



ISCONTOUR 2023

International Student Conference in Tourism Research

15-16 May 2023



www.tourism-student-conference.com

Monday, 15 May 2023

12:00 – 12:45	Conference Registration (Conference Centre, Campus IMC University of Applied Sciences KREMS – Karl-Dorrek Straße, 3500 KREMS)	
	Research Methodology Workshops	
12:45-13:00	Room: G1 – E.21 Welcome to ISCONTOUR 2023 Christian Maurer & Hubert Siller (ISCONTOUR 2023 Conference Chairs)	
	Room: G1 – E.20	Room: G1 – E.25
13:00-14:30	Session 1: Wine tasting and quantitative data analysis! Virtual data collection and analysis in real time. Markus W. Eitle (IMC University of Applied Sciences KREMS)	Session 2: Ethical considerations in tourism research: working with children, disabled, older people and other vulnerable groups Raphaela Stadler (MCI University of Applied Sciences Innsbruck)
14:30-15:00	Coffee Break	
15:00-16:30	Session 3: Introduction to Natural Language Processing Roman Egger (Salzburg University of Applied Sciences)	Session 4: Coding in grounded theory: Making sense of qualitative data from interview transcripts Maria Katelieva (University of Applied Sciences for Management & Communication Vienna)
17:30-23:00	Social Networking Programme: Wine Tasting Experience and Dinner – Lenz Moser Winery (There will be a bus shuttle from the IMC UAS KREMS Campus, departure time 17:30, return time: ca. 22:30)	

Tuesday, 16 May 2023

08:00-08:45	Conference Registration (Conference Centre, Campus IMC University of Applied Sciences Krems – Karl-Dorrek Straße, 3500 Krems)	
	Room: G1 – E.21	
09:00-11:00	Official Conference Opening Christian Maurer & Hubert Siller (ISCONTOUR 2023 Conference Chairs) Karl Ennsfellner (CEO IMC UAS Krems) & Martin Waiguny (Head of Academic Board IMC UAS Krems) Keynote Presentations Is there a Future in Tourism? Ulrike Rauch-Keschmann (Director General Tourism, Federal Ministry of Labour and Economy Austria) Innovation and Digitalisation in Tourism Barbara Prodingner (Austrian National Tourism Office) Moderator: Christian Maurer	
11:00-11:30	Coffee Break	
	Presentation of ISCONTOUR 2023 Research Papers	
	Room: G1 – E.20	Room: G1 – E.25
11:30-13:00	Research Focus: Augmented Reality, Virtual Reality, Metaverse Moderator: Katerina Volchek Digital open innovation contests in tourism: An ecosystem theory approach <i>(Precious Magtulis, Maria Soledad Godoy Muñoz, Thi Cam Ha Phan and Carlos Inga, Salzburg University of Applied Sciences, Austria)</i> Role of virtual reality in tourism destination marketing: evidence from Morocco <i>(Youssef El Archi and Brahim Benbba, National School of Business and Management of Tangier, Morocco)</i> Connecting locals with guests before arrival at the destination using Augmented and Virtual Reality Technologies <i>(Anna-Katharina Feih, Andreas Csar and Ali Usama, TH Deggendorf - European Campus Rottal-Inn, Germany)</i> The steps from eTourism to smart tourism to the metaverse in the future: A scenario analysis <i>(Nell Schmidt, Lisa Weigl-Pollack, Christopher J. J. Cunliffe, Ruslan Safarov and Beatrice Paris, Salzburg University of Applied Sciences, Austria)</i>	Research Focus: Sustainable Tourism Management Moderator: Claudia Dolezal Analysis of visitor management strategies at semi-rural protected areas <i>(Bontle Nqalamba, Lisebo Tseane-Gumbi and Elmarie Slabbert, North West University, South Africa)</i> Towards Ownership of the Tourism Value Chain in Rural Communities <i>(Michael Chambwe and Andrea Saayman, North-West University, South Africa)</i> Encouraging stakeholder involvement for sustainable tourism route development in South Africa <i>(Mpho Ramoliki, Martinette Kruger and Marco Scholtz, TREES, North-West University, South Africa)</i> Netnographic analysis of travellers' perceptions on social media to predict the occurrence of overtourism phenomena: a case study of Salzburg <i>(Nieke Dieteren, Léona Lavenka, Lana Saleh-Bacha, Celine Franch and Alicia Millennium, Salzburg University of Applied Sciences, Austria)</i>
13:00-14:00	Networking Lunch	

	Room: G1 – E.20	Room: G1 – E.25
14:00-15:30	<p>Research Focus:</p> <p style="text-align: center;">Niche Tourism</p> <p>Moderator: Arthur Posch</p> <p>An investigation of tourists' experiences of dark tourism attractions: A case study of Auschwitz and Birkenau <i>(Kadi Pidgeon, University of Plymouth, United Kingdom)</i></p> <p>A model for accessible tourism human capital development for physical impaired persons in South Africa <i>(Tawanda Makuyana and Engalina du Plessis, North-West University, South Africa)</i></p> <p>Visitor perspectives on accessibility of Vilakazi Street township tourism product: Covid-19 pandemic and beyond <i>(Thokozile Happiness Selepe and Ncedo Jonathan Ntloko, North-West University, South Africa)</i></p> <p>What constitutes an authentic visitor experience at liberation cultural heritage sites in South Africa? The perspectives of visitors and heritage officials <i>(Babalwa Mgxekwa, Martinette Kruger and Marco Scholtz, North-West University, South Africa)</i></p>	<p>Research Focus:</p> <p style="text-align: center;">Tourism Product Development</p> <p>Moderator: Stephanie Tischler</p> <p>Wine tourism development possibilities in Georgia on the example of "Chateau Mukhrani" and "Sarajishvili" <i>(Lizi Dzimistarishvili, Grigol Robakidze University, Georgia)</i></p> <p>Winter Holidays without Snow - Sustainable Destination Development Strategy Using the Example of Tyrol <i>(Mihir Nayak, Lisa Thönnessen and Thomas De Palma, Hochschule Fresenius, Germany)</i></p> <p>Does the experience of coastal tourism affect engagement in coastal conservation?" a case study of Plymouth <i>(Thatsanawalai Imong, University of Plymouth, United Kingdom)</i></p> <p>Should DMOs ask the locals? Projected image through destination promotional videos <i>(Monica Fabiola Coronel Padilla, Corvinus University of Budapest, Hungary)</i></p>
15:30-16:00	Coffee Break	
	Room: G1 – E.20	Room: G1 – E.25
16:00-17:15	<p>Research Focus:</p> <p style="text-align: center;">Technology Enhanced Customer Experience</p> <p>Moderator: Larissa Neuburger</p> <p>Requirements of Service Robots to Meet the Needs and Expectations of Customers <i>(Teodora Zubic, Leslie Marie Stumhofer and Paulina Ester Nandeukeni Ndilula, Salzburg University of Applied Sciences, Austria)</i></p> <p>Users' acceptance of contactless digital transactions in hotel and restaurant industries: exploring cultural determinants and Covid-19 effects <i>(Inna Adamova, Madina Gusmanova and Daria Pushkina, Salzburg University of Applied Sciences, Austria)</i></p> <p>The application of digital technologies by border and security authorities at airports and determinants of their acceptance by travellers under consideration of generational differences <i>(Patricia Kaspar, Dorina Tósaki, Ajda Medvešek and Sofiia Semenova, Salzburg University of Applied Sciences, Austria)</i></p>	<p>Research Focus:</p> <p style="text-align: center;">Tourism management and leadership</p> <p>Moderator: Markus Eitle</p> <p>Team Leadership and Effectiveness in Student Group Projects: Perceptions of IMC FH Krams and RIT Croatia Dubrovnik Students <i>(Luisa Lenz, Vana Mandrapa and Milena Kuznin, University of Applied Sciences Krams, Austria)</i></p> <p>Employability of hospitality and tourism international students: a critical research review <i>(Fa Wang, University of Plymouth, United Kingdom)</i></p> <p>Linking government role to human factors in rural tourism development: Case study of Mngqesha Great Place <i>(Nomsa Matyile, Lisebo Agnes Tseane-Gumbi and Duduzile Dlamini-Boemah, North West University, South Africa)</i></p>
	Room: G1 – E.20	
17:15-18:00	Best ISCONTOUR Paper Award (Sponsored by incert) Best ICT-related Paper Award (Sponsored by IFITT) Conference Closing and Outlook to ISCONTOUR 2024 at the MCI University of Applied Sciences Innsbruck, Austria	
19:30-late	Social Networking Programme at Heurigen Restaurant Müllner, Krams	

Conference Venue and Orientation

ISCONTOUR takes place in Wing G1



Locations and Adresses for Social Events

Lenz Moser

Lenz Moser Straße 1
3495 Rohrendorf

Heuriger Müllner

Stadtgraben 50
3500 KREMS

Mobile phone Christian Maurer: +43-664-45 48 750