

5th International Conference on Tourism Research - ICTR 2022

19 - 20 May 2022

Building D, The School of Hospitality and Tourism (ESHT)

Polytechnic Institute of Porto (P.Porto), Vila do Conde, Portugal

All timings are GMT+1 - Portugal/UK Time

	Wednesday 18 May		<p><u>Zoom Room Details for Virtual Participants</u> PASSCODES FOR ALL ROOMS IS: ICTR22</p> <p>Plenary Zoom Room 1 – the conference will start in this room https://us02web.zoom.us/j/84776362508</p> <p>Zoom Room 2 https://us02web.zoom.us/j/81635113924</p> <p>Zoom Room 3 https://us02web.zoom.us/j/87998446087</p>
16:30	Gastronomic Exhibition and early Registration at Polytechnic Institute of Porto (ESHT), Portugal		
	Thursday 19 May		
08:30	Conference Registration at Polytechnic Institute of Porto (ESHT), Portugal Building D Entrance		
08:45	Zoom Room 1 Opens		
09:00	Opening of the Conference: Antonio Marques, Vice-President of the Polytechnic Institute of Porto, Portugal Room: B101		
09:15	Keynote Address: Dr. Luís Araújo, President of Turismo de Portugal Tourism: Time to act		
10:00	Conference Splits into Parallel Streams		
	Stream A: Mini Track on Sustainable Tourism and the Circular Economy Chair: Chris Moon Zoom Room 1 & D105	Stream B: Mini Track on Events: Impacts, Challenges and Future Perspectives Chair: Jorges Marques Zoom Room 2 & D106	Stream C: Branding Chair: Alexandra Malheiro Zoom Room 3 & D107
10:10	The Potential of Voluntourism in Central Finland Rositsa Röntynen and Minna Tunkari-Eskelinen , Jyväskylä University of Applied Sciences, Finland	Failing to Plan is Planning to Fail: Critical Insights of Sustainable Event Management Planning in Ireland Kelly Maguire , Technological University of the Shannon, Ireland (Presentation Only)	Factors that affect the Perception of Tourist Destination of Braga Manuel Sousa Pereira , Instituto Politécnico de Viana do Castelo, Valença, Portugal, Sofia Gomes , Sílvia Faria and Pedro Ferreira , Universidade Portucalense, Portugal (virtual)
10:30	The Question of Sustainability - When eco-tourism becomes over tourism: The Example of the Kruger National Park, South Africa Michael R. Brett , University of Zululand, South Africa	The Impact of the COVID-19 pandemic on Portuguese Events: the Case of Northern Portugal Fátima Matos da Silva , Isabel Oliveira and Sofia Borges , REMIT Portucalense University, Porto, Portugal (virtual Presentation)	A Theoretical Relection on the Importance of Branding to Promote Thermal Tourism Destination Vera Antunes , Gisela Gonçalves and Cristina Estevão , Universidade da Beira Interior, Covilhã, Portugal
10:50	Measuring the Smart Destination Development: Insights from Slovakia Vanda Marakova , Lenka Dzurikova and Martin Timko , Matej Bel University in Banska Bystrica, Slovakia	Aquatic Events(s) in the Cultural and Nautical Diversity of a Destination Eunice Lopes and Manuela Fernandes , Polytechnic Institute of Tomar, Portugal (virtual)	Demand for Domestic Marine and Coastal Tourism John Deely , Stephen Hynes , Mary Cawley and Sarah Hogan , National University of Ireland, Galway, Ireland
11:10	Short Break	Short Break	Short Break
11:20	Sustainability and Holidays Plans in Covid Times: An analysis of Portuguese residents' intentions Maria Sofia Lopes , Fernanda Oliveira, and Sofia Eurico , Leiria Polytechnic, School of Tourism and Maritime Technology, Portugal (virtual)	Shaping the new normal: Portuguese hotel and event managers' reactions to COVID-19 Sandra Vasconcelos , Carla Melo , António Melo and Daniela Meneses , ESHT - Polytechnic Institute of Porto, Vila do Conde, Portugal (virtual)	Brand Equity and Cleanliness Regarding Brand Experience, Consumer Well-being and Customer Satisfaction Within the Restaurant Sector Alejandra Flores-Silva , Manuel Luis Lodeiros-Zubiria and Erika Tuesta-Panduro , Universidad Peruana de Ciencias Aplicadas, Lima, Peru (virtual)
11:40	Measuring Social Tourism Sustainability in Porto Municipality: The views of residents Goretta Silva , Carmen Pardo and Inês Rocha , IPVC, Portugal	Literary Routes as a Successful Tourist Offer in Porto Ana Ferreira and Pedro Liberato , School of Hospitality and Tourism of Politechnic Institute of Porto, Vila do Conde, Portugal and Elisa Alen , University of Vigo, Spain (virtual)	Big Data, Social Media and Employer Branding: An exploratory study from the Hospitality industry Hazel Eser and Ipek Kalemci Tuzun , Baskent University, Turkey (virtual)
12:00	Circular Economy in the Portuguese Hotel Industry: An empirical overview Berta Costa and Susana Rodrigues , Polytechnic Institute of Leiria, Portugal, Carina Silva , Polytechnic of Lisbon, Portugal and Maria Pilar Moreno , University of Seville, Spain	Future Evolution of Event Education Amanda Cecil , Indiana University (IUPUI), Indianapolis, USA (Round Table)	Creating a City Image Based on Foreign Visitors' Views Retrieved From Historical Documents: The Case of Porto José Luís Braga , Isabel Borges , Catarina Mota, Sónia Leite, and Miguel Magalhães, Institute of Higher Studies of Fafe, Porto, Portugal(virtual)
12:20	<i>Lunch Break (first floor restaurant)</i>	<i>Lunch Break (first floor restaurant)</i>	<i>Lunch Break (first floor restaurant)</i>

	Stream A: Mini Track on Digital Literacy in Tourism Chair: Daniel Binder Zoom Room 1 & D105	Stream B: Cultural and Creative Tourism Chair: Flávio Ferreira Zoom Room 2 & D106	Stream C: PhD Colloquium Chair: Cândida Silva and António Melo Zoom Room 3 & D107 10 minute presentations with time for Discussion and feedback
13:30	Accessibility of National Cultural Heritage to Deaf Tourists Paula Escudeiro Márcia Campos Gouveia , Bruno Cunha and Nuno Escudeiro , GILT - Games Interaction & Learning Technologies, Portugal (virtual)	Creative Tourism in Vila Nova de Foz Côa: Current Challenges and Future Perspectives Dália Liberato , Sandra Vasconcelos , Adriana Paulos , Pedro Liberato and Carla Melo , ESHT-Polytechnic Institute of Porto; CIDTFF, Vila do Conde, Portugal (virtual)	Customer Engagement with VR-enabled Tourism Activities at Cultural Heritage Sites Ahmet Hacikara , Tingting Zhang and Jeff Weinland University of Central Florida, Orlando, USA (virtual)
13:50	Building Digital Literacy in Tourism Education: Where we are and where we should be going Christoph Bauer and Birgit Phillips , University of Graz, Austria (Presentation only) (virtual)	An Overview of Creative Tourism Literature: A Systematic Review Hilal Akdemir , Maria Alexandra Patrocínio Rodrigues Gonçalves and José Manuel Sousa de São José , Universidade do Algarve, Portugal (virtual)	Tourism and Big Data in a post-COVID-19 World: The Utopian and Dystopian Rhetoric Maria João Vaz and Helena Machado , Universidade do Minho, Portugal
14:10	Harnessing the Digital Future Of Tourism: A Multi-Stakeholder Approach To Utilizing Knowledge In Challenging Times Sandra Macher and Daniel Binder , FH Joanneum, Graz, Austria (Presentation only) (virtual)	Analysis of Oleotourism and Museology: Bibliometric Analysis and Systematic Literature Review Jéssica Ferreira , Ana Cristina Silvério , Márcia Vaz and Paula Odete Fernandes , UNIAG, Instituto Politécnico de Bragança, Portugal (virtual)	Critical Success Factors for Developing and Managing Agri-Tourism: A South African Approach Christelle Charlien Van Zyl and Peet Van Der Merwe , North-West University, Potchefstroom Campus, South Africa
14:30	Tourist's Digital Demands on Destinations Sonja Radkohl and Lea Dvoršak , FH Joanneum, Graz, Austria (Presentation only) (virtual)	Understanding the Concept of Industrial tourism: a systematic review of the literature Zulmira Montenegro , Jorge Marques , Universidade Portucalense, Porto and Cristina Sousa , ISCTE, Lisbon, Portugal (virtual)	Reapproaching Sustainable Tourism in the Post-Pandemic Era: A Case Study of Japan Olesia Silanteva , University of Tsukuba, Japan (virtual)
14:50	A Study on the Positive Impact of e-WOM in Ecotourism Destinations of Vietnam Sinh Duc Hoang , Zuzana Tučková , Sandeep Kumar Dey and Vy Thi Tuong Nguyen , Tomas Bata University in Zlín, Czech Republic	Tour Guide Service Quality and Tourist Loyalty toward Cultural Heritage Sites: A Signaling Theory Perspective Mohammad Alazaizh , Zayed University, Abu Dhabi, UAE (Presentation only)	Research on the Applications of Blockchain Technology Within Tourism Industry in Vietnam: Proposed Model in Phu Quoc Island Ngoc Ngo , Tomas Bata University in Zlín, Czech Republic (Virtual)
15:10	Break	Break	Break
	Stream A: Business Aspects of Tourism Chair: Susana Silva Zoom Room 1 & D105	Stream B: Mini Track on Gastronomic Tourism: Culture, Territory & Experiences Chair: Ana Ferreira Zoom Room 2 & D106	Stream C: PhD and Masters Colloquium Chair: Cândida Silva and António Melo Zoom Room 3 & D107 10 minute presentations with time for Discussion and feedback
15:40	Organizational Culture and Group Dynamics in the Tourism industry Angelos Ntalakos , Dimitrios Belias and Athanasios Koustelios , University of Thessaly, Greece and Nikolaos Tsigilis , Aristotle University of Thessaloniki, Greece (virtual)	Preserving Ritual Food as intangible cultural heritage through digitisation: The case of Portugal. Makhabbat Ramazanova , Helena Albuquerque , Isabel Freitas , Joana Quintela and Patrícia Remelgado , Portucalense University, Porto, Portugal, Cristina Lopes , Municipality of Lousada, Portugal	An Analysis of Sustainability Reporting Practices of the Global Airline Industry Eljas Johansson , Gdańsk University of Technology, Gdańsk, Poland
16:00	Taxation of Accommodation Services Provided in the Framework of the Collaborative Economy in The Slovak Republic Anna Vartašová , Karolína Červená , Pavol Jozef Šafárik University in Košice, and Cecília Olexová , University of Economics in Bratislava, The Slovak Republic (virtual)	Remembrance Tourism: Maarjamäe Memorial versus The Estonian Victims of Communism Memorial Brent McKenzie , University of Guelph, Canada	Development of a Tourist Information Search Support System that Reflects Interests Based on User's Gaze Taiga Mori , Mitsuhito Yamada , Yuko Hoshino , Tokai University, Tokyo, Japan and Eriko Ishii , Kagoshima Prefectural College, Japan (virtual)
16:20	Shift Work and Quality of Life on Tourism, Hospitality and Restaurant Industry: Findings from the Portuguese Context Susana Silva , Institute Polytechnic of Porto and Dora Martins , University of Aveiro, Portugal	Traditional Wine Landscape as a Rural Heritage: Portuguese Verde wine vineyards Isabel Vaz de Freitas , Helena Albuquerque , Makhabbat Ramazanova , and Plínio Soares , Universidade Portucalense, Portugal	Pivoting Online: the Case of the Irish Agri-food Sector Ciana Rogers , Dundalk Institute of Technology, Dundalk, Ireland
16:40	Tourism Routes Characterisation and Concepts: A Scoping Review André Pedrosa , Filomena Martins and Zélia Breda , University of Aveiro, Portugal	The Evaluation of Tourist Routes in Portugal: A case of social policy Carlos Vilela da Mota , ISCE – Instituto Superior de Lisboa e Vale do Tejo and Eduardo Tomé , Universidade Lusofona de Humanidades e Tecnologias, Lisbon, Portugal (virtual)	Wellness tourism from consumers' perspective – An exploratory analysis Nasim Hekmat , Jorge Marques , Joana Quintela and Makhabbat Ramazanova , Universidade Portucalense, Portugal (virtual)
17:00	Zoom Room 1: Virtual Participants Networking in Small Groups to Catch up with Colleagues and build New Connections for Future Collaboration		
17:30	Close of Conference Day	Close of Conference Day	Close of Conference Day
20:00	In Person Participants: Conference Dinner at Santana Hotel, Monte de Santana, 4480-160 Azurara		

	Friday 20 May		
09:00	Opening Messages Room: B101		
09:05	Keynote Address: Professor Marianna Sigala, University of Piraeus, Greece Advertising Tourism During COVID-19: Marketization of Compassion or Re-Setting Tourism		
09:50	Introduction to ICTR 2023		
09:55	Coffee Break and Poster Presentations Building D Entrance		
10:35	Conference splits into streams		
	Stream A: Mini Track on Active Life and Well-Being Tourism Chair: Fernanda Ferreira Zoom Room 1 & D105	Stream B: Mini Track on Transforming Tourism Education Through Collaboration, Mobility and Simulation Chair: António Melo & Sandra Vasconcelos Zoom Room 2 & D106	Stream C: Tourism Issues Chair: Teresa Pataco Zoom Room 3 & D107
10:40	User's Profile a Portugese Thermal Establishment: An Empirical Study Márcia Vaz , Alcina Nunes and Paula Odete Fernandes , and Maria José Alves , Instituto Politécnico de Bragança, Fernanda Ferreira , Cristina Rodrigues Instituto Politécnico do Porto, Vânia Costa , Instituto Politécnico do Cávado e do Ave, Portugal (virtual)	The Impacts of Covid-19 on Staff Training within the Aviation Sector Teemu Patala , Airport College International, Vantaa, Finland	Culture Consumption Shift to Mitigate the Climate Emergency Tihologello Sesana , Luthando Thomas and Francine van Tonder , Tshwane University of Technology, Pretoria, South Africa (virtual)
11:00	User's Profile of Thermal Establishments: Literature review Cristina Rodrigues , Fernanda A. Ferreira , Instituto Politécnico do Porto, Vânia Costa , Instituto Politécnico do Cávado e do Ave, Portugal, Maria José Alves , Márcia Vaz , Paula Odete Fernandes , and Alcina Nunes, Instituto	Learning by doing: Fostering tourism students' soft skills through interdisciplinarity and collaboration Sandra Vasconcelos , Carla Melo , António Melo and Dália Liberato , Instituto Politécnico do Porto, Vila do Conde, Portugal (virtual)	The use of the Airbnb collaborative platform in Romania: a survey-based research Alina Badulescu , Elena Stiubea , Ramona Simut and Daniel Badulescu , University of Oradea, Romania
11:20	Fostering Accessible Tourism: Stakeholders' Perspective in Vila do Conde and Póvoa de Varzim Fernanda A. Ferreira , Dália Liberato , Pedro Liberato and Raquel Coentrão , Instituto Politécnico do Porto, Vila do Conde, Portugal	Developing Hospitality Management Core Competencies Framework Stelios Marneros , George Papageorgiou , and Andreas Efstathiades , European University Cyprus, Nicosia, Cyprus (virtual)	Co-Creation and Design - "Living Heritage Routes" Project: Memory Itineraries for the City of Lamego Isabel Vieira , Didiana Fernandes and Paula Santos , Instituto Politécnico de Viseu, Portugal
11:40	Adventure Sports and Nature-Based Tourism: Assessment of Canyoning Spots in the Northern Region of Portugal Alexandra I. Correia , Goretti Silva and Susana Rachão , Instituto Politécnico de Viana do Castelo, Portugal (virtual)	An Emotional Intelligence Training Program in the Tourism Sector Aikaterini Kikilia , Sofia Kallou , Michail Kalogiannakis , University of Crete, Greece (virtual)	Winery Word of Mouth: Brand Prestige, Brand Credibility and Wine Experience Sara Santos , Luísa Augusto , Instituto Politécnico de Viseu, Portugal, Fábio Caldas , Pedro Espírito Santo , Instituto Politécnico de Coimbra, Adriana Oliveira , Instituto Politécnico do Porto, Portugal (virtual)
12:00	Can Volunteer Tourism be a sub-segment of Wellness Tourism? Maria Carlos Lopes , Gorete Dinis , Instituto Politécnico de Portalegre and Sara Poças , Universidade do Porto, Portugal (virtual)	University-based hospitality centers getting and reassessment of effective advertising models Teodora Kiryakova-Dineva , Beatris Vladimirova , South-West University "Neofit Rilski", Bulgaria (virtual)	Pricing Strategies of Porto's Airbnb New Listings Valentin Toader , Oana Ruxandra Bode and Veronica Rus , Babeş-Bolyai University, Romania
12:20	Governance issues in Protected areas. The case of Peneda-Gerês National Park Sónia Nogueira , Shital Jayantilal , Universidade Portucalense and Sílvia Ferreira Jorge , Aveiro University, Portugal (virtual)	The COVID-19 Pandemic and its Effects on the Future of Study Abroad Programmes at Selected Universities in South Africa Elhaam Abrahams and Hilary Kennedy Nji Bama , Cape Peninsula University of Technology, Cape Town, South Africa (Virtual)	The Future of Brand Awareness and Brand Loyalty on Travel Agencies Sara Santos and Luísa Augusto , Instituto Politécnico de Viseu, Joana Monteiro and Pedro Espírito Santo , Instituto Politécnico de Coimbra, Adriana Oliveira , Instituto Politécnico do Porto, Portugal (virtual)
12:40	Lunch Break (first floor restaurant)	Lunch Break (first floor restaurant)	Lunch Break (first floor restaurant)

	Stream A: Mini Track on Tourism & Hospitality ICT Chair: Cândida Silva Zoom Room 1 & D105	Stream B: Covid-19 Chair: Mónica Oliveira Zoom Room 2 & D106	Stream C: Tourism Issues Chair: Goretti Silva Zoom Room 3 & D107
13:30	Bolster or Blunder: How Swiss Hotels Communicated on Facebook During Covid-19 Pandemic Laura Zizka , Maggie Chen , and Amandine Favre , Ecole hoteliere de Lausanne, University of Applied Sciences and Arts Western Switzerland (Presentation Only) (virtual)	COVID-19 Outbreak and Tourism: State of The Art Ruggero Sainaghi , IULM, Milan, Italy	'Different Strokes for Different Folks': Segmenting Drag Cabaret Audiences in South Africa Chris Hattingh , Cape Peninsula University of Technology, Cape Town, South Africa and Ashley Niekerk, University of Cape Town, South Africa
13:50	Online Food Delivery: An Overview and Bibliometric Analysis Alberto Badenes-Rocha , Enrique Bigné and Carla Ruiz-Mafé , Universitat de València, Spain (virtual)	Debt of Hotel Companies: The Impact of Company Characteristics and Crisis Periods Jorge Alves , Bárbara Pereira and Nuno Moutinho , Instituto Politécnico de Bragança, Portugal	Describing skills in hotel management syllabi: a view from the field Rosa Silva , Cândida Silva , Gisela Soares , Teresa Pataco , Monica Oliveira and Susana Silva , Polytechnic Institute of Porto, Vila do Conde, Portugal
14:10	Developing a Destination Management Information System: A Case Study of Ottawa, Canada Michelle Novotny and Rachel Dodds , Ryerson University, Toronto, Canada (virtual)	The Impact of Covid 19 in the VAICTM in the Hospitality Industry: The Portuguese Case Vânia Costa , Maria de Lurdes Silva , and Paula Loureiro , Instituto Politécnico do Porto, Vânia Costa, Instituto Politécnico do Cávado e do Ave, Portugal (virtual)	Mobilities, Context Costs and Heritage in the Construction of Tourism and Leisure Relations on the Border of Central Portugal with Spain Gonçalo Fernandes , Polytechnic Institute of Guarda, Portugal (virtual)
14:30	Promotion of Destinations through interactive digital marketing: collaborative model for smart cities Carlos R. Cunha , Vítor Mendonça , Márcio Martins and Manuela Carneiro , Polytechnic Institute of Bragança, Portugal	Glamping: Active back to nature trend in the post-pandemic reality Teodora Kiryakova-Dineva , Ivanka Vasenska and Blagovesta Koyundzhyska-Davidkova , South-West University "Neofit Rilski", Blagoevgrad, Bulgaria (virtual)	Internal Control and Risks Mitigation in Tourism Sector in Portugal Cristiana Pereira , Helena Costa Oliveira and Susana Bastos , CEOS.PP, ISCAP, Polytechnic of Porto, Portugal (virtual)
14:50	Summary of the Conference Award to the winner of the Best PhD Paper and Best Poster		
15:00	<i>Close of Conference</i>		
	Poster presenters will stand by their work during the Friday Morning Coffee Break to Discuss with other participants. Virtual Participants can see the posters on facebook and in the conference dropbox.		
	WIP Paper	Poster Only	
	Towards the Development of an Innovative Sustainable Sports Tourism Management Framework for Portugal Diogo Sousa and Kelly Maguire , Technological University of the Shannon: Athlone Campus, Ireland	Tourism and the Sharing Economy - An Inquiry into Consumers' Motivations Sami Kajalo , Aalto University School of Business, Helsinki, Finland and Jia Song , Shenzhen Polytechnic, School of Management, China	Sustainable Management of Tourism: Insights from Portugal Fátima Mendonça and Kelly Maguire , Technological University of the Shannon, Ireland and Nuno Almeida , Polytechnic of Leiria, Portugal (PhD Paper with Poster)
	Co-Creation of Experiences at Dark Tourism Festivals Luisa Golz , Technological University of the Shannon, Athlone, Ireland	Virtual Exhibitions and Generation Z: Exploring Gen Z's intentions of attending virtual exhibition Violet Bao , Becky Liu-Lastre and Amanda Cecil , Indiana University-Purdue University, USA (invited)	
	An Examination of the Sustainable and Green Practices of Portuguese Hotels José Fernandes , Kelly Maguire , Technological University of the Shannon, Athlone, Ireland and Luís Lima Santos , Polytechnic of Leiria, Portugal	Virtual Reality as a Tool for Destination Marketing: role of intrinsic motivation and content quality Sinh Duc Hoang , Tomas Bata University in Zlín, Czech Republic (invited)	
	Implications of the New Balearic Islands Circularity Law For Tourism Practice and Research Christopher J Moon , Middlesex University, London, UK, Julio Batle and Matilde Morales , UIB, Spain	The Influence of Strategic Communication in The Projection of Portugal As A Thermal Tourism Destination Vera Antunes , Gisela Gonçalves and Cristina Estevão , Universidade da Beira Interior, Portugal (invited)	
	Developing Tourism: The path out of poverty for Uzbekistan Shahboz Babaev and Tony Johnston , Technological University of the Shannon, Ireland		