



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

Conference Program

Tuesday, July 9, 2019

12:00 Noon - 1:00 PM REGISTRATION
 Portland Atrium
 University of Portsmouth Campus

4:00 PM - 6:00 PM REGISTRATION
 Portland Atrium
 University of Portsmouth Campus

12:00 PM - 1:00 PM Coffee Break - Portland Atrium

1:00 PM - 5:00 PM Research Academy Workshops 1:00 PM - 4:30 PM

1:00 PM - 3:00 PM
Room: Portland 0.28
[The Experimental Research Workshop Workshop](#)
 By Dr. Giampaolo Viglia, University of Portsmouth

1:00 PM - 3:00 PM
Room: Portland 0.41
[Structural Equation Modeling Workshop](#)
 by Dogan Gursoy, Washington State University
 Yuksel Ekinci, University of Portsmouth

3:00 PM - 3:30 PM Coffee Break - Portland Atrium

3:30 PM - 5:00 PM
Room: Portland 0.28
[The Experimental Research Workshop Workshop](#)
 By Dr. Giampaolo Viglia, University of Portsmouth

3:30 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

9:00 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 1.51

Session Chair: Ibrahim Mohammed

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

Session Chair: Marta Garcia

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 MOTOTOURIST'S HABITS TO DEVELOP A SUCCESSFUL TOURIST DESTINATION: AN ITALIAN CASE STUDY (SKYPE PRESENTATION)**

Flavia Cappelloni and Simona Staffieri

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

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

Session Chair: Maria Adela Balderas-Cejudo

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

12 **HOW HOTELIERS SEE THE GUEST COMPLAINTS? FACTORS INFLUENCING ORGANIZATIONAL RESPONSES TO GUEST COMPLAINTS IN SAUDI ARABIA**

Erdogan Ekiz and Nasser Albogami

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

Session Chair: Hester Nienaber

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 lecture theatre 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 lecture theatre 1.74**

Liz Sharples

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

1:00 PM - 2:15 PM **Concurrent Session 1 - Room: Portland 1.51**

Session Chair: Susan Weidmann

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.

63

Technology Induced Loyalty Schemes for Customer Relationship Management and Positive Purchase Decisions

Azizul Hassan, Masud Parvez and Erdogan Ekiz

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

Session Chair: Kayode Aleshinloye

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**

Session Chair: Carlos Peixeira Marques

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

133 **THE IMPACT OF EXPERIENCE AUTHENTICITY ON TOURISTS' REVISIT INTENTION**
Carol Y. Lu and Tinh Quan Tang

1:00 PM - 2:15 PM Concurrent Session 4 - Room: Portland 1.66
Session Chair: Gabriela Mordecki

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 1.51
Session Chair: Dora Agapito

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

Session Chair: Mariana De Freitas Coelho

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

Session Chair: Beatrice Loo

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**
Beatrice Loo

3:00 PM - 4:30 PM Concurrent Session 4 - Room: Portland 1.67

Session Chair: Anthony Brien

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

3:30 PM - 4:30 PM Editorial Board Meeting - Journal of Hospitality Marketing & Management
Room Portland: PO1.74

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 1.51

Session Chair: Liz Sharples

100 **AN INVESTIGATION OF THE HE ROLE OF RELIGIOSITY AND RELIGIOUS VALUES ON HOTEL GUESTS' PRO-ENVIRONMENTAL BEHAVIOUR**

- 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
Session Chair: Dogan Gursoy

- 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
Session Chair: Vincent Mitchell

- 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
- 13 **INVESTIGATING ATTENDEES’ SATISFACTION: CASE OF KIRKPINAR OIL WRESTLING COMPETITIONS**
 Aydemir Ay, Aril Cansel and Erdogan Ekiz

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

Session Chair: Ali Sukru Cetinkaya

- 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
- 99 **Review of the Literature on Expatriation in the Hospitality Industry**
Aahed Khelifat, Khalid Eyoum, Alecia Douglas and Ayman Harb

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

10:45 AM - 12:00 Noon Concurrent Session 1 - Room: Portland 1.51

Session Chair: Carol X. Zhang

- 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

Session Chair: Sebastian Molinillo

- 117 **An investigation into the effects of joint advertising on tourists' behaviour**
Ali Can, Yuksel Ekinici and Giampaolo Viglia
- 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**Session Chair: Padmali Rodrigo**

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**Session Chair: Donnahae Rhoden Salmon**

131

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

Huseyin Arasli and Cihan Alphon

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 lecture theatre 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 1.51****Session Chair: Elizabeth Kyoko Wada**

- 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
- 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
Session Chair: Nancy Scanlon

- 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**
Carol Xiaoyue Zhang, Stacey Cui Li and Meng-Shan Sharon Wu
- 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
Session Chair: Alfonso Vargas

- 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

3:45 PM - 5:00 PM**Concurrent Session 4 - Room: Portland 1.67****Session Chair: Shaohua Yang**

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 Ekinici

136

The development of a conceptual framework on the brand personality, self-congruity and tourist loyalty: The moderator role of tourist emotional experience

Shaohua Yang, Salmi Mohd Isa, T Ramayah and Ramona Blanes

61

Modelling the choice of tourism accommodation in Spain

Purificación Granero Gómez, Ana Isabel Zamora Sanz and María Del Mar Zamora Sanz

5:00 PM - 5:15 PM**Conference Closing - Room: Portland lecture theatre 1.74****7:00 PM - Late evening****Conference Gala Dinner - Social Evening****Eden Restaurant (Formerly known as 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

Professors Rob James and Brad Beaven - social and cultural history academics

13:00 - 5:00 PM

Portsmouth Historic Dockyard – as above