



ISCONTOUR 2022

International Student Conference in Tourism Research

16-17 May 2022



www.tourism-student-conference.com

Monday, 16 May

08:30–12:30	Kick-off Social Networking Programme	
	Innsbruck Nordkette (Address: Rennweg 3, 6020 Innsbruck) Departure at 8:30 am	
	Informal Welcome by Christian Maurer & Hubert Siller (ISCONTOUR 2022 Conference Chairs) Ascent with the Hungerburg funicular and the cable car to the Nordkette mountain Lunch at Seegrube Restaurant (Online registration required!)	
12:30 – 13:00	Conference Registration (MCI I – Address: Universitätsstraße 15, 6020 Innsbruck)	
	Research Methodology Workshops	
	MCI I, Room: 303	MCI I, Room: 304
13:00-14:15	Session 1: Visual Content Analysis - How to Study Brands on Instagram? (Philipp Wegerer, MCI Innsbruck)	Session 2: Using arts-based method in tourism research (Xavier Matteucci, University of Applied Sciences for Communication and Management, Vienna)
14:15-14:45	Coffee Break	
14:45-16:00	Session 3: Doing ethnographic and reflective fieldwork in tourism (Claudia Dolezal, IMC University of Applied Sciences Krems)	Session 4: Decoding tourist experiences with technology: neurophysiological observations (Katarina Volchek, Deggendorf Institute of Technology, Germany)
16:15-17:30	Keynote Presentation: Moderator: Hubert J. Siller Race Across America – Leadership learnings from the world’s toughest bike race	

	Kurt Matzler (Innsbruck University, Austria)
18:00-21:00	Social Networking Programme: Buffet Dinner at MCI I (Universitätsstraße 15, 6020 Innsbruck)

Tuesday, 17 May

08:00-08:45	Registration (MCI III - Address: Weiherburggasse 8, 6020 Innsbruck)	
	MCI III, Seminar room 1 – 3, 2 nd floor	
09:00-10:30	<p align="center">Official Conference Opening Christian Maurer & Hubert Siller (ISCONTOUR 2022 Conference Chairs)</p> <p align="center">Andreas Altmann, Rector of the MCI Innsbruck</p> <p align="center">Keynote Presentations</p> <p align="center">Authenticity, Sense of Place and the Development of Meaningful Tourism Experiences Jim Kennelly (Skidmore College Saratoga Springs, New York, USA)</p> <p align="center">Sustainable HRM Principles for the Events Industry: Tackling stress, burnout, and high staff turnover Raphaela Stadler (MCI Innsbruck, Austria)</p> <p align="center">Moderator: Hubert J. Siller</p>	
10:30-11:00	Coffee Break	
	Presentation of ISCONTOUR 2022 Research Papers	
	MCI III, Room: 011	MCI III, Room: 012
11:00-12:30	<p align="center">Research Focus: Tourism Marketing</p> <p align="center">Moderator: Philipp Wegerer</p> <p>Analysing unique aspects influencing live theatre ticket purchases of younger theatre audiences (Walter Wessels, Pierre-Andre Viviers & Karin Botha, North-West University, South Africa)</p> <p>E-Motion Pictures Captivating Hearts and Minds: Storytelling about Male Destinations Attracts Female Travellers (Réka Palotás & Anna Irimiás, Corvinus University of Budapest, Hungary)</p> <p>The impact of artificially intelligent voice assistants on the customer experience in hotels (Luisa Eckert & Julius Schenkmann, Hochschule Kempten, Germany)</p> <p>Heteronormativity in the Advertising Imagery of the Touristic Mainstream in Bavaria (Fabian Wettinger, Salzburg University of Applied Sciences, Austria)</p>	<p align="center">Research Focus: Consumer Behaviour</p> <p align="center">Moderator: Christian Maurer</p> <p>Nigerian International Students; Motivations, Destination Choices and Influential Factors (Divine Oguche, University of Plymouth, United Kingdom)</p> <p>Identifying the factors influencing high-speed railway travel of Guiyang (China) resident (Jingyu Wu, University of Plymouth, United Kingdom)</p> <p>What attracts Austrian tourism students? An employer branding guideline (Tanja Rehberger, MCI Innsbruck, Austria)</p> <p>A Systematic Literature Review of Chinese Outbound Group and Independent Tourists (Lingling Huang, Free University of Bolzano, Italy)</p>
12:30-13:30	Networking Lunch	
	MCI III, Room: 011	MCI III, Room: 012
13:30-15:00	Research Focus:	Research Focus:

	<p align="center">Tourism Product Development</p> <p align="center">Moderator: Claudia Dolezal</p> <p>Motivations and Intentions for Engaging in Dark Tourism (Isabel Jarl, IMC University of Applied Sciences Krems, Austria)</p> <p>Share of Georgian production in the value chain of Georgian tourism (Mariam Sharia, Ivane Javakhishvili Tbilisi State University, Georgia)</p> <p>Marine Wildlife Voluntourism in Southern Africa: Assessing Demand and Supply Perspectives (Charmaine Cilliers & Serena Lucrezi, North West University, South Africa)</p> <p>Food Allergy and Intolerance management in restaurants: A South African supply-side perspective (Joseph Javangwe, Adam Herman Viljoen & Idonette Van Zyl, North West University, South Africa)</p>	<p align="center">Sustainable Tourism Management</p> <p align="center">Moderator: Maria Katelieva</p> <p>Sustainable tourism as a vehicle for community development: A case of the CAMPFIRE programme in Zimbabwe (Owen Gohori & Peet van der Merwe North-West University, South Africa)</p> <p>Structures required to start an agri-tourism business: A South African approach (Christelle Charlien Van Zyl & Engelina Du Plessis, North-West University, South Africa)</p> <p>Kepi i blertë – Sustainable Tourism Development at the Cape of Rodon in Albania (Jessica Kepi and Mihir Ignatius Nayak, Hochschule Fresenius, Germany)</p>
15:00-15:30	Coffee Break	
	MCI III, Room: 011	MCI III, Room: 012
15:30-17:00	<p align="center">Research Focus:</p> <p align="center">Destination Management</p> <p align="center">Moderator: Stefanie Haselwanter</p> <p>Employing Drawings to Research the Destination Image of Singapore (Bianca Köstinger, IMC University of Applied Sciences Krems, Austria)</p> <p>Destination Development in a Less-Developed Destination: Influence and Significance of Cooperation within a Stakeholder Network (Sophie Pauer, MCI Innsbruck, Austria)</p> <p>Conceptualization of co-opetition within destinations: a review of tourism research (Sonia Messori, Free University of Bolzano, Italy)</p>	<p align="center">Research Focus:</p> <p align="center">Impact of Covid 19 on Tourism</p> <p align="center">Moderator: Raphaela Stadler</p> <p>The Impact of the Covid-19 Pandemic on Austrian Travellers with a Focus on Austrians under the Age of 30 (Irina Hengstberger, IMC University of Applied Sciences Krems, Austria)</p> <p>Effects of Covid-19 on business travel in hotels (Mihaela Teneva & Lina Moder, Hochschule Kempten, Germany)</p>
	MCI III, Seminar room 1 – 3, 2 nd floor	
17:00-17:45	<p>Best ISCONTOUR Paper Award (Sponsored by incert and Farmholidays Austria)</p> <p>Best ICT-related Paper Award (Sponsored by IFITT)</p> <p>Conference Closing and Outlook to ISCONTOUR 2023 at the IMC University of Applied Sciences Krems, Austria</p>	
19:30-late	<p align="center">Social Networking Programme</p> <p align="center">Get-together at</p> <p align="center">Restaurant-Bar Krahvogel Innsbruck (Address: Anichstraße 12, 6020 Innsbruck)</p>	

Important Addresses:

- Innsbrucker Nordkettenbahnen (Funicular Base Station) – Rennweg 3, 6020 Innsbruck
- Management Center Innsbruck I (MCI I) – Universitätsstraße 15, 6020 Innsbruck
- Management Center Innsbruck III (MCI III) – Weiherburggasse 8, 6020 Innsbruck
- Restaurant-Bar Krahvogel – Anichstraße 12, 6020 Innsbruck

Important Telephone Numbers: Police 133, Ambulance 144, Corona Hotline +43 (0) 800 80 80 30