



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

10 - 11 May 2024

Shih Chien University

Keynote Speeches



**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

**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.



**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



Host Institution:

College of Human Ecology, Shih Chien University, Taipei, Taiwan

Implementers: Department of Food and Beverage Management, Shih
Chien University

International Program, Shih Chien University

Co-Organizers: College of Hospitality and Tourism Management,
JinWen University of Science and Technology, Taiwan
APacCHRIE Taiwan Chapter

Conference Website: <https://ichtlusc.usc.edu.tw>

Advisory Organizations:

National Science and Technology Council, Taiwan
Ministry of Education

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