www.tourism-student-conference.com

Monday, 13 May

09:00–13:00	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 2024 Conference Chairs) Ascent with the Hungerburg funicular and the cable car to the Nordkette mountain Lunch at Seegrube Restaurant (Online registration required!)	
13:00 – 13:30	**Conference Registration (MCI I – Address: Universitätsstraße 15, 6020 Innsbruck)**	
	Research Methodology Workshops	
	MCI I, Room: 303	MCI I, Room: 304
13:30-15:00	Session 1: **Innovations in Tourism 2050: How to research and innovate for the future?** Julia Vögele (MCI Innsbruck)	Session 2: **AI for Research and the Art of Prompt Engineering** Roman Egger (SmartVisions)
15:00-15:30	**Coffee Break**	
15:30-17:00	Session 3: **How to get published in Scientific Journals?** Anita Zehrer (MCI Innsbruck)	Session 4: **Pros and cons of ChatGPT for Sentiment Analysis** Katerina Volchek (Deggendorf Institute of Technology)

17:30-19:30	Social Networking Programme: Buffet Dinner at MCI I (Universitätsstraße 15, 6020 Innsbruck)

Tuesday, 14 May

08:00-08:30	Registration (MCI III - Address: Weiherburggasse 8, 6020 Innsbruck)	
	MCI III, Seminar room 1 – 3, 2nd floor	
08:30-10:15	**Official Conference Opening** Christian Maurer & Hubert Siller (ISCONTOUR 2024 Conference Chairs) Andreas Altmann, Rector of the MCI Innsbruck Keynote Presentations **Tourism in Austria - Facts, Figures & Challenges** Astrid Steharnig-Staudinger (CEO Austrian National Tourist Office) **Das High Performance Mindset - The Race Across America** Kurt Matzler (University of Innsbruck) Moderator: Hubert Siller	
10:15-10:45	Coffee Break	
	Presentation of ISCONTOUR 2022 Research Papers	
	MCI III, Room: 011	MCI III, Room: 012
10:45-12:15	Research Focus: Sustainable, rural and cultural tourism Moderator: Birgit Bosio *The state of agri-tourism in South Africa: A systematic review* (Christelle Charlien Van Zyl, Engelina Du Plessis and Peet Van der Merwe, North-West University, South Africa) *A critical supply-side examination of promotional considerations in South African cultural heritage tourism* (Mamotse Mokabe and Martinette Kruger, North-West University, South Africa) *Exploring community participation in nature reserves: A case study of the Molemane Eye Nature Reserve, South Africa* (Obakeng Motlhanke and Lisebo Tseane-Gumbi, North-West University, South Africa)	Research Focus: Tourism innovations and technologies Moderator: Giancarlo Fedeli *Enhancing Food Information Searching Experience for Rural Destinations Using Augmented Reality Technology* (Bilge Polat Gür, Dudyala Divya Dhatri and Minxin Ma, Deggendorf Institute of Technology - the ECRI Campus, Germany) *Enhancing User Experience at Tourism & Leisure Aggregator Platforms* (Fredrick Mandela Aliero, Bhoomi Narendra Shah and Avishkar Tiwari, Deggendorf Institute of Technology - the ECRI Campus, Germany) *Facilitating Wellness through Virtual Reality Mindfulness Meditation* (Svetlana Fayzullina, Justin Tochukwu Dim and Yassin Mohamed, Deggendorf Institute of Technology - the ECRI Campus, Germany)
12:15-13:15	Networking Lunch	
	MCI III, Room: 011	MCI III, Room: 012
13:15-14:45	Research Focus: Niche tourism and specialized offers Moderator: Katerina Volchek *Communities' perception of entomophagy as tourism product: The Case of Mopani District, Limpopo, South Africa* (Bianca Nolwandle Mkhize-Simelane, Peet Van	Research Focus: Tourism management and leadership Moderator: Stefanie Haselwanter *Exploring Employability Perceptions and Influencing Factors Among Tourism and Hospitality*

	Der Merwe and Luiza De Sousa, North-West University, South Africa)	*Undergraduates: A Study from Guizhou, China* (Jingyu Wu, University of Plymouth, UK)
	Profiling ghost tourists in the Western Cape Province of South Africa (Marlene de Klerk and Karin Botha, North-West University, South Africa)	International experience, tourism, and employability: A conceptual discussion from international student perspective (Fa Wang, University of Plymouth, UK)
	Captivating Cape Town: Unpacking Tourist Motivations and Airbnb Usage (Penitence Ndebele, Adam Viljoen and Marco Scholtz, North-West University, South Africa)	*An Investigation into Motivation and Leadership in a Multi-Cultural Tourism and Hospitality Management Company in the Context of Japan* (Shannon Dann, University of Plymouth, UK)
14:45-15:15	**Coffee Break**	
	MCI III, Room: 011	MCI III, Room: 012
15:15-16:45	**Research Focus: Tourist behaviour and decision making** Moderator: Katerina Volchek *Assessing COVID-19's impact on travel decision-making in South Africa* (Zoëgné Luyt and Elmarie Slabbert, North-West University, South Africa) *Tourists Go Home: Stakeholder Perceptions & Attitudes in the Face of Overtourism* (Patricia Horlacher, Uppsala University, Sweden) *The Attitude-Behaviour Gap on the part of Generation Z in the context of Sustainable Tourism* (Kathrin John, MCI Innsbruck, Austria) *An Examination of the Impact of Social Media on the Theme Parks in the UK* (Amy Watts, University of Plymouth, UK)	**Research Focus: Tourism marketing and destination management** Moderator: Giancarlo Fedeli *The art of distinction in strengthening artists' brands: a case of two solo Afrikaans musicians* (Bianca van Rensburg and Elmarie Slabbert, North-West University, South Africa) *Assessing the resilience of scuba diving tourism systems: The case of Maputo National Park* (Charlise Botha and Serena Lucrezi, North-West University, South Africa) *Exploring the Dimensions of Tourist Perceived Destination Innovativeness: A Qualitative Study in Hunan, China* (Xiaoshan Yang, University of Plymouth, UK)
	MCI III, Seminar room 1 – 3, 2nd floor	
16:45-17:30	**Best ISCONTOUR Paper Award** (Sponsored by incert and Farmholidays Austria) **Best ICT-related Paper Award** (Sponsored by IFITT) Conference Closing and Outlook to ISCONTOUR 2025 at the IMC University of Applied Sciences Krems, Austria	
19:00 – open	**Social Networking Programme** Get-together at **Restaurant-Bar Krahvogel Innsbruck (Address: Anichstraße 12, 6020 Innsbruck)**	

Important Addresses and Telephone Numbers:
- o   Innsbrucker Nordkettenbahnen (Furnicular Base Station) – Rennweg 3, 6020 Innsbruck
- o   Management Center Innsbruck I (MCI I) – Universitätsstraße 15, 6020 Innsbruck
- o   Management Center Innsbruck III (MCI III) – Weiherburggasse 8, 6020 Innsbruck
- o   Restaurant-Bar Krahvogel – Anichstraße 12, 6020 Innsbruck
- o   Police 133, Ambulance 144