02 October

08h30 – 15h00

Registration

Hall

Registration and Documentation

15h00 – 16h30

Poster Session

Chair: Patricia Valle

Ballroom

Shopping Tourism

Ana Vizjak, Sanja Komadina, Maja Vizjak, Croatia

Marketing of Islamic Tourism: Transformation and Discovery of Values in Tourism & Hospitality from Islamic Perspectives
Nor’Ain Othman, Sabrina Tarmudi, Rozian Mohd Taha, Malaysia

Behind the “Tourist Gaze”: Places and Non–Places
Alexander Thomson, Russia

Elaboration of the Methodology of Evaluation the Restaurant Concept, as its Competitive Advantage
Alexandra Ivanovna Dmitrieva, Russia

Attitudes of Successors in Dairy Farms toward Educational Tourism in Japan
Yasuo Ohe, Japan

Tourist Spaces and Tourism Policy in Spain and Portugal
Fernando Almeida, Rafael Cortés, Antonio Balbuena, Spain

Cross–Border Co–Operation in Tourism and Its Role in Marketing of Places
Marica Mazurek, Slovakia

How Hotel Management Perceive the Relationship Between Branding and Hotel Performance?
Khalid Magablih, Furat Muheisen, Russia

Hospitality Servicescapes Seen By Visually Impaired Travelers
Alma Raissova, Sweden

From Tourism Space to Unique Tourism Place through Conceptual Approach to Building Competitive Advantage
Kamila Borseková, Anna Vaňová, Katarína Petríková, Slovakia

Senior Tourism in Portugal, Co–Creative Strategies
Dalila Rebelo, Portugal

16h30 – 17h30

Industry Case

Chair: João Albino Silva

Algarve Tourism Destination : Past, Present and Future
Pedro Lopes, CIEO Pestana Group, Portugal
### 02 October

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<tr>
<td>17h30 – 20h00</td>
<td>Welcome Reception</td>
<td>Clubhouse</td>
<td>Introduction to golf practices and tuna academia</td>
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### 03 October

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<td>09h00 – 09h45</td>
<td>Opening Session</td>
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<td>New Tourismus: New and Old Touristic Places</td>
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<td>11h30 – 13h15</td>
<td>Session nº 1 – Tourism Behaviour</td>
<td>Ball room E</td>
<td>Chair: Cláudia Ribeiro de Almeida</td>
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<td>Cláudia Seabra, Carla Silva, José Luís Abrantes, Margarida Vicente, Portugal</td>
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<td>Tourist Behavior in Two Continents: Analysis of Tourist' Loyalty in Lloret de Mar and Cancun</td>
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<td>Achieving Consistency in Destination Personalities: A Tripartite Personality Congruity Theory Focused on Industry Professionals</td>
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<td>Choosing Online Content for Tourism Destination Marketing: Current Creative Strategies and Positioning</td>
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03 October

11h30 – 13h15  **Session n° 1 – Tourism Behaviour**
Chair: Cláudia Ribeiro de Almeida

Ball room E
Resident’s Perceptions of Impacts of Ship Tourism and Their Preferences toward Different Types of Tourism
Giacomo Del Chiappa, Giuseppe Melis, Italy

11h30 – 13h15  **Session n° 2 – Places and Spaces**
Chair: Marina Zanfardini

Ball room F
Does Perceived CSR Prompt Quality, Satisfaction and Loyalty to Tourism Destination?
Marina Zanfardini, Luisa Andreu Simó, Enrique Bigné Alcañiz, Argentina

Residents’ Attitude towards Sustainable Tourism Development in Timor-Leste
Manuel Vong, Patrícia Oom do Valle, João Albino Silva, Portugal

New Possibilities of GIS for Mapping a Mature Destination: A Case in Benlamádena, Spain
Carlos Jesus Rosa Jiménez, Belén Nogueira Bernárdez, Sergio J. Reyes Corredera, Spain

Gastronomy Tourist’s Proneness to Nostalgia: A Logistic Regression Analysis
Vera Teixeira Vale, Pedro Quelhas Brito, Portugal

Between Authenticity and Creation: Former Brownfield Places as Tourist Attractions in Polish Cities
Marta Derek, Poland

11h30 – 13h15  **Session n° 3 – Marketing Tourism Places and Spaces**
Chair: Andreas Zins

Ballroom
‘Welcome to the Home of Auschwitz Tours’: The Online Marketing of Genocide Tourism
Tony Johnston, Francisco Tigre Moura, Pascal Mandelartz, UK

Social Media as a Communication and Marketing Tool: An Analysis of Online Activities from International Key Player DMO
Vítor Roque, Rui Raposo, Portugal

Revisiting Satisfaction and Loyalty of Tourists
Andrés Artal-Tur, Antonio García-Sánchez, Spain

Marketing to Children in Tourism Industry: Descriptive Analysis of Kid-Friendly Hotels’ Practices in Turkey
Çağil Hale ÖZEL, Turkey
03 October

**Session n° 3 – Marketing Tourism Places and Spaces**
Chair: Andreas Zins

Ballroom

The Role of Blue Flag in the Destination Communication: Empirical Evidence on Italian Awarded Beaches
Tonino Pencarelli, Simone Splendiani, Claudia Fraboni, Italy

**Session n° 4 – Tourism Behaviour**
Chair: Chris Ryan

Vilasol

Golf Destination’s Brand Personality: The Case of the Algarve
Rosária Pereira, Antónia Correia, Ronaldo Schutz, Portugal

Exploring Loyalty Hotel Chain Program Effects
Pedro Pimpão, Antónia Correia, João Duque, Carlos Zorrinho, Portugal

Tourist Destination Loyalty: A Multidimensional Perspective
Rita Peres, Antónia Correia, Portugal

Tourism Second Homes Market: A Review of Owners’ Perspectives
Joana Afonso Dias, Antónia Correia, Francisco José Martínez López, Portugal

Lake-Destination Image Attributes: Website Content Analysis of Pictures and Text
Ana Isabel Rodrigues, Antónia Correia, Metin Kozak, Anja Tuohino, Finland

From Motivations to Yield Paths of Tourism Development: The Case of the Algarve
Jaime Serra, Antónia Correia, Paulo M. M. Rodrigues, Portugal

**Session n° 5 – Marketing Tourism Places and Spaces and Tourism Behaviour**
Chair: Giacomo Del Chiappa

Almargem

Nation-Branding Opportunities Created by Sport Mega-Events: The Case of South Africa and the 2010 FIFA World Cup
Brendon Knott, Alan Fyall, Ian Jones, USA

Spatial Conditions of Nautical Tourism Development: A Case Study of Croatia
Mirjana Kovačić, Majda Jurić, Čedomir Dundović, Croatia

Modelling Ferry Passenger Numbers and Tourist Overnights
Carl Marcussen, Denmark

The Ecotourists’ Willingness-To-Pay: An Econometric Analysis in the Context of Italy
Giacomo Del Chiappa, Marta Meleddu, Manuela Pulina, Italy
03 October

11h30 – 13h15 Session n° 5 – Marketing Tourism Places and Spaces and Tourism Behaviour

Chair: Giacomo Del Chiappa

Almargem

Wedding-Based Tourism Development: An Exploratory Analysis in the Context of Italy
Giacomo Del Chiappa, Fulvio Fortezza, Italy

13h15 – 14h30 Lunch

Restaurant

Buffet flavours of Mediterranean

14h30 – 15h15 Plenary Session

Chair: Efigênio Rebelo

Ballroom

How Do Tourists Experience Place?
Juergen Gnoth, University of Otago

15h15 – 15h30 Coffee Break

Restaurant

Coffee break

15h30 – 17h30 Session n° 6 – Tourism Behaviour

Chair: Elisabeth Kastenholz

VilaSol

Segmentation by Motivation in Hunting Tourism: A Case of Finnish Hunters
Jarno Suni, Finland

Segmenting International Resident Tourists According to Their Shopping Styles
Joan B. Garau, Maria D. De Juan–Vigaray, Spain

Towards a Convergence of Business and Leisure Traveler Behavior
Ramon Diaz–Bernardo, Spain

The Moderator Effect of Expectations on the Formation of Behavioral Intentions in the Cross–Border Area of Nicosia
Judit Diaz–Sauceda, Ramon Palau–Saumell, Santiago Forgas–Coll, Javier Sánchez–García, Spain

Motivations to Visit Sacred Places as Tourism Destinations
Carla Silva, José Luís Abrantes, Ram Herstein, Portugal

Diversity in Socializing Patterns: Segmenting the Rural Tourist Market Based on Social Interaction
Elisabeth Kastenholz, Maria João Carneiro, Celeste Eusébio, Portugal
03 October

15h30 – 17h30  Session no 7 – Places and Spaces
Chair: Alan Lew

Ballroom E
Local Students’ Perception of Spaces for Tourists and Locals in a Shopping District: Photo-Based Research
Taketo Naoi, Shoji Iijima, Akira Soshiroda, Tetsuo Shimizu, Japan

The Sustainable Management of Museums: Theoretical Considerations and Empirical Evidence from Marche Region
Tonino Pencarelli, Mara Cerquetti, Simone Splendiani, Italy

Singapore in Venice: Touring Spaces At Home
Desmond Wee, Germany

Construction of a Web-Based Geographical Information System: The Case of “Ria De Aveiro” Region
Helena Albuquerque, Filomena Martins, Rui Raposo, Luís Galiza & Pedro Beça & Paulo Dias, Portugal

Re-Discovery of Place
Bridget Major, Fraser McLeay, UK

Creative Tourism: A Preliminary Examination of Creative Tourists’ Motivation, Experience, Perceived Value and Their Revisit Intention
Lan Lan Chang, Kenneth F. Backman, Yu-Chih Huang, Taiwan

15h30 – 17h30  Session no 8 – Marketing Tourism Places and Spaces
Chair: Guilherme Castela

Ballroom F
Postmodern Tourism
Mauro Dujmović, Aljoša Vitasović, Croatia

Events as a Differentiation Strategy for Tourist Destinations: The Case of Algarve
Inês Miranda, Nuno Gustavo, Eugénia Castela, Portugal

Budget Hotels in Madeira: Prospects and Market Trends
António Almeida, Luiz Pinto Machado, Portugal

Determinants of Tourism Destination Competitiveness: A Sem Approach
Cristina Estevão, João Ferreira, Sara Nunes, Portugal

Problems in Assessing the Economic Impacts of Rural Cycle Ways: A Case Study of the Hauraki Cycle Trail
Chris Ryan, Sun Minghui, Ping Li, Thu Trinh, New Zealand
03 October

15h30 – 17h30 **Session n° 9 – Tourism Behaviour**
Chair: Lee Phillip McGinnis

**Almargem**

Interpretations of the “Feelgood in Lapland” Holiday Experience
Raija Komppula, Emmalisa Tapio, Finland

Women’s Strategies to Succeed in Golf: Portuguese Golf Professionals
Helena Reis, Antónia Correia, Lee Phillip McGinnis, Portugal

Experience Tourism Destination in a 3D Virtual World and Its Impacts on Travel Intentions: An Exploratory Study
Yu-Chih Huang, Sheila J. Backman, Lan Lan Chang, Taiwan

Tequila Tourism as a Development Factor: A Strategic Vision in Mexico
Genoveva Millán Vázquez de la Torre, José María Caridad y Ocerín, Juan Manuel Arjona Fuentes, Luis Amador Hidalgo, Spain

Tourists’ Consumption of Food and Beverage at the Airport
Giacomo Del Chiappa, Mariella Pinna, Italy

Adventure Tourist: Are They Really Looking For Risky Experiences? : The Case of Scuba Divers
Galia Fuchs, Arie Reichel, Amir Shani, Israel

15h30 – 17h30 **Session n° 10 – Marketing Tourism Places and Spaces and Tourism Behaviour**
Chair: Alain Decrop

**Ballroom F**

FIA World Rally Championship – Sardegna: Driving Repeat Tourists
Giacomo Del Chiappa, Cem Tinaz, Douglas Michele Turco, Italy

"Nice Place to Live and Nice Place to Visit": Wellbeing Opportunities for Destination Development
Alan Fyall, Heather Hartwell, Ann Hemingway, USA

The Pere-Lachaise Cemetery: Between Touristic Experience and Heterotopic Consumption
Stéphanie Toussaint, Alain Decrop, Belgium

Offline and Online Disintermediation: An Investigation of National and International Tourist Flows to Sardinia
Giacomo Del Chiappa, Andrea Zara, Italy

18h00 – 20h30 **Surprise**
Praia da Falésia
Sunset party

20h30 **Dinner**
Restaurant
Tasting loulé flavours and folklore
04 October

08h30 – 10h15  **Session nº 11 – Tourism Behaviour**
Chair: Justyna Majewska

VilaSol

Who’s This Space?: Clichés, Identities and Places
Goran Tomka, Serbia

Relation between Features of Agglomeration and Tourism Flows: Example of European Countries
Justyna Majewska, Poland

Questioning the Role of Traveling For Quality-of-Life
Ivo Ponocny, Andreas H. Zins, Austria

E-Satisfaction and E-WOM in the Context of Online Hotel Reservations
Romeu Lopes, José Luís Abrantes, Elisabeth Kastenholz, Portugal

08h30 – 10h15  **Session nº 12 – Marketing Tourism Places and Spaces and Tourism Behaviour**
Chair: Cláudia Ribeiro de Almeida

Ballroom F

Conceptualising the Value Co-Creation Challenge for Tourist Destinations
Giuseppe Melis, Scott McCabe, Giacomo Del Chiappa, Italy

Residents' Perceptions of Mountain Destinations
Carla Silva, Elisabeth Kastenholz, José Luís Abrantes, Portugal

Characterization of the Decision Making Process of the Purchase of an Air Travel Ticket
Cláudia Ribeiro de Almeida, Carlos Costa, Jocelyn McCall Ferreira, Portugal

The Emotional Attachment Built Through the Attitudes and Managerial Approach to Place Marketing and Branding: “A Golden City” of Kremnica, Slovakia
Marica Mazurek, Slovakia

Analyzing Seasonal Differences in a Destination's Tourist Market: The Case of Minho
Elisabeth Kastenholz, António Lopes de Almeida, Portugal

08h30 – 10h15  **Session nº 13 – Marketing Tourism Places and Spaces**
Chair: Metin Kozak

Ballroom E

Communication Platforms in Producing Facilities: A Comparison between German and Japanese Car Manufacturers
Yosuke Endo, Yohei Kurata, Japan
04 October

08h30 – 10h15  Session n° 13 – Marketing Tourism Places and Spaces

Ballroom E  Chair: Metin Kozak

The Influence of Slow City in the Context of Sustainable Destination Marketing
Yesim Cosar, Alp Timur, Metin Kozak, Turkey

Significance of Internal Marketing Communications in Destinations
Gökçe Özdemir Bayrak, Özge Adan, Turkey

Acceptance and Use of Social Media in Tourism Companies in Eastern Finland
Jenni Mikkonen, Noora Tahvanainen, Antti Honkanen, Finland

08h30 – 10h15  Session n° 14 – Marketing Tourism Places and Spaces and Tourism Behaviour

Almargem  Chair: Giacomo Del Chiappa

Experientization: Broadening the concept of experience in tourism marketing
Chouki Sfandla,

Objectivism or Emotionalism? Shaping Visitors’ Satisfaction at a Museum
Giacomo Del Chiappa, Martina G. Gallarza, Italy

Are We Marketing Our Own Tourism Higher Education Programs?: The Relationship with the Industry
Ayşe Collins, Turkey

10h15 – 11h00  Plenary Session

Ballroom  Chair: Metin Kozak

Marketing Destinations in an Age of Chaotic Globalization.
Alan Lew, Department of Geography, Planning and Recreation, College of Social & Behavioral Sciences, Northern Arizona University

11h00 – 11h15  Coffee Break

Restaurant  Coffee break

11h15 – 12h00  Session n° 15 – Tourism Behaviour

Almargem  Chair: Carl Marcussen

Place and Proximity: A Spatial Analysis of Visitors’ Place Attachment at Kenai Fjords National Park, Alaska
Karina C. Mullen, Shawn K. Davis, USA

Authenticity in World Heritage Historic Centers
Odete Paiva, José Luís Abrantes, Cláudia Seabra, Fernanda Cravidão, Portugal
04 October

11h15 – 12h00  Session n° 15 – Tourism Behaviour
Chair: Carl Marcussen

Almargem  Retirees’ Tourism Behaviour in Andalusia: Stability and Change in the First Decade of the 21st Century
Karina Nielsen Nielsen, Spain

11h15 – 12h00  Session n° 16 – Marketing Tourism Places and Spaces and Tourism Behaviour
Chair: Andres–Artal

Vila Sol  Segmentation of Restaurants for Tourists and Locals in a Tourist–Historic City: The Case of Amsterdam
Pieter Terhorst, Hilal Erkus–Öztürk, Netherlands

Reconfiguring the Role of Local Cultural Intermediaries in the Tourist Encounter
Iride Azara, UK

Understanding the Value in Use of Multi-Segment Destinations: A Summer Season Case of the Swedish Mountain Resort Åre
Tatiana Chekalina, Maria Lexhagen, Matthias Fuchs, Sweden

Session n° 17 – Marketing Tourism Places and Spaces and Tourism Behaviour
Chair: Alan Fyall

Ballroom F  The Use of Targeted Marketing Tools to Promote Education in the Field of Tourism and Hospitality: Case Study of Ural Federal University, Russia
Julia Pyankova, Russia

Shifting Tourist Flows to Less Frequented Destinations: Opportunities and Challenges for Rural Tourism
Peter Murphy, Ivy Chow, Australia

Marina Zanfardini, Patricia Aguirre, Lucía Tamagni, Argentina

The Role of Negotiation for Long-Haul Markets in the Intention of Revisit Rural Europe
Áurea Rodrigues, Catarina Marques, Portugal

12h00 – 12h45  Industry Case
Chair: Adriano Pimpão

Ballroom  The Case of Vilamoura XXI and ‘The Residences at Victoria Clube de Golfe’
Gilberto Jordan, CEO, André Jordan Group, Talma Mitchell, André Jordan Group,
04 October

12h45 – 13h30  
**Closing Session**
Ballroom  
with Metin Kozak (co-founder of ATMC)

13h30 – 14h30  
**Lunch**
Restaurant  
Buffet flavours of Mediterranean

14h30  
**Excursions**
São Brás de Alportel  
from the sea to the inward

20h30  
**Conference Gala Dinner and Prize Awards**
Restaurant  
Shifting Flavours– Mediterranean Experience with Fado