

14-15 May, 2018



## Monday, 14 May

08:30-08:45	Registration	
	Room: E 21	
09:00-9:30	Opening by 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 Lidija Lalacic, PhD, IFITT Next Generation and IFITT DSS Chair	
09:30-10:30	<b>Smart Tourism and the Revolution of Tourism Experiences</b> Keynote Presentation, Prof. Dimitrios Buhalis (Bournemouth University, UK) Moderator: Barbara Neuhofer	
10:30-11:00	Coffee Break	
11:00-12:30	<b>Digital Innovation and Transformation in Tourism</b> Keynote Presentation, Dr. Roger Hage (IMC University of Applied Sciences Krems, Austria) Moderator: Christian Maurer <b>Panel Discussion:</b> Dr. Markus Gratzer (General Secretary Austrian Hotel Association), Mario Meir-Huber (Microsoft Austria), Prof. Dimitrios Buhalis (Bournemouth University), Dr. Roger Hage (IMC University of Applied Sciences Krems)	
12:30-13:30	Networking Lunch	
	Research Methodology Workshops	
	Room: E 21	Room: E 25
13:30-15:00	Session 1: <b>Top 10 Mistakes when Writing Research Papers</b> Dr. Othmar Lehner (Oxford University, United Kingdom)	Session 2: <b>Survey Design and Implementation</b> Dr. Daniel McCole (Michigan State University, USA)
15:00-15:30	Coffee Break	
15:30-17:00	Session 3: <b>Social Media &amp; Data Analysis</b> Lidija Lalacic, PhD (Modul University Vienna, Austria)	Session 4: <b>Measures Eliciting Implicit and Embodied Cognition</b> FH-Prof. Dr. Martin Waiguny (IMC University of Applied Sciences Krems, Austria)
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

08:00-08:45	Registration			
	Room: E 21			
09:00-10:30	<p style="text-align: center;"><b>Leveraging user created content for research in tourism</b> Keynote Presentation, Prof. Astrid Dickinger (MODUL University Vienna, Austria)</p> <p style="text-align: center;"><b>Service Design: How to research customer experience and design kick-ass services</b> Keynote Presentation, Marc Stickdorn (More than Metrics, Austria)</p> <p style="text-align: center;">Moderator: Dimitrios Buhalis</p>			
10:30-11:00	Coffee Break			
	Presentations of Research Papers			
	Room E 21	Room E 25	Room E 26	Room E 23
11:00-12:30	<p><b>Research Focus: Management &amp; Marketing I</b> Moderator: Lidija Lalicic</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><b>Research Focus: Virtual Reality</b> 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 &amp; travel intention (Regina van der Laan, Rob Simons, Ondrej Mitas and Wesley Put - Van den Beemt; NHTV University of Applied Sciences, Netherlands)</p>	<p><b>Research Focus: Virtual Reality and Artificial Intelligence</b> 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; FH Salzburg, Austria)</p>	<p><b>Research Focus: Hotel Reviews</b> 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	<p><b>Research Focus: Hospitality Management</b> 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><b>Research Focus: Social Media</b> 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><b>Research Focus: Consumer Behaviour</b> 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><b>IFITT PhD Presentations</b> Moderator: Lidija Lalicic</p> <p>Nature-based tourism and experience value co-creation on Instagram (Eugenio Conti; Hogskölan Dalarna, Sweden)</p>

	<p>The definition of multinational hotel groups (Xiazhao 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>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>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>Enhancing tourists' retail experience through immersive technologies (Natasha Moorhouse; Manchester Metropolitan University, United Kingdom)</p>
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15:00-15:30	Coffee Break			
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15:30-17:00	<p><b>Research Focus: Management &amp; Marketing II</b> 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><b>Research Focus: Destination</b> 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><b>Research Focus: Customer Experience</b> Moderator: Rose Eder</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, Germany)</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><b>IFITT PhD Presentations</b> Moderator: Lidija Lalicic</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>
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17:00-17:30	<p style="text-align: center;"><b>Best ISCONTOUR Paper Award</b> (Authors of the best 3 research papers will receive an award) Sponsored by Farmholidays Austria</p> <p style="text-align: center;"><b>Best ICT-related ISCONTOUR Paper Award</b> (Authors of the 3 best ICT research papers will receive an award) Sponsored by IFITT</p> <p style="text-align: center;"><b>Best IFITT PhD Summer School Paper Award</b> (Authors of the 3 best PhD Abstracts will receive an award) Sponsored by IFITT and Sonnentor</p>
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17:30-17:45	Conference Closing and Outlook to ISCONTOUR 2019			
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19:30-late	Social Networking Programme: Get-together at Wine Pub Müllner, Krems (Address: Stadtgraben 50, 3500 Krems) – individual arrivals			
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