

ISCONTOUR 2018 - 14-15 May 2018 - Conference Programme
IMC University of Applied Sciences Krems, Austria - (Conference Venue: Am Campus Krems, Wing G1, 3500 Krems)
www.tourism-student-conference.com

Monday, 14 May 2018

08:00 - 08:045	Conference Registration (please bring a print-out of your registration ticket)	
09:00 - 09:30	Welcome, Conference Opening Room: E 21 FH-Prof. Mag. Christian Maurer & FH-Prof. Dr. Barbara Neuhofer (ISCONTOUR 2018 Conference Chairs) FH-Prof. Mag. Eva Werner, Rector of the IMC University of Applied Sciences Krems Prof. Dr. Dimitrios Buhalis, Former IFITT President (Bournemouth University, UK)	
09:30 - 10:30	Room: E 21 Moderator: Barbara Neuhofer Keynote: Prof. Dimitrios Buhalis (Bournemouth University, UK) - Smart Tourism and the Revolution of Tourism Experiences	
10:30-11:00	Coffee Break	
11:00-12:30	Room: E 21 Moderator: Christian Maurer Digital Innovation and Transformation in Tourism Keynote: Dr. Roger Hage (IMC University of Applied Sciences Krems, Austria) - Beyond Digital Transformation in Tourism Panel Discussion: Mario Meir-Huber (Microsoft Austria), Prof. Dimitrios Buhalis (Bournemouth University, UK), Dr. Markus Gratzner (CEO of Austrian Hotel Association), Dr. Roger Hage (IMC University of Applied Sciences, Krems, Austria)	
12:30-13:30	Networking Lunch	
13:30 - 15:00	Research Methodology Workshops	
	Room: E 21 Session 1: (Intermediate Level) <i>Dr. Othmar Lehner (Oxford University, United Kingdom) & Dr. Lidija Lalacic (Modul University, Austria)</i> Top 10 Mistakes when Writing Research Papers	Room: E 25 Session 2: (Advanced Level) <i>Dr. Daniel McCole (Michigan State University, USA)</i> Survey Design and Implementation
14:30 - 15:00	Coffee Break	
15:00 - 17:00	Room: E 21 Session 3: (Intermediate Level) Lidija Lalacic, PhD (Modul University Vienna, Austria) Social Media & Data Analysis	Room: E 25 Session 4: (Advanced Level) Dr. Martin Waiguny (IMC University of Applied Sciences Krems, Austria) Measures eliciting implicit and embodied cognition
18:00 - 23:00	Social Networking Programme: Wine Tasting Experience and Dinner at a traditional Winery- Bus transfer leaves at 18:00 from Campus	

Tuesday, 15 May 2018				
08:00 - 08:45	Conference Registration (please bring a print-out of your registration ticket)			
09:00 - 10:30	<p align="center">Room: E 21 Moderator: Prof. Dimitrios Buhalis (Bournemouth University, UK) Prof. Astrid Dickinger (MODUL University Vienna, Austria): Leveraging user created content for research in tourism Marc Stickdorn (More than Metrics, Austria): Service Design: How to research customer experience and design kick-ass services</p>			
10:30 - 11:00	Coffee Break			
11:00 - 12:30	Presentations of Research Papers			
	Room: E 21	Room: E 25	Room: E 26	Room: E 23
	<p>Research Focus: Management & Marketing I Moderator: Lidija Lalacic</p> <p>"What do students think about internships?" A case study of retail and marketing management students in Macau (Hanyang Gao, Yim King Penny Wan, Mary Elizabeth Eddy U; Institute for Tourism Studies, Macao)</p> <p>A critical assessment of the innovative marketing activities of 'Vil Uyana' (Wijesundara Iddawala; University of Plymouth, United Kingdom)</p> <p>A stakeholder perspective on managing the challenges of developing a successful destination brand: The case of Visit Wales (Nicola Harrison; Cardiff Metropolitan University, United Kingdom)</p>	<p>Research Focus: Virtual Reality Moderator: Amos Ron</p> <p>VR technology adoption for internal and external business processes among airlines (Nicole Treitler; IMC University of Applied Sciences Krems, Austria)</p> <p>Virtual Reality and destination image formation (Andrea Barátová, Jacqueline Hager, Tanja Mayrhofer, Ashelle McFee; Salzburg University of Applied Science, Austria)</p> <p>The effect of different stimuli of 360° Virtual Reality video on destination image & travel intention (Regina van der Laan, Rob Simons, Ondrej Mitas and Wesley Put - Van den Beemt; NHTV University of Applied Sciences, Netherlands)</p>	<p>Research Focus: Virtual Reality and Artificial Intelligence Moderator: Dimitrios Buhalis</p> <p>Perceptual differences toward humanlike robots and humans in service: Individualist versus collectivist cultures (Chung-En Yu; Institute for Tourism Studies, Macao)</p> <p>A comparison of user generated and agency generated 360-Degree videos for modern tourism marketing (Alina Lisnevskaja; Salzburg University of Applied Science, Austria)</p> <p>Comparison of visual vs. audio guidance in Virtual Reality: Measuring of the learning effect (Rashad Aghayev, Julia Angerer, Kayi Cheung, Stephanie Angerer, Xilma Buitrago; Salzburg University of Applied Science, Austria)</p>	<p>Research Focus: Hotel Reviews Moderator: Stephanie Tischler</p> <p>Determinants of electronic word of mouth on the consumers' selection of restaurants via WeChat moments platform (Jiaer Zhu; Institute for Tourism Studies, Macao, China)</p> <p>What influences your decision-making process? Your eyes tell the truth! An eye tracking study on TripAdvisor hotel reviews (Stanislava Brindzova; Serena Sutera, Erminio Laudani; Salzburg University of Applied Science, Austria)</p> <p>Hotel reviews: Influence of economic development of tourists' country of origin on customer's satisfaction (Dusica Milenovic, Tatiana Prokopenko, Sean Ralph; Salzburg University of Applied Science, Austria)</p>
12:30 - 13:30	Networking Lunch			
13:30 - 15:00	Presentations of Research Papers			
	Room: E 21	Room: E 25	Room: E 26	Room: E 23
	<p>Research Focus: Hospitality Management Moderator: Irfan Arikan</p> <p>The optimization of the processes in the Ayurveda Resort Shakti Vani Ayu with a focus on Ayurveda philosophy (Laura Dubler; HSLU, Switzerland)</p> <p>The definition of multinational hotel groups (Xiaozhao Chen; University of Plymouth, United Kingdom)</p> <p>Loyal guests never complain? An exploratory survey on the complaint behavior in the cruise industry (Jana Schamuhn; IMC University of Applied Sciences Krems, Austria)</p>	<p>Research Focus: Social Media Moderator: Martin Waiguny</p> <p>General motivations of tourists taking and posting selfies at tourist attractions (Sonia Rostagnol, My Hanh Nguyen, Thuy Linh To; Salzburg University of Applied Science, Austria)</p> <p>The key factors of successful photo message strategy on Facebook marketing in Macao hospitality industry (Jie Peng; Institute for Tourism Studies, Macao)</p> <p>The analysis of story-telling videos concerning user engagement in social media: Case study of hotel marketing campaigns (Yufeng Peng, Xiaohe Liu, Yue Chu, Zhenni Wu, Jing Qin and Nahar Deepak; University of Surrey, United Kingdom)</p>	<p>Research Focus: Consumer Behaviour Moderator: Christian Maurer</p> <p>The effectiveness of retail loyalty program benefits on tourists (Case in Macao) (Ping Ting Yang; Institute for Tourism Studies, Macao)</p> <p>Not another generation Y thesis - An analysis of the potential visitor of Austrian spas of tomorrow (Barbara Markl; IMC University of Applied Sciences Krems, Austria)</p> <p>Senior tourist studies in the English literature—a systematic review over research themes, methodological trends and the Chinese senior tourist market (Tao Xu; Plymouth University, United Kingdom)</p>	<p>IFITT PhD Presentations Moderator: Dimitrios Buhalis</p> <p>Nature-based tourism and experience value co-creation on Instagram (Eugenio Conti; Hogskölan Dalarna, Sweden)</p> <p>Enhancing tourists' retail experience through immersive technologies (Natasha Moorhouse; Manchester Metropolitan University, United Kingdom)</p>
15:00 - 15:30	Coffee Break			
15:30 - 17:00	Presentations of Research Papers			
	Room: E 21	Room: E 25	Room: E 26	Room: E 23
	<p>Research Focus: Management & Marketing II Moderator: Roger Hage</p> <p>Employee job performance and satisfaction of international hotels chains operation in Chinese western region (Jinhua Zhang; Plymouth University, United Kingdom)</p> <p>Trends in tourism: A media analysis from 2011 – 2016 (Bernhard Bichler; University of Innsbruck, Austria)</p> <p>Analysis of the social, environmental and economic impacts of a music festival in Mexico (Beatriz Sanchez, Andrea Tamez, Jose Carranza; Universidad de Monterrey, Mexico)</p>	<p>Research Focus: Destination Moderator: Irfan Arikan</p> <p>Chernobyl destination: The way from dark to light. Opportunities for the destination development (Anna Stavinska; Salzburg University of Applied Science, Austria)</p> <p>Assessment of destination image of Salzburg based on TripAdvisor hotel reviews (Nikolina Bakovic, Giulia Waelter, Katherine Guevara, Alexandra Kim, Victoria Prozorova; Salzburg University of Applied Science, Austria)</p>	<p>Research Focus: Customer Experience Moderator: Dimitrios Buhalis</p> <p>Authenticity – Culture – Communication: The role of cultural collectives and ICTs in the creation of authentic experiences in tourism destinations – implications for DMOs (Christine Bitzinger; University of Applied Science Eberswalde, Austria)</p> <p>The motivations of Airbnb hosts and the effects on their lives (Ludmila Tibulschi; Modul University Vienna, Austria)</p> <p>Customer loyalty and customer experience in Boutique hotels: A study on usage of critical success factors to enhance customer loyalty and experience (Melanie Fraiß; Salzburg University of Applied Science, Austria)</p>	<p>IFITT PhD Presentations Moderator: Lidija Lalacic</p> <p>Exploring consumer s perception of service quality through online reviews: Text mining approach (Yuliya Kolomoyets; MODUL University Vienna, Austria)</p> <p>Work and leisure in the digital age: A future perspective (Mattia Rainoldi; Bournemouth University, United Kingdom)</p>
15:30 - 17:00				
17:00 - 17:30	<p align="center">Room: E 21</p> <p align="center">Best ISCONTOUR Paper Award (Authors of the best 3 research papers will receive a price) - Sponsored by Farmholidays Austria Best ICT-related ISCONTOUR Paper Award (Authors of the 3 best ICT research papers will receive a price) - Sponsored by IFITT Best IFITT PhD Summer School Paper Award (Authors of the 3 best ICT research papers will receive a price) - Sponsored by Sonnentor</p>			
17:30 - 17:45	Conference Closing and Outlook to ISCONTOUR 2019			
19:30 - late	Social Networking Programme: Get-together at Wine Pub Müllner, Krems (Address: Stadtgraben 50, 3500 Krems)			