

# 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	<b>Opening Ceremony</b> <b>Conference Chair: Dean Jeou-Shayn Horng</b> College of Human Ecology, Shih Chien University	International Conference Hall
09:30-10:25	<b>Keynote Speech I</b> <b>Tourism and Hospitality in the age of the creative machine: implications of generative AI for academia and industry</b>  <b>Professor Marianna Sigala</b> 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	<b>Keynote Speech II</b> <b>The Future of Hospitality and Tourism Education: Technology, Innovation and Sustainability</b>  <b>Dean and Chair Professor Kaye Chon</b> 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	<b>Keynote Speech III</b> <b>The economic aspects of automation technologies in tourism and hospitality</b>  <b>Professor Stanislav Ivanov</b> 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	<b>Lunch</b>	
12:30-13:40	<b>Poster Presentation</b>	Atrium

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

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