



# 9<sup>th</sup> International Conference on Tourism Management and Related Issues

Venice, Italy, September 19-20, 2019

Chairpersons:

*Professor Marcello Mariani, University of Reading, UK*  
*Professor Mara Manente, Ciset, University Ca' Foscari, Venice*



CISSET

# 9<sup>th</sup> International Conference on Tourism Management and Related Issues

Thursday September 19, 2019

09:00 – 09:30	Registration
09:30 – 10:00	<b>WELCOME AND INSTITUTIONAL INTRODUCTION</b> <i>ANTONELLA BASSO - Prorector at Planning and Valuation, University of Venice</i> <i>MARCELLO MARIANI - Conference Chair</i> <i>MARA MANENTE – Local Hosts and Conference Chairs</i>
10:00 – 11:00	<b>KEYNOTE ADDRESS</b>  <i>MAKING TOURISM MORE SUSTAINABLE: THE ROLE OF MARKETING –</i> <b>SCOTT MCCABE - Nottingham University - U.K.</b> <i>Discussant : MARCELLO MARIANI</i>  <b>Q&amp;A</b>
11:00 – 11:30	Coffee Break
	<b>TRACK A : Sustainability and CSR</b>  <b>Track Chair : MARA MANENTE</b>
11:30 – 12:00	<i>MEASURING THE TOURIST CARRYING CAPACITY IN THE CITIES OF ART: THE CASE OF UNESCO WORLD HERITAGE SITE - HISTORIC CENTRE OF FLORENCE</i> <i>LIBERATORE, GIOVANNI - PAOLA BIAGIONI &amp; VIRNA TALIA</i>
12:00 – 12:30	<i>DEVELOPING CORPORATE RESPONSIBILITY IN AN AIRLINE</i> <i>BERAZHNY, IVAN</i>

12:30 – 13:00	EXPLORING THE LOGICS OF SUSTAINABILITY REPORTING IN INTERNATIONAL HOTEL GROUPS PETRY, TANJA & MIREIA GUIX	
13:00 – 14:00	Lunch	
	<b>TRACK B : Tourism Product And Entrepreneurship</b> <b>Track Chair: MARCELLO MARIANI</b>	<b>Track C: Hospitality Management and Performance</b> <b>Track Chair: GIOVANNI LIBERATORE</b>
14:00 – 14:30	BOUNDED BY OR EXPANDING BEYOND INHERITED KNOWLEDGE – A CASE ANALYSIS OF EMPLOYEE SPINOFFS IN TOURISM INDUSTRY NAJDA-JANOSZKA, MARTA & SEBASTIAN KOPERA	INCONSISTENT ORGANIZATIONAL IMAGES OF LUXURY HOTELS: A QUALITATIVE STUDY TO EXPLORE CURRENT EMPLOYEES' PERCEPTIONS KANWAL, HIRA & GREET VAN HOYE
14:30 – 15:00	INVESTIGATING THE MOTIVATING VALUES OF MICRO AND SMALL SIZED ACCOMMODATION OWNER/MANAGERS TO ENTER INTO (SUSTAINABLE) ENTREPRENEURSHIP VRENEGOOR, FEMKE ANTONIA	WHAT ATTRACTS APPLICANTS TO HOSPITALITY ORGANIZATIONS: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH SUGGESTIONS PETRY, TANJA
15:00 – 15:30	DINING OUT IN FINLAND KAUHANEN, SINI	HOTEL REVENUE MANAGER: ROLE AND COMPETENCIES VARRA, LUCIA - CLAUDIO ROSSI
15:30 – 16:00	Coffee Break	
	<b>TRACK D : Partnerships and Emerging Forms of Tourism</b> <b>Track Chair: KATARZYNA CZERNEK-MARSZAŁEK</b>	<b>TRACK E : ICT, Digital Technologies And Sustainability</b> <b>Track Chair: MARCELLO MARIANI</b>
16:00 – 16:30	THE SHARING ECONOMY IMPACT ON INTER-ORGANIZATIONAL COOPERATION IN THE TOURISM SECTOR CZERNEK-MARSZAŁEK, KATARZYNA - PATRYCJA KLIMAS - DAGMARA WÓJCIK & PATRYCJA JUSZCZYK	FACTORS INFLUENCING PURCHASE INTENTION OF TOURISM-RELATED PRODUCTS AND SERVICES THROUGH MOBILE COMMERCE FERREIRA, JORGE - ROBERTO PESSOA DE QUEIROZ FALCAO MURILO & CARRAZEDO M. DA COSTA FILHO
16:30 – 17:00	A NIGHT TO REMEMBER: STAGING MEMORABLE EXPERIENCES WITH SENSORY TOOLS GULBRANDSØY, PIA & INGUNN ELVEKROK	DO CONSUMERS CARE ABOUT CSR IN THEIR ONLINE REVIEWS? AN EMPIRICAL ANALYSIS D'ACUNTO, DAVID
17:00 – 17:30	SUCCESSFUL HR PARTNERSHIPS BETWEEN UNIVERSITIES AND HOTEL CHAINS – IMPACTS AND DEPENDENCIES BOHNE, HARTWIG	

17:30 – 18:00	<i>“Getting published in Annals: tips for success and Q&amp;A”, SCOTT MCCABE - Nottingham University - U.K. (Co-editor in Chief, Annals of Tourism Research)</i>
18:00-18:30	Guided tour
20:00	<i>Optional Dinner at the Restaurant Casin dei Nobili (<u>on basis of the registrations</u>)</i>

## Friday, September 20, 2019

	<b>TRACK A: Transportation And Weather Issues In Tourism</b> <b>Track Chair: GIULIO PATTANARO</b>
09:30 – 10:00	<i>RIVALRY IN THE AIRLINE MARKET: PRODUCT DIFFERENTIATION AND STRATEGIC GROUPS RUIZ, FELIPE - FRANCISCO MAS-RUIZ &amp; FRANCO SANCHO-ESPER</i>
10:00 – 10:30	<i>GETTING TOURISTS ON BOARD: HOW TRAIN OPERATORS ARE ATTRACTING TOURISTS PATTANARO, GIULIO</i>
10:30 – 11:00	<i>IMPACT OF RAIN ON THE EFFICIENCY OF THE HOSPITALITY INDUSTRY IN LAKE DESTINATIONS: A DEA MODELLING APPROACH SIMONA FRANZONI, MARCELLO M. MARIANI, CRISTIAN PELIZZARI</i>
11:00 – 11:30	Coffee Break
	<b>Track B: Destination and Event Management, Marketing, Policies and Development</b> <b>Track Chair: MALGORZATA OGOROWSKA</b>
11:30 - 12:00	<i>THE ROLE OF A BIG EVENT IN REGIONAL DEVELOPMENT: TOURISM, LOCAL INVOLVEMENT AND CO-CREATION COLANGELO, DELIO - ANGELA PEPE &amp; ANNALISA PERCOCO</i>
12:00 – 12:30	<i>VALUE CREATION OVER TIME: THE APPLICATION OF IIRC INTEGRATED REPORTING FRAMEWORK TO DEMONSTRATE THE VALUE OF MEETINGS BUSINESS NISHIMOTO, KEIKO</i>

12:30 – 13:00	ANALYSIS OF LOCAL TOURISM TAXES IN SELECTED EUROPEAN COUNTRIES IN CONDITIONS OF COLLABORATIVE ECONOMY PLZÁKOVÁ, LUCIE
13:00 – 14:00	Lunch
	<b>Track C: Strategic and operational Marketing in tourism</b> <b>Track Chair: SCOTT McCABE</b>
14:00 – 14:30	DEVELOPING AGILE MARKETING CAPABILITY IN ORGANIZATIONS: A MATURITY FRAMEWORK MOI, LUDOVICA - FRANCESCA CABIDDU - MAMELI MASSIMILIANO
14:30 – 15:00	CREATIVITY AS AN EMPLOYER BRAND VALUE IN TOURISM AND HOSPITALITY MARIANI, MARCELLO - ANNA NÄPPÄ & MARIA EK STYVÉN
15:00 – 15:30	Coffee Break
15:30 – 16:00	DYNAMIC PRICING AND PRESERVATION POLICIES OF CULTURAL HERITAGE SITES: AN OPTIMAL CONTROL PERSPECTIVE OGONOWSKA, MALGORZATA - RÉGIS CHENAVAZ & DOMINIQUE TORRE
16:00 – 16:30	EXPLORING OPPORTUNITIES IN MATCHMAKING: THE CASE OF ITINERANT SOMMELIERS IN RESTAURANTS ALFREDO MANUEL COELHO, VÍCTOR MANUEL CASTILLO-GIRÓN; NICOLAS WIBART
16:30 – 16:45	<b>Conclusions and lessons learned: Wrap-up session</b> <b>Chairpersons</b>

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## LIST OF PARTICIPANTS

(as per September 9)

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