

### MONDAY, 23 MAY 2016

11:00 - 12:30	<b>Conference Registration</b> (please bring a print-out of your registration ticket)	
<b>Research Methodology Workshop</b>		
12:30 - 14:30	<b>ROOM: E 25</b> <b>Session 1:</b> (Intermediate Level) Mag. Stephanie Tischler (IMC University of Applied Sciences Krems) The Art of Questionnaire Design	<b>ROOM: Plenary Hall</b> <b>Session 2:</b> (Advanced Level) Dr. Inga Carboni (College of William & Mary's Raymond A. Mason School of Business) It's not what you know, it's who you know: Analyzing relational structures to understand and predict behavior.
14:30 - 15:00	<b>Coffee Break</b>	
15:00 - 17:00	<b>Session 3:</b> Dr. Barbara Neuhofer (University of Bournemouth) Qualitative Research Methods	<b>Session 4:</b> Dr. Claus Ebster (Vienna University) Experimental marketing research in tourism
<b>Social Programme:</b> Wine Tasting Experience at Winery Lenz Moser, Rohrendorf near Krems		

### TUESDAY, 24 MAY 2016

08:00 - 09:00	<b>Conference Registration</b> (please bring a print-out of your registration ticket)
09:00 - 09:30	<b>Welcome, Conference Opening</b> ROOM: Plenary Hall FH-Prof. Dr. Roman Egger, FH-Prof. Mag. Christian Maurer (ISCONTOUR 2016 Conference Chairs) FH-Prof. Mag. Eva Werner, Rector of the IMC University of Applied Sciences Krems
09:30 - 10:30	<b>Keynote Presentation</b> Melanie Kay Smith, PhD (Budapest Metropolitan University of Applied Sciences, Hungary) Overwhelmed by Wellness? Time to put the Health back into Health Tourism!
10:30 - 11:00	<b>Coffee Break</b>

11:00 - 12:30 <b>Presentations of Research Papers</b>		
<b>ROOM: Plenary Hall</b>	<b>ROOM: E 25</b>	<b>ROOM: E 23</b>
<b>Research Focus: Social Media</b> <b>Moderator: Roman Egger</b> Means of Social Media Communication by Tourist Information Centres: Vilnius Tourist Information Centre case study (Dovile Jankauskaite, Lithuania) Social Destinations – An Exploratory Study of Social Media Use by Destination Marketing Organisations (Dean Creevey, Ireland) Services Industry: An Assessment of Social Media Campaigns and the Importance of Consumer Engagement (Neringa Rackauskaite, Lithuania; Fathiya Al Kindi, Oman; Nikisha Rabess, Dominica; Jenny Suno Wu, Italy; Stefan Ebanks, Cayman Islands and Viktoriia Sidorova, Russia)	<b>Research Focus: Destination I</b> <b>Moderator: Christian Maurer</b> The Role of Contemporary Visual Art in Formation of Destination Tourist Brand (Lulia Shuliateva, Russia) Wine Tourism: A Rural Perspective. A comparative case study of Mantua and its potential to enhance the touristic competitiveness through wine tourism-related practices. (Anna Roncaglia, Italy) European Health Insurance Card as a tourism insurance in different EU health care systems (Kajetan Suchecki, Poland)	<b>Research Focus: Consumer Behavior</b> <b>Moderator: Stephanie Tischler</b> The Influence of Temperature on Customer Satisfaction and Consumer Behaviour in a Macau Up-scale Restaurant (Yuan Pan, Macao) Optimistic Bias in Promotion Perception (Raul Monteiro, Macao) Generation Y's perception of destination websites: The example of Visit London by means of eye tracking (Rebecca Wahler, and Aleksander Groth, Austria)
12:30 - 13:30 <b>Lunch Break</b>		

11:00 - 12:30 Presentations of Research Papers		
<b>ROOM: Plenary Hall</b>	<b>ROOM: E 25</b>	<b>ROOM: E 23</b>
<b>Research Focus: Mobile</b> <b>Moderator: Christian Maurer</b> Augmented Reality as a tool to enhance the experience of museum visitors (Larissa Neuburger, Austria) Copy & paste for hotel mobile websites? Or: The power of screen sizes (Melanie Fraiss and Sofiya Iliycheva, Austria) Analysis of the Usefulness, and Hedonic and Utilitarian Attitudes of Smartphone Users toward Mobile Tracking Applications (Ioana Muntean, Jinwoo Kang, Malina Gangut, Oi-Lam Ho and Sheila Koo, UK)	<b>Research Focus: Destination II</b> <b>Moderator: Roman Egger</b> Socio-cultural aspects of tourism services in Kazbegi (Temur Gugushvili and Gvantsa Salukvadze, Georgia) Three attractive examples of viable touristic systems in Serbia (Jelena Kovacevic, Serbia) Crisis management in the tourism industry: how to overcome the consequences of terrorism. (Adiyukh Berbekova, Germany)	<b>Research Focus: Experience</b> <b>Moderator: Georg Christian Steckenbauer</b> Enhancing Online Experience: How Storytelling Triggers Emotions (Rene Lule, Kimberly Abeng, Brian Yerri and Zhamilya Zhukenova, Austria) Influencing the touristic experience? A study of tourists' perception of Authenticity through Augmented Reality at Mozart's Birthplace (Fadja Gross, Gloria Karlein, Vivien Verb and Ananksha Warma, Austria) Macau Residents Perceptions towards the Sustainability of the Macau Food Festival (Jiayu Geng, China)
13:30 - 15:30 Coffee Break		
<b>ROOM: Plenary Hall</b>	<b>ROOM: E 25</b>	<b>ROOM: E 23</b>
<b>Research Focus: ICT &amp; Reviews</b> <b>Moderator: Georg Christian Steckenbauer</b> Analysis and Comparison of Hotel Reviews on TripAdvisor and Booking.com with the Example of Comfort Hotels in Downtown Toronto (Claudia Vicario Cañas, Spain) Digital Divide in Tourism: Differences among Generation X and Y towards online travel reviews writing (Chiara Dalponte, Anna Zsófia Höfler and Alice Bekk, Austria) The Impact of ICT on Tourism Businesses in Cameroon: How innovators outpace Laggards (Mphoweh Jude Nzembayie, Cameroon)	<b>Research Focus: Destination Analysis</b> <b>Moderator: Stephanie Tischler</b> Monitoring Tourist Spatial-Temporal Behavior in Urban Destinations, a methodological investigation and GPS Case Study (Lenka Kellner and Roman Egger, Austria) Connecting Big Data and Service Quality Evaluation – Development of a Service Quality Map of the Austrian Hospitality Industry through the Application of Big Data (Laura Sperber, Germany; Julia Beck, Austria; Brenda Wiersma, Netherlands, and Margarita Danilenko, Russia) Barrier-Free Events: Requirements and Practices (Miriam Broseghini and Serena Volo, Italy)	<b>Research Focus: Sharing Economy</b> <b>Moderator: Inga Carboni</b> The status quo of how hospitality industry companies successfully engage in social media: the case of Airbnb (Gerasimos Margelis, Tatiana Melaki, Maria Glogoviti, Shengshuang Cui and Yili Ding, UK) Understanding tourist motivation of members of the Couchsurfing hospitality exchange club (Sabina Panayeva, Austria)
17:00 - 18:00 ROOM: Plenary Hall		
<b>Best Paper Award Ceremony</b> (Authors of the best 3 research papers will receive a price) - Sponsored by Sonnentor and Farmholidays Austria <b>Best ICT Paper Award Ceremony</b> (Authors of the 3 best ICT research papers will receive a price) - Sponsored by IFITT		
19:30 - late Social Programme: Get-together at Wine Pub Müllner, Krems		



### About ISCONTOUR

ISCONTOUR was founded in 2013 in order to provide a platform where students and graduates of Bachelor and Master degree programmes can submit and present their tourism-related research papers.

ISCONTOUR, which takes place alternately at the venues of Salzburg UAS and IMC UAS Krems, aims to establish a platform of knowledge transfer and networking for students, graduates, professors, researchers and practitioners working in the tourism industry.  
 Enjoy ISCONTOUR 2016!

**IMC Fachhochschule Krems**  
**IMC University of Applied Sciences Krems**

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