

2024 International Conference on Hospitality, Tourism, and Leisure: Technology, Innovation, and Sustainability (2024 ICHTL) Temporary Agenda

Venue: Shih Chien University
10-11 May, 2024

| 10 May 2024 (Friday) | | |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| Time | Program | Venue |
| 08:30-09:30 | Registration | Atrium NB2 |
| 09:15-09:30 | Opening Ceremony Conference Chair: Dean Jeou-Shayn Horng College of Human Ecology, Shih Chien University | International Conference Hall |
| 09:30-10:25 | Keynote Speech I Tourism and Hospitality in the age of the creative machine: implications of generative AI for academia and industry Professor Marianna Sigala Professor of Marketing and Director of the International Hotel School, The University of Newcastle, Australia Editor in Chief of Journal of Hospitality & Tourism Management | |
| 10:25-11:20 | Keynote Speech II The Future of Hospitality and Tourism Education: Technology, Innovation and Sustainability Dean and Chair Professor Kaye Chon Dean & Chair Professor, School of Hotel and Tourism Management, The Hong Kong Polytechnic University Editor-in-Chief of the Journal of Travel & Tourism Marketing and the Asia Pacific Journal of Tourism Research. | |
| 11:30-12:25 | Keynote Speech III The economic aspects of automation technologies in tourism and hospitality Professor Stanislav Ivanov Professor in Tourism Economics and Past Vice-Rector (Research) at Varna University of Management and Director of Zangador Research Institute, Bulgaria. Editor-in-Chief of ROBONOMICS: The Journal of the Automated Economy, Co- Editor-in-Chief of the European Journal of Tourism Research | |
| 12:25-13:30 | Lunch | |
| 12:30-13:40 | Poster Presentation | Atrium |

| | | |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| 13:40-15:40 | Oral Paper Presentation | Session room NB201~206 |
| 14:00-15:30 | <p style="text-align: center;">NSTC SIG Workshop: Meet the Editors in Chief and connect with favorite SSCI journals Dean and Chair Professor Kaye Chon Professor Marianna Sigala Professor Stanislav Ivanov</p> | Group Viewing Room |
| 15:40-16:40 | Oral Paper Presentation | Session room NB201~206 |

| 11 May 2024 (Saturday) | | |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| Time | Program | Venue |
| 08:30-09:00 | Registration | Atrium N B2 |
| 09:00-10:00 | Paper Presentation | Session room NB201~206 |
| 10:10-12:00 | <p>Forum The impact of artificial intelligence and technology in hospitality and tourism from industry and academic collaboration view Industry Experts vs Academic Scholars</p> <p style="text-align: center;">Moderator: Dr. Arthur Wang</p> <p style="text-align: center;">Academic Scholars: Dean Tsong-Zen Liu, Dean of School of Hospitality Management, National KaoHsiung University of Hospitality and Tourism Dr. Hsuan Hsu, Assistant Professor of Department of Hospitality Management, Fu-Jen University</p> <p style="text-align: center;">Industry Experts: Mr. Gan-Chi Zheng, General Manager JinLing System Integration Co. Mr. Bob Hwang, Founder of White Rock Hotel Management Consultant Co.</p> | Group Viewing Room |