



# The EdukCircle

## International Center for Communication Studies

12L El Jardin Del Presidente Tower II, 38 Sgt. Esguerra Street, South Triangle, Quezon City, Philippines 1103  
Telefax # (632) 83669952 or (632) 83627918 Email: [edukcircle@yahoo.com](mailto:edukcircle@yahoo.com) Website: [www.edukcircle.com](http://www.edukcircle.com)  
[facebook.com/TheEdukCircle](https://facebook.com/TheEdukCircle) Instagram: @edukcircle, Twitter: @edukcircle

### 13<sup>th</sup> EdukCircle International Convention on Tourism and Hospitality

An Online Event, October 03, 2020

#### PROGRAM

06:30 – 7:00am	Opening
07:00 – 07:30am	Turning ‘Business as Usual’ on its Head: Centering Purpose in the Pursuit of Sustainable Tourism <b>Dr. Karla Boluk</b> Associate Professor, Recreation and Leisure Studies Department University of Waterloo (Canada)
07:30 – 07:45am	Q and A
08:00 – 08:30am	Hospitality and Tourism Industry Trends Pre-Corona Virus Pandemic <b>Dr. Jukka Laitamaki</b> Clinical Professor, Jonathan M. Tisch Center of Hospitality New York University (USA)
08:30 – 08:45am	Q and A
09:00 – 09:30am	Challenges in Contemporary Hospitality Branding <b>Dr. Chekitan S. Dev</b> Professor, SC Johnson College of Business Cornell University (USA)
09:30 – 09:45am	Q and A
10:00 – 10:10am	Branded Breakout (Smart Communication)
10:00 – 10:15am	Introduction of speaker
10:15 – 10:45am	Systems Thinking for Tourism: What are the Benefits? <b>Dr. Alexandra Coghlan</b> Associate Professor, Griffith Business School Griffith University (Australia)
10:45 – 11:00am	Q and A (Recording on September 30)
11:15 – 11:30pm	Paper Presentation
11:30 – 11:45pm	Paper Presentation
11:45 – 12:00nn	Paper Presentation
12:00nn	BREAK
01:30 – 02:00pm	Program resumes
02:00 – 02:30pm	Supporting Resilience in Accommodation in the Face of Crisis <b>Dr. Bijan Khazai</b> Chief Executive Officer, Hotel Resilient (Germany)
02:00 – 02:45pm	Q and A
03:00 – 03:30pm	Sustainable Tourism Destinations: A Human Resource Perspective <b>Dr. Adele Ladkin</b> Professor, BU Business School Bournemouth University (United Kingdom)
03:30 – 03:45pm	Q and A
04:00 – 04:30pm	Managing Attendee Circulation at Exhibition <b>Dr. Miguel Moital</b> Principal Academic, BU Business School Bournemouth University (United Kingdom)
04:30 – 04:45pm	Q and A
05:00pm	End of session