ISCONTOUR 2015 - 18-19 May 2015 Conference Programme
Salzburg University of Applied Sciences, Austria

Monday, 18 May 2015

Time			
11:00-12:30	Conference Registration (please bring a print-out of your registration ticket)		
	Research Methodology Workshop		
12:30-14:30	**ROOM: 017** Session 1: Design Research: Explorative, Generative, and Evaluative Methods *(Iis P. Tussyadiah, Washington State University Vancouver, USA)*	**ROOM: 018** Session 2: Social entrepreneurship: The role of hospitality and tourism *(Po-Ju Chen, University of Central Florida, USA)*	**W-LAN: iscontour** **Password: iscontour2015**
14:30-15:00	Coffee Break		
15:00-17:00	Session 3: How to tackle Information Overload? *(Sofia Reino, University of Bedfordshire, UK)*	Session 4: Fundamentals of experimental research designs – a hands-on training session *(Nicole Wiggert, University of Salzburg, Austria)*	
	Social Programme: Beer discovery journey at "Stiegl Brauwelt" The organised bus leaves at 17:30 from our campus		

Tuesday, 19 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: Audimax** Roman Egger, Christian Maurer (ISCONTOUR 2015 Conference Chairs) Kerstin Fink (Rector of Salzburg University of Applied Sciences) Stefanie Gallob (European Travel Commission)		
09:30 - 10:30	**Keynote Presentation** Iis P. Tussyadiah (Washington State University Vancouver, USA): **Personal Technology and Tourism Experience**		
10:30 - 11:00	Coffee Break		
11:00 - 12:30	**Presentations of Research Papers**		

	ROOM: Audimax	ROOM: 110	ROOM: 055
	Research Focus: Smart Tourism Moderator: Sofia Reino The Smart Map - Measuring the Perceived Value of an Innovative City Map (Emre Ronay, Salzburg University of Applied Sciences, Austria) The Use of Smart Technology in Tourism: Evidence from Wearable Devices (Roland Atembe, Feisal Abdalla, Salzburg University of Applied Sciences, Austria) A Scenario Technique Application to Implement Smart City Concepts in Tourism Destinations (Emre Ronay, Salzburg University of Applied Sciences, Austria)	**Research Focus: Customer Loyalty** *Moderator: Iis Tussyadiah* Social E-couponing and Customer Loyalty in the Tourism Industry (Stefanie Bohacek, Vienna University of Economics and Business, Austria) Value Formation of Loyalty Programs in the Hotel Industry: Starwood Preferred Guest, Marriott Rewards, Hyatt Gold Passport (Ksenia Lakhtina, Modul University Vienna, Austria) Tourism products in Deal of the Day Platforms: key drivers to repurchase and e-loyalty (Dorothy Alinda, Raquel Daneluz, Paula Harasymowicz, Tatiana Yano, Salzburg University of Applied Sciences, Austria)	**Research Focus: Sustainable Tourism** *Moderator: Eva Brucker* Local Entrepreneurs' Perceptions of Cruise Tourism's Economic Impacts: The Case of Kavala in Greece (Nikolaos Chrysanidis, University of Surrey, United Kingdom) An Analysis of the Voluntary Carbon-Offsetting Behaviour of German Tourists (Dirk Reiser, Isabell Wulfsberg, Cologne Business School, Germany)

Time			
12:30 - 13:30	Lunch Break		
13:30 - 15:00	**Presentations of Research Papers**		

	ROOM: Audimax	ROOM: 110	ROOM: 055
	Research Focus: ICTs *Moderator: Egger Roman* Outernet technologies in tourism: a conceptual framework and implications for the industry (Paula Harasymowicz, Salzburg University of Applied Sciences, Austria) The Acceptance of LBS in Tourism Destinations - Case Study: Wörthersee (Bianca Hinterdorfer, Maximiliane Frey, Julia Krippel,Anton Wrann, Salzburg University of Applied Sciences, Austria) The digital divide and user experience of blind and visually impaired tourists (Horvath Zsófia, Agnes Kraushofer, Ekaterina Pok, Sina Wedl, Salzburg University of Applied Science, Austria)	**Research Focus: Human Resource Management** Moderator: Po-Ju Chen The Advantages of the "Great Place to Work" award for companies in the tourism industry and its' role in job application and job choice decisions of applicants in the German-speaking countries (Ekaterina Pok, University of Salzburg, Austria) The Glass Ceiling in the Tourism Sector (Marta Ortega Martínez, Cristina Figueroa Domecq, Mónica Segovia, IMC University of Applied Sciences Krems, Austria)	**Research Focus: Social Media - User Generated Content** *Moderator: Christian Maurer* Online Hotel Reviews: Rating Symbols or Text … Text or Rating Symbols? That is the question! - A study of the importance placed on rating symbols in comparison to text items in positive and negative online hotel reviews (Miriam Hauschild, Johanna Aicher, Martina Zöhrer et al., Salzburg University of Applied Sciences, Austria) Small medium sized hotels and use of social media, the case of Austria (Gouhar Ali, University of Salzburg, Austria)

Time			
15:00 - 15:30	Coffee Break		
15:30 - 17:00	**Presentations of Research Papers**		

	ROOM: Audimax	ROOM: 110	ROOM: 055
	Research Focus: Destination Marketing *Moderator: Gerfried Fleckl* The impact of longer visits on destination image perception: the case of exchange students in University of Ljubljana (Konstantinos Vitoratos, University of Ljubljana, Slovenia) Seeing, Feeling, Smelling, Hearing, and Tasting Austria: A Qualitative Study of Austria's Destination Image (Andrea Ettinger, Vienna University of Economics and Business, Austria) Film-Induced Tourism: The Use of Film as a Marketing Tool and its Impact on the Austrian Tourism Industry (Florentine Ramböck, Salzburg University of Applied Sciences, Austria)	**Research Focus: Destination Fokus** *Moderator: Werner Taurer* A critical analysis on the implementation, activeness and level of engagement of Destination Marketing Organizations across social media platforms of YouTube & Google+ (Sarah Nelum Rajika Wijesinghe, Magdalena Pozgaj, University of Surrey, United Kingdom) Service Design for Product Development in Tourist Destinations (Janosch Untersteiner, MCI Innsbruck, Austria)	**Research Focus: Destination Branding** *Moderator: Sofia Reino* Luxury Tourism and Destination Branding: A Case Study of the Tourism Destination Vienna (Cathrine S. Latzenhofer, Modul University Vienna, Austria) Paris destination image from Asian students' point of view (Claire Dupain, Olga Novitskaya, Glion IHE, Switzerland)

Time	
17:00 - 17:30	**ROOM: Audimax** **Best Paper Award Ceremony** (Authors of the best 3 research papers will receive a price) - Sponsored by SalzburgerLand and Springer **Best ICT Paper Award Ceremony** (Authors of the 3 best ICT research papers will receive a price) - Sponsored by IFITT
17:30 - 18:00	Conference Closing and Outlook to ISCONTOUR 2016
19:30 - late	Social Programme: ISCONTOUR Networking Get-together in the "*Sternbräu Salzburg* "- Organised by WISIT