritage tourism; heritage Management, World Heritage Sites, community
Resilience Planning as an Alternative Approach to Conventional Coastal Tourism Planning
(A Case Study of Beserah, Pahang – Marang, Terengganu)

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“Recovery” and “adaptability” are two keywords to describe the equation of resilience. But, resilience has always been popular in the health and community study. In the ecology study for example, the definition by the well-known Resilience Alliance research consortium, stipulates that “the capacity of an ecosystem to tolerate disturbance without collapsing into a qualitatively different state that is controlled by a different set of processes”. From the field of sociology, psychology and psychiatry, the term resilience revolves around the notion that individuals can bounce back from trauma, crises, risks, stress and their coping mechanism in experiencing life’s successes. In simple terms, it is about the successful adaptation to face negative and positive impacts in a person life. But how does the understanding about resilience planning can be related to the tourism industry? Is there any correlation between resilience and sustainable development approach in tourism? The sustainable tourism may revile deeply the understanding of resilience in tourism which is related with a few variables; number of tourists that is related with tourism operator, environmental quality which is the destination, the economic attraction and government control, and also the origin of social and culture at the site implemented. Opinions and views of previous researchers are taken into account as a source of understanding in this paper while the scope of it is about resilience planning as an alternative approach to conventional coastal tourism planning. From a review of the literature, variables on resilience aspects in coastal tourism planning are collated as the convenient variables and ones that are relevant to the case study are tested with analysis method implemented for the future research.

Keywords: Resilience; tourism; coastal tourism planning; sustainable tourism

p.CUHK-13
Green Resources as City Brand in Hong Kong: Potential and Gaps

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In a globalized world, cities have increasingly competed for various types of resources and attention. In attempt to attract tourists, investors and professionals from other regions, cities have begun to study how to promote, market and even brand their competitive advantages and make these advantages sustainable. City branding is multi-disciplinary because places including cities can be viewed from different perspectives such as consumer products, images, corporate brands and clusters of services. Unlike products and services, branding of cities involve more complex elements, structuring of spaces and relationships among stakeholders. This is a point for geographers to play an important role in studying the phenomenon beyond marketing discipline where the concept of branding was originated and promulgated.

Some cities have long identified their abundant green resources, such as parks and green spaces, as an advantage in promoting and marketing their cities as liveable and sustainable ones. Nevertheless, there appears a dearth of knowledge and theoretical development in studying ecological or environmental factors like green resources as a theme for city branding.

This research: (i) introduced a conceptual framework that was modified from the Three-gap Branding Model to address the need for green resource branding, (ii) explored the potential of branding green resources in Hong Kong through the interviews with major city consumers (local residents and non-local (potential or current) visitors), and (iii) identified the presence of branding gaps in Hong Kong through the investigation into the perceptions of green resource elements in a modified City Brand Hexagon (CBH) between government officials and the city consumers.

**Keywords:** City Brands Hexagon; city branding; green resources
Cameron Highlands is a well-known tourist destination in Malaysia. However, haphazard development and poor planning vis-à-vis illegal developments have combined to threaten the sustainability of the area. This major tourist destination is also a major farming location as well as a housing attraction. Over the years, it has experienced rapid development in intensive agriculture, mass tourism, urbanization and infrastructure construction. Hence, more and more pristine forests are cleared, resulting in adverse environmental effects. Increasingly, there is mounting pressures to exploit natural resources. However, the area is a great rural tourism destination with rich natural heritage, ecotourism and agro-tourism potentials which have been under promoted. A fundamental issue of this problem relates to the visitors themselves, as their background, motivations for visiting and expectations of the location determine the level of demand for rural tourism, especially ecotourism and agro-tourism. Farmers are also less eager to venture into the tourism business as farming appears more lucrative. This paper identifies the potentials of Cameron Highlands as a rural tourism destination and the threats. It reports on surveys of ecotourism and agro-tourism in the Cameron Highlands of Malaysia and highlights the extent to which visitors to this location are aware of environmental issues in general and in relation to the destination. Results indicate that more careful marketing and a diversification of products available to visitors would enhance benefit sharing with locals while at the same time conserve the natural heritage. The survey also underlines the importance of managing local environmental issues in line with the high expectations of visitors in an increasingly competitive market. Finally, the paper gives suggestions as to how best tourism can be sustainably developed in the area.
Keywords: Cameron Highlands; Sustainable rural tourism; ecotourism; agro-tourism; natural heritage
Local Residents’ Perception on the Impacts of Ecotourism Development in the Wolong Nature Reserve, China

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The Wolong Nature Reserve has been severely damaged by the Wen Chuen Earthquake in 2008. The earthquake not only destroyed the habitat of the Giant Panda, it has seriously affected the livelihood of local residents particularly those relied on the tourism industry. This study aimed to investigate the attitudes of local residents towards the ecotourism development in the Wolong Nature Reserve. Questionnaire survey has been conducted to glean the views from the local residents. Altogether 217 responses have been collected from two major towns within the Wolong Nature Reserve. Principal component analysis (PCA) was used to categorize the 16 impact items, which were listed in the questionnaire, into four major impacts namely positive impacts (PI), negative living environmental impacts (NLEI), negative social impacts (NSI), and negative economic impacts (NEI). Local residents’ willingness to participate (WTP) in the ecotourism development has also been investigated and positive association was reported between WTP and PI and NEI indicating that the residents with greater WTP concerned more on the PI and NEI than their counterparts. Beside, the residents who claimed that they have had serious losses in the earthquake indicated more positive attitude towards the ecotourism development. The findings suggested that local residents in the Wolong Nature Reserve are desperate to have the re-development of tourism industry and they have had an optimistic attitude towards the ecotourism development in the near future. However, they may possibly have expected too much on the development that could bring them enormous benefits and neglected those potential negative social, economic and environmental impacts. It would be dangerous if local residents are overly optimistic to the tourism development that may result of
irreversible damages to the invaluable natural environment due to excessive tourism development.

**Keywords:** Ecotourism; tourism impacts; residents’ attitude; willingness to participate; Wolong Nature Reserve
HKTraveler.com Ltd. (HKTraveler) is a small local enterprise in Hong Kong, which was successfully transformed from a hiking sharing website into a real ecotourism business consisting of an ecotourism training centre and a licensed travel agent. The brand of HKTraveler was initially started up from a hiking sharing website, which was set up by Charles Lee in 2000 aiming to share information in relation to the hiking routes in Hong Kong. The website was getting popular due to frequently be reported by the local mass media and subsequently transformed to become a company which organized various ecotourism and environmental education activities. The company experienced remarkable growth of their ecotourism business during the outbreak of severe acute respiratory syndrome (SARS) in 2003. However, HKTraveler had a hard time after SARS because of the vicious competition between various travel agencies and the number of people joining ecotour dropped dramatically. In response, HKTraveler established a training centre to provide ecotourism guiding training courses verified by the Hong Kong government’s continuing education fund (CEF). The training business provided a substantial part of income for HKTraveler. After experiencing the ups and downs, HKTraveler’s business model has demonstrated that a private ecotourism company could have contributed a lot in promoting ecotourism development and environmental conservation in Hong Kong.

**Keywords:** Ecotourism; sustainable tourism business; ecotourism training; Hong Kong
Preserving the Uniqueness Cultural Landscape in Setiu Wetlands

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Landscapes change because of the dynamic interaction between natural and cultural forces in the environment. Cultural landscapes are the result of consecutive reorganization of the land in order to adapt its use and spatial structure better to the changing societal demands. Community demand for new roles in the rural landscape rapidly has been growing, thus every single valuable landscape that was existed thousands of years was lost or altered in the era of modern development. Protection of cultural landscape has an interaction between humans and nature over time which reflects the true character of a community life. At the same time, the attention was given to protect the biodiversity and ecosystem integrity. The cultural landscape maintains the historic features and protects the cultural and social values as aspirations.

Setiu Wetlands is one of the wetland areas in Malaysia that rich with several natural resources. Setiu lagoon is brackish water lagoons with the longest distance lagoon in Peninsular Malaysia with 22 kilometers consist of numerous habitats which are important to the ecosystem. Most of the community here live and work as fishermen and this is how the cultural landscape in Setiu Wetlands was formed. Most of the fishing villagers greatly rely on marine resources as their main income and they even maintain existing resources as a main cultural landscape in this region without damaging these resources including lagoon, river and sea. During the monsoon season, most of fishermen are not able to go to the sea; nonetheless they will spend their time to develop their skills by doing weave mats or basket as handicraft products. However, development pressures urbanization and industrialization causes the lives of rural communities are threatened. The entry of these aspects brings new values as threats to the identity of rural community.
This study will be conducted to understand the meaning of the cultural landscape, uniqueness and cultural landscape features that affect the formation of village identity in Setiu and the potential of preserving unique culture landscape in Setiu Wetlands by using Category V as tools to preserve this area as a protected area. Furthermore, case studies will be reviewed to recognize the comprehensive approach that is to retain their landscape cultural identity to the present. At the end of the study, the preservation and conservation of cultural landscape will be implemented by using legal protection category V. This protection area will have cooperation from all parties including the private sector, local authorities, and communities. Hence, the next generation will be able to savor and appreciate as a result of protecting this culture.

**Keywords:** Cultural landscape preservation; IUCN Category V; rural area; Setiu Wetlands
Urbanization, Tourism Economic Growth and Regional Non-equilibrium in China: An Empirical Research of Panel Data

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Yi Chai
School of Economics, Shanghai University of Finance and Economics, Shanghai
Visiting Scholar, Trinity College

The paper analyzed regional correlation contributions of urbanization rate and tourism income, based on the dynamic panel data of 31 provinces from 2000 to 2010 in China. The empirical results show that: As a whole country, the urbanization process and tourism income have positive correlation contribution with the rate of 0.031. According to the specific regional, the urbanization and tourism income have the different non-equilibrium characteristics. The central region has greater relevance validity between urbanization trends and tourism economic development. Actually, the central provinces had not attached enough importance from the national region economic policy. Different regional tourism resources endowment level determines the different development structure and economic growth path.

Keywords: Urbanization rate; tourism economic growth; regional non-equilibrium correlation
Community Based Tourism in Urban Fringe - Critical Success Factor of Women Empowerment in Sinaran Baru Homestay, Johor Bahru

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Homestay programme is known as one of the fastest growing segments of the Community-based Tourism, especially in rural areas. However, this programme still crucial in urban area. According to Ministry of Tourism Malaysia, Sinaran Baru is the most successful Homestays in Johor state in relation to number of visitors. This homestay is established by a lady in 2006, and now there are 45 homestay participants who mostly are women. Sinaran Baru Homestay is located in the vicinity of Senai International Airport and this phenomenon provides a golden opportunity for this homestay in terms of accessibility. According to the Johor tourism office, Sinaran Baru is the nearest homestay to Singapore which caused the large number of arrivals to this village. This paper aims to determine the Critical Success Factors (CSFs) for Community Based Tourism (CBT) in urban area especially those which initiated by women group. The objective is to understand the critical success factors for this initiative: the links with the private sector, proximity to the tourism market, the creation of attractive and competitive products, the consideration of profitability, the community’s will to engage in tourism, and the implementation of a monitoring and evaluation process. This paper also seeks to increase the knowledge of urban tourism and the potential and pitfalls of CBT in the context of the rapidly changing urban environment.

Keywords: Community based tourism; women empowerment; critical success factors; urban environment
Re-Latinization of Macau's Cityscapes: Postcolonial Imagination and Cultural Identity

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Today, Macao is widely known as the “Las Vegas of the Orient”, which shows the great importance of the gaming industry to its economy. In the age of globalization, the case of Macau illustrates that the world may not necessarily mean the financially advanced countries or Americanization, the joyful lifestyle and the aura of nostalgia that if often perceived to define the Latin/ Lusophone world is what Macao government willing to choice from this. The Portuguese/ Latin trappings in the casinos match their tastes and needs as they find themselves to have visited not only Las Vegas in China, but also Venice and Lisbon. When they pose for photographs in front of “Latin” landmarks at the casinos, they fulfill their fantasy of traveling Europe, and at a lower price. Macao is special because it is a “Latinized” city with casinos owned by Americans and serviced by Chinese dealers. It is important to study the “Parade through Macao, Latin City” because we have the impression that the territory’s particular identity has been described as a cultural identity focusing on its Portuguese chromosome only. Macao successfully glossed over the gambling tourism with a cultural dimension. It may be because Portugal is now regarded as a strategic partner of the Chinese government to expand its influence to Lusophone Africa and Brazil. Macao served as a bridge of such cultural role. In the scope of cultural cityscape, this garden city with Portuguese features has transformed into a globalized concrete jungle. From a holistic point of view, the “historic center of Macau” and the casinos on the reclamation area on Cotai and Exterior Harbour are not mutually exclusive. The new gambling related infrastructure has already had matched the existing cultural landscape.

Keywords: Landmarks; cultural identity; Latinized; cityscape; cultural landscape
Conceptualizing the Phenomena of Self-drive Tourism

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Self-drive tourism plays a vital role in the tourism industry especially in shaping tourism demand and providing access to many tourism resources especially in rural areas. The contribution of self-drive tourism has often been understated although it constitutes between 70 to 80 per cent of the total tourism trips worldwide. Despite its significance there is still a lack of research in this area. Given this gap in the literature, this paper presents a comprehensive review of self-drive tourism in from both the supply and demand perspectives. It also examines the concept of self-drive tourism as one of the many variants of alternative tourism as well as the pull and push factors that influence the motivation of car touring enthusiasts. Above and beyond, this paper identifies the significance of self-drive tourism markets globally and provides statistics and trends to show the growing relevance of this market in shaping tourist flows. This paper further argues that while self-drive markets are difficult to attract, designing vibrant touring routes and corridors is one of strategies that would appeal to this segment. Ultimately, this paper is an attempt to conceptualise self-drive tourism as a form of alternative tourism that is appropriate in increasing the depth of the tourist experience in Malaysia as well as one of the main enablers for increasing the market appeal of rural and community based tourism in the country.

Keywords: Self-drive tourism; touring route; tourist experience; tourist satisfaction
Characteristics of Generation Y Entrepreneurship in Tourism

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This paper is focusing on Generation Y or known as Google Generation, Einstein Generation, I Generation, Echo Boomers and Millennial Generation in organizing tourism sector as an participation of community towards tourism development. Community tourism is a main empowerment as it meets the need of local host community, while Generation Y is a leader to develop tourism sector with their own creative and innovative way. This paper will describe the literature review of Generation Y characteristics on leadership, connection, work, team work and more, in term of organization. Generation Y characteristics can be an advantages in developing tourism sector because this generation’s characteristics is different from previous generation which is more independent, creative, easy-going, more confident and have high expectation towards their job. This generation is more independent in beginning their own business and have less dependent to government or non-government sector. So, Generation Y is more appropriate in organizing tourism sector than older generation. They can be an entrepreneurship in tourism sector which mean as start your own business with your own idea and inventing new product to attract tourist. This paper is divided into three parts that is, first part is to understand the characteristics of Generation Y in the context of rural tourism. Second part is critical part of reviewing the success of Generation Y as tourism entrepreneur. Third part is to build a conceptual model to show positive characteristics of Generation Y entrepreneurship skills to develop tourism sector. The output of this paper, will be used as model to support the research analysis.

Keywords: Generation Y; entrepreneurship; tourism
Family Business and Trans-Generation Enterprise: A Resiliency Factor in Promoting Sustainable Tourism Development

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The unique ability of trans-generation enterprise to be resilient in the context of family business is arguably able to promote sustainable tourism development. It focusing on the survival of family generations and therefore, contributes to community empowerment. However, it was claimed that trans-generation enterprise has a slow pace of development but concern of future generation needs with emphasis on the importance of ownership for future generations, encouraging and adaptability of learning process on business effectiveness. The research indicated the evidences of the issue in two case studies, namely Chenang Beach in Langkawi Island and Kampung Ayer Batang in Tioman Island as an example of tourism businesses in the coastal area. Both cases are showing the existence of family business characteristic since the beginning of tourism development. A qualitative approach through thematic analysis is carried out involving all respondents involved in family business in both case studies, with a total of 19 respondents. The method of in-depth interviews was conducted using semi-structured questions to extract the importance of trans-generation. The respondents are selected as having the characteristic of family members who play important role in the tourism business and land ownership in the case studies. An assessment and comparison of the real situation themes with existing literature as well as comparison between the two cases is undertaken. It reflects the factors influencing the family business of small-medium scale tourism business within the context of coastal area in developing countries such as Malaysia. The findings identifies two perspectives has been perceived as the most influential factors of successful family business in trans-generation enterprise according to their priority. Firstly, within (1) business-wealth point of view, beginning from the aspect of survival and later aspects such as low entry barriers, 'passing
the baton', bridging relationship, 'smallness', adept and change. Secondly, within the (2) socio-emotional wealth point of view beginning from the aspect of belonging, family welfare priorities, structural generation change, contextual embeddedness, attitude, informal decision making and friendly working environment. This point of views seems influence the resiliency of the local community in facing the impact of crisis during operation and thus, their existence in long term tourism businesses.

**Keywords:** Family business; Trans-generation enterprise; Resiliency sustainable tourism
The Performance of Entrepreneurships Skills among Women in Setiu, Terengganu
Through an Effectiveness Women Organization

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Women is a part of community that play an important roles in order to sustain their living. The established of women organization as a collection action could be help to raise the performance among women in community especially in entrepreneurship skills. This paper focus on performance of women in entrepreneurship skills especially in small-scale business in Setiu, Terengganu that been identified as a case study. The performance of entrepreneurship skills among women in Setiu is a demonstration of their creativity, leadership, and good characteristics in small-scale business activities that carried out collectively. Besides, mostly of their business products are emphasizing on the sustainability of products from their own environment. This performance of entrepreneurship skills can be represented through setting up of small-scale business by effectiveness women organization which is PEWANIS and KUNITA group. These organization also support their business with provide marketing strategy for women who involve in business and entrepreneur activities in Setiu. Interestingly, the creativity and entrepreneurship skills of women are being shaped through their involvement in women organization that established with the aim to increase the socio-economic status of local women as a members of community to strengthen the institution of community in Setiu especially. Hence, by describing the entrepreneurship skills among local women, it not only an effort to increase the status of local women, but it perhaps will be used to evaluate the women performance in their community particularly in community-based tourism initiative.

Keywords: Women performance; entrepreneurship skills; effectiveness women organization
Tea Restaurant in Shenzhen: a Case of Culture Penetration

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Tea house is a typical Hong Kong style restaurant famous for its fusion menu and a home style service. Shenzhen, as the neighbor city of Hong Kong, attracted many Hong Kong citizens by its low cost of daily life, and many of the Hong Kong citizens have moved their home to Shenzhen. As an important dining space, tea Restaurant also transplant to Shenzhen with Hong Kong citizens.

As a token of Hong Kong culture, tea house is generally located near border communities which are usually inhabited by Hong Kong citizens. And in most non-Hong Kong–citizens community areas and CBD area, tea house has changed a lot from the menu, the interior decoration and service style.

The localization of Hong Kong tea restaurant shows that Hong Kong culture as a powerful culture, has permeate in to the fast food industry of Shenzhen. And the marketing positioning of tea restaurant is regarded as higher than local fast food restaurant, and this has changed the neighbor service style into totally high end and classic style.

Keywords: Tea restaurant; culture penetration; localization; fast food
Developing an Appropriate and Various Pattern of Travelling Routes of Chiang Khong District and Chiang Saen District, Chiang Rai, Thailand

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The study aimed to develop the appropriate and various patterns of traveling routes in Chiang Khong District, Chiang Rai, Thailand. The travelling routes questionnaire, participatory observation, and in-depth interview with government, private sectors and local communities were used as method to gather the ground information.

The finding showed that Chiang Saen District has many tourist attractions that have highly potential in developing to be the traveling routes. The interesting places are Wat Pa Sak, Wat Chedi Lang, Wat Phra That Pha Ngao, Wat Phra That Doi Pu Khao, Hall of the Opium, Don Sao Island, and Chiang Sean National Museum. So, there were 11 possible travelling routes and 4 attractive bicycle routes.

Despite that study found differently in Chiang Kong District as there has limited tourist attraction. Another reason is Chiang Kong more likely a stopover to Laos. So, there was only one possible bicycle route, which started from Baan Hua Wiang to Baan Hat Bai.

The experiment of all traveling routes identified that the great success of community base tourism in both Chiang Saen District and Chiang Khong District should be a corporation between communities and tourist destinations. Thus, there were 6 potential traveling routes and 4 outstanding bicycle routes that should be promoted.

In conclusion, both Chiang Saen District and Chiang Khong District are highly potential development in terms of the tourist destinations and community base tourism. Meanwhile, the educating local communities in terms of destination management, financial and marketing are
crucial for sustainable tourism development. The suggestion for further study is to focus in developing the appropriate day and night activities for tourists.

**Keywords:** Chiang Sean; Chiang Khong; bicycle route; travelling route; Chiang Rai
Strategies to Develop Student Potentials in the School of Tourism, Rajabhat University, Chiang Rai, Thailand: Devoted to an Open ASEAN Community

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The study “Strategies to Develop Student Potentials in the School of Tourism, Rajabhat University, Chiang Rai, Thailand: Devoted to an Open ASEAN Community” aimed to analyze the existing potentials and capability of the School of Tourism’s students and the requirements of public and private sectors regarding student potential; it then defined strategies for developing the School of Tourism’s students in relation to an open ASEAN community. The samples were taken from public and private sectors and students from the School of Tourism. An informal individual interview and questionnaire were used to gather ground information. The findings were divided into two parts: 1) the requirements of public and private sectors for developing student potentials for an open ASEAN community and 2) the current potentials and capability of students.

Firstly, the public and private sectors identified that English communication skills were a priority requirement; in addition, an ASEAN language and/or Russian language were also in demand. Equally important was working as part of a team, having a positive attitude and adapting to various situations, as well as demonstrating responsibility, patience, tolerance and, in particular, a mind geared towards service.

In addition, the study showed that the majority of students in the sample were female, the average age was between 18 to 22 years old and the programs studied were, in order of popularity, Hotel Administration, Tourism Management, and Hospitality and Tourism.
Management. Interestingly, the results indicated that students from the school had high potentials and capability due to their understanding, knowledge, attitude, and skills.

Consequently, the strategies devised to prepare for the development of students for the year 2015 were both proactive and passive. The proactive strategy was the development of professional skills, whereas the passive strategies were the development of a professional attitude, knowledge of management in the profession, and understanding of the composition and nature of the profession.

**Keywords:** Proactive strategy; passive strategy; potential; capability; ASEAN community
Integrating Management and Marketing Appeal for a Bucolic Heritage Site in Hong Kong

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With sustainable growth of alternative tourism world-wide and a growing concern on conservation at destinations, there is a need for to diversify the product base in order to maintain destination competitiveness. To this end, a typology of tourism can be identified in which specific marketing and management of resources at destinations could be enhanced. At such destinations, essential elements for promotion will then be identified.

This study examines how community initiatives can promote the destination when management ingredients are integrated. A local destination, Tai O, a bucolic island in Hong Kong is selected based on its unique rural setting and its bequeathed history. In order to market and manage (the heritage) tourism effectively, both the demand and supply aspects of the site are examined with information gathered from questionnaires, documentary evidence and in-depth interviews. Following from these, 22 attributes are selected and assessed based on the market appeal - robusticity matrix. The attractiveness and the carrying capacity of the attributes are considered to elucidate the degree of conservation, marketing and promotion that could be warranted. The study identified market segments, including novelty seekers, gazers, health seekers and the undefined group. The segments differ in terms of socio-demographic factors, travel pattern and their satisfaction level.

Keywords: Cluster analysis; heritage; market-appeal robusticity matrix; Tai O
The Influence of Tourist Demographic Characteristics on Satisfaction with Snorkeling Experience

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Due to its popularity and lucrative business opportunity, snorkeling has become a predominant activity in many marine parks. Continuous growth in the number of tourists and mass tourism has resulted in uncontrolled number of tourists, sometimes to pass over the carrying capacity of the site. Due to the lack of control and enforcement, many tour boat operators are seen bringing snorkelers to small fragile sites at the same timeframe. Such situation has resulted in reduced quality of tourist experience and satisfaction level as they need to cram in with others at the designated snorkeling areas. This study analyzes the influence of tourist demographic profile on the satisfaction level with snorkeling experience in the Pulau Payar Marine Park, a small coral island in Malaysia. A total of 259 snorkelers answered the survey that forms the basis of this paper. The results tested using t-tests, show significant differences between satisfaction level and their demographic profiles, namely their origins as well as their expectations. Many of respondents were satisfied with their Payar snorkeling experience and willing to revisit the marine park. However, several issues, such as limiting the numbers of boats to be allowed at the site and facilities management such as toilets, changing rooms and solid waste management were among issues need to be handled by the Marine Park Department, in order to protect the island and its sustainability. This study highlights the importance of site management, in environmentally sensitive areas, for resort and tour operators towards developing better service quality for a better tourist experience.

Keywords: Visitor characteristics; snorkeling; satisfaction level; marine park

p.CUHK-36
A Study of the Perceived Value and Behavioral Intentions of Chinese Cruise Tourists

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This study focuses on the customer perceived value and behavioral intentions of Chinese cruise tourists. Based on an extensive literature review, this paper attempted to develop a scale with five dimensions of the tourists’ perceived value on cruise tourism through small-scale interviews. A two-step sampling process was adopted as the survey sampling method. By conducting the exploratory factor analysis and the structural equation model analysis, results were concluded that: (i) the perceived value of Chinese cruise passengers consists of five dimensions labeled as brand value, social value, emotional value, service value and perceived cost; (ii) while brand value and perceived cost have insignificant effects, emotional value, social value and service value tend to have positively significant effects on the Chinese cruise tourists’ behavioral intentions.

Keywords: Cruise passengers; perceived value; behavioral intentions
Job Satisfaction of Female Rural-urban Migrant Workers in Shanghai: an Observation in Hospitality Industry

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This study investigated the job satisfaction among domestic female migrant workers in economy hotels through a survey of 214 respondents in Shanghai. It analyzes three social exchange relationships in hotel organizations: leader-member exchange (LMX), perceived organizational support (POS), and perceived external prestige (PEP) and determines empirically the effect of these three social exchange relationships on organizational citizenship behavior (OCB) and employee job satisfaction. The results revealed that the dimensions of LMX, POS and PEP have significant effects on job satisfaction and that OCB also exerts a significant effect on female migrant employee’s job satisfaction. Implications for theory and practice are discussed in the paper. Suggestions in building up colleague communities and improving the managerial mechanisms were proposed in the end.

Keywords: Job satisfaction; female migrant workers; hospitality employee; rural-urban migrant workers
Enhancement in rural tourism is seen as a positive development and has great potential. Therefore, the responsibility to be played by various stakeholders involved in rural tourism industry as a key player should be highlighted. The role of local people in decision-making process also can not be ignored. This research only focused on internal conflict going on between several stakeholders such as local residents, chalet and homestay operators, and adventure-based operators as well as indigenous community in a rural tourism destination. The location chosen is located in Ecoadventure Gopeng, Perak, Malaysia, a Rawanese Malay traditional villages and potentially promote as a eco-adventure tourism destination. The conflict in the resources management among themselves directly become a barrier to the success of tourism development. According to literature review, internal conflict exists in several forms such as personal relationships, family, tourism and environmental management and identity (especially involving ethnicity, race or religion). Hence, conflicts can occur especially when the actors against each other to achieve incompatible goals. Generally, the objective of this paper is to understand the ongoing conflict in theoretical and applied measurement in assessing the seriousness of the conflict in the study area. This measurement can also help in determining the magnitude of conflict that can be used in solving the conflict. The results of this study will provide a positive impact in offer ways to resolve conflicts among groups within a heterogeneous local community and contributing towards a better rural tourism industry. Finally, integration and cooperative spirit among locals became a major success towards responsible tourism.
Keywords: Conflict measurement; conflict resolution; heterogeneous group; responsible tourism; Gopeng ecoadventure
Heritage conservation & urban development are always within the dilemma of contradictions. Academics & practitioners are making every step to fortify the sustainable growth of urban environment against forces created by market driven economy. Galle fort, coastal fort city of Sri Lanka with extensive colonial heritage from the days of protégées and currently listed as Unesco world heritage category under Outstanding universal value of two.

The city has been popular destination in tourism for last three decades mostly due to its attributes of living character & urban environment. Nevertheless colonial architecture and intangible heritage like oral history of its inhabitant generations added a value for appreciation among the visitors. Thus tourism has been adversely affected to urban environment by pursuing inhabitants and replaced by boutique hotels due to higher demand in properties. The existing tourism model was not in a capable of sustaining their livelihood as well as not appreciating their presence in terms of maintaining building structures at higher cost.

Aim of the proposed model is to overlook the gap created between tourism industry players and inhabitants by integrating a passive solution where tourist can be directly involve in heritage conservation through a heritage trail. Secondary objective of this project is to conserve oral history of each architectural structure and document them properly parallel to physical conservation. Sample size of 45 houses among approximate 230 houses was selected within the fortified area for initial study and finalized 21 houses for the heritage trail after an analytical survey. Oral history of the built environment was furnished at each selected house with the interaction of its inhabitants and tourists were informed to contribute one dollar as an
appreciation towards conservation efforts of these dilapidating structures. The project was reviewed after six months with both positive and negative results and further provided solutions to rectify its sustainable continuation.

Keywords: Urban conservation; urban morphology; sustainable tourism; living heritage
Women Empowerment in Promoting Food Tourism: 
Sarawak Layered Cake as the Signature Product

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Food tourism is defining as an enjoyment of the unique and memorable food and drink experiences by the tourist in the travel places. This is actually one of the tourism approaches that may contribute a higher income in the tourism activities. Food has always been an integral part of the tourist product package and a significant part of tourism expenditure in both organized and independent travel. Hudman (1986) had been stated that food had been become increasingly important in the tourism industry and found that about 25 percent of total tourist expenditure was encountered for by food. The development of the Sarawak layered cake enterprise had been increasingly in Sarawak. As it was presented as the unique taste and colorful design food product it was attracted a lot of tourist to have an experience in tasting the food. Hence, after several years Sarawak layered cake had been becoming as the signature product of the state which started from year 2008. As the signature product, the Sarawak layer cakes production was turning into branded business which required high quality and packaging that adhere by international standards. This phenomena prove that, Sarawak layered cake had achieve the food tourism characteristics where it requires high demand from the tourist. In addition the production of this product shows that, it was dominated by women entrepreneurs especially in Kampung Gersik, Sarawak. The women empowerment in this enterprise shows their role in promoting the Sarawak layered cake as the food tourism in Sarawak. Hence, this paper will be examine the role of women in promoting this Sarawak layered cake as the signature product as one of the success food tourism product in Sarawak.

Keywords: Food tourism; signature product; women empowerment
The roles and impacts of planned events are of increasing importance in tourism. There are many event-driven destinations emerging as events becoming the vital attractiveness and marketing tools in those destinations. Events has been the major motivator for the tourists to visit these places, in which word of mouth (WOM) plays a very important role in spreading information and motivate potential visitors. For those event-driven destinations, WOM is essential to their marketing campaigns. However, few researches have been conducted in the related fields.

This paper takes the typical event-driven destination, Koh Phangan (Thailand), as an example and tries to investigate the factors that influence the WOM spreading. On the basis of the empirical analysis, a theoretical framework was developed to understand the relationship among WOM, perceived value and tourist satisfaction of the event-driven destinations.

This paper determines the perceived value with two dimensions of perceived quality and perceived value, applies the concept of accumulative consumer satisfaction, and adopts consumers' WOM indicators. Based on the theoretical research, several hypotheses are made to determine the factors of WOM spreading and a WOM spreading model is proposed for the event-driven destinations.

Questionnaires were distributed to tourists in Koh Phangan and several Internet interviews were conducted through a non-probability, convenience-sampling approach. The results of the empirical study suggest that: in the event-driven destinations, (1) WOM is significantly
influenced by perceived quality (tourism service system, tourist activities) and perceived value (social value, emotional value, perceived economic cost, perceived non-monetary cost); (2) tourist satisfaction is significantly influenced by perceived quality (tourism service system, tourist activities) and perceived value (social value, emotional value, perceived economic cost, perceived non-monetary cost); (3) tourist satisfaction has the mediating effect between WOM and perceived value; (4) the WOM effect of perceived quality of tourism resource is absent in event-driven destinations.

**Keywords:** Event destination; word of mouth; information spreading model
Do New Tourist Destinations of the Developing World Have Higher Chances for Sustainable Development? Case of Timor-Leste

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Recent years have seen a great expansion of the geography of tourist destinations. New destinations have been developed around the world, and are welcoming steadily growing number of international visitors. Many of the new tourist destinations have come out of periods of political instability, and represent countries of the developing world. To their advantage these new destinations can use experience of other countries to avoid the mistakes of unsustainable tourism practices that lead to negative social and environmental impacts. However, it is important to understand in greater depth the background and the influences that shape tourism in the new tourist destinations.

The present paper focuses on the half-island developing state of Timor-Leste located north of Australia in the Indonesian archipelago. Timor-Leste is a post-conflict country that has endured 450 years of Portuguese colonisation and 24 years of Indonesian occupation. It has become independent in 2002. The government and civil society put hopes in tourism sector as a means for sustainable development of the fledgling nation.

The paper reviews the progress of tourism development in Timor-Leste in the first ten years since independence based on the academic and non-academic literature. The paper highlights various factors that influence tourism development in Timor-Leste to date and outlines the challenges for utilising tourism as a means for sustainable development in the future.

Keywords: Developing world; sustainable development; Timor-Leste
The Influence of Social Media on Urban Residents’ Leisure Behavior

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Social media is a new media technology which allows users to write, share, comment, debate and communicate with each other. Social media not only changes the way of people’s communication, but also reshapes the behavior of leisure and entertainment of urban residents. This paper focuses on the new characteristics of social media and their influence on leisure behavior pattern. The authors developed a theoretical framework of social interaction and social capital to analyze the changes of leisure behavior of urban residents under the influence of social media. Furthermore, the corresponding influences on leisure spaces at home and in common communities were also discussed, which can be applied to understand and predict the future development of leisure spaces in cities.

Keywords: Social media; urban resident; leisure behavior
A Study on the Influence Mechanism of Tourist Destination Micro-blog on Users’ Travel Intention - A Case Study of the Official Sina Weibo of Hong Kong Tourism Board

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With huge advantages such as wide coverage, sharp accuracy, high interactivity and low cost, Micro-Blog, as one of the rising Social Media, has become increasingly popular as a marketing tool. Sina Weibo, the largest Micro-Blog in China, has already attracted various organizations to launch accounts, including many Tourist Destinations. However, whether these Tourist destination micro-blogs were really accepted as effective marketing tools and what’s the mechanism of their influence on user’s travel intention were still unknown. After reviewing literatures, the author developed extended Technology Acceptance Model (TAM) with 7 latent variables to explain the mechanism through which Tourist Destination Micro-Blogs influenced the potential tourists’ travel intention, and Structural Equation Model (SEM) was adopted to test the hypotheses. Results found that Subjective Norm has significant positive impact on Perceived Usefulness and Perceived Enjoyment, while it does not significantly impact Perceived Ease of Use; Trust has significant positive impact on Perceived Usefulness, while it does not significantly impact Perceived Enjoyment and Perceived Ease of Use; Perceived Ease of Use positively impact Perceived Usefulness and Perceived Enjoyment, while the latter two variables have significant positive impact on the Attitude toward Tourist Destination Micro-Blog; and finally, there existed significant positive correlation between the Attitude towards Tourist Destination Micro-Blog and the Travel Intention of Potential Tourists.
Keywords: Tourist destination; Micro-Blog marketing; influence mechanism; Technology Acceptance Model
Sustainable Tourism in Urban Protected Areas in Hong Kong

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Dr. Ted Trzyna for the IUCN WCPA Urban Specialist Group has pointed out that urban protected areas are protected areas situated in or at the edge of larger population centers. They can belong to any IUCN’s Protected Area Management Categories. Urban protected areas have some special characteristics: high level of visitation, diverse interest and activities, highly vulnerable to urban intrusion, serious impacts created by visitors and city environment. Urban protected areas are often the battlefield for the competition of land and resources, and the ground of fighting between environmentalists and developers.

Hong Kong country parks are unique urban protected areas which are rich in natural resources and endowed with a high biodiversity of wildlife. These are sites of destination of both local recreationalists as well as oversea and mainland visitors. The Agriculture, Fisheries and Conservation Department (AFCD) is management authority responsible for the urban protected areas, its duties including patrolling, law enforcement, litter collection, fire fighting and prevention, control of development and provision of recreational facilities. Above all, the Authority has the duty to promote suitable use of the country parks and to protect its biodiversity.

This paper will outline the characteristics of Hong Kong country parks as urban protected areas and their role in tourism. Activities performed and promoted within the protected areas are analyzed. The phenomena of mainland visitors to country parks would be looked into. Visitor management measures both explicit and implicit would be highlighted to reflect the holistic management strategies adapted in Hong Kong country parks. The paper is concluded with some principles derived from tourist management in urban protected areas.

**Keywords:** Urban protected areas; management; activities; visitor control; principles

p.CUHK-50
Public Participation in the Sustainable Tourism Governance: A Case Study in Hong Kong 
Lung Mei Coastline

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Governance in tourism planning has of paramount importance in the tourism industry, as it encompasses not only statesmen and moneyed people, but also the participation of normal citizens peculiarly the local community. If the relationships among diverse stakeholders could not be tackled well, then it will spawn a multitude of problems. The governance of sustainable tourism planning may encounter this problem as well. This case study built on a social problem pegging with this issue in Hong Kong: whether to build an artificial beach on the Hong Kong Long Mei Coastline. Originally is Long Mei Coastline an intertidal zone, and many species are residing here. Establishing an artificial beach may attract more tourists to get to Lung Mei Coastline, and the local villagers could run businesses in terms of tourism and recreation such as hotels, restaurants or water sports. However, transforming a crude mud land to an artificial beach will definitely dilapidate the habitat of some species. Many environmentalists and villagers oppose this project and they even demonstrate to fight for the nature. A mistake wends to a social problem. This research is to reveal the real cause of this social problem- the lack of public participation in tourism governance. Some elements must be taken account into the governance process and the most welcomed method of public participation should be found by utilizing the method of interview and questionnaires. At last, a model for future decision making is recommended and it could be the guide for the future sustainable tourism governance.

Keywords: Public participation; sustainable tourism; governance; Lung Mei coastline
The Production and Consumption of Home in the Home Restaurants in Guangzhou

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The rapid increase of mobility in China has significantly changed people’s perception of home and provided numerous business opportunities for many home-based businesses. In recent years, a new kind of home restaurant service, based on home and offering private home-made cuisine, appears to be popular in the Greater Pearl Delta Region, such as in Hong Kong and Guangzhou. This article uses three examples to explore the key features of home restaurants in order to understand how the home restaurant service is developed and consumed. It is understood that food, co-production and co-consumption of the service with the customers, physical setting and constructing a social border are the key strategies in the provision of a home restaurant service.

**Keywords:** Home restaurant; the consumption of home; lifestyle entrepreneur; motilities
Industrial Heritage and Industrial Tourism Development in Chinese Traditionally Industrial Cities Based on Web Content Analysis

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The industrial moderation in China started late, in the middle of the 19th centuries. Yet, the urbanization of China was still mainly contributed to industrial process. The manufacturing industries have made substantial impacts on the landscapes of these cities and left the tangible and intangible heritages in these cities. In the recent ten years, these cities are going through the transition process from the manufacturing industry to the tertiary industry. Two vital policies are promoted by various governments, “develop the tertiary industry to replace the secondary industry” and “Three old” transformation, three old means old cities and towns; old factory buildings and old villages. These policies have led to the destruction and removal of the old industrial buildings in the cities.

The importance of industrial heritage conservation and the development of industrial heritage tourism for the cities are acknowledged in UK and Germany (Paddison 1993, Hospers 2002). Researches on the transformation of traditionally industrial cities in China are also a well-researched area and there are also policy studies to call for the reuse of urban industrial tourism in the transition process (DONG Lijing 2008). But overall, the researches on how the old industrial cities make use of the industrial heritages and industrial heritage tourism in the transition period are limited. The paper is to attempt to meet this gap examining the industrial component in the city image and city tourism of the cities in the transition process with the content analysis of web content.

Keywords: Industrial heritage; traditionally industrial cities; web content analysis; city image; transition
An Evaluation of the Hong Kong Geopark: To What Extent Does It Promote Sustainable Human Development? A Case Study of Sam Mun Tsai Village

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This paper evaluates the objective of the Hong Kong Geopark as promoting sustainable socio-economic development with a case study of Sum Mun Tsai Village, a village adjacent to the Geopark. The research focuses on the human development aspect of sustainable development, since the Geopark is not only concerned with promoting economic development, but also with the social dimension of sustainability. The study analyses the case with insights from Sen’s Capability Approach. Two aspects of freedom were analyzed, *process freedom and opportunity freedom*. Process freedom refers to the avenues for democratic decision-making and opportunity freedom to the ability of local people to actualize their own socio-economic development, according to their own values. Empirical data were collected through literature reviews, participant observations and semi-structured interviews with the local residents and the Tai Po Environmental Association, a local environmental NGO engaged in the development of the Hong Kong Geopark. Relevant legislative and policy documents were also collected and examined. The low level of community engagement in the decision-making process indicates that the local residents enjoy very limited process freedom in the governance of the Geopark. On the other hand, the increase in income, the acquisition of new skills and the discovery of capabilities that they already had, all indicate that the opportunity freedom has been increased. The Geopark has not been successful in supporting process freedom, but it has made important contributions to human development as it supports opportunity freedom even though this is not a specific policy goal. It is therefore suggested that the government ought to actively engage the community in the decision-making process, in order to fully support human capability and achieve a truly sustainable human development.

**Keywords:** Geotourism; community participation; process freedom; opportunity freedom; capability approach
The motivation, pro-environmental behaviour and attitude of birdwatchers in mainland China and Hong Kong

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This study assesses the pro-environmental attitude, behaviour and motivation of the birdwatchers at the bird-watching hotspots in China. A face-to-face questionnaire survey was conducted in 20 bird-watching hotspots in HKSAR, Guangdong and Jiangsu province to collect views among the citizens in the mainland and Hong Kong.

Results indicated that both Hong Kong and mainland Chinese bird-watchers demonstrated a positive environmental attitude. However, the behaviour of mainland Chinese birdwatchers was less appropriate than their Hong Kong counterparts, as measured in accordance to the code of conduct of international bird watching associations. In term of motivation, the mainland birdwatchers tend to be motivated by achievement and affiliation as are likely to pursue a better performance and enjoy more interaction with other people. In contrast, the Hong Kong birdwatchers are motivated by appreciation that they wish to seek the sense of peace and belonging.

Keywords: Birdwatcher; pro-environmental attitude; behaviour; motivations; China
A Study of the Development Framework of the Travel Application of Public Information Service for Urban Tourism

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With the tremendous development of urban tourism in China, public information regarding tourism in the cities is demanded by the independent travelers. Public information services, especially information services provided through mobile facilities have been a major tendency in tourism information service. This paper explored the information needs of independent tourists in Shanghai and proposed a framework to develop a travel application (APP). The development framework of the APP is composed by four dimensions including platform service, public information, recommended information and personal service. On the basis of the data of user’s actual needs, the authors proposed the design of the APP interface, functions and technical implementation.

Keywords: Travel application; public information service; development framework
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THE INTERNATIONAL CONFERENCE ON SUSTAINABLE TOURISM AND RESILIENCE IN URBAN ENVIRONMENTS

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<thead>
<tr>
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<tbody>
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<td>36</td>
<td>Zhan Jiachao</td>
<td>37</td>
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<td>Zhang Jiyue</td>
<td>56</td>
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<td>39</td>
<td>Zhao Jing</td>
<td>38</td>
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<td>43</td>
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<td>46</td>
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<td>Xu Honggang</td>
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<td>54</td>
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<td>Yuanyuan Zhang</td>
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p.CUHK-58