10TH ADVANCES IN HOSPITALITY & TOURISM MARKETING AND MANAGEMENT(AHTMM) CONFERENCE

SAPIENZA UNIVERSITÀ DI ROMA

FONDAZIONE ROMA SAPIENZA

WASHINGTON STATE UNIVERSITY

WWW.AHTMM.COM

JULY 3-7,2023, ROME, ITALY
PIAZZALE ALDO MORO, 5



CONFERENCE PROGRAM

MAP

Building CU002 (Scienze Politiche Building)

Ground floor

- Classroom 11
- Classroom C
- Classroom D

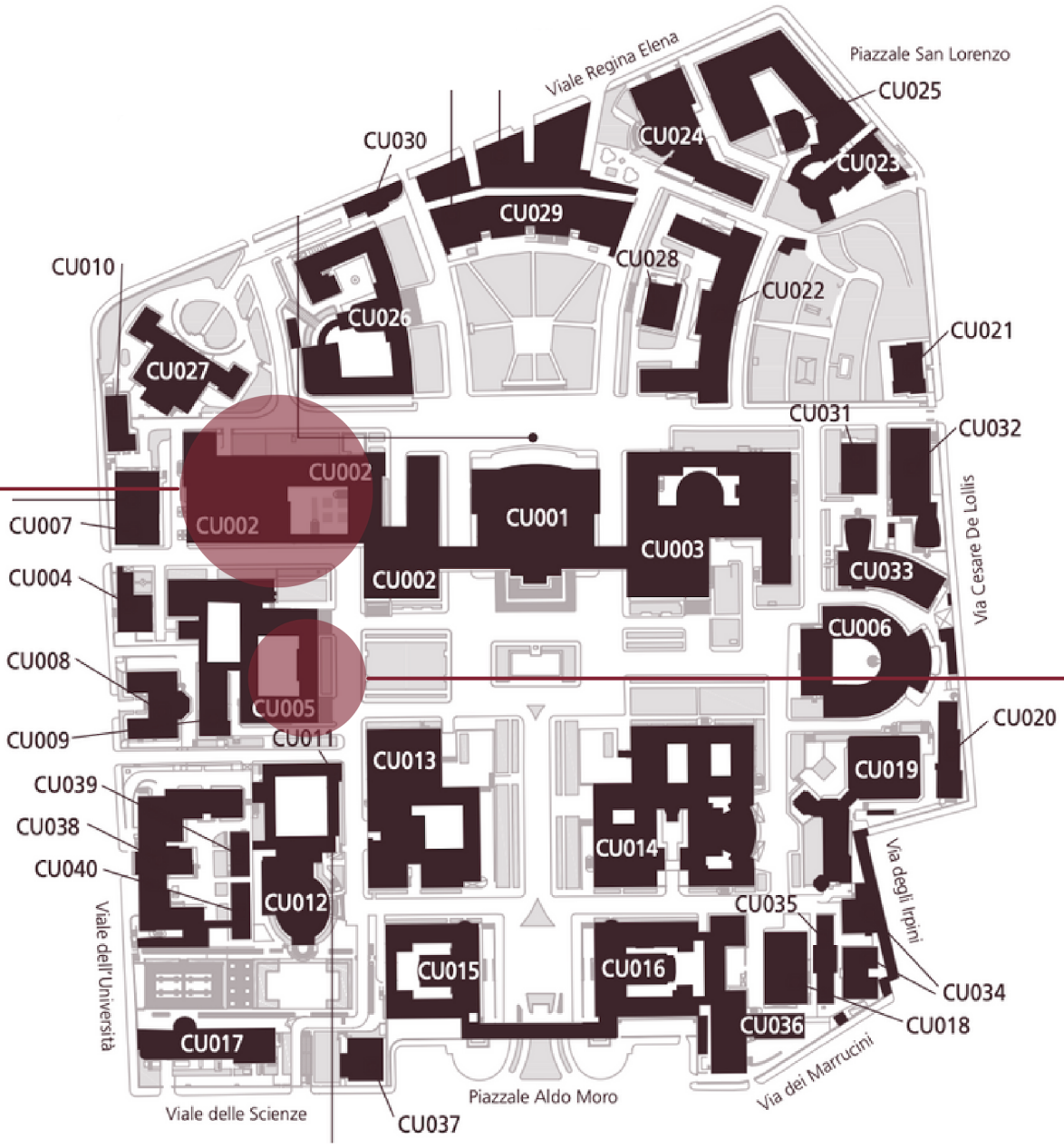
Building CU005 (Mineralogia building)

First floor

- Classroom Gismondi - Welcome reception, lunches and coffee breaks.
- Classroom Lucchesi

Second floor

Classroom 9 (Mineralogia Building)



Please note that the conference dress code is smart casual.

MONDAY
JULY 3, 2023

11:00 AM – 5:00 PM	**Registration** *Room: Aula Gismondi (Mineralogia Building)* *Building CU005, First floor*
12:00 PM – 3:00 PM	**Structural Equation Modeling Workshop** Professor Dogan Gursoy, Washington State University, Professor Robin Nunkoo, University of Mauritius *Classroom LUCCHESI (Mineralogia Building)* *Building CU005, First floor*
3:15 PM – 6:00 PM	**Advances in hospitality and tourism research workshop: between the metaverse and positive organizational behavior. Sim Seminar** Professor Dogan Gursoy, Washington State University Professor Sandro Formica, Florida International University Professor Giacomo Del Chiappa, Università degli Studi di Sassari Professor Serena Volo, Free University of Bozen-Bolzano Moderator: Professor Fabiola Sfodera, Sapienza University of Rome *Classroom LUCCHESI (Mineralogia Building)* *Building CU005, First floor*
6:00 PM – 7:30 PM	**Welcome cocktail** Classroom GISMONDI (Mineralogia Building) *Building CU005, First floor*

TUESDAY
JULY 4, 2023

9:30 AM – 3:00 PM	**Registration** *Room: Aula GISMONDI (Mineralogia Building)* *Building CU005, Second floor*
10:30 AM – 10:45 AM	**Opening Cerimony** Antonella Polimeni, Magnificent Rector of Sapienza University of Rome Eugenio Gaudio, President of Fondazione Roma Sapienza *Room: Aula GRANDE (Geologia Building)* *Building CU005, First floor*
10:45AM – 1:20 PM	**The Italian tourism model: policies and strategies** **Panel** *Elena Di Raco*, Market Research and Statistics Manager - Italian National Tourism Board *Roberta Garibaldi*, Professor at University of Bergamo, Vice President of the Tourism Committee - Organization for Economic Cooperation and Development (OECD) *Loretta Credaro*, President National Institute for Tourism Research – Unioncamere *Nica Mastronardi*, Tourism, Training & Trasportation Manager – Apulia Regional Tourism Board - ARET Pugliapromozione *Renato Tomasi*, Territorial Promotion and Cultural Tourism Manager, Tourism Department, Sardinia Regione *Aldo Berlinguer*, Professor at University of Cagliari, President of the Observatory on Insularity – Eurispes *Alessandro Massimo Nucara*, General Manager Federalberghi *Walter Rizzetto*, Honorable President XI Committee of the Chamber of Deputies *Alessandro Onorato*, Councillor for Major Events, Sport and Tourism, Roma Capitale Discussant and moderator: *Angelo Di Gregorio*: Professor at Bicocca University of Milan President of the Italian Society of Marketing

TUESDAY
JULY 4, 2023

1:20 PM – 1:30 PM	**Opening of the 10th Advances in Hospitality Management & Marketing Conference** Dogan Gursoy, Conference Chair - Washington State University Fabiola Sfodera, Conference co-chair and host - Sapienza University of Rome
1:30 PM – 2:30 PM	**Lunch and Keynote Speech** Diversity, equity and inclusion in hospitality industry and academia Manuel Alector Ribeiro, University of Surrey *Room: Aula GISMONDI (Mineralogia Building)* *Building CU005, First floor*
3.00 PM - 4.30 PM	**Concurrent Sessions**
4.40 PM - 5.30 PM	**Publishing in Top-Tier Journals** Dogan Gursoy, Editor-in-Chief, Journal of Hospitality Marketing & Management Xinran Y Lehto, Co-Editor-in-Chief, Journal of Destination Marketing & Management Serena Volo, Editor-in-Chief, Consumer Behavior in Tourism and Hospitality Billy Bai, Associate Dean of Research, University of Nevada, Las Vegas *Classroom: C (Scienze Politiche Building)* *Building CU002, Ground Floor*
6.00 PM - 7.00 PM	**Musei Capitolini Private Guided Tour** *Palazzo dei Conservatori, Piazza del Campidoglio, 1 Rome*
7:30 PM – 9:00 PM	**Cocktail at ViVi – Piazza Venezia** *Palazzo Bonaparte, Piazza Venezia, 5, Rome*

TUESDAY
JULY 4, 2023

3:00 PM– 4:30 PM	**Concurrent Session 1.** Session Chair: Chun (Lucy) Liu *Classroom: D (Scienze Politiche Building)* *Building CU002, Ground Floor*
3:00 PM	Pandemics and disease outbreaks impacting tourism industry: Challenges and opportunities through the lens of tourism experts Sofia Almeida (Universidade Europeia); Susana Mesquita (Universidade de Aveiro); Ana Ramires (Universidade Europeia); Inês Carvalho (Universidade Europeia); Claudia Seabra (University of Coimbra – Faculty of Arts & Humanities)
3:20 PM	Resilience of tourism businesses to crises: The case of Kanagawa prefecture, Japan Sho Kashiwagi (Kanagawa University)
3:40 PM	Survival strategies for community-based tourism projects during turbulent times: The case of Manicaland Province, Zimbabwe Owen Gohori (North-West University); Peet Van der Merwe (North-West University)
4:00 PM	Hotel decision making in a post-covid-19 world: low-effort hierarchy perspective Chun Liu (Beijing International Studies University); Fan Zhang (Shen Zhen Polytechnic); Shiqin Zhang (Sun Yat-Sen University)
4:20 PM	Organizational Wellbeing – Connecting Employers with Employees Francesco Parretta (Awarepath)

TUESDAY
JULY 4, 2023

3:00 PM – 4:30 PM	**Concurrent Session 2.** Session Chair: Giacomo Del Chiappa *Classroom: C (Scienze Politiche Building)* *Building CU002, Ground Floor*
3:00 PM	Elevated Experiences: How Tourism and Hospitality Can Use Cannabis to Encourage Social Change Sofia Scott (Independent)
3:20 PM	Hospitality and Hostility in the Cosplayers Universe Anna Beatriz Cautela Gouvêa (Universidade Anhembi Morumbi); Robert Falck (Universidade Anhembi Morumbi); Elizabeth Wada (Anhembi Morumbi University); Paulo Oliveira (Universidade Anhembi Morumbi)
3:40 PM	The relationships among destination fascination, transformative experience and re-patronizing intention in night tourism Yi-Ju Lee (National Dong Hwa University)
4:00 PM	Re-Defining Cultural Tourism Experiences: The role of the iHERITAGE MED DIET Mobile Application in Intangible Heritage in Tavira, Portugal. Laura L Dorsch (UAlg); Maria Alexandra APR Gonçalves (Universidade do Algarve- ESGHT)

TUESDAY
JULY 4, 2023

3:00 PM– 4:30 PM	**Concurrent Session 3** Session Chair: Costanza Nosi and Cristina Mottironi *Classroom: 9 (Mineralogia Building)* *Building CU005, Second floor*
3:00 PM	Antecedents of Residents' Intention to Proactive Environment: Empirical Evidence from Tourism Industry in Bangladesh Md Sazzad Hossain (University of Tabuk); Ziad Alrawadieh (University of Tabuk); Marco Valeri (Niccolò Cusano University); Yuanxiang Peng (Beijing Jiaotong University)
3:20 PM	Local development and tourism in San Andrés de Teixido (Galicia, Spain) Sergio Muino Freire (University of Santiago de Compostela)
3:40 PM	Twenty-five years of research on dark tourism: A systematic literature review Lorenza Gerardi (Sapienza University of Rome); Fabiola Sfodera (Sapienza University of Rome); Costanza Nosi (LUMSA University); Niccolò Piccioni (Sapienza University of Rome)
4:00 PM	Factors Affecting Residents' Subjective Well-being and Pro-Tourism Behaviours in the Algarve: The Moderating Role of Seasonality Milene Lança (University of Algarve); Patrícia Pinto (University of Algarve); Alector Ribeiro (University of Surrey)

TUESDAY
JULY 4, 2023

3:00 PM– 4:30 PM	**Concurrent Session 4** Session Chair: Maria Manuela Martins Guerreiro *Classroom: Lucchesi (Mineralogia Building)* *Building CU005, First floor*
3:00 PM	How to establish trust and satisfaction among bicycle tourists after the pandemic? A text-mining approach Li-Hsin Chen (NKUHT - National Kaohsiung University of Hospitality and Tourism))
3:20 PM	A Strategic Planning Management and a Qualitative Study of Bangkok Adolescents' Attitudes, Consumption Intentions and Behaviors about Fast Food Products Maneenate Worrachananun (Bangkok University)
3:40 PM	Do key drivers of tourist satisfaction change over time? An analysis of impact-asymmetry and impact-range for Croatian summer tourism in 2010 and 2019 Josip Mikulic (Faculty of Economics and Business University of Zagreb); Damir Krešić (Institute for tourism – Zagreb); Matina Gjurašić (Institute for tourism – Zagreb)
4:00 PM	Exploring Emotions in Tourism. A qualitative approach based on S-O-R paradigm Rafaela Martins (University of Algarve); Bernardete D Sequeira (University of Algarve); Manuela Guerreiro (University of Algarve); Patrícia Pinto University of Algarve)

WEDNESDAY
JULY 5, 2023

9:30 AM – 3:00 PM	**Registration** Room: Aula GISMONDI (Mineralogia Building) *Building CU005, First floor*
10:00 AM– 12:00 PM	Concurrent Sessions
12.00 PM - 1:30 PM	**Lunch and Keynote Speech** Redefining and Transforming the Landscape of Hospitality Education and Research: Challenges and Opportunities Youchen Wang, University of Central Florida *Classroom: GISMONDI (Mineralogia Building)* *Building CU005, First floor*
1:30 PM – 3:00 PM	Concurrent Sessions
3.00 PM - 3:30 PM	**Coffee Break** *Classroom: GISMONDI (Mineralogia Building)* *Building CU005, First floor*
3:30 PM – 5:00 PM	Concurrent Sessions

WEDNESDAY
JULY 5, 2023

10:00 AM– 12:00 PM	**Concurrent Session 1** Session Chair: Lebogang LM Mathole *Classroom: D (Scienze Politiche Building)* *Building CU002, Ground Floor*
10:00 AM	A cluster analysis of luxury consumers on private sales travel websites Julie Masset (University of Namur); Angy Geerts (University of Mons)
10:25 AM	Deciphering 'desirability' in luxury tourism Anne-Flore Maman (SémioConsult & ESSEC)
10:50 AM	Common Misconceptions of Evolutionary Psychology and How to Rectify Them Astrid Nørfelt (Independent); Florian Kock (Copenhagen Business School)
11:15 AM	A brief review of Chinese travelers' activities in time and space using geo-tagged data Lingling Huang (Free University of Bozen-Bolzano); Serena Volo (Free University of Bozen-Bolzano)
11:40 AM	Do festivalgoers' motivations for attending and fostered positive emotions contribute to satisfaction levels? A U.S. national panel of attendees Kayode Aleshinloye (University of Central Florida); Kyle Woosnam (University of Georgia); Emrullah Erul (Izmir Katip Celebi University); Tara Denley (University of Georgia)

WEDNESDAY
JULY 5, 2023

10:00 AM – 12:00 PM	**Concurrent Session 2** Session Chair: Bartolome Deya *Classroom: C (Scienze Politiche Building)* *Building CU002, Ground Floor*
10:00 AM	Analysis of booking patterns before and after COVID-19 Bartolome Deya Tortella (University of the Balearic Islands)
10:30 AM	The influence of political ideology and perceived risk of contracting COVID-19 on residents' opposition to tourism Kyle Woosnam (University of Georgia); Emrullah Erul (Izmir Katip Celebi University); Tara J. Denley (University of Georgia)
11:00 AM	The impact of COVID-19 pandemic on the importance of air quality in tourism trips: A cluster analysis Maria João Carneiro (University of Aveiro); João Dias (University of Aveiro); Celeste Eusébio (University of Aveiro)
11:30 AM	Hospitality and analysis of sentiments in hybrid events and on digital platforms during the COVID-19 pandemic Elizabeth Wada (Universidade Anhembi Morumbi); Paulo Sergio Gonçalves de Oliveira (Universidade Anhembi Morumbi); Anderson Soares Lopes (Universidade Anhembi Morumbi)

WEDNESDAY
JULY 5, 2023

10:00 AM– 12:00 PM	**Concurrent Session 3** Session Chair: Li-Hsin Chen *Classroom: 9 (Mineralogia Building)* *Building CU005, Second floor*
10:00 AM	Modeling experiencescapes, memorable experiences, and loyalty: An empirical study on Taiwanese bicycle tourists Li-Hsin Chen (NKUHT (National Kaohsiung University of Hospitality and Tourism)
10:30 AM	Developing a Theory of Awe from the Food Tourists Transformative Experience Sandhiya Goolaup (Linnaeus University); Haywantee Ramkissoon (University of Derby)
11:00 AM	“Heaven and people in one” dining experience: The effect of food seasonality on visit intention Wing Hung Leung (The Hong Kong Polytechnic University); Fei Hao (The Hong Kong Polytechnic University); Honggen Xiao (The Hong Kong Polytechnic University)
11:30 AM	Stimulating festival interest in a post crises environment – evidence from a South African arts festival Martinette Kruger (North-West University)

WEDNESDAY
JULY 5, 2023

10:00 AM– 12:00 PM	**Concurrent Session 4.** Session Chair: Vikelwa J. Nomnga *Classroom: Lucchesi (Mineralogia Building)* *Building CU005, First floor*
10:00 AM	Consumers Green Hotel Stay Reservation Session Abandonment Behavior during the COVID-19 Pandemic Annie Chen (Roehampton University); Norman Peng (Glasgow Caledonian University)
10:30 AM	Nonlinear chaos theory in an evolutionary tourism environment: paradox or rationality? Popławski (Pedagogical University of Cracow); Leszek Butowski (University of Lodz
11:00 AM	The Analysis of Cruise Ships Employees Satisfaction Sanela Grujo Vrkljan (Institute for Tourism); Ivo Beroš (Institute for Tourism); Vjekoslav Bratić (Institute of Public Finance)
11:30 AM	The Effectiveness of Service Quality and the Role of Customer Care in the Tourism and Hospitality Sector Vikelwa J Nomnga (Walter Sisulu University

WEDNESDAY
JULY 5, 2023

1.30 PM - 3.00 PM	**Concurrent Session 1.** Session Chair: Łukasz Quirini-Popławski *Classroom: D (Scienze Politiche Building)* *Building CU002, Ground Floor*
1:30 PM	External issues in restaurant business Sini Kauhanen (University of Eastern Finland); Jonna Koponen (University of Eastern Finland); Raija Komppula (University of Eastern Finland)
1:55 PM	Redefining Performance Measurement System in Small and Medium Independent Accommodation: A Phenomenological Approach Adesola Osinaike (Canterbury Christ Church University
2:20 PM	Do winery members and retail customers place the same importance on winery service attributes? Kyuho Lee (Sonoma State University); Melih Madanoglu (Kennesaw State University); Leo Dana (Montpellier Business School); Anisya Fritz (Lynmar Estates)
2:40 PM	Toward sustainable educational tourism: evidence from a Mediterranean island Hamed Rezapouraghdam (Eastern Mediterranean University); Masoud Shafieieh (Eastern Mediterranean University)

WEDNESDAY
JULY 5, 2023

1.30 PM - 3.00 PM	**Concurrent Session 2.** Session Chair: Ali Sukru Cetinkaya *Classroom: C (Scienze Politiche Building)* *Building CU002, Ground Floor*
1:30 PM	Marketing decision support using artificial intelligence and its application in hospitality management Foad Irani (Final International University); Sima Rahimizhian (Eastern Mediterranean University)
1:55 PM	Restaurant employees' emotional labour and gender: a critical analysis of a potential connection Caroline B Marcuzzi (Université libre de Bruxelles)
2:20 PM	Impact of Human Resources Management Systems on Human Resources Activities: A Research in Hotel Enterprises Ali Sukru Cetinkaya (Selcuk University)
2:40 PM	Tourism Trends Post COVID-19 in the Global South: The Case of South Africa Unathi S Henama (Central University of Technology); Lebogang LM Mathole (Tshwane University of Technology)

WEDNESDAY
JULY 5, 2023

1.30 PM - 3.00 PM	**Concurrent Session 3.** Session Chair: Gaunette M. Sinclair-Maragh Classroom: 9 (Mineralogia Building) *Building CU005, Second floor*
1:30 PM	Channel relationships of tourism enterprises: a case of hotels and tour operators in Japan Liyong Wang (Otaru University of Commerce)
1:55 PM	Tourism distribution channels in the luxury travel segment: outbound tour operator perspectives Liyong Wang (Otaru University of Commerce); Carolus L. C. Praet (Otaru University of Commerce)
2:20 PM	Challenges facing the marketing of national museums among residents in Tanzania Noel Biseko Lwoga (National Museum of Tanzania); Joyce Mwakalobo (National Museum of Tanzania); Mawazo Ramadhani (National Museum of Tanzania); Maximilian Chami (University of Dar es Salaam)
2:40 PM	From the Inside Out: Re-Branding Tourism in The Bahamas through Creative Place-making Kelley A McClinchey (Wilfrid Laurier University)

WEDNESDAY
JULY 5, 2023

1.30 PM - 3.00 PM	**Concurrent Session 4.** Session Chair: Azilah Kasim *Classroom: Lucchesi (Mineralogia Building)* *Building CU005, First floor*
1:30 PM	Community perceptions on the critical success factors for hotels' community based corporate social responsibility Azilah Kasim (Universiti Utara Malaysia)
1:55 PM	The nexus between resilience and sustainability in tourism: A systematic literature review Sarah Schönherr (University of Innsbruck); Mike J. Peters (Universität Innsbruck)
2:20 PM	Assessment tourism destination sustainability with the DEA approach under different weighting schemes Víctor E. Pérez León (University of Seville); Ignacio Contreras (University Pablo de Olavide); Daiana Ivis Suárez Ordaz (Universidad Pablo de Olavide); Maria A León Sánchez (University of Pinar del Río); Francisco José Rincón Roldán (University of Seville)
2:40 PM	Hospitality and sustainability: analysis of the contribution of exhibitions Elizabeth Wada (Universidade Anhembi Morumbi); Paulo Sergio Gonçalves de Oliveira (Universidade Anhembi Moumbi); Anderson Soares Lopes (Universidade Anhembi Morumbi)

WEDNESDAY
JULY 5, 2023

3:30 PM– 5:00 PM	**Concurrent Session 1.** Session Chair: Victor E. Pérez Leòn *Classroom: C (Scienze Politiche Building)* *Building CU002, Ground Floor*
3:30 PM	Trust in hospitality service robot: The influence of Godspeed scale Fei Hao (The Hong Kong Polytechnic University); Chen Zhang (The Hong Kong Polytechnic University)
3:55 PM	Creating a collective awareness of tourism and hospitality education for South African citizens Lebogang LM Mathole (Tshwane University of Technology)
4:20 PM	The Impact of the Coronavirus Pandemic on Undergraduate Hospitality and Tourism Education in Jamaica Gaunette M Sinclair-Maragh (Jamaica University of Technology)

WEDNESDAY
JULY 5, 2023

3:30 PM– 5:00 PM	**Concurrent Session 2.** Session Chair: Bertrand Réau Classroom: D (Scienze Politiche Building) Building CU002, Ground Floor
3:30 PM	Tour Guide and Tourist Loyalty toward Cultural Heritage Sites: A Signaling Theory Perspective Mohammad M. Alazaizeh (Zayed University)
3:55 PM	Wildlife Tourism Branding and Willingness to Pay for Wildlife Tourism: A Case Study of Huai Thab Saloa – Hau Rabam Non-Hunting Area, Uthai Thani Province, Thailand Sangsan Phumsathan (Kasetsart University); Sommai Udomwitid (Kasetsart University); Nantachai Pongpattananurak (Kasetsart University); thitiwoot Chisawataree (Kasetsart University)
4:20 PM	Sociogenesis Children Tourism Experiences International Sociology of Otherness Bertrand Réau (CNAM)
4:45 PM	Exploring the interplay between destination marketing, consumer-based destination brand equity and domestic tourist satisfaction amid prolonged crisis Tafadzwa Matiza (North West University); Elmarie E Slabbert (North West University)

WEDNESDAY
JULY 5, 2023

3:30 PM– 5:00 PM	**Concurrent Session 3.** Session Chair: Robin Nunkoo *Classroom: Lucchesi (Mineralogia Building)* *Building CU005, First floor*
3:30 PM	Segmenting diners living with diabetes: can restaurants enact social change? Adam H Viljoen (North West University); Martinette Kruger (North-West University)
3:55 PM	Breaking Boundaries: The Empowering Experiences of Iranian Women in Tourism Joanne Yoo (University of Delaware)
4:20 PM	A Systematic Literature Review on Women's Empowerment in Tourism Xi Yu Leung (University of North Texas); Zhihui Huang (Shandong University); Xiaoting Huang (Shandong University)
4:45 PM	Effect of a local campaign on tourism supply chain during Covid-19: Local perspective Portia Pearl Siyanda PPS Sifolo (Tshwane University of Technology)

WEDNESDAY
JULY 5, 2023

3:30 PM– 5:00 PM	**Concurrent Session 4.** Session Chair: Serena Volo *Classroom: 9 (Mineralogia Building)* *Building CU005, Second floor*
3:30 PM	The Night is Rising: How magical stories and new animism influence winter light trail tourism Jane Lovell (Canterbury Christ Church University); Nitasha Sharma (University of Alabama)
3:50 PM	The Dilemma of Independent Taiwanese Vegetarian Travelers' Dining Experience Li-Ju Chen (National Dong Hwa University); Hui-Hsin Kuo (National Dong Hwa University)
4:10 PM	Into the weeds of hotel B2B sales: what contributes to buyer/seller relational exchange success or failure? Hester Nienaber (University of South Africa)
4:30 PM	The Customer Journey in Tourism: An experience-scape sight Marcos A. Rodríguez-Negrón (Universidad Ana G. Méndez); Juan C. Sosa-Varela (Universidad Ana G. Méndez)

THURDSAY,
JULY 6, 2023

9:30 AM – 3:00 PM	**Registration** Room: Aula GISMONDI (Mineralogia Building) *Building CU005, First floor*
10:00 AM– 12:00 PM	**Concurrent Sessions**
12.00 PM - 1:30 PM	**Lunch and Keynote Speech** Hospitality characteristics in the Italian market. Opportunities and challenges Gabriele Gneri, CEO HotelsDoctors --- Wellbeing Interventions and the Hospitality Industry Sandro Formica, Claremont Graduate University *Classroom: GISMONDI (Mineralogia Building)* *Building CU005, First floor*
1:30 PM – 3:00 PM	**Journal of Hospitality Marketing and Management Editorial Board Meeting** Session Chair: Dogan Gursoy *Classroom: C (Scienze Politiche Building)* *Building CU002, Ground Floor*
1:30 PM – 3:00 PM	**Concurrent Sessions**
3.00 PM - 3:30 PM	**Coffee Break** *Classroom: GISMONDI (Mineralogia Building)* *Building CU005, First floor*
3:30 PM – 5:00 PM	**Concurrent Sessions**
7:00 PM - 10:00 PM	Guided Tour - Orto Botanico Sapienza (7.00 PM - 8.00 PM) Largo Cristina di Svezia, 23°-24, 00165, Rome Social Dinner - Orto Botanico Sapienza (8.00 PM - 10.00 PM) Largo Cristina di Svezia, 23°-24, 00165, Rome

THURSDAY
JULY 6, 2023

10:00 AM– 12:00 PM	**Concurrent Session 1.** Session Chair: Adesola Osinaike *Classroom: 11 (Scienze Politiche Building)* *Building CU002, Ground floor*
10:00 AM	The effects of social media influencers on senior travelers: An experimental study Xi Yu Leung (University of North Texas); Yunying Zhong (University of Central Florida); Jie Sun (Cal Poly Pomona)
10:25 AM	Digital recreation applications in metaverse network Kübra Celiloğlu Aylan (Selcuk University); Serkan Aylan (Selçuk University)
10:50 AM	Examining the Effectiveness of AI Application with PBL in Model-Based Teaching Leisure, Tourism, Hospitality, and Recreation Development Trend Li-Shiue Gau (Asia University); Chung-Hsing Huang (Asia University)
11:15 AM	Fundamental elements for designing a brand space in the metaverse) Sung-Yun Chung (Fisher College); Haruka Marufuji (Middlesex University Dubai); Joon-Hyuk Lee (Harvard Medical School)

THURSDAY
JULY 6, 2023

10:00 AM– 12:00 PM	**Concurrent Session 2.** Session Chair: Alicia Orea-Giner *Classroom: C (Scienze Politiche Building)* *Building CU002, Ground Floor*
10:00 AM	Food festivals and the role of storytelling in promoting sustainable tourism Alicia Orea-Giner (Rey Juan Carlos University); Francesc Fusté-Forné (Universitat de Girona); Louise Todd (Napier Edinburgh University)
10:25 AM	Location, location, location: What does it mean for craft brewers in a major tourism destination? Brendali Carrillo (Universidad Peruana De Ciencias Aplicadas); Carla Barbieri (North Carolina State University)
10:50 AM	Agritourism and Social Change: The Local Food System Angle Carla Barbieri (North Carolina State University); Sara Brune (North Carolina State University); Whitney Knollenberg (North Carolina State University); Kathryn Stevenson (North Carolina State University)
11:15 AM	Framing social justice and sustainable behaviour in rural food events Erisher Woyo (Manchester Metropolitan University)
11:40 AM	Tradesmen diners' contribution to gastronomy tourism: The case of Izmir Feray Yentur (Izmir University of Economics)

THURSDAY
JULY 6, 2023

10:00 AM– 12:00 PM	**Concurrent Session 3.** Session Chair: Ade Oriade *Classroom: Aula 9 (Mineralogia Building)* *Building CU005, Second floor*
10:00 AM	The wellness hotel experiencescape setting as a transformative instrument – a (post-) pandemic guest perspective Darko D. Dimitrovski (University of Kragujevac); Aleksandar Đorđević (University of Belgrade); Veljko Marinković (University of Kragujevac)
10:25 AM	Employees conformance behaviour to sexual harassment and organisational strategic commitment: An empirical study of hotel professionals from Nigeria and Ghana. Ade Oriade (University of Wolverhampton); Adesola Osinaike (Canterbury Christ Church University); Adenike Adebayo (Liverpool John Moores University)
10:50 AM	Consumer attitudes and behaviors towards hotel green practices: a conceptual model proposal Natalina Ribeiro Sousa (University of Minho); Celeste Eusébio (University of Aveiro); Arminda do Paço (University of Beira Interior)
11:15 AM	Towards a better understanding of value co-destruction in tourism and hospitality Erose Sthapit (Manchester Metropolitan University); Brian Garrod (Swansea University); Matthew J. Stone (California State University Chico); Peter Bjork (HANKEN School of Economics); Hanqun Song (University of Bradford)
11:40 AM	Hospitality and Brazilian craft beers under the focus of beerscape Robert Kenzo Falck (Universidade Anhembi Morumbi); Anna Beatriz Cautela Gouvêa (Universidade Anhembi Morumbi); Elizabeth Wada (Anhembi Morumbi University)

THURSDAY
JULY 6, 2023

10:00 AM– 12:00 PM	**Concurrent Session 4.** Session Chair: Hamed Rezapouraghdam Classroom: Lucchesi (Mineralogia Building) Building CU005, First floor
10:00 AM	(In)visibility of accessible tourism content in Portugal's higher education – a debate based on a student segmentation Celeste Eusébio (University of Aveiro); Maria João Carneiro (University of Aveiro); Maria João Pires da Rosa (University of Aveiro); Elisabeth Kastenholz (University of Aveiro)
10:25 AM	New challenges for an old trajectory: educational tourism in post-pandemic Hamed Rezapouraghdam (Eastern Mediterranean University); Hasan Kilic (Eastern Mediterranean University); Tuna Karatepe (Eastern Mediterranean University)
10:50 AM	'New Normal' Tourism Education: Educational innovation based on tourism sector Mete Unal Girgen (Final International University)
11:15 AM	Destinationscape: an integrated and holistic conceptualization Ana Bender (Universidade do Algarve); Dora Agapito (Universidade do Algarve); Manuela Guerreiro (University of Algarve
11:40 AM	Destination Environmental Responsibility and tourist behaviour: a new approach Aline C Rezende (University of Algarve); Manuela Guerreiro (University of Algarve); Luis Nobre Pereira (University of Algarve

THURSDAY
JULY 6, 2023

1.30 PM – 3.00 PM	**Concurrent Session 1.** Session Chair: Alicia Orea-Giner *Classroom: D (Scienze Politiche Building)* *Building CU002, Ground Floor*
1.30 PM	Food Explorers: A framework for Memorable Emerging-Ethnic Casual Dining Experiences Sean B Chung (University of Salford)
1.55 PM	Roaring seniors go on a cruise: applications of intelligent automation to boomers' tourist experience, a literature review Genni Perlangeli (Sapienza University of Rome); Lorenza Gerardi (Sapienza University of Rome)
2.15 PM	A Panoramic View of International Articles on Glamping Tourism with Visual Mapping Technique: Case of Scopus Database Serkan AYLAN (Selçuk University)
2.35 PM	Online Destination Image through User Generated Content: A Review and extension Incorporating Future Research Avenues for Marketing and Tourism. Nelson De Matos (University of Algarve); Célia M. Q. Ramos (University of Algarve); Valerie Stopp (University of Algarve)

THURSDAY
JULY 6, 2023

1.30 PM – 3.00 PM	**Concurrent Session 2.** Session Chair: Fabiola Sfodera, Sandro Formica *Classroom: C (Scienze Politiche Building)* *Building CU002, Ground Floor*
1.30 PM	Planet Happiness: a Proposition to Address Overtourism and Guide Responsible Tourism, Happiness, Well-being and Sustainability in World Heritage Sites and Beyond. Paul Rogers (Planet Happiness)
1.55 PM	Progress in Positive Psychology and Tourism Research Sebastian Filep (The Hong Kong Polytechnic University); Abbas Alizadeh (Tourism Industry Aotearoa)
2.15 PM	Measuring the employee retention in the hospitality industry Fabiola Sfodera (Sapienza University of Rome); Sandro Formica (Florida International University)
2.35 PM	Exploring the Role of Well-being Feeling in Tourist's Satisfaction and Loyalty: Adopting the Authentic happiness Theory Fatemeh Bagheri (Algarve University); Manuela Guerreiro (Faculty of Economics and Research Centre for Tourism, Sustainability and Well-being (CinTUrs), University of Algarve); Patrícia Pinto (Faculty of Economics and Research Centre for Tourism, Sustainability and Well-being (CinTUrs), University of Algarve); Zahed Ghaderi (Sultan Qaboos University)

THURSDAY
JULY 6, 2023

1.30 PM – 3.00 PM	**Concurrent Session 3.** Session Chair: Aline C. Rezende *Classroom: 9 (Mineralogia Building)* *Building CU005, Second floor*
1.30 PM	Destination experiential image: scale development and validation Manuela Guerreiro (University of Algarve); Patrícia Pinto (University of Algarve); Nelson De Matos (University of Algarve); Luís Nobre Pereira (University of Algarve); Bernardete D Sequeira (NOVA University Lisbon); Dora Agapito (University of Algarve); Fatemeh Bagheri (University of Algarve)
1.55 PM	Post-COVID-19 Travel and the Focus on “Healthy-Living” Zaher A. A. Hallab (California State University East Bay)
2.15 PM	Urban Tourism Policy by Using Problem Analysis Method (Case Study: Tehran City) Athareh Ayashi (University of Tehran); Raziyeh Ayashi (University of Tehran); Mehrdad Sarhangi (Islamic Azad University)
2.35 PM	The impact of Covid-19 on the desire to travel for the summer vacations: a north-south cross comparison case study of Switzerland & Uruguay Miriam Scaglione (University of Applied Sciences, Western Switzerland); Gabriel Brida (Universidad de la República); Victoria Mogni (Universidad de la República); Colin Johnson (San Francisco State University)

THURSDAY
JULY 6, 2023

3.30 PM – 5.00 PM	**Concurrent Session 1.** Session Chair: George Triantafyllou *Classroom: D (Scienze Politiche Building)* *Building CU002, Ground Floor*
3:30 PM	Mobbing n the hospitality industry. Recent evidence from Greece George Triantafyllou (University of Crete); Georgia Vazaki (Democritus University of Thrace); Eirini Strataki (University of the Aegean); Christina Karakioulafis (University of Crete)
3:55 PM	Impact of Compensation Management on Co-Worker Relationships: Research in Food and Beverage Enterprises Ali Sukru Cetinkaya (Selcuk University)
4:20 PM	The Influence of National Culture on Leadership Style and Employee Relationship Development in the Workplace: The Case of Small Hospitality Enterprises in Ghana Michael (University of Salford
4:45 PM	Tourism and economic development: review and empirical findings Pablo Juan Cardenas-Garcia (University of Jaén); Alejandro Alcalá-Ordoñez (University of Jaén); Rui Castanho (Universidade WSB); Mara Franco (University of Madeira)

THURSDAY
JULY 6, 2023

3.30 PM – 5.00 PM	**Concurrent Session 2.** Session Chair: Brendali Carrillo *Classroom: C (Scienze Politiche Building)* *Building CU002, Ground Floor*
3:30 PM	Measuring Destination Interfirm Coordination: a Framework and Proposal for a Composite Indicator Sonia Messori (Free University of Bolzano); Serena Volo (Free University of Bolzano)
3:55 PM	Self-reported emotions and emotional solidarity: Closing the loop on residents' social distance with tourists Kyle Woosnam (University of Georgia); Dongoh Joo (University of Tennessee at Chattanooga); Manuel Alector Ribeiro (University of Surrey); Cassandra Johnson Gaither (USDA Forest Service); Jose Sanchez (USDA Forest Service); Rob Brooks (USDA Forest Service)
4:20 PM	Making the Tourism, Leisure and Recreation Experiences Accessible for Children with Autism Spectrum Disorder and their Families Abigail Blas (Ben Gurion University)
4:45 PM	Tourists' Destination Preference and Intention to Visit Ciletuh Geopark: Assessing the Role of Destination Reputation, Destination Personality, and Destination Trust Usep Suhud (Universitas Negeri Jakarta); Mamoon Allan (University of Jordan); Vanessa Gaffar (Universitas Pendidikan Indonesia)

THURSDAY
JULY 6, 2023

3.30 PM – 5.00 PM	**Concurrent Session 3.** Session Chair: Li-Shiue Gau Classroom: Aula 9 (Mineralogia Building) Building CU005, Second floor
3:30 PM	Personal values in tourism: reflecting on the application and utility of an exploratory sequential mixed methods design Samantha C Bouwer (Tshwane University of Technology)
3:55 PM	Comparison between Big Data and a Survey in the Hospitality Research Hyungsuk Choo (Bowling Green State University)
4:20 PM	Digital transformative journey for tourism micro-entrepreneurs in a developing context Portia Pearl Siyanda PPS Sifolo (Tshwane University of Technology)
4:45 PM	The post COVID 19 sport event tourist: Insights from South Africa Tracy T Daniels (University of Johannesburg); Tembi Tichaawa (University of Johannesburg)

THURSDAY
JULY 6, 2023

3.30 PM – 5.00 PM	**Concurrent Session 4.** Session Chair: Moschos Psimoulis *Classroom: 11 (Scienze Politiche Building)* *Building CU002, Ground floor*
3:30 PM	The impact of successive crises on the performance of Greek hotels and the well-being of their employees Moschos Psimoulis (University of the Aegean); Theodoros Stavrinoudis (University of the Aegean); Christos Kakarougkas (University of the Aegean)
3:55 PM	Community-based tourism recovery strategies in the covid-19 context: perspectives from businesses on the Franschhoek Ront and Bont Route Hilary Kennedy Nji Bama (Cape Peninsula University of Technology); Athi Ndita (Cape Peninsula University of Technology); Mandisa Silo (Cape Peninsula University of Technology)
4:20 PM	Barking up the right tree" – segmenting post-modern LGBT nightclub visitors in Cape Town, South Africa Chris Hattingh (Cape Peninsula University of Technology)
4:45 PM	Following a hotel group on Facebook – To Engage or Not to Engage? Sofia Almeida (Universidade Europeia)

FRIDAY,
JULY 7, 2023

10:30 AM – 12:00 PM	**Optional Tours** • Architecture tour of La Città Universitaria Sapienza: “A city within a city” - Piazzale Aldo Moro, 5, Rome • Acquario Romano, Casa dell’Architettura - Piazza Manfredo Fanti, Rome,

ENJOY YOUR STAY!



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