ISCONTOUR 2014 - 5-6 May 2014 Conference Programme
IMC University of Applied Sciences Krems, Austria
IMC University of Applied Sciences International Meeting Centre, Campus Krems, Building G1

Monday, 5 May 2014

Time	
11:00-13:00	**Conference Registration (please bring a print-out of your registration ticket)**
13:00-17:00	**Research Methodology Workshop** ROOM: Plenary Hall **Session 1**: Complexity and network science in tourism (Rodolfo Baggio, Bocconi University, Milan, Italy) **Session 2**: Uncovering travellers' expectations through 'netnography': an innovative approach to market research (Stefanie Gallob, European Travel Commission, Brussels) **Coffe Break --- Poster Presentations "Tourism in Georgia - Research in Progress"** **Session 3**: Students' stories of Surinam: Using narrative inquiry to understand field trip experience (Inge Hermann, Saxion University of Applied Sciences, The Netherlands)
18:00-22:00	**Social Programme**: Wine tasting @ Lenz Moser (Rohrendorf) - Transfer with organised bus shuttle from Conference Centre; leaving right after the research workshop

Tuesday, 6 May 2014

Time	
08:00 - 09:00	**Conference Registration (please bring a print-out of your registration ticket)**
09:00 - 09:30	**Welcome, Conference Opening** **ROOM: Plenary Hall** Roman Egger, Christian Maurer (ISCONTOUR 2014 Conference Chairs) Eva Werner (Rector of IMC University of Applied Sciences, Krems)
09:30 - 10:30	**Keynote Presentation** Brigitte Stangl (University of Surrey, United Kingdom): The experience economy, co-creation and its implications for the tourism industry and research
10:30 - 11:00	**Coffee Break**
11:00 - 12:30	**Presentations of Research Papers**

	ROOM: Plenary Hall	ROOM: E25	ROOM: E26
	Research Focus: Tourism Consumer Behavior *Moderator: Christian Maurer* *Harnessing the power of football: Safety-risk perceptions of sport tourists at the 2013 FIFA Confederations CupTM in Brazil.* (David Jenkins, University of Cape Town, South Africa) Social capital and its impact on collaboration behaviour of tourism stakeholders in Albania (Mersida Mokci, University of Shkodra Luigj Gurakuqi, Albania) Skiing, climatic changes and the environment: A study into the perception of tourists in Austria (Astrid Fehringer, MCI Innsbruck, Austria) Gender related differences in snow sports as a potential of alpine destinations (Monika Heeb-Lendi, HTW Chur, Switzerland)	**Research Focus: Tourism Product Development** *Moderator: Stephanie Tischler* Promoting Culinary Heritage for Indonesian Tourism Development (Mustain Mahrus, University of Calabria, Indonesia) The Role of Urban Legislation in the Development of a Tourism Destination: a Focus on the Local Community (Patrizia Rozada Aller, European Master in Tourism Management, Spain) Youthful musicians travelling - Development of the concept of a music-trip for the German youth travel market (Maike Radermacher, HS Bremen, Germany) Success Factors of Academic Conferences: A Triangulated Conjoint Analysis (Anna Ganthaler, Salzburg University of Applied Sciences, Austria)	**Research Focus: Tourism Marketing & Management** *Moderator: Roman Egger* I (love) Destination - An analysis of the linguistic composition of campaign slogans and their relevance for destination branding (Karina Gentgen, Europäische Master in Tourism Management, Germany) Understanding the Meaning and Possibilities of Empowerment in Community-Based Tourism in Bali (Claudia Dolezal, University of Brighton, Great Britain) Using Colour as an Indicator of Mood Induced by Destination Advertisement Music (Kristof Tomey, European Master in Tourism Management, Spain)
12:30 - 13:30	**Lunch Break**		

13:30 - 15:00	Presentations of Research Papers		
	ROOM: Plenary Hall	ROOM: E25	ROOM: E26
	Research Focus: ICTs - Destination Focus *Moderator: Christian Maurer* Website Evaluation for Destinations: The application of an extended theoretical framework (Dieu Tran, University of Surrey, Great Britain) Success Factors in Shaping the Customer Journey on National Tourism Organisations' Destination Websites (Stefanie Katharina Gallob, IMC FH Krems, Austria) Using the Web to Motivate to Experience a City and its Social Life. A Case Study of PlanetLinz (Philipp Allerstorfer, Johannes Kepler University, Austria)	**Research Focus: Sustainability in Tourism** *Moderator: Stephanie Tischler* Pilgrims – Potential Peril or Promising Potential for Sustainability? Sustainability Challenges in the Management of the Camino de Santiago (Elena Sibireva, University of Girona, Spain) Burnout as a Corollary of Event Management - Is the Event Industry too demanding? (Elisabeth Pammer, IMC FH Krems, Austria) Ecotourism: An Opportunity for Jaguar Conservation? (Silvia Greve, Saxion University, Netherlands) Sustainability in the Global Tourism Industry: Good Practice Initiatives from the Private and Public Sector. El Hierro 100% Renewable Energies (Azucena Blanco Sanchez, Universidad Rey Juan Carlos, Spain)	**Research Focus: Tourism Marketing & Management** *Moderator: Roman Egger* Efficient Human Resource Management Methods to win the 'War for Talents' in Spa Management Positions (Claudia Rumpf, IMC FH Krems) Application of Yield Management Policies for Cultural Heritage Institutions. The Case of the Arena in Verona (Selene Marogna, IMC FH Krems, Austria) Nation Brand weds Chocolate Label: A Sustainable Marriage? (Kerstin Dohnal, Austria)
15:00 - 15:30	Coffee Break		
15:30 - 17:00	Presentations of Research Papers		
	ROOM: Plenary Hall	ROOM: E25	
	Research Focus: Information- and Communication Technologies *Moderator: Roman Egger* Imagineering Principles - A Conceptual Framework to Enhance Virtual Experience on Touristic Websites (Julia Eisenloeffel, FH Salzburg, Austria) Content Management Systems for mobile, context dependent Augmented Reality applications (Mario Lengheimer, FH Campus 02, Austria) Branding and website communication, still a long path. (Sara Vinyals-Mirabent, Pompeu Fabra University, Spain)	**Research Focus: Sustainability in Tourism - Community Focus** *Moderator: Stephanie Tischler* Community Participation: A Tool for Inclusive Tourism Development in the Developing Countries (Preeti Omkar, Maulana Azad National Institute of Technology, India) Community involvement and management organisations' interaction in a UNESCO classified area: issues from Porto World Heritage Site (Susana Rachao, Polytechnic Institute of Viana do Castelo, Portugal) Do German tour operators acknowledge their responsibility for destinations? (Isabelle Nyns, Cologne Business School, Germany)	
17:00 - 17:30	**Best Paper Award Ceremony** (Authors of the best 3 research papers will receive a price) **Best ICT Paper Award Ceremony** (Authors of the 3 best ICT research papers will receive a price) ROOM: Plenary Hall		
17:30 - 18:00	**Conference Closing and Outlook to ISCONTOUR 2015**		
19:30 - late	**Social Programme: ISCONTOUR Networking Party @ Heuriger Müllner, Krems, Stadtgraben 50)**		