



# 10<sup>th</sup> International Conference on Tourism Management & Related Issues

Valencia, Spain, September 29-30, 2022

## Conference Chairs - Local Hosts:

Luisa Andreu - University of Valencia, Spain

Enrique Bigné - University of Valencia, Spain

Marcello Mariani - University of Reading, UK & University of Bologna, Italy (Coordinating Chairperson)

Iis Tussyadiah - University of Surrey, UK

## Keynote Speakers:

Cathy Hsu - The Hong Kong Polytechnic University, Hong Kong

Luiz Moutinho - University of Suffolk, UK & University of the South Pacific, Fiji

VNIVERSITAT  
ID VALÈNCIA  Facultat d'Economia

**PROGRAMME**

Thursday, September 29, 2022

08:30 – 09:00	<b>REGISTRATION</b>
09:00 – 09:30	<b>WELCOME AND INSTITUTIONAL INTRODUCTION</b>  Luisa Andreu & Enrique Bigné - University of Valencia, Spain Marcello Mariani - University of Reading (UK) & University of Bologna (Italy)
09:30 – 10:45	<b>KEYNOTE SPEECH #1</b>  <b>KEYNOTE SPEAKER:</b> Cathy Hsu - The Hong Kong Polytechnic University, Hong Kong 09:30-10:00 <i>“Emotions and Tourist-Host Interaction: Psychophysiological Measurement”</i> 10:10-10:40 <i>“Journal Publication from an Editor Perspective: Tourism Management”</i>  <b>DISCUSSANTS:</b> Luisa Andreu, Enrique Bigné, Marcello Mariani <b>Q&amp;A</b>
10:45 – 11:15	Coffee break
11:15 – 12:15	<b>KEYNOTE SPEECH #2</b>  <b>KEYNOTE SPEAKER:</b> Luiz Moutinho - University of Suffolk, UK <i>“Futuristic Travel”</i>  <b>DISCUSSANT:</b> Enrique Bigné <b>Q&amp;A</b>

**TRACK A.1 Sustainable and green tourism**

**Chair: Marcello Mariani (Univ. of Reading and Univ. of Bologna)**

**TRACK B.1 Managing tourism destinations**

**Chair: Lucie Plzakova (Czech Tech Univ. in Prague)**

12:15 – 12:45	<b>SUSTAINABLE TOURISM DEVELOPMENT: DETERMINANTS OF EUROPEAN UNION RESIDENTS' PRO-ENVIRONMENTAL BEHAVIOURAL INTENTION</b> <i>VAN DER BREMPT, CORALIE (KU LEUVEN)</i>	<b>CONSTRUCTION OF AUTHENTICITY IN TOURISM DESTINATION - ECONOMIC AND SOCIAL PERSPECTIVES OF AUTHENTIC FOOD OFFER</b> <i>PLZAKOVA, LUCIE (CZECH TECHNICAL UNIVERSITY IN PRAGUE)</i>
12:45 – 13:15	<b>THE GREEN TOURIST OF TOMORROW? SWEDISH TEENAGERS' PERCEPTIONS OF SUSTAINABLE TOURISM</b> <i>EK STYVÉN, MARIA (LULEÅ UNIVERSITY OF TECHNOLOGY) &amp; JENNY NILSSON VESTOLA, KERRY CHIPP</i>	<b>CHANGES IN BUSINESS MODELS OF ENTERPRISES IN SELECTED TOURISM INDUSTRIES. THE IMPACT OF COVID-19</b> <i>JUSZCZYK, PATRYCJA (UNIVERSITY OF ECONOMICS IN KATOWICE) &amp; KATARZYNA CZERNEK-MARSZALEK, PAWEL PIOTROWSKI, DAGMARA WÓJCIK</i>
13:15 – 13:45	<b>GENERATION Z AND SUSTAINABILITY. WILLINGNESS TO PAY MORE FOR SUSTAINABLE TOURISM ACCOMMODATIONS.</b> <i>TALÓN BALLESTERO, PILAR (UNIVERSITY KING JUAN CARLOS) &amp; ANA CANTILLO SANCHEZ, PILAR ABAD ROMERO</i>	<b>AWARENESS OF OVERTOURISM AND UNDERTOURISM IN A GARDEN TOURISM SCHEME IN SUBURBAN TOKYO</b> <i>SHIMOYAMADA, SHO (UNIVERSITY OF TOKYO)</i>
13:45 – 15:00	Lunch	

**TRACK C.1 Tourist Satisfaction & eWOM**

**Chair: Juan Mellinas (University of Murcia)**

**TRACK D.1 Host-Guest Interactions in Tourism**

**Chair: Maria Álvarez (Bogazici University)**

15:00 – 15:30	<b>EXPERIENCE DIMENSIONS INFLUENCING VISITORS' SATISFACTION LEVEL IN ST. PETERSBURG RESTAURANTS: ELECTRONIC WORD OF MOUTH ANALYSIS</b> <i>BURKOV, IVAN (NATIONAL RESEARCH UNIVERSITY HIGHER SCHOOL OF ECONOMICS) &amp; ALEKSEI GORGADZE</i>	<b>SUSTAINABLE DESTINATION MANAGEMENT FROM A RESIDENT AND MEGA-EVENT PERSPECTIVE</b> CHEN, NING (CHRIS) (UNIVERSITY OF CANTERBURY) & XI CHEN, C. MICHAEL HALL, BIYUN LI, XUELI WANG, LINGEN WANG
15:30 – 16:00	<b>TOURIST SATISFACTION AMID THE PANDEMIC: THE EFFECT OF COVID-19 PREVENTION MEASURES</b> <i>MIRAVET ARNAU, DANIEL (ROVIRA I VIRGILI UNIVERSITY) &amp; INDRAJEET MALLICK, AARON GUTIÉRREZ PALOMERO</i>	<b>COOPETITION BETWEEN COMMUNITY AND NONCOMMUNITY TOURISM ACTORS: A SENSE OF COMMUNITY APPROACH</b> <i>ARGUDO GUEVARA, NADIA (MONTPELLIER II UNIVERSITY) &amp; HERVÉ CHAPPERT, FRÉDÉRIC LE ROY</i>
16:00 – 16:30	<b>SATISFACTION LEVELS IN GAY-ONLY ACCOMMODATIONS</b> <i>MELLINAS, JUAN PEDRO (MURCIA UNIVERSITY) &amp; JACQUES BULCHAND-GIDUMAL</i>	<b>RESIDENT-TOURIST INTERACTION: A SYSTEMATIC REVIEW OF CONTACT HYPOTHESIS IN TOURISM RESEARCH</b> <i>PURPER, LUCIANA (UNIVERSITY OF LAS PALMAS DE GRAN CANARIA) &amp; JORGE E. ARAÑA</i>
16:30 – 17:00	Coffee break	

**TRACK E.1 Sustainable Tourism**

Chair: Carmen Pérez-Cabañero (University of Valencia)

**TRACK F.1 Tourism ecosystems and collaboration**

Chair: Dagmara Wojcik (U. Katowice)

17:00 – 17:30	<b>BOARD GENDER DIVERSITY AND RESOURCE USE IN TOURISM: MODERATING ROLE OF INTERNAL FACTORS</b> <i>GALLEGO-SOSA, CLARA (UNIVERSITY OF EXTREMADURA) &amp; MILAGROS GUTIÉRREZ-FERNÁNDEZ, YAKIRA FERNÁNDEZ-TORRES</i>	<b>STAKEHOLDER COLLABORATION FOR ACCESSIBLE TOURISM: A SYSTEMATIC LITERATURE REVIEW</b> <i>NIGG, JOACHIM JOSEF (UNIVERSITY OF INNSBRUCK)</i>
17:30 – 18:00	<b>LIFE CYCLE ASSESSMENT OF THE CAMINO LEBANIEGO SPANISH PILGRIMAGE ROUTE: HOW TO ACHIEVE SUSTAINABILITY IN THE TOURISM SECTOR IN NORTHERN SPAIN?</b> <i>CAMPOS HERRERO, CRISTINA (UNIVERSITY OF CANTABRIA) &amp; JARA LASO, MARÍA MARGALLO, RUBÉN ALDACO</i>	<b>TRAGEDY IN THEATER – COOPERATION AS AN ART OF IMPROVISATION IN PANDEMIC CRISIS</b> <i>WÓJCIK, DAGMARA (UNIVERSITY OF ECONOMICS IN KATOWICE) &amp; PATRYCJA JUSZCZYK</i>
18:00 – 18:30	<b>EFFECT OF COVID19 PANDEMIC ON THE PRO-ECOLOGICAL ORIENTATION OF SCUBA DIVERS IN PROTECTED MARINE AREAS. EMPIRICAL EVIDENCE FROM THE MEDES ISLANDS.</b> <i>VILA, MAR (ESADE BUSINESS SCHOOL) &amp; GERARD COSTA</i>	<b>ACTORS ENGAGEMENT IN SUSTAINABLE TOUR OPERATORS' SERVICE ECOSYSTEM</b> <i>OTTOBRINI, CATERINA (UNIVERISTÀ CATTOLICA DEL SACRO CUORE – MILANO) &amp; SEBASTIANI ROBERTA</i>
20:30	Workshop dinner (optional)	

Friday, September 30, 2022

09:30 – 10:10	<p><b>KEYNOTE SPEECH #3</b></p> <p><b>KEYNOTE SPEAKER:</b> Iis Tussyadiah – University of Surrey, UK <i>Artificial Intelligence in Tourism (Management) Research: Current Issues, Opportunities, and Challenges</i></p> <p><b>DISCUSSANT:</b> Marcello Mariani - University of Reading, UK &amp; University of Bologna, Italy <b>Q&amp;A</b></p>
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**TRACK A.2 Hospitality and tourism education and training**

**TRACK B.2 Managing tourism destinations**

**Chair: Davide Bagnaresi (University of Bologna)**

**Chair: Pawel Piotrowski (Uni. Economics of Katowice)**

10:10 – 10:40	<p><b>HAS THE COVID-19 PANDEMIC AFFECTED THE CAREER PROSPECTS OF TOURISM AND HOSPITALITY STUDENTS?</b> <i>SAVERIADES, ALEXIS (CYPRUS UNIVERSITY OF TECHNOLOGY) &amp; ANNA FARMAKI</i></p>	<p><b>FORMER MODEL SOCIALIST CITIES/TOWNS OF CENTRAL AND EASTERN EUROPE. DISSONANT HERITAGE OR HIDDEN TOURIST ASSET?</b> <i>PIOTROWSKI, PAWEL (UNIVERSITY OF ECONOMICS IN KATOWICE)</i></p>
10:40 – 11:10	<p><b>CONDITIONING FACTORS IN THE CHOICE OF STUDY ABROAD DESTINATIONS</b> <i>VICENTE, IVÁN (UNIVERSITY OF VALENCIA) &amp; JOSÉ M. PASTOR, MANOLI PARDO, ÁNGEL SOLER, ANTONIO MARÍN, CLARA MARTÍNEZ</i></p>	<p><b>FACTORS INFLUENCING THE INTEGRATION OF ICT IN TOURISM INDUSTRIES. THE CASE OF VIETNAM</b> <i>HOANG, SINH (TOMAS BATA UNIVERSITY IN ZLÍN) &amp; SANDEEP KUMAR DEY, ZUZANA TUCKOVA</i></p>

11:10 – 11:30	Coffee break
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**TRACK C.2 Visitors behaviour in offline/online contexts**

**Chair: Luisa Andreu (University of Valencia)**

**TRACK D.2 Modelling and forecasting techniques**

**Chair: Andrea Guizzardi (University of Bologna)**

11:30 – 12:00	<b>VARIABLES INFLUENCING VISITATION DECISIONS TO CONFLICT DESTINATIONS: THE EFFECT OF RELIGIOUS OBSERVANCE</b> <i>ALVAREZ, MARIA D. (BOGAZIÇI UNIVERSITY) &amp; SARA CAMPO, GALIA FUCHS</i>	<b>“I LIKE IT!”. A NEW METHODOLOGY FOR ASSESSING THE IMPACT OF CULTURAL INITIATIVES ON SUBJECTIVE WELLBEING THROUGH AUTOMATED TEXTUAL ANALYSIS</b> <i>MEREGHETTI, CECILIA (POLYTECHNIC UNIVERSITY OF TURIN) &amp; SARA BONINI BARALDI</i>
12:00 – 12:30	<b>VISITORS BEHAVIOUR IN THE CONTEXTS OF TEMPORAL AND PERMANENT EXHIBITIONS OF ARTS MUSEUM</b> <i>GORGADZE, ALEKSEI (UNIVERSITY OF TARTU) &amp; IULIIA TRABSKAIA</i>	<b>EXPLORING NEW DATA SOURCES FOR HOSPITALITY DEMAND PREDICTIONS AFTER PANDEMIC: APPLICATION OF SOCIAL NETWORKS</b> <i>MENDIETA-ARAGÓN, ADRIÁN (UNIVERSIDAD NACIONAL DE EDUCACION A DISTANCIA) &amp; JULIO NAVÍO-MARCO, TERESA GARÍN-MUÑOZ</i>
12:30 – 13:00	<b>HOW INTERFACE TECHNOLOGIES INFLUENCE TOURIST’S AFFECTIVE AND BEHAVIOURAL RESPONSES: A COMPARISON AMONG 2D, 360º AND VR</b> <i>SANCHEZ GARCIA, ISABEL (UNIVERSITY OF VALENCIA) &amp; ENRIQUE BIGNÉ, LUISA ANDREU</i>	<b>REVERSE ENGINEERING THE LAST-MINUTE ON-LINE PRICING PRACTICES: AN APPLICATION TO HOTEL</b> <i>GUIZZARDI, ANDREA (UNIVERSITY OF BOLOGNA) &amp; LUCA VINCENZO BALLESTRA, ENZO D’INNOCENZO</i>
13:00 – 14:00	Lunch	

**TRACK E.2 Online reviews and analytics**

**Chair: Iis Tussyadiah (University of Surrey, UK)**

**TRACK F.2 Tourism ecosystems and collaboration**

**Chair: Gabriel Coletti (Centro Senac)**

14:00 – 14:30	<p><b>RATE THE SUNSHINE. THE EFFECT OF WEATHER EXPECTATIONS WHEN REVIEWING HOTELS ONLINE.</b></p> <p><i>LEONI, VERONICA (BOLOGNA UNIVERSITY / DEPARTMENT OF ECONOMICS) &amp; PAOLO FIGINI, LAURA VICI</i></p>	<p><b>INTERNATIONALIZATION DYNAMICS IN THE HOTEL SECTOR: A THEORETICAL FRAMEWORK REGARDING ENTRY STRATEGIES OF MULTINATIONAL ENTERPRISES (MNE) TOWARDS BRAZILIAN MARKET</b></p> <p><i>COLETTI, GABRIEL (CENTRO UNIVERSITÁRIO SENAC) &amp; ROGERIO GOMES</i></p>
14:30 – 15:00	<p><b>EMOTIONS EXPRESSED IN TOURISTS' ONLINE REVIEWS. COMBINING THE NRC EMOTION LEXICON WITH DEEP LEARNING TECHNIQUES</b></p> <p><i>PÉREZ-CABAÑERO, CARMEN (UNIVERSITY OF VALENCIA) &amp; ENRIQUE BIGNÉ, ANTONIO CARLOS CUENCA, CARLA RUIZ</i></p>	<p><b>INVESTING IN ATTRACTIONS TO STIMULATE THE DEVELOPMENT OF A TOURISM DESTINATION. THE CASE OF MISANO ADRIATICO AND THE MISANO WORLD CIRCUIT</b></p> <p><i>BAGNARES, DAVIDE (UNIVERSITY OF BOLOGNA) &amp; FRANCESCO MARIA BARBINI, DEBORA CASOLI, MANUELA PRESUTTI</i></p>
15:00 – 15:30	<p><b>IMPACT OF SERVICE ROBOTS ON CUSTOMER SATISFACTION: THE MODERATING ROLE OF ONLINE REVIEW FEATURES</b></p> <p><i>MARIANI, MARCELLO (UNIV. OF READING &amp; UNIV. OF BOLOGNA) &amp; MATTEO BORGHI</i></p>	
15:30 – 16:00	Coffee break	



**TRACK G.2 Sustainability and responsible tourism**

Chair: Giulio Pattanaro (Independent Researcher)

**TRACK H.2 Talent management in tourism/hospitality**

Chair: Stefano Borzillo (Ecole Hôtelière Lausanne)

16:00 – 16:30	<b>PURSuing SUSTAINABILITY STRATEGIES FOR SMES IN HOSPITALITY: CHALLENGES AND OPPORTUNITIES</b> <i>BADIA, FRANCESCO (UNIVERSITY OF BARI ALDO MORO) &amp; GRAZIANA SARDONE</i>	<b>SPARKING PASSION IN GEN Z'S: MANAGING THE HOSPITALITY TALENT GAP</b> <i>BORZILLO, STEFANO (ECOLE HÔTELIÈRE DE LAUSANNE) &amp; AUGUSTO HASMAN</i>
16:30 – 17:00	<b>SUSTAINABILITY COMMUNICATION IN A TOURISM CONTEXT: A STUDY ON CONSUMER ENGAGEMENT</b> <i>NILSSON VESTOLA, JENNY (LULEÅ UNIVERSITY OF TECHNOLOGY)</i>	<b>ANALYSIS OF THE MAIN CHARACTERISTICS OF A CITY FOR ATTRACTING TALENT: A PRACTICAL APPLICATION FOR VALENCIA CITY</b> <i>MARÍN GARCÍA, ANTONIO (UNIVERSITY OF VALENCIA) &amp; CLARA MARTÍNEZ FUENTES, MANUELA PARDO DEL VAL, JOSÉ MANUEL PASTOR MONSÁLVEZ, IVÁN CARRIÓN VICENTE</i>
17:00 – 17:30	<b>RECOVERING RESPONSIBLY FROM THE COVID-19 PANDEMIC: THE CASE OF RAIL TOURISM</b> <i>PATTANARO, GIULIO INDEPENDENT RESEARCHER</i>	<b>LEARNING AND CREATIVITY IN A TRANSIENT SECTOR: THE CASE OF TOURISM AND HOSPITALITY BUSINESSES IN THE ARCTIC REGION</b> <i>SVENSSON, JOHANNA (LULEÅ UNIVERSITY OF TECHNOLOGY) &amp; MARIA EK STYVÉN, KAROLINA PARDING, ANNA NÄPPÄ</i>

	Conclusions and lessons learned: Wrap-up session Chairpersons
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***Affiliations of the co-authors are generally indicated in the online full papers***