



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

Conference Program

Please note that conference dress code is smart casual.

Tuesday, July 9, 2019

12:00 Noon - 1:00 PM

REGISTRATION

Portland Building Atrium

University of Portsmouth Campus, University of Portsmouth Campus, Portland St, Portsmouth, PO1 3AH

4:00 PM - 6:00 PM

REGISTRATION

Portland Building Atrium

University of Portsmouth Campus, University of Portsmouth Campus, Portland St, Portsmouth, PO1 3AH

12:00 PM - 1:00 PM

Coffee Available - Portland Building Atrium

1:00 PM - 5:00 PM

Research Academy Workshops - Concurrent Sessions

1:00 PM - 3:00 PM

[Part 1: The Experimental Research Workshop. Room: Portland 1.44 \(1st floor\)](#)

Dr Giampaolo Viglia, University of Portsmouth

1:00 PM - 3:00 PM

[Part 1: Structural Equation Modeling Workshop. Room: Portland 1.51 \(1st floor\)](#)

Professor Dogan Gursoy, Washington State University

Professor Yuksel Ekinici, University of Portsmouth

3:00 PM - 3:30 PM

Coffee Break - Portland Atrium

3:30 PM - 5:00 PM

[Part 2: The Experimental Research Workshop. Room: Portland 1.44](#)

Dr. Giampaolo Viglia, University of Portsmouth

3:30 PM - 5:00 PM

[Part 2: Structural Equation Modeling Workshop. Room Portland 1.51](#)

Professor Dogan Gursoy, Washington State University

Professor Yuksel Ekinici, University of Portsmouth

6:00 PM - 8:00 PM

Welcome BBQ

Portland Building

University of Portsmouth Campus

Portland Street

Portsmouth

PO1 3AH

Wednesday, July 10, 2019

9:00 AM - 3:00 PM

REGISTRATION

Portland Building Atrium

University of Portsmouth Campus, University of Portsmouth Campus, Portland St, Portsmouth, PO1 3AH

8:40 AM - 9:00 AM

Conference Opening. Room: Portland Main Lecture Theatre 1.74 (1st floor)

9:00 AM - 10:20 AM

Concurrent Session 1. Room: Portland 1.51 (1st floor)

Session Chair: Ibrahim Mohammed

Differences in Hotels' Rate Fences: A Comparison From Online Travel Agents and Hotels' Websites

Ibrahim Mohammed

The Differential Impacts of External Reference Price Level and Source on Generation Y Travelers' Hotel Consideration and Willingness-to-Pay

Daniel Leung

Fear for Sale: Buying Emotions with Tourist Promotional Rack Cards

Susan Weidmann

The Sharing Economy according to Uber and Airbnb in South Africa: Challenges, Opportunities and Immediate Prospects

Pfarel Manavhela and Unathi Sonwabile Henama

9:00 AM - 10:20 AM

Concurrent Session 2. Room: Portland 1.44 (1st floor)

Session Chair: Marta Garcia

Farm Tourism in Taiwan: An Application of Logistic Regression Approach

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

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

Michelle Millar

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

Knowledge of Mototourist's Habits to Develop a Successful Tourist Destination: An Italian Case Study (Webex presentation)

Flavia Cappelloni and Simona Staffieri

9:00 AM - 10:20 AM

Concurrent Session 3. Room: Portland 0.28 (Ground floor)

Session Chair: Maria Adela Balderas-Cejudo

Trends and Challenges in the Hospitality Industry: The Senior Travelers

Maria Adela Balderas-Cejudo

Long-Stay Tourists and The World of International Retirement Migration

Simon Hudson

Online Hospitality and Collaborative Paradigm of Communication: A Conceptual Understanding of Collaborative Platforms Peer-to-Peer Interaction Experiences

André Durão and Xander Lub

How Hoteliers See the Guest Complaints? Factors Influencing Organizational Responses to Guest Complaints in Saudi Arabia

Erdogan Ekiz and Nasser Albogami

9:00 AM - 10:20 AM

Concurrent Session 4. Room: Portland 0.41 (Ground floor)

Session Chair: Hester Nienaber

Strategy-as-Practice: Preliminary Evidence from Accommodation SMME Owner-Managers in South Africa

Winnat Sami, Hester Nienaber and Magaret Phillips

Demand and Supply, and Competitiveness: An Integrated Theoretical Framework in Cableway System Design

Moreno Ferrarese, Manuela Pulina and Enzo Loner

Share Repurchase and Stock Market Reaction: Understanding the Variations in the Restaurant Industry

Jaehee Gim and Soocheong Shawn Jang

10:20 AM - 10:45 AM Coffee Break - Portland Building Atrium

10:45 AM - 11:30 AM Key Note Speech. Room: Portland Main Lecture Theatre 1.74 (1st floor)

Helen Bonser- Wilton

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

11:30 - 12:00 Noon Introduction of extra social activities in and around Portsmouth. Room: Portland Main Lecture Theatre 1.74

Liz Sharples, Senior Teaching Fellow, University of Portsmouth

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

1:00 PM - 2:20 PM Concurrent Session 1. Room: Portland 1.51 (1st floor)

Session Chair: Susan Weidmann

The Role of Embodied Virtual Reality Technologies in Users' Engagement and Recommendation in The Hospitality Industry

Carlos Flavián, Sergio Ibáñez-Sánchez and Carlos Orús

Psychometric Index Development of Online Reviews on Medical Tourism

Anjali Sharma and Jayasimha K. R.

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

Azizul Hassan, Masud Parvez and Erdogan Ekiz

1:00 PM - 2:20 PM Concurrent Session 2. Room: Portland 1.44 (1st floor)

Session Chair: Kayode Aleshinloye

Residents' Attitudes About Tourism as a Precursor to Their Quality of Life: A Moderation Analysis

Kayode Aleshinloye and Kyle Woosnam

The Downside to Being a Successful Tourism Destination: Funding the Necessary Tourism

Anthony Brien

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

Hio Kuan Lai, Patrícia Pinto and Pedro Pintassilgo

Case Studies of Successful Community-Based Tourism from the United Kingdom and Australia: Lessons for African Destinations

Unathi Sonwabile Henama, Albert. J. Strydom and Miss Dinah Mangope

1:00 PM - 2:20 PM

Concurrent Session 3. Room: Portland 0.41 (Ground floor)

Session Chair: Carlos Peixeira Marques

The exchanges of Tourism Can Provide Solidarity too in Addition to Support!

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

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

Responsible Tourism Development in Emerging Economies: Lessons from Nigeria

Afamefuna Paul Eyisi, Diane Lee and Kathryn Trees

The Impact of Experience Authenticity on Tourists' Revisit Intention

Carol Y. Lu and Tinh Quan Tang

1:00 PM - 2:20 PM

Concurrent Session 4. Room: Portland 0.28 (Ground floor)

Session Chair: Gabriela Mordecki

Application of Slow Philosophy in Destination Marketing: The Case of Latvia

Zanda Serdane

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

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

Mohamed Abou-Shouk, Mahmoud Tamam and Mahmoud Hewedi

Cultural Tourism: Cultural Presentation at the Basotho Cultural Village, Free State, South Africa

Lehlohonolo Mokoena

2:20 PM - 3:00 PM **Coffee Break - Portland Bulding Atrium**

3:00 PM - 4:20 PM **Concurrent Session 1. Room: Portland 1.51 (1st floor)**

Session Chair: Dora Agapito

A Conceptual Framework of Arab Tourists' Motivations to Visit London, UK

Husain Matar

Why Do People Opt for Voluntourism in Bangladesh? An Exploratory Study

Dr Arifur Rahman and Jebun Nesa Ali

Visiting Friends and Relatives' Tourism: The Case of Uruguay

Gabriela Mordecki, Silvia Altmark and Karina Larruina

The Role of Multileveled Knowledge, Actors and Activities in Innovation Networks

Veronika Trengereid

3:00 PM - 4:20 PM **Concurrent Session 2. Room: Portland 1.44 (1st floor)**

Session Chair: Mariana De Freitas Coelho

Chaos Toward Order: Rethinking Relational Exchange in Hotel B2B Sales and Marketing

Richard Mcneill and Hester Nienaber

Unraveling AIRBNB Growth in a Maturing Cultural Destination

Zaid Alrawadieh, Merve Aydogan Cifci, Fusun Istanbulu Dincer and Mithat Zeki Dincer

Social Media Marketing in the Hospitality Industry: The Evolution of European Hotels' Approaches from 2012 to 2018

Roberta Minazzi and Alessandro Panno

Hospitality & Stakeholders' Role Change in a Cultural Tourism Destination

Mariana De Freitas Coelho and Elizabeth Kyoko Wada

3:00 PM - 4:20 PM **Concurrent Session 3. Room: Portland 0.28 (Ground floor)**

Session Chair: Beatrice Loo

Effects of Gender Equality Policy on Career Growth for Women in Food and Beverage Sector

Thifhelimbilu Rambuda and Nanikie Zungu

Reference Groups' Behavior-Attitude In-congruency's Influence on Hotel Employees' OCBs

Emily Ma

A Research on The Determination of The Financial Literacy Levels of Public Employees: Konya / Beyşehir Public Employees Example

Ali Antepil

A Theoretical Framework of Failed Service Recovery Antecedents in the Hospitality Industry

Beatrice Loo

3:00 PM - 4:20 PM

Concurrent Session 4. Room: Portland 0.41 (Groud floor)

Session Chair: Anthony Brien

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

Amitabh Deo Kodwani

Video Games, Virtual Reality and Augmented Reality Applications in Tourism Promotion and Marketing

Erdem Acir

A Quantitative Look Into Sport Tourists' Nostalgia

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

The Effect of Job Satisfaction on Leadership

Ali Sukru Cetinkaya

3:20 PM - 4:20 PM

Editorial Board Meeting - Journal of Hospitality Marketing & Management

Room: Portland Main Lecture Theatre 1.74 (1st floor)

4:20 PM - 5:20 PM

[Workshop: An Approach to New Research Ideas: Turning Something Qualitative to Quantitative](#)

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

Room: Portland: 0.28 (Ground floor)

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

Meet outside Portland Building at 16.30 if you wish to walk with Liz – it is just over 2 miles. Or book a taxi; our approved supplier is Aqua Cars +44(0)2392 654321

Thursday, July 11, 2019

8:00 AM - 3:00 PM

REGISTRATION

Portland Building Atrium

University of Portsmouth Campus, Portland St, Portsmouth, PO1 3AH

9:00 AM - 10:15 AM

Concurrent Session 1. Room: Portland 1.51

Session Chair: Liz Sharples

An Investigation of the Role of Religiosity and Religious Values on Hotel Guests' Pro-Environmental Behaviour

Padmali Rodrigo, Sarah Turnbull and Bidit Dey

Antecedents of Destination Brand Credibility: A Cross-Cultural Study

Sebastian Molinillo, Arnold Japutra and Yuksel Ekinci

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: Teresa Paiva

International Recognition of South African Food Books and the Development of a Contemporary National Culinary Identity

Daryl Hewson, Ledile Mohlakoane and Cynthia Mabaso

Current Food Waste Management Practices of Executive Chefs: A Case Study of a Hotel Group in Gauteng, South Africa

Cynthia Mabaso and Daryl Hewson

Food in Destination Marketing: The Issue of “Local”

Anna Stalmirska

Tourism education in Nigerian secondary schools: Issues and prospects

Emeka Okonkwo

9:00 AM - 10:15 AM

Concurrent Session 3. Room: Portland 0.28

Session Chair: Vincent Mitchell

Mice Event Value Measurement

Vincent Mitchell

Measuring the Impact of Events' Impression Management in Foreign Destinations Which Stimulate Tourism Behavior Intentions

Eman Negm and Ahmed Elsamadicy

Developing Event Tourism in Abia State: Ekpe Cultural Festival Example

Nneoma Grace Ololo, Peter Dieke and Pamela Eze-Uzomaka

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 0.41

Session Chair: Lehlohonolo Mokoena

Hospitality and Tourism International Internships and Perceived Employability

Greg Gannon

Use of Social Media as a Tool for Recruitment

Ali Sukru Cetinkaya

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

Frederic Dimanche and Katherine Lo

Review of the Literature on Expatriation in the Hospitality Industry

Aahed Khlifefat, Khalid Eyoun, Alecia Douglas and Ayman Harb

10:15 AM - 10:45 AM

Coffee Break - Portland Building Atrium

10:45 AM - 12:00 Noon

Concurrent Session 1. Room: Portland 1.51

Session Chair: Carol X. Zhang

The Influence of Travel Companions in Theme Park Experiences

Feifei Xu, Xu Wang, Qun Ren and Liqing La

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

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

An Investigation Into The Effects of Joint Advertising on Tourists' Behaviour

Ali Can, Yuksel Ekinici and Giampaolo Viglia

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

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

Nancy Scanlon

10:45 AM - 12:00 Noon Concurrent Session 3. Room: Portland 0.28

Session Chair: Padmali Rodrigo

Sustainable Tourist Behaviour: The Perspective of Economic Sustainability

Barry Mak and Denis Chan

Foreign Tourist Fidelity in Spain.

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

Satisfaction and Loyalty of Tourists Participating in Non-Adult Nightlife in Bangkok

Sirilak Khetsoongnoen and Leslie Klieb

Regional Trading blocs and the development of tourism

Mudawose Tangawabaiwa

10:45 AM - 12:00 Noon Concurrent Session 4. Room: Portland 0.41

Session Chair: Donnahae Rhoden Salmon

The Impact of Intrinsic Motivation in the Relationship Between Transcendental Leadership and Work Engagement: Evidence From Hotel Industry

Huseyin Arasli and Cihan Alphon

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

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 Building Atrium

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

Room: Portland Lecture Theatre 1.74 (1st floor)

Dogan Gursoy, Christina G. Chi, Dan Nunan, SooCheong (Shawn) Jang, Robin Nunkoo

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

3:30 PM - 5:00 PM Concurrent Session 1 - Room: Portland 1.51

Session Chair: Elizabeth Kyoko Wada

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

Exploiting Big Data to Uncover Guests' Experiences In The UK Hotel Industry: A TripAdvisor-Based Study

Roya Rahimi and Sarah Williams

Analysis of Guest Motivations to Stay in Boutique Hotels in Jeddah, Saudi Arabia

Salem Ali Al Sharani

3:30 PM - 5:00 PM Concurrent Session 2. Room: Portland 1.44

Session Chair: Nancy Scanlon

Millennials' Online Hotel Booking Journey: What? How? Why?

Qiulin Wang and Daniel Leung

Factors Influencing Chinese post 90s Female Outbound Tourist' Luxury Fashion Purchases Abroad

Carol Xiaoyue Zhang, Stacey Cui Li and Meng-Shan Sharon Wu

Antecedents of Tourist Trip Planning Autonomy: The Moderating Effects of A Global Economic Crisis

Working It Out Together: A Qualitative Study of vacation Related Decision-Making in Couples

Olena Koval and Håvard Hansen

3:30 PM - 5:00 PM

Concurrent Session 3. Room: Portland 0.28

Session Chair: Alfonso Vargas

Signals of Global Hotel Brands and Their Impact on Choice

Haemoon Oh, Misoon Lee and Seonjeong Ally Lee

Internal Service Quality Perceptions: National Culture Influences in Ghana

Michael Evans

Halal Tourism Through The Lens of A New Generation in The UAE

Alfonso Vargas and Anestis Fotiadis

Global Health Initiative: An Income Generation Model

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

3:30 PM - 5:00 PM

Concurrent Session 4. Room: Portland 0.41

Session Chair: Shaohua Yang

Attachment and Loyalty to Rural Destinations: Differences Between Tourists and Same-Day Visitors

Carlos Marques, Elisabeth Kastenholtz and Maria João Carneiro

Building Destination Brand Attachment: The Role of Cognitive, Affective Components and Destination Brand Stereotypes

Arnold Japutra, Sebastian Molinillo and Yuksel Ekinci

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

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 (1st floor)

7:00 PM - Late evening **Conference Social Evening - Gala Dinner.** Dress Code: Smart Casual

Eden Restaurant (Formerly known as Tiger Tiger)

Gunwharf Quays Shopping Centre

Portsmouth

PO1 3TP

Friday, July 12, 2019 **Showcase Portsmouth City - casual dress code. Please wear comfortable shoes.**

9:15 AM Meet in front of Portland Building at University of Portsmouth at 9.15 a.m. or meet outside the Spinnaker Tower in Gunwharf Quays Shopping Centre at 9.45 a.m.

10:00 AM **Spinnaker Tower - visit to this iconic site**

Spinnaker Tower

Gunwharf Quays Shopping Centre

PO1 3TT

12:00 Noon - 13:30 PM **Light Lunch in Boathouse No 4 at Portsmouth Historic Dockyard**
Meet at the reception at the dockyard at 11.45am for group check-in. Please do not be late.

Portsmouth Historic Dockyard

Victory Gate

HM Naval Base

Portsmouth

PO1 3LJ

Professors Rob James and Brad Beaven - social and cultural history academics - will also be joining us to share their "sailortown" knowledge

13:00 PM - 5:00 PM **Portsmouth Historic Dockyard – as above**

In the afternoon you will have chance to explore this heritage visitor attraction - don't forget to also visit the Mary Rose museum - discount voucher in your goodie bag.