

**ISCONTOUR 2013, Salzburg University of Applied Sciences, Austrian  
Tentative Conference Programme, version 14 January 2013**

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| 9:00 - 09:15  | <b>Welcome, Conference Opening</b><br>Roman Egger, Christian Maurer (ISCONTOUR 2013 Conference Chairs)   |   |
| 9:15 - 10:45  | <b>Keynote Presentations Rectors</b><br>Rector Eva Werner (IMC University of Applied Sciences, Krems)<br>Rector Kerstin Fink (Salzburg University of Applied Sciences)<br><br><b>Keynote Presentation</b><br>Ulrike Gretzel (University of Wollongong, Australia): New Frontiers of Tourism Research   |   |
| 10:45 - 11:15 | <b>Coffee Break</b>  |   |
| 11:45 - 12:45 | <b>Presentations of Research Papers</b>  |   |
|               | <b>Social Media</b><br><br>Social Network Marketing: The Implementation Reasons for Small Hostels in New Zealand. (Kim Boes)<br><br>An Investigation on the Acceptance of Facebook. (Nina Enter, Elina Michopoulou)<br><br>Online Brand Reputation and Social Media: The Monaco Hotel Case. (Alexis Chapman, Corine Cohen)                                   | <b>Tourism Product Development</b><br><br>Visually Impaired Visitors in Garden Tourism Attractions. (Agnes Kraushofer)<br><br>The Authentic Experience - Exemplified on the Association Hohe Tauern Health<br><br>Creative Garden Tourism as a Niche Segment of Cultural Tourism with a Special Focus on "Die Gärten Niederösterreichs". (Hannah Payer)             |
| 13:00 - 14:00 | <b>Lunch Break</b>   |   |
| 14:00 - 15:30 | <b>Presentations of Research Papers</b>  |   |
|               | <b>Information and Communication Technologies</b><br><br>A Survey of Augmented Reality Technology Applied in Mobile Tourism. (Philipp Allerstorfer)<br><br>NFC-enabled Mobile Destination Cards. (Jessika Weber)<br><br>eFitness of Destination Websites - Still More to Go. (Michael Duerr, Nicole Küng, Roland Schegg, Brigitte Stangl)                    | <b>Branding &amp; Co-Creation</b><br><br>Branding at the Wine & Spa Resort Loisium, Langenlois - An Evaluation of the Awareness Level and Brand Image. (Vicktoria Faulhammer)<br><br>Brand Marketing of the Carpathians. (Iana Bilynets)<br><br>Crowdsourcing in the Tourism Industry - Using the Example of Ideas Competition in Tourism Destinations. (Igor Gula) |
| 15:30 - 16:30 | <b>Coffee Break</b>  |   |
| 16:30 - 17:00 | <b>Presentations of Research Papers</b>  |   |
|               | <b>Marketing and Management</b><br><br>A Crisis Management in the Tourism Hospitality Industry: A Review of the Theoretical and Empirical Literature and Suggestions for Future Work. (Hafez Mansour)<br><br>Dark Tourism. (Manuela Poellmann)<br><br>Consideration of Multicultural Learning in Conference Content and Programme Design. (Anjalina Pradhan) | <b>Sustainable Tourism</b><br><br>Stakeholder Involvement in Sustainable Tourism Development and Planning. (Johannes Sréter)<br><br>Sustainable Mass Tourism: Contradiction or Necessity? (David Bourdin)<br><br>Corporate Social Responsibility - the Sports Sponsoring Activation Tool of the Future. (Gudrun Datler)   |
| 17:00 - 17:30 | <b>Conference Closing and Outlook to ISCONTOUR 2014 at the IMC University of Applied Sciences in Krems</b>   |   |
| 19:30 - late  | <b>Social Programme</b>  |   |