

## Monday, 13 May

09:30–13:00	<b>Kick-off Social Networking Programme</b>	
	Innsbruck Nordkette	
	<p>Informal Welcome by <b>Christian Maurer &amp; Hubert Siller</b> (ISCONTOUR 2019 Conference Chairs)</p> <p>Ascend with the Hungerburg funicular and the cable car to the Nordkette mountain Lunch at Seegrube Restaurant (Online registration required!)</p>	
13:00 – 13:30	<b>Conference Registration (MCI I – city centre)</b>	
	<b>Research Methodology Workshops</b>	
	Room: MCI I	Room: MCI I
13:30-15:00	<p>Session 1:</p> <p><b>Instruments for Measuring Economic Impact in Tourism</b> (Alina Schoenberg, IMC University of Applied Sciences Krems, Austria)</p>	<p>Session 2:</p> <p><b>How to Determine How Much a Consumer Is Willing to Pay?</b> (Dan McCole, Michigan State University, USA)</p>
15:00-15:30	<b>Coffee Break</b>	
15:30-17:00	<p>Session 3:</p> <p><b>Observation Methods for Tourism Research</b> (Claus Ebster, University of Vienna, Austria)</p>	<p>Session 4:</p> <p><b>Of Categories, Items, and Scales: The Dos and Don'ts in Questionnaire Development</b> (Nils Mevenkamp, MCI Innsbruck, Austrian)</p>
18:00-23:00	<b>Social Networking Programme: Buffet Dinner at MCI I (city centre)</b>	

# Tuesday, 14 May

08:00-08:45	<b>Registration (MCI III)</b>		
	Room: Aula Villa Blanka (MCI III)		
09:00-10:30	<p align="center"><b>Official Conference Opening</b>          Christian Maurer &amp; Hubert Siller (ISCONTOUR 2019 Conference Chairs)</p> <p align="center">Andreas Altmann, Rector of the MCI</p> <p align="center">Keynote Presentations</p> <p align="center"><b>Liquid Tourism or the Art of Managing a Destination</b>          Frank Cuypers (Destination Think!, The Netherlands)</p> <p align="center"><b>Family Firms – Backbone of the Tourism Economy</b>          Anita Zehrer (Management Center Innsbruck, Austria)</p> <p align="center">Moderator: tba</p>		
10:30-11:00	<b>Coffee Break</b>		
	<b>Presentation of ISCONTOUR 2019 Research Papers</b>		
	Room MCI III	Room MCI III	Room MCI III
11:00-12:30	<p>Research Focus:  <b>Destination Management</b>          Moderator: tba</p> <p>Leadership networks in community-based destinations: Determining factors and co-opetitive environments (<i>Rebecca Junker, MCI Innsbruck, Austria</i>)</p> <p>Mitigating overtourism with the help of smart technology solutions – an investigation of visitor streams in European city destinations (<i>Mario Schmid &amp; Sarah Skeli, Hochschule Kempten, Germany</i>)</p> <p>Inbound, Intra- and Outbound travel: Placing Africa on the map (<i>Armand Viljoen, Andrea Saayman &amp; Melville Saayman, North-West University South Africa</i>)</p> <p>Destination identity and destination image of residents and guests: The case of Mayrhofen-Hippach (<i>Katharina Anna Aschenwald, MCI Innsbruck, Austria</i>)</p>	<p>Research Focus:  <b>Augmented and Virtual Reality</b>          Moderator: tba</p> <p>Application of Augmented Reality for enhancement of visitor experiences at the Salzburger Zoo (<i>Jennifer Wohlgamuth, Anastasia Gribanova, Simon Spitzbart &amp; Adrian Torres, Salzburg University of Applied Sciences, Austria</i>)</p> <p>The Perception of Virtual Destination Images and Their Influence on the Purchase Behaviour – The Case of the Generation Y (<i>Iris Oberkalmsteiner, MCI Innsbruck, Austria</i>)</p> <p>Investigating the effect of presence in multisensory VR on travel recommendation (<i>Jasmin Hopf, Melina Scholl, Sarah Lulay &amp; Manish Gautam, Salzburg University of Applied Sciences, Austria</i>)</p>	<p>Research Focus:  <b>Hospitality Management</b>          Moderator: tba</p> <p>Lifestyle brands in the hotel industry – Critical success factors for Generation Y at the Moxy Frankfurt East (<i>Marina Minner &amp; Mihir Nayak, Hochschule Fesenius, Germany</i>)</p> <p>A brief review of the current Chinese hotel industry (<i>Xiazhao Chen, University of Plymouth, United Kingdom</i>)</p> <p>How do accommodation providers in Austria use Revenue Management? (<i>Christian Furtner, Salzburg University of Applied Sciences, Austria</i>)</p> <p>The Effects of CSR on Job Satisfaction in the Hotel Industry: Does Casino Element Play a Role? (<i>Hio Kuan Wong &amp; Yueying Xu, Institute of Tourism Studies, Macao</i>)</p>
12:30-13:30	<b>Networking Lunch</b>		

	Room MCI III	Room MCI III	Room MCI III
13:30-15:00	<p>Research Focus: <b>ICT User Behaviour</b></p> <p>Moderator: tba</p> <p>Conceptual Process Model for Instagram Caption Analysis in the Case of the Destination Ischgl (<i>Tereza Cip, Jelena Pindzo, Viktoria Münch &amp; Laura Scharnagl, Salzburg University of Applied Sciences, Austria</i>)</p> <p>A spatial and sentiment analysis of tourism related tweets in Romania (<i>Cristina Lupu &amp; Oana Mihaela Stoleriu, Alexandru Ioan Cuza University, Romania</i>)</p> <p>ICT usage of Chinese senior tourists: the perspective of social demographics (<i>Tao Xu, University of Plymouth, United Kingdom</i>)</p>	<p>Research Focus: <b>Tourism Product Innovation</b></p> <p>Moderator: tba</p> <p>Identification of Contemporary Challenges of Popular Soviet-time Resorts of Georgia: The case of Tzagveri and Tskaltubo (<i>Tatiana Sitchinava, Ivane Javakhsivili Tbilisi State University, Georgia</i>)</p> <p>Determining the size and scope of agri-tourism in South Africa (<i>Christelle Van Zyl &amp; Melville Saayman, North-West University, South Africa</i>)</p> <p>Planning and Development of Family Owned Wine Cellars in Kakheti Region: Challenges and Opportunities (The case of Georgia) (<i>Salome Shavgulidze, Ivane Javakhsivili Tbilisi State University, Georgia</i>)</p>	<p>Research Focus: <b>Consumer Behaviour</b></p> <p>Moderator: tba</p> <p>The profile and travel motives of visitors to South African beaches (<i>Michelle Eagleton &amp; Lindie du Plessis, North-West University, South Africa</i>)</p> <p>Motivation based segmentation of South African surfers. A descriptive analyses (<i>Chiree Jacobs &amp; Engelina du Plessis, North-West University, South Africa</i>)</p> <p>Psychological Pricing with an “Asian” mindset – Impact of 8 and 9 ending prices (<i>Sun Yijia, Institute for Tourism Studies, Macao</i>)</p>
15:00-15:30	<b>Coffee Break</b>		
	Room MCI III	Room MCI III	Room MCI III
15:30-17:00	<p>Research Focus: <b>Sustainable Tourism Management</b></p> <p>Moderator: tba</p> <p>Regaining French Millennial Skiers with a Sustainable Mountain Image (<i>Fruzsina Lantos, International Business School, Hungary</i>)</p> <p>Evaluation of the Cultural Resources in Oshakan Community, Armenia in the Context of Sustainable Tourism (<i>Elya Harutyunyan, Armenian State Pedagogical University after Khachatur Abovyan, Armenia</i>)</p> <p>Landscape potential, ecosystem service and geoecological characteristics of the tourist development of the borough Tzagveri and adjacent areas (<i>Bakur Jinoria, Ivane Javakhsivili Tbilisi State University, Georgia</i>)</p> <p>Challenges and Opportunities in Planning of City Tourism toward Sustainable Development (The Case of Tbilisi) (<i>Mariam Kokilashvili &amp; Levan Khasaia, Ivane Javakhsivili Tbilisi State University, Georgia</i>)</p>	<p>Research Focus: <b>ICT for Hospitality Management</b></p> <p>Moderator: tba</p> <p>Robotics in hospitality: Exploring factors facilitating trust building in human-robot frontline teams through Lego Serious Play (<i>Olga Simon, Maruša Neuberg &amp; Anas Tissawi, Salzburg University of Applied Sciences, Austria</i>)</p> <p>Role of OTAs and MSEs in individual hotels’ distribution policy in the Central Moselle (<i>Michelle Willmert &amp; Mihir Nayak, Hochschule Fresenius, Germany</i>)</p> <p>Technology in Tourism: How Voice Assistants influence the Hospitality Industry (<i>Lukas Grundner, Bianca Magnus, Thomas Bittendorfer, David Riedel, Thomas Salzlechner &amp; Jeroen Bunt, Salzburg University of Applied Sciences, Austria</i>)</p>	<p>Research Focus: <b>Marketing Innovations</b></p> <p>Moderator: tba</p> <p>Assessing performing artist brand equity (<i>Bianca van Rensburg &amp; Elmarie Slabbert, North-West University, South Africa</i>)</p> <p>Assessment of innovative marketing activities of West Highland Sailing Company (<i>Kimberley Turner, University of Plymouth, United Kingdom</i>)</p> <p>South Africa as competitive tourist destination from a demand side (<i>Daniëlle Cronjé &amp; Engelina du Plessis, North-West University, South Africa</i>)</p>
	Room: Aula Villa Blanca		
17:00-17:45	<p><b>Best ISCONTOUR Paper Award</b> (Authors of the best 3 research papers will receive an award)</p> <p>Conference Closing and Outlook to ISCONTOUR 2020</p>		

19:30-late

**Social Networking Programme**  
Get-together at Stiftskeller Innsbruck – individual arrivals