



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - PORTUGAL

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 Maqabli](#), 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 Petříková, 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



**Marketing
Places and
Spaces**

Shifting Tourist Flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - PORTUGAL

02 October

17h30 – 20h00 **Welcome Reception**

Clubhouse Introduction to golf practices and tuna académica

03 October

08h00 – 09h00 **Registration**

Hall Registration and Documentation

09h00 – 09h45 **Opening Session**

Ballroom with the Honourable Presence of the Rector of the University of Algarve

09h45 – 10h30 **Plenary Session**

Chair: João Guerreiro

New Tourismus: New and Old Touristic Places

[Carmina Cavaco](#), Emeritus Professor, Universidade de Lisboa

10h30 – 10h45 **Coffee Break**

Restaurant Coffee break

10h45 – 11h30 **Plenary Session**

Chair: Alan Fyall

Ballroom **Tourists Behaviours**

[Chris Ryan](#), New Zealand

11h30 – 13h15 **Session nº 1 – Tourism Behaviour**

Chair: Cláudia Ribeiro de Almeida

Ball room E **Motivation and Involvement in International Tourism**

[Cláudia Seabra](#), [Carla Silva](#), [José Luís Abrantes](#), Margarida Vicente, Portugal

Tourist Behavior in Two Continents: Analysis of Tourist' Loyalty in Lloret de Mar and Cancun

[Carlos Amaya-Molinar](#), [Ramon Palau-Saumell](#), [Santiago Forgas-Coll](#), Javier Sánchez-García, Spain

Achieving Consistency in Destination Personalities: A Tripartite Personality Congruity Theory Focused on Industry Professionals

[Veronica Lam](#), Leonard Dioko, Macau

International Tourists and Terrorism Risk

[Cláudia Seabra](#), [José Luís Abrantes](#), [Elisabeth Kastenholz](#), Portugal

Choosing Online Content for Tourism Destination Marketing: Current Creative Strategies and Positioning

Pedro Quelhas Brito, Joaquim Monteiro Pratas, Portugal



**Marketing
Places and
Spaces**

Shifting Tourist flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - PORTUGAL

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 Zanfardin

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

[Çağıl Hale ÖZEL](#), Turkey



Marketing
Places and
Spaces

Shifting Tourist flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - PORTUGAL

03 October

11h30 – 13h15 **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

11h30 – 13h15 **Session n° 4 – Tourism Behaviour**

Chair: Chris Ryan

Vilasel

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

11h30 – 13h15 **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



Marketing
Places and
Spaces

Shifting Tourist Flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - PORTUGAL

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: Efigénio 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 Kastenholtz

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 Díaz-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 Kastenholtz](#), Maria João Carneiro, Celeste Eusébio, Portugal



**Marketing
Places and
Spaces**

Shifting Tourist flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - 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 Ijima](#), [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



**Marketing
Places and
Spaces**

Shifting Tourist flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - PORTUGAL

03 October

15h30 – 17h30 **Session n° 9 – Tourism Behaviour**

Chair: Lee Phillip McGinnis

Almargem

Interpretations of the “Feelgood in Lapland” Holiday Experience

[Raija Komppula](#), Emmaliisa 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 foclöre



**Marketing
Places and
Spaces**

Shifting Tourist flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - PORTUGAL

04 October

08h30 – 10h15 **Session n° 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 Kastenholtz, Portugal

08h30 – 10h15 **Session n° 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 Kastenholtz, 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 Kastenholtz, António Lopes de Almeida, Portugal

08h30 – 10h15 **Session n° 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



**Marketing
Places and
Spaces**

Shifting Tourist flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - PORTUGAL

04 October

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

Chair: Metin Kozak

Ballroom E

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**

Chair: Giacomo Del Chiappa

Almargem

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**

Chair: Metin Kozak

Ballroom

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**

Chair: Carl Marcussen

Almargem

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



**Marketing
Places and
Spaces**

Shifting Tourist flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - 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 Erkuş-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

How Is the Evolution of CSR's Research in Tourism Context? : A Review from 1992 to 2012

[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](#),



Marketing
Places and
Spaces

Shifting Tourist flow



CONFERENCE PROGRAMME

2ND to 4TH OCTOBER - VILAMOURA - PORTUGAL

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



**Marketing
Places and
Spaces**

Shifting Tourist flow