

BU Tourism and Hospitality Conference Bournemouth University, 4-6th September 2017 Visitor Economy: Strategies and Innovations

DRAFT/Provisional Programme as of 14/08/2017 3:35 pm <http://www.bournemouth.ac.uk/visitor-economy> Register <https://thevisitorseconomy.eventbrite.com>

Thursday 31st August - Sunday 3rd September Bournemouth Air Festival <https://bournemouthair.co.uk>

	Sunday 3 Sept	Monday 4 September	Tuesday 5 September	Wednesday 6 September	Thursday 7 Sept ITMN Convention	Friday 8 Sept ITMN Convention
08:00-09:00		Registration	NETWORKING	NETWORKING		
09:00-11:00	Bournemouth Air Festival	Welcome to BU Dimitrios Buhalis Adam Blake GLOBAL TOURISM Daniela Wagner PATA Alan Fyall, UCF USA Scott Bateman MBE, BA Chair: Adam Blake BU	HOSPITALITY PROFESSIONAL PRACTICE REGIONAL PANEL	SESSIONS	ITMN AGM (closed session)	ITMN AGM (closed session)
11:00-11:30	Bournemouth Air Festival	Channel View BREAK AND NETWORKING	Goodfellows Publishers BREAK AND NETWORKING	Purple Travel BREAK AND NETWORKING	BREAK AND NETWORKING	BREAK AND NETWORKING
11:30-13:00	Bournemouth Air Festival	ABTA SUSTAINABILITY SESSION	Keynotes COMMUNITIES AND BUSINESS Maria Gravari, Sorbonne, France Sam Richardson NCTA, UK Steven Wanhill, BU Chair: Lorraine Brown, BU	HOSPITALITY PROFESSIONAL CHALLENGES PANEL	ITMN AGM (closed session)	Research Co-creation Update on joint research and publishing activities Jo Guiver and Kate Torkington
13:00-14:00	Bournemouth Air Festival	HOSCO LUNCH AND NETWORKING	STR LUNCH AND NETWORKING	JURYS INN and AMARIS HOSPITALITY LUNCH AND NETWORKING	LUNCH	LUNCH
14:00-15:30	Bournemouth Air Festival	GLOBAL TRENDS & INDUSTRY AND EDUCATION James Lemon, Travelport Carlos Costa, Aveiro University Portugal Jean-Marc Flambert, Antigua and Barbuda Tourism Authority Chair: Neelu Seetaram, BU	GLOBAL FOOD AND HOSPITALITY Richard Lewis what3words, Dubai : Global Hospitality Trends Tony Matharu, Grange Hotels Sarote Phornprapha Dusit Thani College Thailand Gracious Hospitality Andy Lennox, Koh Thai Bournemouth: Chair: Heather Hartwell, BU	SMART FUTURES Marianna Sigala, University South Australia Igor Calzada, Oxford University, UK BEYOND TOURISM TO A RAPIDLY CHANGING WORLDS - EMBRASING THE FUTURE Tas Qureshi, Poole Hospital NHS Foundation: Robotics and the surgeon Chair: Dimitrios Buhalis, BU	ITMN Coastal and Pier Tourism Session Dr Anya Chapman, BU Samantha Richardson, NCTA	ITMN Keynote lecture and research workshop on "Smart tourism" by Professor Dimitrios Buhalis
15:30-16:00	Bournemouth Air Festival	BREAK AND NETWORKING	BREAK AND NETWORKING	BREAK AND NETWORKING		BREAK AND NETWORKING
16:00-18:00		SESSIONS	SESSIONS SESSIONS Institute of Hospitality: Synergies between industry and hospitality education	WORKSHOP Meet the Editor and publish the paper Chair : Adele Ladkin BU Followed by Concluding Session	ITMN "All the fun of the pier", with a guided tour round Bournemouth pier and zip wire!	
19:30-late	Arrive and informal get together OVERCLIFF Suncliff Hotel Oceana Resort. 01202 291 711. (at delegates expense)	WELCOME FOR ALL RECEPTION. Salsa Night at REVOLUTION 167 Old Christchurch Road, Bournemouth, BH1 1JU 01202 232132, Dress code: Sea Side	GLOBAL EVENING Gracious Tourism and Hospitality Koh Thai Tapas - Koh Lounge 32-34 Poole Hill t: 01202 294723 Supported by Dusit Thani College, Koh Thai and Singha Beer Dress Code: White and Silk	SOCIAL GET TOGETHER ARUBA by Bournemouth Pier Pizza and Cocktails evening (at delegates expense)	Meet by the Sea Bournemouth Pier Zip Line and Fish and Chips, KEYWEST ON PIER (at delegates expense)	OPA Greek Night ZORBAS Greek Dinner 199 Old Christchurch Road, Bournemouth · 01202 553353 (at delegates expense)



MONDAY 4th September 2017 BU Tourism and Hospitality Conference Bournemouth University, 4-6th September 2017 Visitor Economy: Strategies and Innovations

08:00-09:00	Registration and Networking					
09:00-11:00	<p>SHARE (211) Welcome to Bournemouth University Dimitrios Buhalis Head of Department Tourism and Hospitality and Adam Blake Conference Chair</p> <p>GLOBAL TOURISM AND TRENDS</p> <p>Daniela Wagner, Pacific Asia Travel Association (PATA):</p> <p>Alan Fyall, University of Central Florida, USA</p> <p>Scott Bateman MBE, British Airways: A view from the sky</p> <p>Chair: Adam Blake, BU</p>					
11:00-11:30	BREAK AND NETWORKING					
	SHARE (211)	INSPIRE (100)	CREATE (54)	F202 (64)	F201 (50)	F104 (42)
11:30-13:00	<p>MARKETING DESTINATIONS Chair Philip Alford</p> <p>Amal Al Alawi & Hamed Akmuhrzi. An Exploratory Study of Arab Tourism Stakeholders' Views on Importance and Performance of DMO Marketing Activities</p> <p>Aon Waqas, Sana Rajput, Fawad Zafar Raja. Marketing Impact of Weather on Interest in an "Oak and Pine Covered Mountains" Tourist Destination: The Case of Murree</p> <p>Anna-Mariya Davydkina. The use of sport mega-events to promote a nation as tourist destination: The case of the Tour de France</p> <p>Filipa Brandão, Ana Ramires, Ana Sousa. Profiling visitors of World Heritage Sites: a motivation-based cluster analysis</p>	<p>HOSPITALITY FOOD AND BEVERAGE Chair Hanaa Osman</p> <p>Sarah Price, Vanessa Mello Rodrigues, Jeffery Bray, FJ Armando Perez-Cueto, Agnes Giboreau, Ioannis Mavridis, Heather Hartwell. FoodSMART: Think Smart, Eat Smarter</p> <p>Vanessa Mello Rodrigues, Laure Saulais, Heather Hartwell, Agnes Giboreau, FJ Armando Perez-Cueto, Erminio Monteleone, Laurence Depezay. VeggiEAT: Sensory determinants of liking for vegetables in adolescents as a catering strategy for healthy dish development</p> <p>Norman Dinsdale & David Egan. Meeting the Challenges of Care Home Catering for People Living with Dementia</p> <p>Karina Souza & Iara Brasileiro. Social management of food waste in tourism: reflections about good practices in hospitality</p>	<p>SUSTAINABILITY SESSION PROFESSIONAL PRACTICE Chair Derek Robbins</p> <p>Clare Jenkinson ABTA Senior Destinations & Sustainability Manager: Sustainability and Global Tourism</p> <p>Anthony Climpson OBE Chief Executive Go New Forest: creating mutuality between Visitors, Environment, Residents and Businesses</p>	<p>SMART TOURISM Chair Bruce Grant-Braham</p> <p>Yeyen Sinarta & Dimitrios Buhalis. The Service of Now: Leveraging Social Media and Technology to Enhance Consumer Experience in Real-Time</p> <p>John Bustard. The Digital Event Experience - a Smart Move? An Interpretative Phenomenological Analysis (IPA)</p> <p>Pearl Lin, Daisy Feng, Hanquin Qiu, Kam Hung. Spend Less and Experience More: Understanding the Social Contact in Airbnb Context</p> <p>Pearl, M. C Lin, Yan Ping Feng, Bing Na Lin What's the next for Airbnb in China, from hotel managers' perspectives?</p>	<p>DESTINATION BRANDING Chair Miguel Moital</p> <p>Maia Meladze & Ekaterine Sukhishvili. The Joseph Stalin Museum for Destination Branding in Gori</p> <p>Rosana Mazaro. Outside In, Inside Out: Tourism Competitiveness and Brazilian Strategy Analysis</p> <p>Teresa Tiago, Flavio Tiago, Filipe Sousa. Can destination experience match digital formed expectations?</p> <p>Elizabeth Kyoko Wada & Aristides Faria Lopes dos Santos. Tourism competitiveness: A destination management system proposed from the hospitality management perspective</p>	<p>ECONOMICS Chair Shuang Cang</p> <p>Calvin Jones, Max Munday, Chen Xu. Tourism, Foreign Direct Investment and Economic Development: The Role of Tourism Satellite Accounts</p> <p>Jenifer Piesse & Allan Webster. Firm Performance in Tourism Associated Sectors: Evidence from MENA countries</p> <p>James Pook & Mehdi Chowdhury. Migration and the Trade of Cultural Goods</p> <p>Hervé Honoré Epoh. Measuring competitiveness: The travel and tourism competitiveness index revisited</p>
13:00-14:00	HOSCO LUNCH AND NETWORKING					




MONDAY 4th September 2017 BU Tourism and Hospitality Conference Bournemouth University, 4-6th September 2017 Visitor Economy: Strategies and Innovations

13:00-14:00 HOSCO LUNCH AND NETWORKING						
14:00-15:30 SHARE (211) GLOBAL TRENDS & INDUSTRY AND EDUCATION James Lemon, Travelport Carlos Costa, Aveiro University Portugal Jean-Marc Flambert Antigua and Barbuda Tourism Authority Chair: Neelu Seetaram BU						
15:30-16:00 BREAK AND NETWORKING						
16:00-18:00	SHARE (211) MARKETING : CONSUMERS Chair Tim Gale Flavio Tiago, Sonia Avelar, Sandra Faria, Joao Pedro Couto, Teresa Tiago. Profiling millennials: tourism patterns in Europe Rebecca Pera, Giampaolo Viglia and Daniele Dalli. When silence is worth a thousand words: understanding reviewing biases through construal-level theory Aaron Yankholmes & Bob McKercher. "We will be leaving next year and have a 'bucket list' of places we still want to visit": Trajectories of change in the travel behaviour of western professional expats in China's SARs. Caroline Jackson, Julie Robson, Juliet Memery, Jason Sit, Samreen Ashraf, Elvira Bolat. When brand trust is tested	INSPIRE (100) HOSPITALITY FOOD AND BEVERAGE Chair Heather Hartwell Anna de Visser-Amundson. When Taste is better than Waste: The Impact of Message Appeals on Consumer Choice for 'Rescued' Foods Sean Beer. Perceptions of the authenticity of food Luiz Pinto Machado, Diamantino Ribeiro. Linking Porto Wine with Porto as tourism Destination Marta Laguna, Carmen Anton, Carmen Camarero. When do visitors really enjoy authentic and exotic food experiences. Product adaptation and tourist's attitudes Chen Wei & Abbie Griffiths. Brand vs. Niche: An Investigation into the Craft Beer as Competitive Advantage for Hospitality Enterprises	CREATE (54) EDUCATION Chair Keith Wilkes Svetla Stoyanova-Bozhkova. Action-Based and Experience-Based Learning in the areas of Tourism & Hospitality: practical approaches to co-creation of the curriculum Sandra Cooper. What does it take for the student to be inspired and motivated to learn? A students' perspective. Earney Lasten & David Butterton. Tourism and Hospitality Management Academic and Work Experience in the Middle East Clive Allen, Paul Boyce, Natalia Lavrushkina, Jeff Sadd. To Be or What To Be: The Entrepreneurial Choices of Bournemouth University Students and Alumni in Tourism, Hospitality, Leisure, Events and Sport Philip Berners. Developing New Talent for the Hospitality Industry in a Turbulent Environment	F202 (64) TECHNOLOGY AND eTOURISM Chair : Nigel Williams Mihaela Sabina Jucan & Cornel Nicolae Jucan. "Mobile first" IN DMO Promoting engaging and servicing visitors Jano Jimenez Barreto, Natalia Rubio Benito, Sara Campo Martinez. Online destination brand experience: evidence from Website quality to online visitors' responses Ahmad Mujafar Syah & Muhammad Anfal Alfanji. Gathering and Utilizing the Segmented Tourists' Data from the Initiation of Digitalized Tour Buses in Indonesia Cícera Carla Bezerra da Silva, Diego Ribeiro Santos, Maria Stela Crotti, Cintia Goldenberg, Elizabeth Kyoko Wada. Hospitality and communication with volunteer tourists in Brazil	F201 (50) ECONOMICS Chair Roger Vaughn Hoang Van Nguyen & Carolin Funck. Perceptions of local enterprises on tourism's contribution and income in Yakushima Island, Japan Ahmad Syah & Jung Wan Lee. Economic and Environmental Impacts of Mass Tourism on Regional Tourism Destinations: A Case Study of Ten New 'Bali' in Indonesia Ni Made Eka Mahadewi. Economic impact of homestay business of local communities to domestic income of Badung Regency, Bali Indonesia Pablo Agramont. What is organized receptive tourism and what is its importance about net international reserves for the future in Bolivia?	F104 (42)
17:30-18:15 Refreshing Jimmy's Awesome British Iced Coffee						
19:30-late SOCIAL GET TOGETHER - WELCOME FOR ALL RECEPTION Salsa Night VODKA REVOLUTION 167 Old Christchurch Road, Bournemouth, BH1 1JU 01202 232132, Dress code: Sea Side						

September 2017 Visitor Economy: Strategies and Innovations

08:00-09:00 Registration and networking							
	SHARE (211)	INSPIRE (100)	CREATE (54)	F202 (64)	F201 (50)	F104 (42)	
09:00-11:00	COASTAL TOURISM CHAIR Anya Chapman Peter Bolan. Charting a course in coastal heritage development and identity: Ireland and links with the Spanish Armada Jo Guiver & Dorota Ujma. Tourism on the Edge: Cumbrian Solway Coast Digin-Aweto Oghenetejiri. Beach soccer tourism: the case of Copa lagos Anya Chapman, Duncan Light, Stephen Axon. Reconciling Tourism and Blue Energy at the Coast Małgorzata Durydiwka & Katarzyna Duda-Gromada. Current trends of tourism development in sea resorts in Poland (on the selected examples)	HOSPITALITY PROFESSIONAL PRACTICE REGIONAL PANEL CHAIR: Lia Marinakou and Crispin Farbrother Sarah Duignan STR Paul Clarke Hallmark Hotels Andrew Woodland FJB Hotels Mark Cribb Urban Hotels Jose Marcano Hermitage Hotel Yousif Al-wagga Anjuna Hotels Kevin Wood Oceana Hotels	TECHNOLOGY & SOCIAL MEDIA CHAIR: Adele Ladkin Nuria Recuero Virto & Maria Francisca Blasco Lopez. How does user generated content on Facebook influence museum visitor perceptions? Michel Vieira & Francisco Fransualdo de Azevedo. Travel Vlogs shared in Youtube as analysis object for tourism dynamics Nerissa Golden. The Little Island that Could - How Social Media is Saving Montserrat's Tourism Sector Danilo Serafim, Luiz Mendes-Filho, Sergio Marques-Junior. Photographs posted on social media in Brazil: Factors influencing the choice of a travel destination Wei Chen Pu Xie. A study of customer negative online reviews and managerial responses on social media	TOURISM AND POVERTY Chair Dorothy Fox Adam Blake. Tourism and Poverty Alleviation: Tools and Policies Tourism and Poverty Alleviation Lais Antunes Furtado, Elizabeth Kyoko Wada, Roseane Barcellos Marques. Socioeconomic impacts of tourism in San Antonio, Queumada de Britos and Atins – Communities located at the Lencois Maranhenses National Park Brazil Banthita Limpradit. Breaking Poverty Cycle through Tourism Opportunity in A Sea Gypsy Community, Southern Thailand Aon Waqas. Energy Consumption Transition in Rural Households Driven by Tourism: A Case Study of Northern Pakistan Erosee Sthapit. The more the merrier: Souvenir shopping, choice overload and preferred attributes	HOSPITALITY MANAGEMENT: RESTAURANT CHAIR: Philippa Hudson Mary Khammash, Ruxandra Luca, Joy Rizk, Product Innovation in Quick Service Restaurant (QSR) Chains: A study of executives' views on product development and consumer perception Nitin Radhakrishnan. Are kitchens getting too hot for the chefs? Jamila Mohammed Waziri, Eldah Buba, Hafsat Hussaini. Examining The Acceptability of Destination local food by Domestic Tourist Visiting Northern Nigeria Manuel Aleator Ribeiro % Girish Prayag. Hospitality Management The relationship between Dinners' Perceived Quality and Customer Service Experience: The mediating Effects of Positive and Negative Emotions	CRISIS MANAGEMENT Chair: Lee Miles Girish Prayag, Mesbahuddin Chowdhury, Caroline Orchiston. Social Capital, Adaptive Resilience and Business Performance: How Tourism Organizations Bounce Back from Disasters Kazuo Nozu. The Influence of the 2016 Kumamoto Earthquake to Tourist Behaviour at Kurokawa Onsen Hot Spring Resort in Japan Luiz Pinto Machado. Madeira Island – Tourism, Disasters and Destination image Frederick Dayour. Backpackers' perception of risk towards smartphone usage, Ghana Cate Wood. Glastonbury Festival- health advice: Keeping the customer healthy	
11:00-11:30 BREAK AND NETWORKING							
	SHARE (211)	INSPIRE (100)	CREATE (54)	F202 (64)	F201 (50)	F104 (42)	
11:30-13:00	Keynotes COMMUNITIES AND BUSINESS Maria Gravari, Sorbonne, France: gentrification and Tourism Sam Richardson NCTA, UK: Coastal Tourism Stephen Wanhill, BU, Tourism Policy, Politics and Decisions--- Who'd be a Tourism Advisor? Chair: Lorraine Brown Bournemouth University	HOSPITALITY PROFESSIONAL CHALLENGES PANEL CHAIR Simon Thomas and Babis Giousmpasoglou Peter Ducker Chief Executive, Institute of Hospitality Tony Matharu, Grange Hotels Cendric Horgnies Threadneedles Matthew Bell CitizenM Richard Lewis what3words Dubai					
13:00-14:00 STR: LUNCH AND NETWORKING							

TUESDAY 5th SEPTEMBER BU Tourism and Hospitality Conference Bournemouth University, 4-6th September 2017 Visitor Economy: Strategies and Innovations

13:00-14:00	STR: LUNCH AND NETWORKING					
	SHARE (211)	INSPIRE (100)	CREATE (54)	F202 (64)	F201 (50)	F104 (42)
14:00-15:30	<p>GLOBAL FOOD AND HOSPITALITY TRENDS</p> <p>Richard Lewis what3words, Dubai : Global Hospitality Trends Tony Matharu, Grange Hotels: Hospitality Trends and the UK and London Scene Sarote Phornprapha Dusit Thani College ,Thailand: Gracious Hospitality Andy Lennox Koh Thai Bournemouth: Trends in and Gracious Tourism and Hospitality Restaurant Management</p> <p>Chair: Heather Hartwell Bournemouth University</p>					
15:30-16:00	BREAK AND NETWORKING					
	SHARE (211)	INSPIRE (100)	CREATE (54)	F202 (64)	F201 (50)	F104 (42)
16:00-18:00	 <p>Institute of Hospitality</p> <p>Institute of Hospitality</p> <p>Synergies between industry and hospitality education</p> <p>CHAIR Richard Ward and Peter Ducker Chief Executive, and Andy Heyes, Academic and Industry Researcher Institute of Hospitality</p> <p>Sarah Duignan STR Simon Thomas Adele Ladkin, Heather Hartwell, Cedric Horgnies, Hotel threadneedles/Marriott Paul Clarke, Hallmark Hotels John Lohr, Hosco Director of Development</p>	<p>SMART TOURISM AND TECHNOLOGY INNOVATIONS Chair Philip Alford</p> <p>Jarmo Ritalahti. From high street to digital environments – Changing landscapes in travel intermediation Alessandro Inversini & Isabella Rega. The Role of Digital Technologies in Tourism for Development Adalberto Júnior, Fernando Almeida-Garcia, Luis Mendes-Filho, Alexandre Augusto Biz. Innovative governance and use of ICT in the development of a Brazilian tourist destination Kiril Hristov & Dimitrios Buhalis. Virtual Reality and Tourism Marketing Xu. F., La., L., Huang, C., Zhen, F. Accommodation sharing experiences : A big data approach on Airbnb reviews</p>	<p>SUSTAINABILITY Chair Svetla Stoyanova-Bozhkova</p> <p>Tom Jones, Susanna Curtin, H. Masuo. Turning the wild and the remote into the tame and the convenient: Managing the success of Jigokudani’s Snow Monkey industry Jaeyeon Choe, Michael O’Regan, Albert Kimbu, Fred Lund. Social sustainability and quality of life in tourism destinations: a cross-cultural analysis Manos Vougioukas, ieva Treija Moraitis, Nikolos Vogiazides. A Charter for Sustainable Cultural Tourism James Malitoni Chilembwe. Drivers and Barriers of Corporate Social Responsibility (CSR) in Travel Agencies and Tour Operators in Malawi Natalia Zugravu-Soilita, Vincent Geronimi, Christine Le Gargasson, Jessy Tsang. Tourism and sustainable development in small island economies: the role of heritage</p>	<p>TOURISM EXPERIENCE AND COCREATION Chair Stephen Richards</p> <p>Statia Elliot, Isabelle Frochot, Dominique Kreziak. Co-creating an Immersive Travel Experience Tiago Lopes & Rui Costa. Systematization on the tourism experience first developments Parisa Behmanesh. Co-creation and Culture Association: A Systematic Literature Review Giampaolo Viglia. Defining the boundaries of cocreation within a multi-stakeholder service ecosystem Festus Fatai Adedouin & Hyeyeong An. Jeju Volcanic Island and Lava Tubes: Korea’s UNESCO World Heritage and a Case for Smart Tourism via Digital Governance</p>	<p>MEDITERRANEAN TOURISM Chair Duncan Light</p> <p>Filipa Brandão, Carlos Costa, Dimitrios Buhalis. Network-based innovation: comparing the dynamics of inland and coastal tourism destinations Stefania-Zoi Ntregka, Stephen Boyd, Adrian Devine. Empowering island communities for tourism development: the case of the Sporades Islands, Greece Andreas Papatheodorou. Airport Concessions and the New Aviation Market Environment in Greece: Stepping Beyond the Crisis Erdinc Çakmak, Simone Moretti, Herman Jan Meijers. Barcelona for whom? Barcelona’s people or its 30 million tourists? Gonçalo Marques, Jose Maia Marques, Manuel Tojal, Vitor Sa. Portuguese Coastal Way to Santiago: co-creating new touristic waves</p>	<p>EDUCATION & MOOCs Chair Daisy Fan</p> <p>Hanquin Qiu, Chong Xiao, Soomay Cheng. Usage of assessments to enhance learners' engagement in MOOCs – A case study of the HKPOLYU SHTM’S Micromasters program Hanquin Qiu, Leana W Lian, Carson Jenkins, Judy Zhang. Learners’ Engagement on Different Types of MOOCs Hanquin Qiu, Judy Zhang, Leana Lian, Daisy Fan, Bingna Lin, Carson Jenkins. The Future of MOOCs -- some issues for debate Enemuo Ogechi Blessing & M., Dim-Jacob. The role of grassroots education in the sustainability of some tourism destinations</p>
18:00-18:30	Hospitality and Tourism Data and Resources for Research and the Classroom - free data and wine – Sponsored by STR - Room FG06 Fusion Building					
19:30-late	GLOBAL EVENING Gracious Tourism and Hospitality					
SOCIAL GET TOGETHERS	Koh Thai Tapas - Koh Lounge 32-34 Poole Hill t: 01202 294723 Supported by Dusit Thani College, Koh Thai, Singha Beer Dress Code White and Silk					



WEDNESDAY 6th September 2017 BU Tourism and Hospitality Conference Bournemouth University, 4-6th September 2017 Visitor Economy: Strategies and Innovations

08:00-09:00	Registration				
09:00-11:00	SHARE (211) CREATIVE ECONOMY Chair Sean Beer Terry Stevens. Innovation and Creativity: The essential ingredients for competitive advantages in successful destination management Peter Bolan. Knocking on the door of film tourism: Game of Thrones and the Door of Thrones initiative in Northern Ireland Terry Stevens. Stairways to Heaven: Popular music and Tourism Cleber A. T. Castro & Wiker Ricardo de Mendonca Nobrega. Creative Economy Governance and public policies for tourism in the World Heritage Angelo Battaglia. Creative Economy Tourism Development and Creative Sectors in Oman: the case of Mutrah souk	INSPIRE (100) SMART TOURISM AND HOSPITALITY Chair Marianna Sigala Changsook Lee, Bruce Grant-Braham, Dimitrios Buhalis. The impact of cognitive age on online travel purchase behaviour: The UK Senior case Mariana Rubio. Business Intelligence at IBIS Latin America hotels Sharon Nyangwe & Dimitrios Buhalis. The evolution of Branding: Branding transformation through ICT and co-creation. A Case Study of Marriott International Pilar Talon-Ballesterro, Lydia González-Serrano, Cristina Soguero-Ruiz, Sergio Munoz-Romero, Jose Luis Rojo-Alvarez. A Big-Data Approach to Determine the Client Profile in Hotel Chains	CREATE (54) ANIMAL and WILDLIFE TOURISM CHAIR: Susanna Curtin Daniel Turner. Time to address the 'elephant in the room' Jose-Carlos Garcia-Rosell & Philip Hancock. Christmas Tourism and the Cultivation and Symbolism of Lapland's Reindeer Mikko Aijala. Animal Agency in Tourism: Sled dogs in Finnish Lapland Jillian Rickly. Considering Service Animals in Tourism	F202 (64) HOSPITALITY MANAGEMENT Chair Crispin Farbrother Chen Li, Jackie Clark, S. Quinton. Impact of Sensory Experience on Consumer Consumption Behaviour in Hotel Spa Setting in China Angelique Lombarts & Neil Walsh. The Hospitality Model Revisited to a contemporary and more widely accessible model Charalampos Giousmpasoglou & Thi Hoang. Emotional labour in luxury hospitality: A comparative study between U.K. and Vietnamese hospitality workers Philippa Hudson & Simon Thomas. Spatial perspectives on mentoring in the hospitality industry	F201 (50) CULTURE AND COMMUNITY Chair Lorraine Brown Carol Zhang. Decolonisation in postcolonial Chinese destinations Esther Kagure. Community participation in Tourism: The case of Lewa Eldah Buba, Mark Melton Yakubu, Hafsat Mahmud Hussaini. Cultural extinction: The Fulani Sharo Festival in North eastern Nigeria Jozef Tazky, Marin Izsoff, Frantisek Petrovic, Michael Arendas. Assessment of recreational potential and its impact on the landscape Enemuo Ogechi Blessing & O., Okonkwo. Attitudes of host communities towards conservation programme in cross river national park
11:00-11:30	BREAK AND NETWORKING				
11:30-13:00	SHARE (211) TRANSPORTATION CHAIR Derek Robbins Eldah Buba. Examining The Challenges Faced By Passengers Using Arik Air For International And Domestic Travel Manos Vougioukas. Sustainable Mobility, Accessibility and Responsible Travel policies integration with Sustainable Tourism, towards SMART Destinations Jo W Guiver. Silver Cyclists Pavlos Arvanitis. Fly Cruise or land cruise passengers; the case of Southampton	INSPIRE (100) SMART TOURISM AND HOSPITALITY Chair Dimitrios Buhalis Dimitrios Buhalis & Rosanna Leung. Moving towards Smart Hospitality – Interconnecting the Ecosystem Mercedes Revilla, Agustin Santana Talavera, Eduardo Parra Lopez. Effects on the co-creation on the image projected in the social networks Twitter and Facebook: An analysis of the importance of the smart Fuerteventura case. Malvika Nighojkar & Dimitrios Buhalis. Stakeholder Value Co-Creation in Smart Destination: A Case Study of Bournemouth Iride Azara, Eleni Michopoulou, Lisa Wakefield. Telling the tale: Tourists attitudes towards technology enabled storytelling	CREATE (54) ANIMAL and WILDLIFE TOURISM CHAIR: Susanna Curtin Rie Usui & Carolin Funck. Investigating animal ethics and wildlife management issues at a nature-based tourism setting: a case study from Yakushima Island in Japan Tarja Salmela-Leppanen, Mikko Aijala, José-Carlos García-Rosell. Insights into the Certification of Animal Welfare in Tourism Susanna Curtin & Eleanor Green. Morally torn but aesthetically persuaded: Why zoos are still attractive	F202 (64) HOSPITALITY MANAGEMENT- REVIEWS Chair Charalampos (Babis) Giousmpasoglou Tatiana Dauxert. Electronic word-of-mouth and organizational response in the hospitality sector: the case of French and Belarussian hotels Tomasz Tomczyk. Engagement Empowers Revenue Maximisation: Impact of Personalisation on Loyalty Savvina Karyopoulou. Retaining Global Talent in a Service Industry Environment	F201 (50) CULTURE AND COMMUNITY Chair Philipp Wassler Julio Munoz, Tom Griffin, Michael Humbracht. Towards a new definition for "visiting friends and relatives" Hanaa Osman & Lorraine Brown. Female Muslim tourists' experiences in the UK Linh Pham. Towards creating an emotional profile for street food in Vietnam using verbal and non-verbal emotional measures Tingting Elle Li & Bob McKercher. Multi-dimensionality of Diaspora Tourism: A Conceptual Framework
13:00-14:00	JURYS INN and AMARIS HOSPITALITY LUNCH AND NETWORKING				

WEDNESDAY 6th September 2017 BU Tourism and Hospitality Conference Bournemouth University, 4-6th September 2017 Visitor Economy: Strategies and Innovations

13:00-14:00	JURYS INN and AMARIS HOSPITALITY LUNCH AND NETWORKING		
14:00-15:30	SHARE (211)		
	<p>Keynotes SMART FUTURES</p> <p>Marianna Sigala, University South Australia</p> <p>Igor Calzada, Oxford University, UK</p> <p>Chair: Dimitrios Buhalis, BU</p>		
	<p>BEYOND TOURISM TO A RAPIDLY CHANGING WORLDS - EMBRASING THE FUTURE</p> <p>Tas Qureshi, Poole Hospital NHS Foundation, Robotics and the surgeon</p> <p>Chair: Dimitrios Buhalis, BU</p>		
15:30-16:00	BREAK AND NETWORKING		
16:00-17:30	SHARE (211)		
	<p>WORKSHOP Meet the Editor and publish the paper CHAIR: Adele Ladkin, BU</p> <p>Levent Altinay, Service Industries Journal and International Journal of Contemporary Hospitality Management</p> <p>Dimitrios Buhalis, Tourism Review</p> <p>Carlos Costa, Revista Turismo & Desenvolvimento</p> <p>Graham Miller, Journal of Sustainable Tourism</p> <p>Marianna Sigala, Journal of Hospitality & Tourism Management</p> <p>Steve Wanhill, Tourism Economics</p>		
17:30-18:00	CLOSING SESSION: Adam Blake and Dimitrios Buhalis		
19:30-late	SOCIAL GET TOGETHER		
SOCIAL GET TOGETHERS	<p>ARUBA by Bournemouth Pier – Pizza and Cocktails evening</p> <p>(at delegates expense)</p>		

ITMN Convention & AGM, September 2017, Bournemouth Theme : “COASTAL TOURISM - from Aruba to Zorba, via Bournemouth pier and Purbeck Island”

September 6th – 9th, 2017, Bournemouth University, UK [INSPIRE \(100\)](#)

	Thursday 7 Sept	Friday 8 Sept
08:00-09:00		
09:00-11:00	ITMN AGM (closed session)	ITMN AGM (closed session)
11:00-11:30	BREAK AND NETWORKING	BREAK AND NETWORKING
11:30-13:00	ITMN AGM (closed session)	Research Co-creation Update on joint research and publishing activities Jo Guiver and Kate Torkington
13:00-14:00	LUNCH	LUNCH
14:00-15:30	ITMN Coastal and Pier Tourism Session Dr Anya Chapman BU Samantha Richardson NCTA	ITMN Keynote lecture and research workshop on “Smart tourism” by Professor Dimitrios Buhalis
15:30-16:00		BREAK AND NETWORKING
16:00-18:00	ITMN “All the fun of the pier”, with a guided tour round Bournemouth pier, and zip wire!	
19:30-late SOCIAL	Meet by the Sea Bournemouth Pier Zip Line and Fish and Chips KEYWEST ON PIER (at delegates expense)	OPA Greek Night ZORBAS Greek Dinner 199 Old Christchurch Road, Bournemouth ·01202 553353 (at delegates expense)

ITMN OUTLINE PROGRAMME

Wednesday 6th September : from 7pm, meet and greet evening in one of Bournemouth’s seaside pubs. (Details later)

Thursday 7th September :

9.00– 13.00 : AGM (1). Discussion of conclusions from the 2 internal meetings held this year, focusing on the structural question, a possible joint activity funding bid, a great website proposal via Herman-Jan Meijers, and the development of potentially very productive links with the professional world (Michael Hoppe).

13.00 – 14.00 : lunch

14.00 – 16.00 Coastal and Pier Tourism keynote, Dr Anya Chapman, Samantha Richardson Director National Coastal Tourism Academy

16.30 – 17.30 “All the fun of the pier”, with a guided tour round Bournemouth pier to understand the cultural, historic and economic role played by Britain’s world-famous tourism piers, and including for those who wish a return back to dry land via the “zip wire”!

17.30 – 19.00 Enjoy the beach : swimming, walking, taking photos, having a drink, or even buying gifts for the family from the souvenir shops...

19.30 – 22.00 Fish and Chips in the Keywest on the Pier restaurant on the pier, ending in the exotic **Aruba** lounge bar complete with Caribbean atmosphere!

Friday 8th September :

9.00 – 11.00 AGM (2). Update from partners on new course offerings and new student exchange possibilities. New opportunities for various joint activities and international initiatives.

11.00 - 11.30 Coffee/refreshments

11.30 – 13.00 Research Co-creation (teachers and local students). Update on joint research and publishing activities (Jo Guiver and Kate Torkington). Local student presentations on their dissertation submissions.

Poster session. New projects

13.00 – 14.00 Lunch

14.00 – 15.30 Keynote lecture and research workshop on “Smart tourism” by professor Dimitrios Buhalis.

15.30 – 16.00 Coffee/refreshments

16.00 - 19.00 Free time for bilateral meetings, town tour, shopping, museum visits, etc.

19.30 Meet for “drinks surprise” and our OPA Greek gala evening in Bournemouth’s famous Zorba restaurant (with a continuation of the “surprises”...).

Saturday 9th September :

“A great day out, in British coastal tourism tradition...” Scenic excursion and ferry to Swanage on the beautiful **Isle of Purbeck** (the entry point to the World Heritage site “The Jurassic Coast”) with plenty of time for exploring, a guided ramble, a “fishing village lunch”, and more..., before finishing our Convention with a “poolside party evening” on the Cumberland hotel’s sundeck overlooking Bournemouth’s seafront (yes, of course the weather will be fine!)

