

## Monday, 15 May

08:30-09:30	Registration	
	ROOM 017	
09:30-10:00	Opening by Prof. Lorenzo Cantoni (IFITT President), Dr. Lidija Lalicic (Director of IFITT Next Generation) Dr. Barbara Neuhofer (DSS Chair)	
10:00-10:30	Insights from the life of a young academic Keynote Presentation, Dr. Lidija Lalicic (Modul University)	
10:30-11:30	Panel discussion: Master and PhD Journeys: Challenges, Best Practice and Outlooks	
11:30-12:00	Coffee Break	
12:00-12:30	eTourism: Past - Present - Future Keynote Presentation by Prof. Dr. Andrew Frew	
12:30-13:00	Heritage, Tourism and ICTs Keynote Presentation by Prof. Dr. Lorenzo Cantoni	
13:00-14:00	Lunch Break	
14:00-15:30	Creating your online brand identity by Dr. Barbara Neuhofer (Salzburg University of Applied Sciences) Mentoring session and CV evaluation	
15:30-16:00	Coffee Break	
	ROOM 017	ROOM 110
16:00-17:00	Writing and Submitting Research Papers Dr. Anita Zehrer (Management Center Innsbruck)	Eyetracking in Tourism Research Mattia Rainoldi, MSc (Salzburg University of Applied Sciences)
17:00-18:00	The Art of Research Design Dr. Valentini Kalargyrou (University of New Hampshire)	Applicability of Explicit and Implicit Measures Mag. Dr. Martin Waiguny (IMC University of Applied Sciences Krems)
19:00	Welcome Reception @ Stiegl Brauwelt	

# Tuesday, 16 May

from 08:00	Registration			
	ROOM Audimax / Plenary Hall			
08:30-09:00	Conference Opening by ISCONTOUR founders FH-Prof. Dr. Roman Egger, FH-Prof. Mag. Christian Maurer and Prof. Mag. Dr. Gerhard Blechinger, Rector of the Salzburg University of Applied Sciences			
09:00-09:30	Challenges of Family Businesses in Tourism Keynote Presentation, Dr. Anita Zehrer (Management Center Innsbruck)			
09:30-10:00	If Data is King - Are Insights King Kong? Keynote Presentation, Dr. Clemens Költringer (Vienna Tourist Board)			
10:00-10:30	Coffee Break			
	ROOM 110	ROOM 017	ROOM 018	ROOM 019
10:30-12:00	<p><b>Research Focus: Experience</b></p> <p>Service With a Smile: Enhancement on Customer Satisfaction (John Ka Po Chan; Institute for Tourism Studies, Macao)</p> <p>Pictures with a meaning - How photography affects the travel experience (Magdalena Patz, Sabine Sarlay, Sandra Hettegger, Elisabeth Puschan, Johanna Röck; FH Salzburg, Austria)</p> <p>Experiential Marketing in Service - Designing Multisensory Customer Experiences (Svenja König; Hochschule Kempten, Germany)</p> <p>Gamification as a tool to enhance the experience of museum visitors (Teresa de Pablo, Akwasi Boadi; FH Salzburg, Austria)</p>	<p><b>Research Focus: AR &amp; VR</b></p> <p>Virtual Reality: Triggering Emotions in Tourism Marketing (Julia Beck; FH Salzburg, Austria)</p> <p>Virtual Reality: An Innovative Sneak Preview for Destinations (Veronika Driescher, Alina Lisnevskaja, Jennifer Relota, Anna Stavinska, Daria Zvereva; FH Salzburg, Austria)</p> <p>Augmented Reality as a tool to improve the experience of customers at Dark Tourism Sites (Larissa Neuburger, Daniel Kovacs-Zimboras, Anuj Pandey, Erdi Göküseyin; FH Salzburg, Austria)</p>	<p><b>Research Focus: Destination I</b></p> <p>Pilgrimage Routes in the Alps - A Case Study of Mariazell (Lisa Streng; IMC Krems, Austria)</p> <p>Boiling Summers - A Threat for Alpine Regions? (Marcella Manzl; IMC Krems, Austria)</p> <p>Tracking visitors' spatial-temporal behavior through GPS Technology at Salzburg Open-Air Museum (A Case Study) (Niloufar Rouzbeh, Stefanie Kappler, Marieta Parleva, Kalliopi Margari; FH Salzburg, Austria)</p>	<p><b>Research Focus: Management &amp; Marketing I</b></p> <p>A demand-side analysis of visitors to a video gaming event in South Africa (Zacharias Johannes Bosch; North-West University, South Africa)</p> <p>Exploring Green Hotel's Communication and Environment Education Methods and Guest Involvement in Macau (Jing Li; Institute for Tourism Studies, Macao)</p> <p>Work Related Pressures of Front-Office Employees and their effects on Job Performance - A case study (Roberta Belotti; Bournemouth University, Spain)</p>
12:00-13:00	Lunch Break			
13:00-14:30	<p><b>Research Focus: ICT I</b></p> <p>Promoting cooperation in destinations through ICT: The case of Rovaniemi (Hannes Thees; Catholic University Eichstaett-Ingolstadt, Germany)</p>	<p><b>Research Focus: Consumer Behavior I</b></p> <p>Why Do People buy Luxury Products? (Yinyi Huang; Institute for Tourism Studies, Macao)</p>	<p><b>Research Focus: Destination II</b></p> <p>Qualitative Approach to Understanding Macao Residents' Attitude Toward the Macao Grand Prix (Qiqing Huang; Institute for Tourism Studies, Macao)</p>	<p><b>Research Focus: Management &amp; Marketing II</b></p> <p>Success of Boutique Hotels - Development in the German Speaking Area (Melanie Fraiss; FH Salzburg, Austria)</p>

13:00-14:30	<p><b>Research Focus: ICT I</b></p> <p>The Effects of Online Customers' Review to Tourists' Attitudes and Intentions of Festival: The Case on Lusofonia Festival in Macau (Chi Ian Ma; Institute for Tourism Studies, Macao)</p>	<p><b>Research Focus: Consumer Behavior I</b></p> <p>The influence of lifestyle, travel behavior and event attributes on the commitment of endurance athletes (Esmarie Myburgh; North-West University, South Africa)</p> <p>Drink, Love, Pay: Influence of extrinsic factors on wine quality perception and purchase intention (Yue Shi; Institute for Tourism Studies, Macao)</p>	<p><b>Research Focus: Destination II</b></p> <p>Consumer Travel Motivations in a Cannabis Tourism Context: A Comparative Study of Amsterdam and Denver (Maik Gevers; IMC Krems, Germany)</p>	<p><b>Research Focus: Management &amp; Marketing II</b></p> <p>Do online travel agencies deceive customer? Conceptual review with focus on ethics (Sandra Metz, Emina Velic, Yen Nguyen, Christian Furtner; FH Salzburg, Austria)</p> <p>Front Office and Food &amp; Beverage Employees' Optimistic Bias on Promotion Perception and Its Negative Association with Turnover Intention ( Maria Joela Ison, Institute for Tourism Studies, Macao)</p>
14:30-15:00	Coffee Break			
15:00-16:30	<p><b>Research Focus: ICT II</b></p> <p>Study of Visitors' Perception of a Beacon-based Museum Guide: Case of Salzburg Museum (Maria Maslova, Volha Famina, Mamadou Faye, Abdul Karim El Najjar, Samir Shrestha; FH Salzburg, Austria)</p> <p>Difference of comments perception between men and women on destination picture promoted on Facebook (Damyan Kanchev, Jing Ou, Irisha Pak; FH Salzburg, Austria)</p> <p>The Design Factors Influence the Perceived Quality of Hotel Website (Winnie Sin; Institute for Tourism Studies, Macao)</p>	<p><b>Research Focus: Consumer Behavior II</b></p> <p>Are there any different motivational reasons between visitors and residents in attending a festival: A case study in Macau (Ceci Ng; Institute for Tourism Studies, Macao)</p> <p>The Overseas Summer Internship by Chinese Students: Motivations and Perceived Value (Xiao Hu; Plymouth University, UK)</p> <p>How Consumer Perceptions of Customization Be Affected by the Consumption Behaviors and the Levels of Constumization (Yuan Mo; Institute for Tourism Studies, Macao)</p> <p>Food Choice Values at Home and on Holiday: A Value-Based Comparison (Verena Beer; IMC Krems, Austria)</p>	<p>Paper Presentations</p> <p>IFITT Doctoral Summer School</p>	<p>Paper Presentations</p> <p>IFITT Doctoral Summer School</p>
ROOM Audimax / Plenary Hall				
17:00-17:30	Best Paper Award Ceremony & Best ICT Paper Award Ceremony (sponsored by IFITT)			
17:30-18:00	Conference Closing and Outlook to ISCONTOUR 2018			
from 19:30	Social Programme organised by WISIT (Worldwide Innovative Students in Tourism)			