2015 WORKSHOP ON TOURISM MANAGEMENT LIST OF ACCEPTED PAPERS

HOSPITALITY MANAGEMENT IN RIMINI. A TALE OF SIXTY YEARS OF ENTREPRENEURSHIP AND ORGANIZATIONAL CHANGE

BARBINI FRANCESCO MARIA, (UNIVERSITY OF BOLOGNA - ITALY) - PATRIZIA BATTILANI -DAVIDE BAGNARESI

THE ART OF USING NETWORKS- HOW CAN TOURISM BUSINESSES EFFECTIVELY USE THEIR NETWORKS TO ENHANCE ORGANIZATIONAL LEARNING AND INNOVATION? A SYSTEMATIC LITERATURE REVIEW.

BINDER PETRA, (FHWIEN UNIVERSITY OF APPLIED SCIENCES OF WKW - AUSTRIA) -

LOCATION ATTRACTIVENESS AS A MAJOR FACTOR IN MUSEUM VISITORS' CHOICE AND SATISFACTION CODIGNOLA FEDERICA. (UNIVERSITY OF MILANO-BICOCCA - ITALY) - PAOLO MARIANI

DYNAMIC INTERACTIONS BETWEEN PUBLIC POLICIES, ECONOMIC DEVELOPMENT AND TOURISM: THE CASE OF SINGAPORE

CORVELLI LUIGI OSCAR, (UNIVERSITY OF BOLOGNA - ITALY) -

ANTECEDENTS OF TOURISM FIRMS COLLABORATION – AN ANALYSIS OF EMPIRICAL WORK CZAKON WOJCIECH, (UNIVERSITY OF ECONOMICS IN KATOWICE - POLAND) - PATRYCJA KLIMAS

"ANTECEDENTS OF COOPERATION IN TOURISM SECTOR"

CZERNEK KATARZYNA. (UNIVERSITY OF ECONOMICS IN KATOWICE - POLAND) - DAGMARA WÓJCIK

THE ROLE OF REGIONAL AUTHORITIES IN MEASURE AND PROMOTE A SUSTAINABLE TOURISM DEVELOPMENT: THE TUSCANY CASE STUDY

DAL MASO LORENZO, (UNIVERSITY OF FLORENCE - ITALY) - GIOVANNI LIBERATORE

NATIONAL DESTINATION MARKETING ORGANIZATIONS AND SOCIAL MEDIA PLATFORMS: A CONTENT-BASED ANALYSIS BASED ON OPINION MINING TOOLS

DI FELICE MARCO, (UNIVERSITY OF BOLOGNA - ITALY) - MARCELLO MARIANI

NORTHERN LIGHTS AND DARKNESS: BENEFITS AND BARRIERS FOR E-TOURISM IN SWEDISH LAPLAND EK STYVÉN MARIA, (LULEÅ UNIVERSITY OF TECHNOLOGY - SWEDEN) - ÅSA WALLSTRÖM -ANNE ENGSTRÖM

TRUST EFFECTS ON ONLINE TOURISM PURCHASE INTENTION

FERREIRA JORGE, (PONTIFICAL CATHOLIC UNIVERSITY OF RIO DE JANEIRO - BRAZIL) - FERNANDA LEÃO RAMOS -CRISTIANE JUNQUEIRA GIOVANNINI -ANA ALICE ONETO

COMMUNICATION OF CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABLE PERFORMANCE IN INTERNATIONAL HOTEL CHAINS

FRANZONI SIMONA, (UNIVERSITY OF BRESCIA - ITALY) -

KUGE PROJECT – BASIC CULINARY ATTITUDES OF THE GUESTS OF VIENNA'S GASTRONOMY BUSINESSES.
FRITZ KLAUS, (FHWIEN UNIVERSITY OF APPLIED SCIENCES OF WKW - AUSTRIA) -

TOURIST IMAGE OF "STUDENTS' CITY": TOMSK'S CASE

GONCHAROVA NATALIA, (NATIONAL RESEARCH TOMSK POLYTECHNIC UNIVERSITY - RUSSIA) - LILIYA KIRIYANOVA

HOTELS' REFUND POLICIES ACROSS EUROPEAN CAPITALS: AN EMPIRICAL ANALYSIS

HEIMAN AMIR. (HEBREW UNIVERSITY OF JERUSALEM - ISRAEL) - LUTZ HILDEBRANDT

ON RELATIONSHIP BETWEEN CUSTOMER ENGAGEMENT IN THE VALUE CO-CREATION AND CUSTOMER SATISFACTION IN THE HOTEL INDUSTRY: A CONTENT ANALYSIS OF TRIPADVISOR.COM REVIEWS KORELINA ANTONINA. (HIGHER SCHOOL OF ECONOMICS - RUSSIA) -

LONG TAILS IN THE TOURISM INDUSTRY: TOWARDS KNOWLEDGE INTENSIVE SERVICE SUPPLIERS LONGHI CHRISTIAN, (UNIVERSITY OF NICE-SOPHIA ANTIPOLIS - FRANCE) - SYLVIE ROCHHIA

THE CO-CREATION PROCESS OF THE ONLINE IMAGE OF THE SASSI OF MATERA

MARCHIORI ELENA, (UNIVERSITÀ DELLA SVIZZERA ITALIANA - SWITZERLAND) - LORENZO CANTONI MARCELLO M. MARIANI -CANIO DI NARDO

MOBILE APPLICATIONS IN TOURISM: A TAXONOMY AND CASE STUDIES

MARIANI MARCELLO M., (UNIVERSITY OF BOLOGNA - ITALY) - MARCO DI FELICE

FACEBOOK AS A DESTINATION MARKETING TOOL: EVIDENCE FROM NATIONAL TOURISM ORGANIZATIONS

MARIANI MARCELLO M., (UNIVERSITY OF BOLOGNA - ITALY) - MARCO DI FELICE

SAIL THROUGH THE SUSTAINABILITY: A LONGITUDINAL ANALYSIS OF SUSTAINABILITY REPORTS IN THE CRUISE INDUSTRY.

MEDEI RENATO, (UNIVERSITY OF BOLOGNA - ITALY) - SELENA AURELI, ENRICO SUPINO, CLAUDIO TRAVAGLINI.

KNOWLEDGE LEAKAGE AND STAFF TURNOVER - THE CASE OF SMALL HOTELS IN SOUTHERN POLAND

NAJDA-JANOSZKA MARTA. (THE JAGIELLONIAN UNIVERSITY - POLAND) - EWA WSZENDYBYL-SKULSKA

VALORIZING INTANGIBLE CULTURAL HERITAGE THROUGH EXPERIENTIAL TOURISM. A ROMANIAN CASE STUDY NECHITA FLORIN, (TRANSILVANIA UNIVERSITY OF BRASOV - ROMANIA) - CODRINA SANDRU, ADINA NICOLETA CANDREA, CLAUDIU COMAN

FRANCE AS HIGH QUALITY MEDICAL TOURISM DESTINATION

OGONOWSKA MALGORZATA, (UNIVERSITY OF NICE-SOPHIA ANTIPOLIS - FRANCE) -

CREATING A QUANTITATIVE INDICES TO EVALUATE THE "INTEREST" OF TOURISTS BY USING GOOGLE'S "SEARCH VOLUME" AND APPLICATION OF THAT INDICES (A CASE STUDY IN JAPAN)

OKUBO KOHEI, (TOKYO INSTITUTE OF TECHNOLOGY - JAPAN) - SHUZO FUJIMURA

THE MULTI-LEVEL GOVERNANCE OF THE RAIL BALTIC PROJECT

PAAJANEN MALLA, (AALTO UNIVERSITY SCHOOL OF ECONOMICS - FINLAND) -

PLANNING AND DEVELOPING SUSTAINABLE AND ECONOMICALLY VIABLE CULTURAL ROUTES

PATTANARO GIULIO, (INDEPENDENT RESEARCHER - ITALY) - FILIPPO PISTOCCHI

AN ANALYSIS OF THE EO-PERFORMANCE RELATIONSHIP IN TOURISM AND HOSPITALITY

PETERS MIKE, (UNIVERSITY OF INNSBRUCK - AUSTRIA) - ANDREAS KALLMUENZER

EVALUATION OF SELECTED SOCIO-ECONOMIC IMPACTS ON DEVELOPMENT OF AN UNESCO SITE

PLZÁKOVÁ LUCIE, (INSTITUTE OF HOSPITALITY MANAGEMENT IN PRAGUE - CZECH REPUBLIC) - KALABISOVÁ JANA, STUDNICKA PETR, TITTELBACHOVÁ ŠÁRKA

TOURISM IN RUSSIA: FACTORS INFLUENCING THE INNOVATIVENESS

PREDVODITELEVA MARINA, (NATIONAL RESEARCH UNIVERSITY HIGHER SCHOOL OF ECONOMICS - RUSSIA) - OLGA BALAEVA, KIRA RESHETNIKOVA

STRATEGIC ORIENTATION AND PERFORMANCE OF SERVICE FIRMS: EVIDENCE FROM THE ITALIAN HOTEL INDUSTRY

PRESUTTI MANUELA, (UNIVERSITY OF BOLOGNA - ITALY) - VINCENZA ODORICI - MARCO SAVIOLI

MANAGING DESTINATIONS IN A SUSTAINABLE WAY. FROM THEORY TO PRACTISE

TOANOGLOU MICHALIS, (- GREECE) - DIMITRIS PROKOPIOU

CREATIVE GASTRONOMY AS A BASIS FOR CREATIVE TOURISM DEVELOPMENT

TRABSKAYA JULIA, (HIGHER SCHOOL OF ECONOMICS - SAINT-PETERSBURG CAMPUS - RUSSIA) - VALERY GORDIN

POSTCARDS FROM DIGITALVILLE: THE E-GENERATION TOURISTS' USE OF SOCIAL MEDIA

WALLSTROM ASA, (LULEÅ UNIVERSITY OF TECHNOLOGY - SWEDEN) - ANNE ENGSTROM MARIA EK STYVEN - TIM FOSTER