

# WELCOME TO TTRAEurope2019 @ Bournemouth University 8-10 April 2019 Bournemouth University, UK

[www.bournemouth.ac.uk/TTRA](http://www.bournemouth.ac.uk/TTRA)

Provisional Programme as of Friday, 25 January 19 12:58

CALL FOR PAPERS AND POSTERS

Submission link <https://easychair.org/conferences/?conf=ttraeurope2019>

Register on <https://ttra2019.eventbrite.co.uk/>



## Contact us

Conference Host: Prof Dimitrios Buhalis: [dbuhalis@bournemouth.ac.uk](mailto:dbuhalis@bournemouth.ac.uk)

## Chairs of Scientific Committee

Dr Daisy Fan	<a href="mailto:dfan@bournemouth.ac.uk">dfan@bournemouth.ac.uk</a>
Dr Philipp Wessler	<a href="mailto:pwessler@bournemouth.ac.uk">pwessler@bournemouth.ac.uk</a>
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Prof Adele Ladkin	<a href="mailto:aladkin@bournemouth.ac.uk">aladkin@bournemouth.ac.uk</a>
Prof Adam Blake	<a href="mailto:ablake@bournemouth.ac.uk">ablake@bournemouth.ac.uk</a>

Rooms: SHARE, INSPIRE, CREATE, F104, F201, F202  
F109 on Mon & Tue and F207 on Wednesday.

Travel and Tourism Research Association, Europe Chapter  
Tourism in the era of connectivity  
8-10 April 2019, TTRAEurope2019

Bournemouth University Department of Tourism and Hospitality  
[www.bournemouth.ac.uk/TTRA](http://www.bournemouth.ac.uk/TTRA) or <http://www.ttraeuropeconferences.com/>  
Submission link <https://easychair.org/conferences/?conf=ttraeurope2019>

## Call for Papers

Travel and Tourism Research Association's 2019 European Chapter Conference will be hosted by Bournemouth University Department of Tourism and Hospitality in Bournemouth Monday 8<sup>th</sup> to Wednesday 10<sup>th</sup> April 2019. This will be a three days comprehensive conference that will include the doctoral colloquium day and industry best practice thread. The theme of the conference will be **Tourism in the era of connectivity** and will cover a very wide range of themes to ensure that we are inclusive of the widest range of tourism research.

Tourism is all about people to people connectivity. Bringing people from all aspects in life together to meet, share moments and explore cultures, resources and experiences. Connectivity brings us all together through shared routes, accessibility, communication, and experiences in different environments and destinations. Increasingly global society is becoming more connected, facilitating more exchanges and interactions, bringing great opportunities and challenges. Tourism is changing dramatically in the era of connectivity. Advanced technology enables users to amalgamate information and big data from various sources on their mobile devices, personalise their profile through applications and social networks, as well as interact dynamically with their context. Tourism professionals increasingly use cutting-edge technologies and networking to bring different stakeholders together to cocreate value for all stakeholders. The conference will connect the different concepts of connectivity, personalisation, tourism development and marketing towards cocreation of tourism experience. It will explore how these experiences can support the cocreation of value for all stakeholders and address a range of components of connectivity. Examples of the conference themes include but not limited to:

LOCATION – Bournemouth University Talbot Campus BH12 5BB, UK



EUROPE CHAPTER | Travel and Tourism  
Research Association

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**SUNDAY 7 APRIL 2019 – TTRA Europe Day 0**

15:30-18:30	Welcome to PhD TTRA Academy with Mike Peter, Scott McCabe, Adam Blake, Philipp Wassler and Daisy Fan @ Suncliff Hotel
18:00-21:00	REGISTRATION DESK at the Suncliff Hotel, 29 East Overcliff Drive, Bournemouth, BH1 3AG Tel 01202 291 711
19:30-late	SOCIAL GET TOGETHER: The Overcliff, Suncliff Hotel, 29 East Overcliff Drive, Bournemouth, BH1 3AG Tel 01202 291 711 (at delegates' expense) AND TTRA2019 VIP Dinner – By invitation only

**MONDAY 8 APRIL 2019 – TTRA Europe Day 1** Please visit the conference website: [www.bournemouth.ac.uk/TTRA](http://www.bournemouth.ac.uk/TTRA)

08:30 U1BUS	U1 FREE Bus from Cumberland Hotel to University Talbot Campus					
08:00-09:00	Registration					
09:00-09:30	<b>Welcome to TTRA2019 - Professor Dimitrios Buhalis, Head of Tourism and Hospitality Department Bournemouth University SHARE</b> <b>Professor Mike Peters Chair TTRA and TTRA International</b> <b>Professor John Vinney, Vice Chancellor Welcome to Bournemouth University and the BU2025 Vision and Strategy</b> <b>TTRA2019 team: Daisy Fan, Philipp Wassler, Tim Gale Adele Ladkin, Adam Blake</b>					
09:30-11:00	<b>TOURISM FUTURES DISRUPTION AND RESILIENCE Chair: Professor Dimitrios Buhalis SHARE</b> Professor Alan Fyall, (University of Central Florida, USA) Sustainable Coastal Tourism and Destination Resilience - The Florida Experience Professor Tanja Mihalič (University of Ljubljana, Slovenia) Tourism, quo vadis? Professor Haiyan Song, The Hong Kong Polytechnic University, China Forecasting Tourism Demand in Asia Pacific.					
11:00-11:30	BREAK AND NETWORKING AND POSTER SESSION					
11:30-13:00	<b>PARALLEL SESSIONS</b> <b>Room: SHARE</b> <b>Managing destinations</b> <b>Chair Adele Ladkin</b> Robertico Croes, Jorge Ridderstaat, Monika Bąk and Piotr Zientara, Tourism specialization, economic growth and quality of life in Poland Piotr Zmyslony, Grzegorz Leszczynski and Anna Waligóra, The impact of inter-organizational relationships shaped by sharing economy development on destination governance Duncan Light and Anya Chapman, The strangely neglected heritage of the British Seaside Marcel Huettermann, Tatjana Thimm and Frank Hannich, Directing tourist flow - an analysis of (visitor) flows and implications for an application	<b>PARALLEL SESSIONS</b> <b>Room: INSPIRE</b> <b>Smart Tourism</b> <b>Chair Nigel Williams</b> Dimitrios Buhalis and Yeyen Sinarta Real-time cocreation and oneness service in Tourism and Hospitality Francisco Femenia-Serra and Josep A. Ivars-Baidal DMOs surviving smart tourism ecosystem: "it's not about providing free wi-fi" Ana Clara Rucci and Natalia Porto Accessibility as a competitive factor in touristic smart cities Janet Dickinson Connected autonomous vehicles and tourism: researching transitions to desirable futures	<b>PARALLEL SESSIONS</b> <b>Room: CREATE</b> <b>Value co-creation in Tourism</b> <b>Chair Elvira Bolat</b> Richard Nicholls, Customer-to-Customer Interaction (CCI) in Tourism – a customer diversity perspective Erose Sthapit and Peter Björk, Towards a better understanding of interactive value formation: Three value outcomes perspective Alexandra Kalliga, Antonios Giannopoulos and Sofoklis Skoultos, Exploring the effect of value co-creation on virtual tourism experience in a cultural heritage context: the case of Rhodes – a work in progress Sophie Farmani and Frederic Dimanche, Tourism Stakeholders' Perspectives towards Sustainable Tourism in Toronto - A Qualitative Study	<b>PARALLEL SESSIONS</b> <b>Room: F201</b> <b>Animal and Sustainable Tourism</b> <b>Chair Susanna Curtin</b> Zhuowei Huang, Lisheng Weng and Jigang Bao, The effectiveness of sustainability interpretations as perceived by Chinese tourists – the case of Zhangjiajie World Heritage Site in China Valerie Sheppard and David Fennell Evolution in tourism public sector policy: toward an ethic for non-human animals Samson. O Ojo Evaluation of tourists' satisfaction and their perception about animal welfare in ex- situ conservation facility: university of ibadan zoological garden Susanna Curtin Can butterfly tourism help the conservation of habitats?	<b>PARALLEL SESSIONS</b> <b>Room: F202</b> <b>Tourism Management</b> <b>Chair Svetla Stoyanova-Bozhkova</b> Christy Hehir, Caroline Scarles, Kayleigh Wyles and Joseph Kantenbacher, Beyond good intentions: tourism as a driver of emotion and philanthropic behaviour change Tuan Phong Ly, Why is shared governance not widely 'spread' in park concessions in a developing country? The case of Zhangjiajie park Daisy Fan, Towards a Better Tourist-Host Relationship: The Role of Social Contact between Perceived Cultural Distance and Travel Attitude Kübra Aşan and Medet Yolal, Neo-tribes as tourism prosumers: A study on cycling neo-tribes	<b>PARALLEL SESSIONS</b> <b>Room: F109</b> <b>Tourist Behaviour</b> <b>Chair Hanaa Osman</b> Nikolaos Stylos Beliefs, destination loyalty, and tourists' need for variety as antecedents of their intention to revisit a destination Eftychia Simiri and Georgios Skourtis, The impact of employee citizenship behavior on customer value co-creation: the moderating role of service climate. An empirical research of the Greek hotel industry. Sameer Hosany Measuring Emotions in Tourism: Methods Considerations and Recommendations Jialin Snow Wu and Markus Schuckert, Revisiting determinants and consequences of tourist crowding perception
13:00-14:00	NETWORKING LUNCH					



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13:00-14:00	NETWORKING LUNCH					
14:00-15:30	<b>TOURISM STRATEGIES AND POLICIES Chair: Professor Adam Blake Bournemouth University SHARE</b> Sandra Carvao, United Nations World Tourism Organization (UNWTO), Spain: Global Tourism Trends towards 2030 Dr Anna Athanasopoulou, European Commission: European Policies for Tourism Daniela Wagner, Director International Partnerships Jacobs Media Group (Travel Weekly) & Pacific Asia Travel Association (PATA) European Coordinator Connecting the dots Olivier Henry-Biabaud (TCI Research) and Vincent Nisj (Visit Flanders) Overtourism and Policy measures					
15:30-16:00	BREAK AND NETWORKING					
16:00-17:30	<b>PARALLEL SESSIONS</b> <b>Room: SHARE</b> <b>Destination Marketing</b> <b>Chair Derek Robbins</b> Filareti Kotsi and Steven Pike, three dimensions of international destination image. Perceptions of Dubai, Abu Dhabi, Hong Kong and Singapore in four international markets Augusto Neves, Wayfinding signaling on the national boarding of Afonso Pena International airport Mihalis Kavartzis, Towards a participatory place branding process Shanshan Qi Differences in perceived destination image among tourists in different nations: the case of TripAdvisor reviews	<b>PARALLEL SESSIONS</b> <b>Room: INSPIRE</b> <b>Social Media and Tourism Marketing</b> <b>Chair Luiz Mendes Filho</b> Flávio Tiago, Teresa Tiago and José Veríssimo A Review of Smart Tourism Studies in the Tourism and Hospitality Fields Lauren Siegel Travel as Consumption: Capturing Social media Footprints in Photogenic Places Mandi Jamalian Hamedani, Mihalis Kavartzis and Mike Saren, Tourist photography: The experience of visitors at the Jallianwala Bagh Massacre Memorial Luis Domínguez Quintana, Jacques Bulchand-Gidumal and Sergio Moreno Gil, Digital Signage as a promotional tool in store. An empirical analysis in tourist supermarkets	<b>PARALLEL SESSIONS</b> <b>Room: CREATE</b> <b>Tourism Promotion</b> <b>Chair Philip Alford</b> Tingting Liu, A Pilot Study in Evaluating the Attractiveness of Attractions: Do Attractions 'Attract' Tourists Charalampos Bounias and Antonios Giannopoulos, The effects of residents' perceptions of tourism development and overall life satisfaction on value co-creation: A study in progress on the Hellinikon Project Li Chunxiao and Feng Haoyan, The Impact of Unusual Environmental Differences on Price Perception from the Perspective of Construal Level Theory Kasih Cakaputra Komsary, Yopy Maulana and Wendy Purnama Tarigan, Revisiting Natural Disaster as Tourism Attraction in Indonesia (A case study of Mount Sinabung)	<b>PARALLEL SESSIONS</b> <b>Room: F201</b> <b>Overtourism &amp; Sustainability</b> <b>Chair Viachaslau Filimonau</b> Kir Kuščer and Tanja Mihalič, Overtourism and satisfaction with life in Ljubljana, Slovenia Anya Chapman and Liam Richardson, Making the British seaside great again: An evaluation of coastal regeneration projects Noel Doyle and Sophie Price Leaving No Trace in the Irish Countryside: Effecting Behavioural Change for the Sustainable Development of Adventure Tourism. Ante Šiljeg, Branko Cavrić, Silvija Šiljeg, Ivan Marić and Mirko Barada, Land Suitability Zoning for Ecotourism Planning and Development of Dikgatlong Dam, Botswana	<b>PARALLEL SESSIONS</b> <b>Room F202</b> <b>Hospitality Innovations</b> <b>Chair Charalampos (Babis) Gioumpasoglou</b> Petra Binder Network effects on innovation in the hotel industry: the mediating role of absorptive capacity. Emma Reardon and Stephen Wanhill, Quality Management as a Performance Measure for the Irish Hotel Industry Richard Hrankai and Cathy Hsu H.C. Exploring Multiple Decision Heuristics In Product Attribute Processing: The Case of Hotel Choice Mark Burnett and Tony Johnston The Implications of Brexit on the Irish Hospitality and Tourism Industry - Sectoral Preparedness for an Anticipated Economic Shock	
17:30-19:00	CREATE Chat with the Editor: Dimitrios Buhalis Tourism Review Haiyan Song Journal of China Tourism Research Alan Fyall, Journal of Destination Marketing & Management			INSPIRE : PhD TTRA Academy with Mike Peter, Scott McCabe,		
17:00-18:00	Jimmy's Iced Coffee – Keep your chin up! TBC					
19:30-late	SOCIAL GET TOGETHER Welcome reception and Bournemouth Experience: Social Dining hosted by <b>the Real Greek Bournemouth</b> BH2 Exeter Crescent, Bournemouth BH2 5DD. TBC Guitar and Violin Duo Stefan					

<b>08:30 U1BUS</b>		<b>U1 FREE Bus from Cumberland Hotel to University Talbot Campus</b>				
08:00-09:00	Registration					
09:00-10:30	<p><b>PARALLEL SESSIONS</b>  <b>Room: SHARE</b>  <b>Culture and heritage</b>  <b>Chair Duncan Light</b>                      Galal Afifi, Intangible cultural heritage as a tourism attraction: The case of Oman                      Yina Donald Orga, Residents' perception of Osun Oshogbo sacred grove (world heritage site) in Oshogbo, Nigeria                      Mostafa Marghany, Hidden work of heritage hotel employees                      Badar al Dhuhli, Tour guides as facilitators of cross-cultural interaction and understanding between host community and visitors: a case study of Oman</p>	<p><b>PARALLEL SESSIONS</b>  <b>Room: INSPIRE</b>  <b>Tourism and Technology</b>  <b>Chair Bruce Braham</b>                      Markku Vieru and Martin Falk, Travellers who book online and well ahead of arrival                      Brenno Costa, eTicketing, ICTs and tourism: A study of City Cards in developing countries' cities                      Sante J Achille, Semantic Web Technologies for Travel &amp; Tourism                      Micol Mieli, The value of guidebooks as an object of consumption in the digital landscape of tourism information search behaviour</p>	<p><b>PARALLEL SESSIONS</b>  <b>Room: CREATE</b>  <b>Tourism Economics and Planning</b>  <b>Chair Adam Blake</b>                      Daniel Brandt, Magnus Bohlin and Jörgen Elbe, Tourism destination competitiveness in Sweden: Who are the winners?                      Chen Zheng and Henry Tsai, The impact of geographic diversification on the relationship between product diversification and Chinese publicly traded tourism firms' performance                      Robertico Croes, Kelly Semrad and Manuel Rivera The potential impact of US. travel to Cuba for the Caribbean region                      Sean Beer and Duncan Light Dark tourism without death: the joy of dark night skies</p>	<p><b>PARALLEL SESSIONS</b>  <b>Room: F201</b>  <b>Gender and Inclusion</b>  <b>Chair Jayne Caudwell</b>                      Dana Seow, The role of gender, patriarchy and culture in the experiences of Asian female travellers                      Irina Gewinner, Gender equality in tourism: accessibility of senior positions in tourism and hospitality academia                      Hande Turkoglu, Pervasive and concealed oppression within the hospitality industry: An exploration of sexual harassment against women from an intersectionality perspective                      Evangelia Marinakou and Harry Mills Factors Influencing Job Satisfaction Among Airline Crew: Evidence from the UK</p>	<p><b>PARALLEL SESSIONS</b>  <b>Room: F202</b>  <b>Hospitality Marketing</b>  <b>Chair Crispin Farbrother</b>                      Markku Vieru and Martin Falk, Measuring of hotel room price response of sport events                      Sarah Nicholls and Sanghoon Kang, Determinants of willingness to pay for a green hotel room: evidence from Michigan, USA                      Pavlos Arvanitis, Bailey Ashton Adie and Alberto Amore, To stay or not to stay? Overnight booking intentions of cruise passengers in a mature cruise destination                      Magali Canovi and Andrew Lyon, Diversification into Wine Tourism: Costs and Benefits for Small Family Wineries in Langhe, Italy</p>	<p><b>PARALLEL SESSIONS</b>  <b>Room: F109</b>  <b>Authentic destinations</b>  <b>Chair Sean Beer</b>                      Anna Stalmirska, Food in destination marketing as a reflection of cultural globalisation                      Tanja Petry, Birgit Pikkemaat and Ursula Scholl Grisseemann Capitalizing on VFR Travel: A new source of innovation for DMOs                      Tim Gale, Aisha Gross and Philipp Wassler Intergroup conflict and its impact on tourism: Causes and consequences of conflict between landowners and the nomadic Samburu tribe in Laikipia County, Kenya                      Aine Maunsell, Cultural Tourism Development in Ireland's Gaeltacht Communities- Managing the Potential of the Wild Atlantic Way</p>
10:30-11:00	BREAK AND NETWORKING AND POSTER SESSION					
11:00-12:30	<p><b>MARKETING Chair: Dr Daisy Fan</b> <b>SHARE</b>                      Professor Cleopatra Veloutsou University of Glasgow UK Branding cocreation                      Professor Scott McCabe Nottingham University Evolution of tourist consumer behaviour and experience,                      Associate Professor Luisa Andreu (University of Valencia, Spain) Research on Airbnb perceptions and motivations in overcrowded places</p>					
12:30-13:30	LUNCH AND NETWORKING -					
13:30-15:00	<p><b>GENDER INCLUSION AND TOURISM – PREPARING FOR 2030 Chair Professor Adele Ladkin</b>                      Professor Nigel Morgan Swansea University Tourism, Gender, inclusivity and equality                      Associate Professor Ana María Munar Copenhagen Business School, Denmark: Diversity and Inclusion                      Professor Cathy Hsu, The Hong Kong Polytechnic University (PolyU), Global Education towards Inclusion and Diversity</p>					
15:00-15:30	BREAK AND NETWORKING					



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15:00-15:30	BREAK AND NETWORKING					
15:30-17:00	<p><b>PARALLEL SESSIONS</b>  <b>Room: SHARE</b>  <b>Connectivity and disconnectivity</b>  <b>Chair Tim Gale</b>                  Isabelle Frochot, Philippe Bourdeau and Mélanie Marcuzzi, Disconnection as a key component of the tourist experience                  Mariana De Freitas Coelho, Elizabeth Kyoko Wada and Eduardo Parra Lopez, Interpersonal and technological connections in hospitality experience                  Lianping Ren, Po-Ju Chen, Caiwei Ma and Xiao Hu, Touching Hearts with Localization Strategy - A case study on IHG's HUALUXE in China                  Olayinka Ayobami, Tourism in the era of connectivity</p>	<p><b>PARALLEL SESSIONS</b>  <b>Room: INSPIRE</b>  <b>Digital Tourism</b>  <b>Chair Kir Kuščer</b>                  Katerina Volchek, Haiyan Song, Dimitrios Buhalis and Rob Law                  Expanding the concept of information service performance: the case of personalisation                  Nigel Williams, Nicole Williams and John Bustard, Visitor Receptivity to Artificial Intelligence in Service Systems                  Francisco Femenia-Serra, Smart tourism destinations: a demand-based approach for improving local tourism management                  Ricardo Bolzan and Luiz Mendes-Filho Experience of the argentine digital tourists in brazil: an analysis from user-generated content in Tripadvisor</p>	<p><b>PARALLEL SESSIONS</b>  <b>Room: CREATE</b>  <b>Tourism Branding and Image</b>  <b>Chair Anya Chapman</b>                  Anna Näppä and Maria Ek Styvén                  Creativity as an employer brand value                  Ana Rosa Moreno, Luisa Andreu and Maria Jose Miquel Co-creation of narratives and sustainable destination image. The case study of Camino de Los Iesuitas in Latin America                  Eleni Michopoulou, Iride Azara and Anna Russell, Managing talent in events: the role of intermediaries                  Lamei He, National culture as a driver of pro-environmental attitudes and behavioural intentions in tourism: a comparative study of the UK and China</p>	<p><b>PARALLEL SESSIONS</b>  <b>Room: F201</b>  <b>Talent Management</b>  <b>Chair Lia Marinakou</b>                  Ioannis Koutsoumpelitis and Charalampos Giousmpasoglou, Talent Management in the Greek Hotel industry: An investigation of Millennials' recruitment and selection practices in luxury hotels                  Sebastiaan Raymaekers, Organizational integration processes for volunteer management in the service sector                  Valentina Ndou Trends of Entrepreneurial Education in Tourism                  Berendien Lubbe and Kholadi Tlabela, Bridging the knowledge/practice gap: a case study on an effective government/university research partnership</p>	<p><b>PARALLEL SESSIONS</b>  <b>Room: F202</b>  <b>Tourism Segmentation</b>  <b>Chair Daisy Fan</b>                  Michał Żemła and Sławomir Kurek, Families as consumers in the tourism market - knowledge gaps and future research agenda                  Rachel Dodds and Mark Holmes, Understanding your beachgoer: are visitors different at rural vs urban beaches?                  Omneya Yacout, Segmenting Egyptians Based on Travel Motivations: Are there Differences in Tourism Experience Value?                  Daniel Spörr and Athanasios Pitsoulis, Factor analysis of hotel-selection attributes and their significance for different groups in the German leisure-travel market</p>	
17:00-18:30	CREATE Chat with the Editor: Cleopatra Veloutsou Journal of Product and Brand Management Xavier Font Journal of Sustainable Tourism Carlos Costa Journal of Tourism & Development			INSPIRE : PhD TTRA Academy with Mike Peter and Scott McCabe		
19:30 late	TTRA18 CELEBRATION AND PARTY and Cocktails Hosted by the Koh Thai Lounge Bournemouth 38-40 Poole Hill, Bournemouth BH2 5PS TBC The Professors DJ Babis					



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08:30 U1BUS	U1 FREE Bus from Cumberland Hotel to University Talbot Campus					
08:00-09:00	Registration					
09:00-10:30	<b>PARALLEL SESSIONS</b> <b>Room: SHARE</b> <b>Small Business and Entrepreneurship</b> <b>Chair Mike Peters</b> Peter Wiltshier and Alan Clarke Where is the magic in that?" Business models and the solo entrepreneur Kelly O'Sullivan-Browne, Sophie Price and Margaret Linehan, Rural Tourism Cluster Development: Inter-Firm Collaboration on Ireland's Wild Atlantic Way James Malitoni Chilembwe, drivers and inhibitors of corporate social responsibility (csr) practices in the travel and tourism industry in Malawi Adam Szromek and Michał Żemła, Business model in spa tourism enterprises in Poland	<b>PARALLEL SESSIONS</b> <b>Room: INSPIRE</b> <b>Digital communication and social media</b> <b>Chair Nigel Williams</b> Teresa Borges-Tiago, Flávio Tiago, Sara Stemberger and Artur, Gil, Eco-labels: policy efforts and sme's digital communication Zhibin Lin Tourist social well-being and mobile social media use: a broaden-and-build perspective Sai Liang, Hui Li and Hongbo Cheng, The snowball effect in consumers' online sharing intention: evidence from Tripadvisor Deborah Picher Vera, Soledad María Martínez María-Dolores and Juan Jesús Bernal García, Generation Y, generation Z, tourism and social media: Use of eWOM by young tourists.	<b>PARALLEL SESSIONS</b> <b>Room: CREATE</b> <b>Cocreating Tourism Products</b> <b>Chair Michael O'Regan</b> Chung-En Yu and Henrique Fátima Boyol Ngan The Displays of Smile During Service Failure: An Eye Tracking Study Meng-Chan Virginia Lau, Why and How Hospitality Frontline Employee "Acts"? Consequence and Remedies from Customer Incivility Elias Ikonen and Charalampos Giousmpasoglou The importance of genuine service and human interaction for millennials' guest experience: the case of hotel reception and front line employees. Jianjian Mou and Pedro Quelhas Brito, Understanding Chinese and Macao outbound tourists' experience in Europe	<b>PARALLEL SESSIONS</b> <b>Room: F201</b> <b>Event Management</b> <b>Chair Mary Beth Gouthro</b> Rami Mhanna, Hugues Seraphin and Ben Sanders beyond host cities mega sport events as a catalyst to showcase a whole country the case of the London 2012 Olympic Games Monika Dembinska, Governance of cities' strategic alliances on the international meetings market: towards the cooperative advantage creation Monika Dembińska and Piotr Zmyślony From mediated inter-destination collaboration to inter-destination strategic alliance on the meetings market Seth Kirby, Mega sport events and small business: Leveraging tourism opportunities at Rio 2016	<b>PARALLEL SESSIONS</b> <b>Room: F202</b> <b>Consumer Behaviour and Tourism</b> <b>Chair Patrick Legohérel</b> Soheon Kim The time use rebound effect and its impact on consumer behaviour in the context of sustainable tourism Abdullah Alnabati, Developing a model of crowd management based on group behaviour theory; The case of The Haj Elaine Rust Creating experiential value through small-scale cultural events Philipp Wassler and Denis Tolkach, Orwellian tourism 2020? China's social credit score	<b>WORKSHOP Structural Equation F207 Modelling with emphasis on Partial Least Squares (PLS) WORKSHOP: Methodological mistakes in hospitality and tourism related research</b> <b>Dr Faizan Ali, University of South Florida Sarasota-Manatee, USA</b> Partial Least Squares (PLS) path modelling is a structural equation modelling technique which is especially suitable when the assumptions for applying Maximum Likelihood based techniques (such as LISREL) do not apply, like in the case of exploratory research or small samples. In such cases, PLS is far less likely to lead to inappropriate solutions or non-convergence. This training will introduce the use of PLS-SEM. It will help attendees (postgraduate students/ researchers/faculty members) on how to apply SEM using the SmartPLS software and how to present the results professionally. The course will use practical hands on approach with real research data sets with research questions that can be answered using the available datasets.
10:30-11:00	BREAK AND NETWORKING					
11:00-12:30	<b>SMART and SUSTAINABLE TOURISM Chair Dr Lorraine Brown: SHARE</b> Professor Mike Peters (University of Innsbruck, Austria) Family businesses in Tourism and Hospitality Assistant Professor Luiz Mendes-Filho (Universidade Federal do Rio Grande do Norte, Brazil, Smart Tourism Destinations Professor Carlos Costa University of Aveiro Portugal Managing overtourism and interconnected networks Professor Xavier Font University of Surrey, Marketing approaches to sustainability					
12:30-13:00	Smart Tourism futures – Showcase of eTourismLab Research: Professor Dimitrios Buhalis, Dr Nigel Williams, Dr Daisy Fan, Dr Elvira Bolat, Dr Miguel Moital					
13:00-14:00	LUNCH AND NETWORKING					
14:00-15:30	<b>Tourism Research and Knowledge cocreation, REF2021 and publications – WORKSHOP Chair Professor Adele Ladkin</b> <b>Meet the Editor and publish the paper: Publish or Perish in tourism Journal editor panel discussion:</b> Scott McCabe Annals of Tourism Research Cleopatra Veloutsou Journal of Product and Brand Management Haiyan Song Journal of China Tourism John Fletcher International Journal of Tourism Research Xavier Font Journal of Sustainable Tourism Carlos Costa Journal of Tourism & Development Dimitrios Buhalis Tourism Review Alan Fyall Journal of Destination Marketing & Management					
15:30-16:00	TTRAEurope 2019 Conclusions and Farewell - Professor Mike Peters TTRAEurope Chair and Professor Dimitrios Buhalis TTRA2019 Host Bournemouth University Willkommen to TTRAEurope 2020					
16:00-16:30	FAREWELL AND NETWORKING					
19:30 -late	SOCIAL GET TOGETHER Bournemouth by Night (at delegates' expense)					

**Associate Professor Luisa Andreu Department of Marketing, Faculty of Economics, University of Valencia, Spain.**



Luisa Andreu is Associate Professor of Marketing at the Department of Marketing, Faculty of Economics, University of Valencia, Spain. Luisa has a PhD in Economics and Business Administration from the University of Valencia (Spain), and a Master of Science in Tourism Management and Marketing from Bournemouth University (UK). She is a Member of the European Academy of Marketing (EMAC), and the Spanish Association of Scientific Experts in Tourism (AECIT). She has participated in conferences organized by the Academy of Marketing Science (AMS), and co-chaired the Tourism Marketing track of the European Marketing Conference 2018 & 2019 (EMAC), among others. Luisa has also been engaged with the Advances in Tourism Marketing Conferences (ATMC). She serves as associate editor for the Journal of Hospitality and Tourism Research and Journal of Destination Marketing & Management. Luisa is a visiting scholar at University of Cambridge (UK), Penn State University (US) and Université Catholique de Louvain (Belgium). Her research interests include the analysis of destination marketing, tourist behaviour, service marketing, corporate social responsibility and digital marketing.

**Dr Anna Athanasopoulou is Head of Unit, Tourism, Emerging & Creative Industries, Directorate-General for Internal Market, Industry, Entrepreneurship & SMEs, European Commission**



An EU official since 2002, Dr Athanasopoulou held various posts relating to culture, media and creative industries, and external relations (human rights and humanitarian affairs). She has served as Deputy Head of Creative Europe, Assistant to the Deputy Director-General at DG Education and Culture and Member of Cabinet of European Commissioner Androulla Vassiliou and she also worked at the EU Council Office in Geneva. Before joining the EU civil service, Anna worked as Adviser to Ministers of Culture in Greece and Director of Programme Planning for the 2004 Cultural Olympiad. In parallel she lectured on History of Art and Cultural Management. Anna studied Archaeology and History of Art (Aristotelian University of Thessaloniki) and specialised in History of Art (Master of Arts, George Washington University; Ph.D, Courtauld Institute of Art).

**Sandra Carvao, Chief, Market Intelligence and Competitiveness at World Tourism Organization (UNWTO), Spain**



Sandra is the Chief of Market Intelligence and Competitiveness at World Tourism Organization (UNWTO). She has served UNWTO in a range of positions including Chief of Communications and Publications, Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in the Tourism Services Department where she coordinated the Tourism Resilience Committee to address the impacts of the global economic crisis 2008 - 2009 on tourism. She has a degree in International Relations, Economics Branch, from the Instituto de Ciencias Sociais e Politicas/Universidade Technica de Lisboa in Portugal and a postgraduate degree in Marketing from the Universidad Complutense de Madrid in Spain.



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## Professor Carlos Costa University of Aveiro, Portugal and Editor of the Journal of Tourism & Development



Professor Carlos Costa is Professor Catedrático and Head of the Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT) of the University of Aveiro and Editor of the Journal of Tourism & Development (Revista de Turismo e Desenvolvimento). He holds a PhD and MSc on Tourism Management (University of Surrey, UK), and a BSc on Urban and Regional Planning (University of Aveiro, Portugal). Carlos is the leader of the PhD Tourism Programme of the University of Aveiro and is also the head of the Tourism Research Centre of the University of Aveiro (included in GOVCOPP and evaluated by the Portuguese Government with 'Excellent'). He is also Scientific Coordinator of the "idtour-unique solutions" - tourism spin-off company (private sector) located in the University and responsible for knowledge and innovation transfer to the tourism sector. Carlos is involved in a number of national and international tourism projects. Carlos is also frequently invited by the Portuguese Agency of Accreditation (A3Es) and by the Foundation for Science and Technology (FCT) for their evaluation panels.

## Professor Alan Fyall, University of Central Florida, USA and coEditor of Elsevier's Journal of Destination Marketing & Management



Professor Alan Fyall is Orange County Endowed Professor of Tourism Marketing, Graduate Programs' Director and Interim Chair of the Tourism, Events & Attractions Department at the Rosen College of Hospitality Management, University of Central Florida (UCF). Alan is also a core member of UCF's National Center for Integrated Coastal Research. He has published widely in the areas of tourism and destination marketing and management including 22 books. Dr. Fyall is a former Member of the Bournemouth Tourism Management Board (DMO) and Board of Solent Synergy Limited in Southern England, and has conducted numerous consulting and applied research projects for clients in the UK, European Union, Africa, the Caribbean, USA, Central and South America, and South East Asia. Alan currently teaches International Tourism Management and Destination Marketing & Management and to date has examined 27 PhDs. He is coEditor of Elsevier's Journal of Destination Marketing & Management while his current research interests relate to smart and sustainable tourism and destination resilience in Florida, the Caribbean and South East Asia. Alan is also Board Member of the Blue Community Consortium, based in Florida.

## Professor Xavier Font University of Surrey, UK



Dr Xavier Font is professor of sustainability marketing at the University of Surrey. He researches and develops methods of sustainable tourism production and consumption. He has published widely in sustainable tourism certification, and has consulted on sustainable product development, marketing and communication for UNEP, UNCTAD, UNWTO, IFC, EC, VisitEngland, Fáilte Ireland, WWF and the Travel Foundation amongst others. Since January 2019, he is the new co-editor of the Journal of Sustainable Tourism. He has conducted over 130 courses for more than 2500 businesses on how to market and communicate sustainability, see [www.travindy.com](http://www.travindy.com).



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## Olivier Henry-Biabaud CEO TCI Research



Olivier founded TCI Research in 2010 as a way of combining his passion for travel with his 20+ years' experience in market research acquired in global companies (TNS, Ipsos). As a specialist in the visitor experience, he has worked for over 90+ international and local destinations and travel brands. He is a regular speaker at travel international forums and Board Member of TTRA Europe (Tourism and Travel Research Association). He was awarded Best Travel Market Research CEO 2017 by the EU Business News Agency.

## Professor Cathy Hsu Chair Professor of Hospitality and Tourism Marketing The Hong Kong Polytechnic University (PolyU), UK



Professor Cathy Hsu is the Chair Professor of Hospitality and Tourism Marketing in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University (PolyU). Prior to joining PolyU in July 2001, she was teaching in the USA for 12 years in two different state universities. Before becoming an academic, she worked in the hotel industry as part of the Hilton and Holiday Inns teams. Her research foci have been tourist behaviors, resident sentiment, and hospitality marketing and branding. She has obtained numerous extramural and intramural grants and has over 300 refereed publications. She has served as a consultant to various hospitality organizations, such as the Garden Hotel in Guangzhou, City of Dreams in Macao, Hong Kong Tourism Board, World Tourism Organization, and Kansas Travel and Tourism Development Division. She has provided training to numerous hotel and tourism organizations over the years on service quality, branding, and marketing. Professor Hsu serves on 15 journal editorial boards. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educator's Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.

## Professor Scott McCabe Nottingham University and co-Editor of Annals of Tourism Research.



Scott McCabe is Professor of Marketing and Tourism at the Nottingham University Business School, where he currently holds the role of Head of Professional Practice, responsible for continuing professional development activities in the School. Scott's research focuses on the qualities of tourist experience, consumer behavior and tourist decision-making. His work has engaged debates in pro-social and pro-environmental tourist consumption, as well as responsible and ethical consumer behavior. His main research expertise is in qualitative methods, especially socio-linguistics (ethnomethodology and Conversation Analysis). He is interested in inter-disciplinary perspectives, encompassing sociology, consumer psychology and geography. Since 2006, he has been working on a program of research on the motivations, experiences and outcomes of holiday experiences for severely disadvantaged UK consumers. Working with a range of small and large charities, his research has helped to promote the concept of 'social tourism' in the UK, influencing

policy and practice, raising public awareness and establishing a link between holidays and subjective wellbeing outcomes. He has published widely in the tourism field, with one book, three edited volumes, and around 65 peer reviewed research outputs. He is the current co-Editor in Chief (alongside Sara Dolnicar) of Annals of Tourism Research and sits on the board of a number of other journals, including; Annals of Leisure Research, the Journal of Policy Research in Tourism, Leisure and Events and the International Journal for Contemporary Hospitality Management.



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### Assistant Professor Luiz Mendes-Filho, Tourism Department, Universidade Federal do Rio Grande do Norte, Brazil



Luiz is Assistant Professor in the Department of Tourism at Federal University of Rio Grande do Norte (UFRN), Brazil. He holds a PhD in Business Information Systems from Auckland University of Technology (AUT), New Zealand. Luiz is a researcher in the Brazilian National Council for Scientific and Technological Development (CNPq - Brazilian federal government organization), director of Tourism Management Studies Research Lab (GESTUR) at UFRN, and co-editor of the journal Revista de Turismo Contemporâneo (RTC). He is also a member of the following international and Brazilian associations in Tourism: International Federation for IT and Travel & Tourism (IFITT), ANPTUR, and ABRATUR. His areas of interest include Information Technology and Communication (ICT) in Tourism, Smart Tourism, Social Media, and ICT adoption in Tourism.

### Professor Tanja Mihalič University of Ljubljana, Slovenia.



Professor Tanja Mihalič is Professor at the Department of Economics and Head of Tourism Institute and Erasmus Mundus European Master in Tourism Management program at the Faculty of Economics the University of Ljubljana, Slovenia. Prof Mihalič is also the Vice dean for student affairs at the Faculty of Economics. Professor Mihalič is a member of the UNWTO World Committee on Tourism Ethics and a board member of the International Association of Tourism Economics. She is a co-editor or active member of editorial boards of many academic journals. She is also an expert evaluator for the European Commission. Her research interests include tourism economics and management, environmental economics, sustainability and educational and tourism industry values. She has experience in developing tourism educational and research programs and as adviser in sustainable and responsible tourism to national governments and EU and global bodies.

### Professor Nigel Morgan, Swansea University, UK



Professor Nigel Morgan is Associate Dean for Special Projects and Head of the Business Department at Swansea University's School of Management, where he holds a Chair in Visitor Economy Management. Nigel has a professional background in tourism and sport development, research and strategy and marketing at Sport Wales and in Welsh local authorities and has held senior academic posts and professorial titles in six universities in the UK, Norway and Italy. He was formerly Director of Surrey University's Digital Visitor Economy Research Group (2013-16); and Member of Visit Wales' Advisory Board (2014-2017). Nigel is a Fellow of the Royal Society of Arts, the Tourism Society and the Chartered Management Institute, a Board Member of the International Place Branding Association and the Mission Art Gallery and a recipient of the Shaw-Mennell Prize for services to Leisure Studies (2016). The ESRC, EU and Norwegian Research Council have funded Nigel's research and he has conducted 30-plus consultancy projects for organisations in Wales, Europe, the USA and Asia (e.g. UEFA, Visit Wales, the BBC, Orlando-Sanford Airport, China National Tourist Office). His areas of expertise include: Tourism and wellbeing; Tourism and inequality; Gender; Destination development & management; Precarious work; Knowledge networks.



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### Associate Professor Ana María Munar Copenhagen Business School, Denmark.



Ana María Munar is Associate Professor at Copenhagen Business School, Denmark. With research interests in digital technologies, epistemology, higher education, and gender, her latest publications focus on post-disciplinarity, social media and gender in academia. Over the years, Ana has served on several national and international boards and networks. Nowadays, she holds positions at the Diversity and Inclusion Council at Copenhagen Business School, the Critical Tourism Studies Network, Women Academics in Tourism and several tourism journals. She is engaged in curriculum and education development, and coordinates the tourism and hospitality concentration at the Bachelor of Service Management and Business Administration. Ana has delivered numerous conference presentations and keynote addresses in her research areas.

### Professor Mike Peters, Department of Strategic Management, Marketing and Tourism, University of Innsbruck, Austria



Mike was born in Germany, completed his apprenticeship as a restaurant specialist and worked for several years in the hotel industry. He worked in small businesses in Bavaria where he learned the benefits but also problems that typical small businesses face. Mike studied Business Administration at the University of Regensburg Germany and the University of Innsbruck Austria and specialized in tourism and service economy. He completed his doctorate in 2001 and habilitated at the University of Innsbruck. In 2006 he was Research Fellow at Simon Fraser University in Burnaby (BC, Canada), in 2009, he was invited as Associate Visiting Professor at Hong Kong Polytechnic University (China). Mike has been president of the ICRET (International Center for Research and Education in Tourism) since 2009 and since 2018 he is the chapter president of the TTRA Europe (Travel and Tourism Research Association). Mike is the speaker of the Research Centre Tourism & Leisure at the University of Innsbruck, an initiative which serves as an interdisciplinary research platform for tourism research in Austria. Mike's research focus is on researching the heterogeneity of family businesses and small businesses. He investigates factors influencing entrepreneurial behavior and tourism and hospitality firm's success.

### Professor Haiyan Song is Mr and Mrs Chan Chak Fu Chair Professor and Associate Dean Research The Hong Kong Polytechnic University, China



Professor Haiyan Song is Mr and Mrs Chan Chak Fu Chair Professor in International Tourism and Associate Dean (Research) in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. He has a background in Economics with research areas in tourism demand analysis, tourist satisfaction and wine economics. Professor Song has been involved in a number of high level consultancy projects related to tourist satisfaction and service quality indexes, tourism satellite account, and tourism education for UNWTO, PATA, the Hong Kong Tourism Commission, Macau SAR Government Policy Research Office, Guangdong Tourism Administration and Guangzhou City Tourism Bureau. Professor Song has published more than 100 articles in top tier hospitality and tourism journals. He is an expert in tourism impact assessment, tourist satisfaction and service quality indexes, tourism and hotel demand forecasting and consumer behavior. He is an elected Fellow of the International Academy for the Study of Tourism. Professor Song received the John Wiley and Son's Life Time Achievement Award in Research by the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) in 2011 and the Michael D. Olsen Research Achievement Award in Hospitality and Tourism in 2013.



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**Professor Cleopatra Veloutsou University of Glasgow UK and co-Editor in Chief of the Journal of Product and Brand Management.**



Professor Cleopatra Veloutsou is a Professor of Brand Management in the University of Glasgow Adam Smith Business School in the UK. She is the Cluster Lead for the Marketing and she is the Convener of the MSc in International Strategic Marketing. Her primary research interest is on Brand Management. Cleopatra has published over 40 articles in Academic Journal. Cleopatra is the co-Editor in Chief of the Journal of Product and Brand Management and she sits on the editorial board of a number of international academic journals, including the European Journal of Marketing, the Journal of Brand Management, Journal of Services Theory and Practice, and the Journal of Financial Services Marketing. She is teaching primarily Brand Management, Marketing Communications, Marketing Management and Management Research Methods at all levels.

**Daniela Wagner, Director International Partnerships Jacobs Media Group (Travel Weekly) & Pacific Asia Travel Association (PATA) European Coordinator**



Daniela heads up strategic international business development for Travel Weekly Group and is responsible for creating new international events in Asia, the Middle East and Europe. Daniela was the co-founder and CEO of eWaterways Cruises, a global online aggregator of small ship cruises with over 1200 contracted ships selling from over 300 suppliers through multiple distribution channels. She has previously held positions with OctopusTravel and Cendant/Travelport B2C Business Group, leading online travel portal for hotels (under GTA (Gullivers Travel Associates)). Other leading positions included Vice President, Corporate Affairs for the World Travel & Tourism Council (WTTC), and the Executive Director for the European Tour Operators Association (ETOA). Daniela is an enthusiastic, energetic and personable general manager with a 30-year track record of outstanding achievement in the travel industry. In 2005 she was nominated for a First Woman Award and was the winner of e-tid's personal achievement award and recently received the IIPT Celebrating Her Award at ITB Berlin.



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# PRACTICAL INFORMATION

8-10 April 2019 TTRAEurope Bournemouth University

<http://www.bournemouth.ac.uk/TTRA>

## JOURNALS SUPPORTING TTRAEurope2019 Tourism Review

FEES	Delegates	Price £
Early Bird Before Friday 1 <sup>st</sup> March 2019	Full TTRA/ATHE/GTMC/ Members	320
	Non TTRA/ATHE/GTMC/ Members	420
	Students (includes free TTRA membership)	190
Full registration After Friday 1 <sup>st</sup> March 2019	Full TTRA/ATHE/GTMC/ Members	420
	Non TTRA/ATHE/GTMC/ Members	490
	Students (includes free TTRA membership)	290
Day Ticket		190

## IMPORTANT DATES

Deadline for submission: 5th January 2019

Notification for acceptance: 5th February 2019

Final submission: 1st March 2019

Conference Days 8-10 April 2019 TTRAEurope @ Bournemouth University

## SOCIAL GET TOGETHER – All to be confirmed

Sunday 7 April 2019 Informal get together – The Overcliff, Suncliff Hotel, 29 East Overcliff Drive, BH1 3AG Tel 01202 291 711 (at delegates' expense) +VIP Dinner by Invitation

Monday 8 April 2019 TTRAWelcomeReception – The Real Greek Bournemouth BH2 Exeter Crescent, Bournemouth BH2 5DD (included in fee)

Tuesday 9 April 2019 TTRAParty and Cocktails Koh Thai Lounge Bournemouth 38-40 Poole Hill, Bournemouth BH2 5PS (included in fee)

Wednesday 10 April 2019 TTRAFarewell informal get together –LOCATION TO BE CONFIRMED (at delegates' expense)

**CONFERENCE VENUE** : Bournemouth University Department of Tourism and Hospitality Faculty of Management, Bournemouth University, **Talbot Campus**, Dorset, BH12 5BB

**PARKING** There is limited parking on campus

**BUSES** There are several regular buses from the town centre to the campus. Free Complementary Vouchers will be provided for the duration of the conference. One U1 bus will leave every day at 08:30 from Cumberland Hotel for Talbot campus.

**AIRPORTS** Recommended are Bournemouth BOH, Southampton SOU, Heathrow LHR, Gatwick LGW – National Express busses are running from most airport to Bournemouth.

**RUNNING TO CAMPUS:** For those enjoying running the distance from Cumberland Hotel to Talbot Campus (BH12 5BB) is 2.7 Miles or 4.4km and there are changing facilities.

**TAXI TRANSFER** Darren Harvey [reservations@eagleflyer.co.uk](mailto:reservations@eagleflyer.co.uk) at [www.eagleflyer.co.uk](http://www.eagleflyer.co.uk)  
Tel: +44 1202 375570 can give you BU preferential rates for airport transfer LHR £100 (for up to 4 seat) £115 (8 seats) / LGW 114 (4 seats) £140 (8 seats) / LTN £125 (4seats) £145 (8 seats) / STN £175 (4 seats) £185 (8 seats) /

## ACCOMMODATION

Bournemouth has sufficient accommodation in all styles, tastes and budgets.

We have negotiated special rates at the OCEANA HOTELS, HALLMARK HOTELS and MIRAMAR Hotel – See online information.

These hotels are on the sea front and clustered together to facilitate movement and social events. There are very close to the Lansdowne Campus from where delegates can take a bus for the Talbot Campus. U1 bus will leaving at 08:30 daily to serve these hotels.



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**8-10 April 2019 Bournemouth University, UK**



**LOCATION – Bournemouth University Talbot Campus BH12 5BB, UK**

**Contact us**

**Conference Host: Prof Dimitrios Buhalis: [dbuhalis@bournemouth.ac.uk](mailto:dbuhalis@bournemouth.ac.uk)**

**Chairs of Scientific Committee**

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