



9th Advances in Hospitality and Tourism Marketing and Management Conference
July 9 –12, 2019
Portsmouth, UK

Conference Program

Tuesday, July 9, 2019

1:00 PM - 5:00 PM

REGISTRATION

Portland Atrium

University of Portsmouth Campus

1:00 PM - 5:00 PM

Research Academy Workshops 1:00 PM - 4:30 PM

1:00 PM - 5:00 PM

[The Experimental Research Workshop Workshop](#)

Room: Portland 0.28

By Dr. Giampaolo Viglia, University of Portsmouth
by Dr. Giampaolo Viglia, University of Portsmouth

1:00 PM - 5:00 PM

[Structural Equation Modeling Workshop](#)

Room: Portland 0.41

by Dogan Gursoy, Washington State University
Yuksel Ekinci, University of Portsmouth

6:00 PM - 8:00 PM

Welcome BBQ

Portland Building

University of Portsmouth

Portland Street

Portsmouth

PO1 3AH

Wednesday, July 10, 2019

8:00 AM - 3:00 PM

REGISTRATION

Portland Atrium

University of Portsmouth Campus

8:45 AM - 9:00 AM **Welcome Room: Portland Lecture Theatre 1.74**

9:00 AM - 10:15 AM **Concurrent Session 1 Room: Portland 1.11**

97 **Differences in hotels' rate fences: A comparison from Online Travel Agents and hotels' websites**

Ibrahim Mohammed

49 **The differential impacts of external reference price level and source on Generation Y travelers' hotel consideration and willingness-to-pay**

Daniel Leung

16 **Fear for Sale: Buying emotions with tourist promotional rack cards**

Susan Weidmann

9:00 AM - 10:15 AM **Concurrent Session 2 Room Portland:1.44**

115 **FARM TOURISM IN TAIWAN: AN APPLICATION OF LOGISTIC REGRESSION APPROACH**

Austin Rong-Da Liang, Wai-Mun Lim and Tung-Sheng Wang

62 **California Beaches, the Golden Gate Bridge and... Agritourism?**

Michelle Millar

64 **KNOWLEDGE OF MOTOTURIST'S HABITS TO DEVELOP A SUCCESSFUL TOURIST DESTINATION: AN ITALIAN CASE STUDY (SKYPE PRESENTATION)**

Flavia Cappelloni and Simona Staffieri

9:00 AM - 10:15 AM **Concurrent Session 3 Room: Portland 1.66**

6 **TRENDS AND CHALLENGES IN THE HOSPITALITY INDUSTRY: THE SENIOR TRAVELERS**

Maria Adela Balderas-Cejudo

7 **Long-stay tourists and the world of international retirement migration**

Simon Hudson

78 **Online Hospitality and Collaborative Paradigm of Communication: a conceptual understanding of collaborative platforms peer-to-peer interaction experiences**

André Durão and Xander Lub

9:00 AM - 10:15 AM **Concurrent Session 4 Room: Portland 1.67**

- 26 **Strategy-as-Practice: Preliminary evidence from accommodation SMME owner-managers in South Africa**
Winnet Sami, Hester Nienaber and Magaret Phillips
- 53 **Demand and supply, and competitiveness: an integrated theoretical framework in cableway system design**
Moreno Ferrarese, Manuela Pulina and Enzo Loner
- 48 **Share Repurchase and Stock Market Reaction: Understanding the Variations in the Restaurant Industry**
Jaehee Gim and Soocheong Shawn Jang

10:15 AM - 10:45 AM Coffee Break - Portland Atrium

10:45 AM - 11:30 AM Key Note Speech Room: Portland 1.74

Helen Bonser- Wilton

[Chief Executive Mary Rose Museum \(https://maryrose.org/\)](https://maryrose.org/)

11:30 - 12 Noon Introduction of extra social activities in and around Portsmouth Room: Portland 1.74

Liz Sharples

12:00 Noon - 1:00 PM Lunch - Portland Atrium

1:00 PM - 2:15 PM Concurrent Session 1 - Room: Portland 1.11

- 58 **The role of embodied virtual reality technologies in users' engagement and recommendation in the hospitality industry**
Carlos Flavián, Sergio Ibáñez-Sánchez and Carlos Orús

- 75 **Psychometric Index Development of Online Reviews on Medical Tourism**
Anjali Sharma and Prof. Jayasimha K. R.

- 38 **Exploring the Factors Predicting M-Commerce Applications' Adoption in Tourism and Hospitality: Evidence from Travel Agencies, Hotels, and Archaeological Sites**
Mohamed Abou-Shouk, Nagoua Zoair and Ayman Abdelhakim

1:00 PM - 2:15 PM Concurrent Session 2 - Room: Portland 1.44

- 122 **Residents' attitudes about tourism as a precursor to their quality of life: A moderation analysis**
Kayode Aleshinloye and Kyle Woosnam

116

THE DOWNSIDE TO BEING A SUCESSFUL TOURISM DESTINATION: FUNDING THE NECESSARY TOURISM

Anthony Brien

93

Quality of Life and Emotional Solidarity in Residents' Attitude towards Tourists: The case of Macau

Hio Kuan Lai, Patrícia Pinto and Pedro Pintassilgo

1:00 PM - 2:15 PM

Concurrent Session 3 - Room: Portland 1.67

92

The exchanges of tourism can provide solidarity too in addition to support!

Emrullah Erul, Manuel A. Ribeiro and Kyle M. Woosnam

86

The contribution of a multisensory approach to responsible management in community-based tourism: A case of Yim Tin Tsai village in Hong Kong

Dora Agapito and Chung-Shing Chan

68

ENHANCING RESPONSUSTABLE REGIONAL TOURISM DEVELOPMENT IN EMERGING ECONOMIES: LESSONS FROM NIGERIA

Afamefuna Paul Eyisi, Diane Lee and Kathryn Trees

1:00 PM - 2:15 PM

Concurrent Session 4 - Room: Portland 1.66

84

Application of slow philosophy in destination marketing: the case of Latvia

Zanda Serdane

59

Territorial marketing as a mean of regional valorization and development, based on religious tourism – the Ordo Christi case

Teresa Paiva, Elsa Ramos, João Neves, Daniel Raposo, Ricardo Silva, Luísa Castilho and Teresa Desterro

37

Adopting Cooperative Marketing Strategy by Tourism Service Providers: Comparing Perceptions of Travel Agencies and Hotels

Mohamed Abou-Shouk, Mahmoud Tamam and Mahmoud Hewedi

2:15 PM - 3:00 PM

Coffee Break - Portland Atrium

3:00 PM - 4:30 PM

Concurrent Session 1 - Room: Portland 1.11

27

A CONCEPTUAL FRAMEWORK OF ARAB TOURISTS' MOTIVATIONS TO VISIT LONDON, UK

Husain Matar

28 **WHY DO PEOPLE OPT FOR VOLUNTOURISM IN BANGLADESH? AN EXPLORATORY STUDY**
Dr Arifur Rahman and Jebun Nesa Ali

15 **Visiting friends and relatives' tourism: the case of Uruguay**
Gabriela Mordecki, Silvia Altmark and Karina Larruina

102 **The role of multileveled knowledge, actors and activities in innovation networks**
Veronika Trengereid

3:00 PM - 4:30 PM Concurrent Session 2 - Room: Portland 1.44

17 **Chaos Toward Order: Rethinking Relational Exchange in Hotel B2B Sales and Marketing**
Richard Mcneill and Hester Nienaber

9 **UNRAVELING AIRBNB GROWTH IN A MATURING CULTURAL DESTINATION**
Zaid Alrawadieh, Merve Aydogan Cifci, Fusun Istanbulu Dincer and Mithat Zeki Dincer

104 **SOCIAL MEDIA MARKETING IN THE HOSPITALITY INDUSTRY: THE EVOLUTION OF EUROPEAN HOTELS' APPROACHES FROM 2012 TO 2018**
Roberta Minazzi and Alessandro Panno

21 **HOSPITALITY & STAKEHOLDERS' ROLE CHANGE IN A CULTURAL TOURISM DESTINATION**
Mariana De Freitas Coelho and Elizabeth Kyoko Wada

3:00 PM - 4:30 PM Concurrent Session 3 - Room Portland 1.66

125 **Effects of gender equality policy on career growth for women in Food and Beverage sector**
Thifhelimbilu Rambuda and Nanikie Zungu

36 **Reference Groups' Behavior-Attitude In-congruency's Influence on Hotel Employees' OCBs**
Emily Ma

77 **A RESEARCH ON THE DETERMINATION OF THE FINANCIAL LITERACY LEVELS OF PUBLIC EMPLOYEES: KONYA / BEYŞEHİR PUBLIC EMPLOYEES EXAMPLE**
Ali Antepçi

80 **A Theoretical Framework of Failed Service Recovery Antecedents in the Hospitality Industry**
Poh Theng Loo

3:00 PM - 4:30 PM

Concurrent Session 4 - Room: Portland 1.67

81

Assessing the Influence of Mediating Role of Motivation to Learn Training Effectiveness in Tourism and Hospitality Industry

Amitabh Deo Kodwani

45

VIDEO GAMES, VIRTUAL REALITY AND AUGMENTED REALITY APPLICATIONS IN TOURISM PROMOTION AND MARKETING

Erdem Acir

73

A Quantitative Look Into Sport Tourists' Nostalgia

Heetae Cho, Dongoh Joo, Do Young Pyun and Hyun-Woo Lee

71

The Effect of Job Satisfaction on Leadership

Ali Sukru Cetinkaya

4:30 PM - 5:30 PM

[Workshop: An Approach to New Research Ideas: Turning something qualitative to quantitative](#)

Room Portland: 1.66

[Professor SooCheong \(Shawn\) Jang, Ph.D., Purdue University](#)

5:30 PM to 6:30 PM

Social Activity - Exclusive out-of-hours visit D-Day Story

D-Day Story

Clarence Esplanade

Portsmouth

PO5 3NT

Thursday, July 11, 2019

8:00 AM - 3:00 PM

REGISTRATION

Portland Atrium

University of Portsmouth Campus

9:00 AM - 10:15 AM

Concurrent Session 1 - Room: Portland 1.11

14

Comparative study of the attractiveness of the main tourist outbound markets: BRICS versus classical countries

Alessio Ishizaka, María Muñoz, Pilar Alarcón Urbistondo and Plácido Sierra Herrezuelo

46

Antecedents of destination brand credibility: A cross-cultural study

Sebastian Molinillo, Arnold Japutra and Yuksel Ekinici

51 **Wellness tourism - An empirical study on wellness travel motivation**
Charu Goyal and Udit Taneja

9:00 AM - 10:15 AM Concurrent Session 2 - Room: Portland 1.44

129 **International recognition of South African food books and the development of a contemporary national culinary identity**

Daryl Hewson, Ledile Mohlakoane and Cynthia Mabaso

124 **Current food waste management practices of Executive chefs: A case study of a hotel group in Gauteng, South Africa**

Cynthia Mabaso and Daryl Hewson

32 **Food in destination marketing: the issue of “local”**

Anna Stalmirska

9:00 AM - 10:15 AM Concurrent Session 3 - Room: Portland 1.66

95 **MICE EVENT VALUE MEASUREMENT**

Vincent Mitchell

19 **Measuring the Impact of Events’ Impression Management in Foreign Destinations, which Stimulate Tourism Behavior Intentions**

Eman Negm and Ahmed Elsamadicy

42 **Developing event tourism in Abia State: Ekpe Cultural Festival Example**

Nneoma Grace Ololo, Peter Dieke and Pamela Eze-Uzomaka

9:00 AM - 10:15 AM Concurrent Session 4 - Room: Portland 1.67

88 **Hospitality and Tourism International Internships and Perceived Employability**

Greg Gannon

67 **Use of Social Media as a Tool for Recruitment**

Ali Sukru Cetinkaya

94 **Skills Gaps in the Luxury Hospitality Sector: The Case of Toronto**

Frederic Dimanche and Katherine Lo

10:15 AM - 10:45 AM Coffee Break - Portland Atrium

10:45 AM - 12:00 Noon Concurrent Session 1 - Room: Portland 1.11

- 41 **The influence of travel companions in theme park experiences**
Feifei Xu, Xu Wang, Qun Ren and Liqing La
- 118 **Visitors' perceptions of safety using prior attendance and proximity as precursors: A comparative analysis of the Osun Osogbo Cultural Festival (2013-2017)**
Kayode Aleshinloye, Kyle Woosnam and Arthur Huang
- 119 **Integrating travel constraints as second-order factor in a visitor satisfaction, image and loyalty model: the moderating role of visitor motivation**
Youngsoo Kim, Manuel Alector Ribeiro and Kyle M. Woosnam

10:45 AM - 12:00 Noon Concurrent Session 2 - Room: Portland 1.44

- 117 **An investigation into the effects of joint advertising on tourists' behaviour**
Ali Can, Yuksel Ekinci and Giampaolo Viglia
- 61 **Modelling the choice of tourism accommodation in Spain**
Purificación Granero Gómez, Ana Isabel Zamora Sanz and María Del Mar Zamora Sanz
- 111 **How often do you travel? The impact of travel frequency on tourist's willingness to pay**
Marta Nieto Garcia, Pablo Antonio Muñoz Gallego and Oscar Gonzalez Benito

10:45 AM - 12:00 Noon Concurrent Session 3 - Room: Portland 1.66

- 25 **Sustainable Tourist Behaviour: The Perspective of Economic Sustainability**
Barry Mak and Denis Chan
- 60 **Foreign tourist fidelity in Spain.**
María Del Mar Zamora Sanz, Purificación Granero Gómez and Ana Isabel Zamora Sanz
- 29 **Satisfaction and loyalty of tourists participating in non-adult nightlife in Bangkok**
Sirilak Khetsoongnoen and Leslie Klieb

10:45 AM - 12:00 Noon Concurrent Session 4 - Room: Portland 1.67

- 131 **THE IMPACT OF INTRINSIC MOTIVATION IN THE RELATIONSHIP BETWEEN TRANSCENDENTAL LEADERSHIP AND WORK ENGAGEMENT: EVIDENCE FROM HOTEL INDUSTRY**

98 **The role of individual and organizational variables as predictors of job satisfaction among hotel employees**
Sérgio Borralha, Saul Neves de Jesus, Patrícia Pinto and João Viseu

57 **SERVANT LEADERSHIP IN HOSPITALITY: STATE-OF-THE-ART AND FUTURE RESEARCH DIRECTIONS**
Maroun Aouad and Eka Diraksa Putra

12:00 Noon - 1:00 PM Lunch - Portland Atrium

1:00 PM - 3:00 PM Panel Discussion: Publishing in Top-Tier Journals 1:00 pm to 3:00 PM

Room: Portland 1.74

Dogan GURSOY, Christina G. Chi, Yuksel Ekinci, SooCheong (Shawn) Jang, Robin Nunkoo

3:00 PM to 3:45 PM Coffee Break - Portland Atrium

3:45 PM - 5:00 PM Concurrent Session 1 - Room: Portland 1.11

56 **Satisfaction and Dissatisfaction factors in the Guest Experience at Resorts under the hospitality approach: a study based on the Critical Incident Analysis**

Anna Beatriz Cautela Gouvêa, Ana Claudia Guimaraes Antunes, Maria Stela Reis Crotti and Elizabeth Kyoko Wada

133 **THE IMPACT OF EXPERIENCE AUTHENTICITY ON TOURISTS' REVISIT INTENTION**

Carol Y. Lu and Tinh Quan Tang

20 **How can consumer culture theory contribute to increased understanding of tourism experiences? A conceptual review**

Asif Ijaz

3 **Exploiting Big Data to uncover Guests' Experiences in the UK Hotel Industry: A TripAdvisor-based study**

Roya Rahimi and Sarah Williams

3:45 PM - 5:00 PM Concurrent Session 2 - Room: Portland 1.44

65 **Millennials' online hotel booking journey: What? How? Why?**

Qiulin Wang and Daniel Leung

22 **Factors influencing Chinese post 90s female outbound tourist' luxury fashion purchases abroad**

55 **ANTECEDENTS OF TOURIST TRIP PLANNING AUTONOMY: THE MODERATING EFFECTS OF A GLOBAL ECONOMIC CRISIS**

Milagros Fernández-Herrero, Rosa M. Hernández-Maestro and Óscar González-Benito

10 **Working it out together: A qualitative study of vacation related decision-making in couples.**

Olena Koval and Håvard Hansen

3:45 PM - 5:00 PM Concurrent Session 3 - Room: Portland 1.66

72 **Signals of Global Hotel Brands and Their Impact on Choice**

Haemoon Oh, Misoon Lee and Seonjeong Ally Lee

108 **Internal Service Quality Perceptions: National Culture Influences in Ghana**

Michael Evans

1 **Halal Tourism Through the Lens of a New Generation in the UAE**

Alfonso Vargas and Anestis Fotiadis

134 **Global Health Initiative: An Income Generation Model**

Donnahae Rhoden Salmon, Antoinette Barton-Gooden, Robin Leger and Steve Weaver

3:45 PM - 5:00 PM Concurrent Session 4 - Room: Portland 1.67

47 **Attachment and loyalty to rural destinations: differences between tourists and same-day visitors**

Carlos Marques, Elisabeth Kastenholz and Maria João Carneiro

33 **Building destination brand attachment: The role of cognitive, affective components and destination brand stereotypes**

Arnold Japutra, Sebastian Molinillo and Yuksel Ekinci

44 **Miami, Florida: A Destination Study of Climate Change Impacts on Tourism**

Nancy Scanlon

5:00 PM - 5:15 PM Conference Closing - Room: 1.74

7:00 PM - Late evening Conference Gala Dinner - Social Evening

Tiger Tiger

Gunwharf Quays

Portsmouth
PO1 3TP

Friday, July 12, 2019

9:15 AM Meet in front of Portland at 9.15am or meet outside the Tower at 9.45am

10:00 AM Portsmouth City Showcase
Emirates Spinnaker Tower
Gunwharf Quays
PO1 3TT

12:00 Noon - 13:30 PM **Light lunch Boathouse No 4**
Portsmouth Historic Dockyard
Victory Gate
HM Naval Base
Portsmouth
PO1 3LJ

13:00 - 5:00 PM **Portsmouth Historic Dockyard – as above**
Professors Rob James and Brad Beaven - social and cultural history