

THURSDAY 7TH JULY 2011

08:30 – 09:15	Welcome Coffee – Opening Ceremony, Salon Meneau	
09:15 – 10:45 PLENARY SESSION 1 ROOM 15	<p>Philippe MONIN TOUPARGEL Chair Professor in Strategic Management & Associate Dean for Research</p> <p>James GLOVER Vice President, Food and Beverage, Europe, Hilton Worldwide</p>	
10:45 – 11:15	Coffee Break, Salon Meneau	
11:15 – 12:45 PLENARY SESSION 2 ROOM 15	<p>Markus SEMER Senior Vice President Corporate Affairs and Strategic Planning, Kempinski Hotels</p> <p>Brian FERGUSON Vice President of Supply Strategy & Analysis, Expedia® Partner Services Group</p>	
13:00 – 14:30	Networking Lunch, F&B	
14:30 – 15:30 PANEL DISCUSSION ROOM 15	<p>Since November 2010, the “French gastronomic meal” belongs to the UNESCO heritage. With such a heritage, what are the political, social and touristic issues for the country? What is at stake for this tradition? How do you promote this intangible heritage?</p> <p>Christian HOTTIN, Head of the department of research - general direction of heritage ministry of culture & communication</p> <p>Romain RAIMBAULT, Rhône-Alpes Tourisme Promotion Manager, Germany, Switzerland, Central Europe, Russia</p>	
15:30 – 16:30 PROFESSIONAL PAPERS ROOM 15	<p>Quality programme of Swiss tourism, Chantal Beck</p> <p>Developing a quality model for independent hotels/restaurants, Christina Tavares & Yves Racine</p>	
16:30 – 16:45	Break	
16:45 – 18:15 STRATEGIC MANAGEMENT ROOM 9 MARKETING & SOCIAL MEDIA ROOM 10	STRATEGIC MANAGEMENT	MARKETING & SOCIAL MEDIA
	<p>Integrating the spa industry and the hotel industry: Unveiling some secrets for a sustainable alliance Henry CLAVIJO & Phoebe CHUAH-LEININGER</p>	<p>A value-based segmentation of senior tourists in Switzerland Tirza HOCHSTRASSER & Andrew MUNGALL</p>
	<p>Traditional restaurant entrepreneurship in the Province of Quebec Christine DEMEN MEIER & François PAGEAU</p>	<p>Consumer generated media in hospitality and tourism: Travellers’ likes and their concerns about the latest innovation in hospitality marketing Carmen COX, Stephen BURGESS, Carmine SELLITTO & Jeremy BUULTJENS</p>
	<p>Developing a regional hospitality brand around clusters and competitive advantage: Innovative cultural networks in Melanesia Thomas DICK & Ben FARR WHARTON</p>	<p>An exploration of the motivations to comment on food and beverage blogs and consumer review sites Hilary MURPHY & Stefanie WIJONO</p>
From 18:15	Social Cocktail Hour, Centre de Recherche	

FRIDAY 8TH JULY 2011

09:00 – 09:30	Welcome Coffee – Salon Meneau	
09:30 – 10:30 REVENUE MANAGEMENT ROOM 9 NUTRITION ROOM 10	REVENUE MANAGEMENT	NUTRITION
	<p>Falling through the revenue management gap: Independent hotel operators in the Netherlands Stan JOSEPHI, Florian AUBKE & Alinda KOKKINO</p>	<p>Nutrition information labelling on restaurant menu items: Healthier choices, happy customers and a healthier bottom-line? Robert GALLICANO & Arjan VAN RHEEDE</p>
	<p>Group demand forecasting in the hospitality industry: Actual practices and future outlook Esther FURRER & Karolin KOKAZ</p>	<p>Evaluation of menu nutrition labelling on clients’ food choices and calories consumption at a full service restaurant Myriam FOTOUHANIA</p>
10:30 – 11:00	Posters overview	
11:00 – 11:30	Coffee Break, Salon Meneau	
11:30 – 13:00 INNOVATION ROOM 9 GUEST EXPERIENCES AND PRIVACY ISSUES ROOM 10	INNOVATION	GUEST EXPERIENCES AND PRIVACY ISSUES
	<p>Exploring innovation strategies that affect business performance in restaurants Russell COX, Michael DAVIDSON & Hugh WILKINS</p>	<p>User centered lighting quality conception in hotels room: Results of a field study Pauline FERNANDEZ, Marc FONTOYMONT & Agnès GIBOREAU</p>
	<p>A docimological study of assessment and ranking criteria used in the hotel and restaurant industries Emmanuel BECK & Henry CLAVIJO</p>	<p>Understanding Guest Experience: The case of gourmet meals Philomène BAYET-ROBERT & Alexis LALO</p>
		<p>Managing privacy in an enhanced guest dialogue setting Olaf HERMANS, Chantal VAN RAVESTEIJN, Bruce S. URDANG & Danielle VAN LITH</p>
13:00 – 14:30	Networking Lunch, F&B	
14:30 – 16:30 WORK & PEOPLE ROOM 9 INSIGHTS FROM ASIA ROOM 10	WORK & PEOPLE	INSIGHTS FROM ASIA
	<p>Negative work home interference and the role of leadership style Debbie TROMP, Arjan VAN RHEEDE & Robert BLOMME</p>	<p>Brand performance of chinese domestic vs. international hotel brands Cathy HSU</p>
	<p>The power of meaningful work – Investigating the impact of corporate social responsibility initiatives on task significance and work outcomes Steffen RAUB & Stefan BLUNCHI</p>	<p>Ethnographic fieldwork in Shanghai in a multicultural context of catering: methodological approach and practical perspectives Clémentine HUGOL-GENTIAL</p>
	<p>How to study life and work in an expanding restaurant industry? Inger JONSSON & Marianne PIPPING EKSTRÖM</p>	<p>Destination image projection of Hong Kong and Macau: Insights from China’s travel magazines Thomas SUN & Hanqun SONG</p>
	<p>Limited attention to the social dimension of sustainability in the hospitality industry: a theoretical perspective Arjan VAN RHEEDE, Debbie TROMP & Robert BLOMME</p>	
16:30 – 17:00	Closing session, room 15	
19:15	Gala Dinner at the Abbaye de Collonges Meeting point at Place Bellecour at 19:15 - Statue St Exupéry, in front of the Royal Hotel	