

SUNDAY 6 SEPTEMBER 2009

13:00 – 18:00	Registration and Beach Welcome	Pre-Conference Registration at the Royal Exeter Hotel, Exeter Road, Bournemouth Town Centre.
15:00 – 18:00	Fun on the beach	Join us on the Bournemouth Beach where there will be fun activities for all delegates who arrive early throughout the afternoon. Location: In front of the Westbeach café (close to the Pier)
20:00 – 23:00	Informal Drink *	Bar 1812, Exeter Road, Bournemouth Town Centre

*at delegate expense



MONDAY 7 SEPTEMBER 2009 – AM

08:15 - BUS 1 Hermitage Hotel to Talbot Campus

08:25 - BUS 2 Hermitage Hotel to Talbot Campus

Location: Poole House Atrium and Lees Lecture Theatre, Talbot Campus

08:30 – 09:30	Registration and Welcome Drinks Location: Poole House Atrium, Talbot Campus		
09:30 – 09:40	Welcome to Bournemouth and to the International Centre for Tourism & Hospitality Research	Alan Fyall, Bournemouth University, UK	
09:40 – 09:45	Official Welcome to Bournemouth University	Nick Petford, Pro-Vice Chancellor Research & Enterprise, Bournemouth University, UK	
09:45 – 10:00	Welcome to ATMC2009	Metin Kozak, Mugla University, Turkey and Juergen Gnoth, University of Otago, New Zealand	
10:00 – 10:30	Key Note Address	Geoffrey Lipman, UN World Tourism Organization	Tourism in the Green Economy
10:30 – 11.00	Key Note Address	Tim Coles, Exeter University, UK	Tourism, Marketing and Service (R)evolution

11:00 – 11:30 COFFEE IS SERVED IN THE POOLE HOUSE ATRIUM AND REFECTORY, TALBOT CAMPUS



MONDAY 7 SEPTEMBER 2009 – AM

	Parallel Sessions	Location: Thomas Hardy Suite, Talbot Campus		
11.30 – 13:00	<p>DESTINATION COMPETITIVENESS</p> <p>Room: PG146 Session Chair: Metin Kozak</p> <p>ASSESSING MAINLAND CHINESE TOURISTS' SATISFACTION WITH HONG KONG USING THE TOURIST SATISFACTION INDEX <i>SONG Haiyan, CHEN L Jason and VAN DER VEEN Robert, GANG Li</i></p> <p>TOURISM AREA COMPETITIVENESS ON AN ISLAND DESTINATION: AN EVALUATION BY EXPERTS <i>OREJA-RODRÍGUEZ Juan Ramón and PARRA-LÓPEZ Eduardo</i></p> <p>NONLINEAR MLP NEURAL NETWORKS COMBINATION METHOD FOR TOURISM DEMAND FORECASTS <i>CANG Shuang</i></p> <p>CO-CREATION AS A STRATEGIC ELEMENT OF TOURISM DESTINATION COMPETITIVENESS <i>DE JAGER Koert</i></p>	<p>eTOURISM AND DESTINATION MARKETING</p> <p>Room: PG145 Coyne Lecture Theatre Session Chair: Sonja Sibila Lebe</p> <p>USER GENERATED CONTENT: AN INVESTIGATION OF SUCCESS FACTORS FOR BLOGS AND FORUMS <i>VOLO Serena and OSTI Linda</i></p> <p>ADVERTISING AND WORD OF MOUTH IN TOURISM, A SIMULATION STUDY <i>BAGGIO Rodolfo, CORIGLIANO Magda Antonioli, SCOTT Noel and COOPER Chris</i></p> <p>SPORTS TOURISM AND MOTORSPORTS – AN EXPLORATION <i>GRANT-BRAHAM Bruce</i></p> <p>SOCIO-ECONOMIC REVIVAL, THROUGH EFFECTIVE CRISIS MANAGEMENT AND TOURISM MARKETING STRATEGIES, IN SMALL ISLANDS IMPACTED BY NATURAL DISASTERS: A CONCEPTUAL APPROACH <i>REDDY Maharaj Vijay</i></p>	<p>MARKETING SYSTEMS PROCESSES AND OPERATIONS</p> <p>Room: PG143/144 Session Chair: Luisa Andreu</p> <p>DESTINATION MARKETING PRACTICES: EVIDENCES FROM ITALY <i>BREGOLI Ilenia</i></p> <p>BENEFIT SEGMENTATION OF SUMMER TOURISTS: THE CASE OF SAVONLINNA REGION IN FINLAND <i>PESONEN Juho, KOMPPULA Raija and LAUKKANEN Tommi</i></p> <p>THE CHALLENGES OF MARKETING TOURISM DESTINATIONS IN THE CENTRAL AFRICAN SUB-REGION: THE CAMEROON EXAMPLE <i>KIMBU Albert Nsom</i></p> <p>AN INVESTIGATION INTO THE REQUIRED COMPETENCIES FOR AIRLINE CABIN CREW IN THE CONTEXT OF COMPETENCY BASED TRAINING <i>KIM Youngmi and KIM Samuel Seongseop, PARK Hyejung</i></p>	<p>DESTINATION IMAGE</p> <p>Room: PG141 Session Chair: Arie Reichel</p> <p>EFFECT OF CONTROLLABLE AND NON-CONTROLLABLE SOURCES OF INFORMATION ON THE IMAGE OF TURKEY <i>MARTÍNEZ Sara Campo, ALVAREZ Maria</i></p> <p>A STUDY OF NON-VISITORS: WHICH IMAGE DO THEY HOLD OF DESTINATIONS THEY HAVE NOT VISITED <i>FROCHOT Isabelle, MAZUEL Luc and MAUMELAT Armelle</i></p> <p>ASSESSING THE INTERNATIONAL IMAGE OF AN URBAN DESTINATION: THE CASE OF MILAN <i>D'ANGELLA Francesca and DE CARLO Manuela</i></p> <p>DEVELOPING AN INDIGENOUS TOURISM SCALE <i>GNOTH Juergen</i></p>

13:00 – 14:00 LUNCH IS SERVED IN THE POOLE HOUSE ATRIUM AND REFECTORY, TALBOT CAMPUS



MONDAY 7 SEPTEMBER 2009 – PM

14:00 – 15:00 Tourism Marketing Business Forum

Location: Lees Lecture Theatre, Talbot Campus

	<p>Chaired by Dimitrios Buhalis, Bournemouth University, UK</p>	<p>Graham Cook - Vice President of Product Strategy, Expedia Worldwide</p> <p>Dermot Blastland - Managing Director, TUI UK & Ireland</p> <p>Terry Stevens – Managing Director, Stevens & Associates and Visiting Professor at Bournemouth University</p> <p>John Kent – CEO, YouTravel.com and Aquis Hotels & Resorts</p> <p>Ken Robinson – Chairman, Tourism Alliance</p> <p>Gary Grieve – Chairman, CIMTIG</p>
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MONDAY 7 SEPTEMBER 2009 – PM

	Parallel Sessions	Location: Thomas Hardy Suite, Talbot Campus		
15:00 – 16:30	<p>DESTINATION COMPETITIVENESS</p> <p>Room: PG146 Session Chair: Derek Robbins</p> <p>MARKETING COMMUNICATIONS IN TOURISM: STATE OF THE ART AND FUTURE RESEARCH ISSUES <i>MCCABE Scott and PRATT Stephen</i></p> <p>BEHAVIOURAL INTENTIONS IN CROSS BORDER SECOND HOMES: THE ROLE OF COUNTRY ATTRACTIVENESS AND RISKINESS <i>AMINUDIN Norliza and RAHMAN Sofiah Abdul</i></p> <p>ASSESSMENT OF SKIERS ACCORDING TO SPECIALIZATION LEVELS USING MEAN-ENDS ANALYSIS <i>HAN Hagchin, KIM Samuel Seongseop and KIM Miju</i></p> <p>FACTOR IDENTIFICATION, DESCRIPTION, REDUCTION AND LEVEL VALUATION: THE USE OF INTERIM BEST WORST SCALING TO UNDERSTAND QUALITY RECREATIONAL FISHING EXPERIENCES <i>BURKE Paul F. and LOUVIERE Jordan J.</i></p>	<p>eTOURISM AND DESTINATION MARKETING</p> <p>Room: PG145 Coyne Lecture Theatre Session Chair: Juergen Gnoth</p> <p>EUROPEAN TOURIST DESTINATIONS IN INTERNET SEARCH ENGINES: A COMPARISON? <i>DÍAZ SANCHEZ Estrella, MARTÍN-CONSUEGRA David, ESTEBAN Águeda and JOSÉ BLÁZQUEZ Juan</i></p> <p>TOUR OPERATORS' EXTRANET QUALITY AND ITS INFLUENCE ON TRAVEL AGENCIES SALES STAFF SATISFACTION IN THE CONTEXT OF B-TO-B E-CRM <i>CABER Meltem and ALBAYRAK Tahir</i></p> <p>PROMOTING YORKSHIRE AS A FILM TOURISM DESTINATION <i>O'CONNOR Noëlle, FLANAGAN Sheila, GILBERT David</i></p> <p>CAUSE-RELATED MARKETING AND CORPORATE SOCIAL RESPONSIBILITY AMONG LOW FARES AIRLINES: BACK TO THE FUTURE? <i>COLES Tim and FENCOLVA Emily</i></p>	<p>COLLABORATIVE MARKETING</p> <p>Room: PG143/144 Session Chair: Leo Jago</p> <p>CITY FOR HALF-PRICE: TOWARDS THE COLLABORATIVE PRICE DECISION-MAKING IN A TOURISM DESTINATION <i>ZMYŚLONY Piotr</i></p> <p>THE ROLE OF TRADE ASSOCIATIONS IN THE TOURISM INDUSTRY NETWORKS OF THE CITY OF AGRA, INDIA <i>HAZRA Samrat and MORGAN Mike</i></p> <p>A CRITICAL FRAMEWORK FOR FACILITATING PARTNERSHIPS <i>ALFORD Philip</i></p> <p>AN EXAMINATION OF MARKETING COMMUNICATIONS FOR BIG EVENT MANAGEMENT: THE CASE OF ISTANBUL AS 2010 EUROPEAN CAPITAL OF CULTURE <i>TEBERLER Metin and YILDIRIM Candan</i></p>	<p>MARKETING SYSTEMS– HOSPITALITY</p> <p>Room: PG141 Session Chair: Brian Garrod</p> <p>THE EFFECT OF SERVICE QUALITY IN THE RESTAURANT INDUSTRY: THE CASE OF KOREAN RESTAURANTS IN LONDON <i>LEE Myeongsun</i></p> <p>DETERMINANTS OF HOTEL PERFORMANCE: CONTINENTAL OR WORLDWIDE STYLE? <i>SAINAGHI Ruggero</i></p> <p>COMMERCIAL MIX, SEASONALITY AND DAILY HOTEL PERFORMANCE: THE CASE OF MILAN <i>SAINAGHI Ruggero and CANALI Silvia</i></p> <p>CHANGE AND CONTINUITY: HOTEL-SUPPLIER RELATIONSHIPS IN JAPAN <i>TAO Keiko, GO Frank M, LITTLE Stephen E.</i></p>

16:30 – 17:00 COFFEE IS SERVED IN THE POOLE HOUSE ATRIUM AND REFECTORY, TALBOT CAMPUS



MONDAY 7 SEPTEMBER 2009 – PM

Location: Lees Lecture Theatre, Talbot Campus

17:00 – 17:30	Key Note Address	Kaye Chon, Hong Kong Polytechnic University, China SAR	Managing Quality in the Tourism Industry: Experiences from Asia
17:30 – 18:00	Key Note Address	Christine Ennew, University of Nottingham, UK	Academic Tourists: Destination Experiences and Marketing Implications of Trans National Higher Education in Asia
18:15	Transport to Hotels	BUS 1 and BUS 2 Talbot Campus to Hermitage Hotel	

19:30 – 23:00 CONFERENCE CARIBBEAN BEACH PARTY AT ARUBA, PIER APPROACH, BOURNEMOUTH.



TUESDAY 8 SEPTEMBER 2009 – AM

08:15 - BUS 1 Hermitage Hotel to Talbot Campus

08:20 - BUS 2 Hermitage Hotel to Talbot Campus

Location: Poole House Atrium and Lees Lecture Theatre, Talbot Campus

08:30 – 09:15	Registration and Coffee, Poole House Atrium		
09:15 – 09:30	Key Note Address	Jon Weaver, Bournemouth Tourism	Bournemouth as a Destination and the Boscombe Spa Regeneration Story
09:30 – 10:00	Key Note Address	Jean Marc Flambert, Secrets of Ceylon, Your Tourism Partner Limited	Marketing in Crisis: The 3 P's – Lessons Learned in Marketing
10:00 – 10:30	Key Note Address	Peter Keller, Former CEO Swiss Tourist Board and University of Lausanne (Switzerland)	The Future of Destination Marketing: How We Can Improve its Efficiency and its Performance on Open Markets

10:30 – 11:00 COFFEE IS SERVED IN THE POOLE HOUSE ATRIUM AND REFECTORY, TALBOT CAMPUS



TUESDAY 8 SEPTEMBER 2009 – AM

	Parallel Sessions	Location: Thomas Hardy Suite, Talbot Campus		
11:00 – 12:30	<p>CoCREATION AND EXPERIENCE MARKETING</p> <p>Room: PG146 Session Chair: Juergen Gnoth</p> <p>ANGRY OR REGRETFUL? THE EFFECT OF DISSATISFACTION ON TOURISTS' NEGATIVE WORD-OF-MOUTH AND EXIT <i>BIGNÉ ALCAÑIZ Enrique, GARCÍA Isabel Sánchez, PEREZ Rafael Curras and SIMO Luisa Andreu</i></p> <p>RESIDENT REACTIONS TOWARD MEGA-SPORTING EVENTS: A CLUSTER ANALYSIS PERSPECTIVE OF THE PROPOSED 2012 OLYMPICS IN THE SOUTH WEST OF ENGLAND <i>RITCHIE Brent W, SHIPWAY Richard and CLEEVE Bethany</i></p> <p>TOURISTS' ATTITUDES TOWARDS TEA TOURISM: A CASE STUDY IN XINYANG, CHINA <i>CHENG Shaowen and ZHANG Jie, XU Feifei and ZHANG Yuting</i></p> <p>REJUVENATING TOURISTIC CONSUMPTION: FROM A COGNITIVE APPROACH TO A SYMBOLIC INTENT OF MODELISATION <i>MOINAT Vivien R. and DE DIESBACH Pablo L.</i></p>	<p>DECISION MAKING AND BUYER BEHAVIOUR</p> <p>Room: PG145 Coyne Lecture Theatre Session Chair: Alain Decrop</p> <p>ANALYSING LOW COST TOURISTS RETURN HYPOTHESIS <i>CORREIA Antónia, PESTANA BARROS Carlos</i></p> <p>A GLOBAL-CENTRIC APPROACH TO INTERNATIONAL SEGMENTATION OF TRAVEL MARKETS <i>XU Feifei, MORGAN Michael and MOITAL Miguel</i></p> <p>SHOULD TOURISM PROVIDERS MARKET THEIR SERVICES WITHOUT KNOWING THE ACTUAL DEMOGRAPHIC PROFILE OF THEIR VISITORS? THE GAP BETWEEN VISITORS' DEMOGRAPHIC PROFILE AND PROVIDERS ESTIMATE OF THIS PROFILE <i>ZUONI Georgia and KOUREMENOS Athanassios</i></p> <p>TOURISM DESTINATION WEBSITES AND WEB 2.0 <i>INVERSINI Alessandro, BUHALIS Dimitrios</i></p>	<p>PARTNERSHIPS AND NETWORKS</p> <p>Room: PG143/144 Session Chair: Metin Kozak</p> <p>THE POWER OF LOOSE TIES – NETWORKING FOR MARKET DIVERSIFICATION IN REMOTE AUSTRALIA <i>SCHMALLEGGER Doris</i></p> <p>FROM MARKETING TO MARKET PRACTICES: ASSEMBLING THE RUIN BARS OF BUDAPEST <i>LUGOSI Peter and ERDÉLYI Peter</i></p> <p>THE ROLE OF NETWORKING IN THE INNOVATIVENESS OF TOURISM COMPANIES: EVIDENCE FROM ANTALYA TOURISM REGION <i>ERKUŞ-ÖZTÜRK Hilal</i></p> <p>INTERACTIONS AND NETWORKS IN AUSTRALIAN TOURISM <i>KATTIYAPORN PONG Uraiporn, MILLER Kenneth E</i></p>	<p>HOST ENCOUNTERS AND CONSUMER EMOTIONS</p> <p>Room: PG141 Session Chair: Sonja Sibila Lebe</p> <p>CULTURAL EVENTS AND TOURISM IN RURAL COMMUNITIES – AN OPPORTUNITY FOR HOST ENCOUNTERS AND CONSUMER EMOTIONS <i>RODRIGUES Áurea and KASTENHOLZ Elisabeth, RODRIGUES Apolónia</i></p> <p>CONSUMER PERCEIVED VALUE: A MULTIPLE ITEM SCALE IN COMMUNITY-BASED HOMESTAY TOURISM <i>JAMAL Salamiah A. and OTHMAN Nor'Ain</i></p> <p>STAKEHOLDERS IMPACTS MANAGEMENT IN PROTECTED AREAS – QUALITATIVE RESEARCH AMONG PAs EXPERTS AND REPRESENTATIVES OF NATURE PARKS ASSOCIATIONS <i>LEŠNIK ŠTUHEC Tanja, MUMEL Damijan and PISNIK KORDA Alexandra</i></p> <p>THE IMPORTANCE OF SATISFACTION, WORD OF MOUTH AND RECOMMENDING BEHAVIOUR IN BATTLEFIELD COMMEMORATIVE EVENT TOURISM: GALLIPOLI A CASE STUDY <i>HALL John and BASARIN V. John</i></p>

12:30 – 13:30 LUNCH IS SERVED IN THE POOLE HOUSE ATRIUM AND REFECTORY, TALBOT CAMPUS



TUESDAY 8 SEPTEMBER 2009 – PM

Author Workshop and Parallel Sessions

<p>12:30 – 13:30</p>	<p>Author Workshop</p>	<p>Valerie Robillard, Emerald Publishing Limited, PG145 Coyne Lecture Theatre</p>	
<p>13:30 – 14:30</p>	<p>DECISION MAKING AND BUYER BEHAVIOUR</p> <p>Room: PG146 Session Chair: Adam Blake</p> <p>THE ROLE OF EMOTIONS IN CONSUMER DECISION MAKING FOR BUDGET CITY BREAKS <i>ENE Diana, SCHOFIELD Peter</i></p> <p>TOURIST DECISION STRATEGIES IN A MULTI-LEVEL PERSPECTIVE <i>DECROP Alain, KOZAK Metin</i></p> <p>BUILDING UP THE DESTINATION IMAGE- CASE STUDY OF EVENT, CITY-BREAK AND CRUISING TOURISM IN SERBIA <i>ZAKIC Lolita, Tanja Armenski and Aleksandra Dragin</i></p>	<p>CO-CREATION AND EXPERIENCE MARKETING</p> <p>Room: PG145 Coyne Lecture Theatre Session Chair: Charles McIntyre</p> <p>THE CONCEPT OF TRAVEL HORIZON REVISITED: TOWARDS MORE RELEVANCE OF PAST TRAVEL EXPERIENCE <i>TEICHMANN Karin and ZINS Andreas H.</i></p> <p>LOW VS HIGH SENSATION SEEKING TOURISTS: A STUDY OF BACKPACKERS' EXPERIENCE RISK PERCEPTION <i>FUCHS Galia, URIELY Natan and REICHEL Arie</i></p> <p>AM I LOVIN' IT? TOURISTS AND THE MCDONALD'S EXPERIENCE ABROAD <i>JOHNS Nick and OSMAN Hanaa</i></p>	<p>BRANDING</p> <p>Room: PG143/144 Session Chair: Philip Alford</p> <p>THE PROSPECTS AND CHALLENGES OF POSITIONING GHANA AS A PREFERRED AFRICAN-AMERICAN TOURIST DESTINATION <i>MENSAH Ishmael and AMISSAH Eunice</i></p> <p>CRITICAL ISSUES IN CREATION OF BRANDED NETWORK: DESTINATION BRAND LICENSING REVISITED <i>ZEMLA Michal</i></p> <p>IS THE STRATEGY OF BECOMING THE LAS VEGAS OF ASIA WORKING FOR MACAU? —A CO-BRANDING PERSPECTIVE <i>DIOKO Leonardo A.N. and SO Siu-lan</i></p>



TUESDAY 8 SEPTEMBER 2009 – PM

Parallel Sessions Location: Thomas Hardy Suite, Talbot Campus

<p>14:30 – 15:30</p>	<p>HOST ENCOUNTERS AND CONSUMER EMOTIONS</p> <p>Room: PG146 Session Chair: Vijay Reddy</p> <p>DESTINATION TYPE EMOTIONS AND TOURIST BEHAVIOR <i>MEDINA MOLINA Cayetano and RAY MORENO Manuel, RUFÍN MORENO Ramón and WATSON Steve</i></p> <p>THE IMPACT OF ECONOMIC AND ENVIRONMENTAL DIMENSIONS ON RESIDENT ATTITUDE TOWARDS TOURISM <i>GUTIÉRREZ TAÑO Desiderio, PARRA LÓPEZ Eduardo, DÍAZ ARMAS Ricardo J. and BAUTE DIAZ Nisamar</i></p> <p>AN EXPLORATORY STUDY ON THE MEDIATING INFLUENCE OF SATISFACTION ON THE RELATIONSHIP BETWEEN VISUAL ATTRIBUTES AND VISITOR LOYALTY TOWARDS CULTURAL HERITAGE SITES <i>PEI PEI Lisa Tung and TAU Sian Lim</i></p>	<p>CO-CREATION AND EXPERIENCE MARKETING</p> <p>Room: PG145 Coyne Lecture Theatre Session Chair: Luisa Andreu</p> <p>THE EMERGING CHINESE MARKET: STUDENTS' TRAVEL EXPERIENCES AND ASPIRATIONS <i>MORGAN Michael and XU Feifei</i></p> <p>YOUNG CHINESE TRAVELLERS EXPERIENCES <i>LIU Chun and MORGAN Michael</i></p> <p>EXPERIENCE MANAGEMENT IN ALPINE TOURISM DESTINATIONS <i>BRUNNER-SPERDIN Alexandra and HALBWIRTH Gerald and PETERS Mike</i></p>	<p>BRANDING</p> <p>Room: PG143/144 Session Chair: Dimitrios Buhalis</p> <p>MANAGING NATION BRANDING DURING PROLONGED CRISIS: THE CASE OF ISRAEL <i>AVRAHAM Eli</i></p> <p>THE ROLE OF BRANDS IN DIALECTICAL RELATIONSHIPS BETWEEN DESTINATION AND TOURIST PRODUCTS <i>PENCARELLI Tonino and SPLENDIANI Simone</i></p> <p>TOWARDS TOURISM BRAND PERSONALITY TAXONOMY: A SURVEY OF PRACTICES <i>PEREIRA Rosária, CORREIA Antónia and SCHUTZ Ronaldo</i></p>
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15:30 – 16:00 COFFEE IS SERVED IN THE POOLE HOUSE ATRIUM AND REFECTORY, TALBOT CAMPUS



TUESDAY 8 SEPTEMBER 2009 – PM

Location: Lees Lecture Theatre, Talbot Campus

16:00 – 16:30	Key Note Address	Simon Hudson, University of Calgary, Canada	Wooing Zoomers
16:30 – 17:00	Key Note Address	Luiz Moutinho, University of Glasgow, UK	Global Megatrends and Scenarios in Tourism Marketing: The Role of Futures Research
17:00 – 18:00	Meeting of the Network of Spanish Universities	Chaired by Eduardo Parra López, Universidad de La Laguna, Spain	<ul style="list-style-type: none"> • Introduction to Postgraduate Studies in Spain (ECTS Structure) • Contemporary Spanish Research Topics • Spanish Academic Journals in Tourism
17:15 – 18:00	Transport to Hotels	17:15 - BUS 1 Talbot Campus to Hermitage Hotel 18:00 - BUS 2 Talbot Campus to Hermitage Hotel	

19:30 – 23:00 PRINT ROOM RESTAURANT, RICHMOND HILL, BOURNEMOUTH: CONFERENCE DINNER



WEDNESDAY 9 SEPTEMBER 2009 – AM

08:25 - BUS 1 Hermitage Hotel to Talbot Campus

08:30 - BUS 2 Hermitage Hotel to Talbot Campus

Location: Poole House Atrium and Lees Lecture Theatre, Talbot Campus

09:00 – 09:30	Registration and Coffee, Poole House Atrium		
09:30 – 09:45	Launch of the Retail Research Group, Centre for Event & Sport Research, Bournemouth University	Charles McIntyre, Bournemouth University, UK	
09:45 – 10:15	Key Note Address	Victor Middleton, Independent Consultant, UK	Managing Sustainable Product Experiences at Visitor Destinations
10:15 – 10:45	Key Note Address	Robin Kadrnka, Brand Arkade, UK	Destination Branding: Where From Here?

10:45 – 11:15 COFFEE IS SERVED IN THE POOLE HOUSE ATRIUM AND REFECTORY, TALBOT CAMPUS



WEDNESDAY 9 SEPTEMBER 2009 – AM

Parallel Sessions Location: Thomas Hardy Suite, Talbot Campus

<p>11:15 – 12:15</p>	<p>eTOURISM AND DESTINATION MARKETING</p> <p>Room: PG146 Session Chair: Anna Leask</p> <p>WIRELESS APPLICATIONS IN DESTINATIONS <i>BUHALIS Dimitrios and PISTIDDA Luca</i></p> <p>WEDDINGS ABROAD: AN EXPLORATION OF TRENDS, CUSTOMER NEEDS AND MARKETING STRATEGIES <i>MCLEAY Fraser and MAJOR Bridget</i></p> <p>AN INTEGRATIVE MODEL FOR INNOVATION IN THE TOURISM INDUSTRY <i>ANDEREGG Roland, BOKSBERGER Philipp and ORSOLINI Noelene</i></p>	<p>CO-CREATION AND EXPERIENCE MARKETING</p> <p>Room: PG145 Coyne Lecture Theatre Session Chair: Peter Lugosi</p> <p>STEPPING OUT: THE CASE FOR A BENEFICIAL HUMANISTIC ORIENTATION TOWARDS TOURIST-RETAIL SPACE - SHOULD WE STILL GO SHOPPING? <i>MCINTYRE Charles</i></p> <p>AN INVESTIGATION INTO THE RELATIONSHIP BETWEEN MARKETABILITY OF A DESTINATION AND THE LONG-TERM SURVIVAL OF HAWKERS <i>HARRIS Christine</i></p> <p>PERCEIVED AUTHENTICITY OF CULTURAL HERITAGE SITES: TOWARDS INTEGRATIVE CONCEPTUAL MODEL <i>KOLAR Tomaz and ZABKAR Vesna</i></p>	<p>INNOVATIVE DESTINATION PRACTICES</p> <p>Room PG143/144 Session Chair: Sonja Sibila Lebe</p> <p>“WE’LL ALL GO DOWN TOGETHER”: THE MARKETING RESPONSE OF AUSTRALIA’S OUTBACK DESTINATIONS TO RECENT DECLINES IN PERFORMANCE <i>CARSON Dean and TAYLOR Andrew</i></p> <p>THE PROMOTIONAL VALUE OF TV TRAVEL PROGRAMS <i>GLOVER Petra</i></p> <p>MOVIE-INDUCED TOURISM: BENEFITS AND CHALLENGES FOR DESTINATION MARKETING <i>SALTIK Isil Arikan, COSAR Yesim and KOZAK Metin</i></p>
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WEDNESDAY 9 SEPTEMBER 2009 – PM

Location: Lees Lecture Theatre, Talbot Campus

12:15 – 12:35	Goodfellow Publishers Sponsor Presentation	Contemporary Cases Online <i>Alan Fyall, Bournemouth University, UK and Brian Garrod, Aberystwyth University, UK</i> Contemporary Themes Online <i>Chris Cooper, Oxford Brookes University, UK</i>
12:35 – 12:45	Launch of the <i>International Journal of Event and Festival Management</i>	Leo Jago, Victoria University, Australia and Valerie Robillard, Emerald Publishing Limited
12:45 - 13:00	Conference Close, Prizes, ATMC2011	

13:00 – 14:00 LUNCH IS SERVED IN THE POOLE HOUSE ATRIUM AND REFECTORY, TALBOT CAMPUS

14:15 – BUS 1 ONLY Talbot Campus to Hermitage Hotel



YOUR EXCLUSIVE INVITATION FOR AN AFTERNOON OF BEACH AND SURF-RELATED ACTIVITY AT THE BOSCOMBE SURF REEF

You are warmly invited to experience Boscombe, in Bournemouth; the UK's most innovative seafront. Boscombe has recently enjoyed an £11 million make-over and now offers all the facilities expected by the 21st century surfer and holiday maker. Europe's first artificial surf reef is currently being built in Boscombe and is set to put the area firmly on the UK surf map. Bournemouth already has an established surfing community, but the reef will draw more visitors to the area, enhancing the water sports on offer which includes kite-surfing, windsurfing, wake-boarding, kayaking, SCUBA-diving, sailing and skim-boarding. Surf reef videos can be viewed at: www.youtube.com/user/boscombereef. You will be able to hear from the people who have implemented the unique scheme, take part in fun beach sports or water sports, have a tour of the area and enjoy the warm Boscombe hospitality of Urban Reef restaurant.

15:00	Land train from Pier Approach, Bournemouth to Boscombe Seafront (About 2 km from Bournemouth Pier).
15:40 - 16:30	Visit Urban Reef Café (www.urbanreef.co.uk) for punch and talk to the people behind the surf reef project.
16:30 - 19:00	Enjoy a surf lesson at Boscombe or Hire your equipment independently with the surf shop via here: www.sortedsurfshop.co.uk or Enjoy beach activities (e.g. football, beach rugby, cricket).
19:00 - Late	Informal pub gathering at the urban reef, Boscombe spa Enjoy a meal at Urban Reef restaurant or Harvester at Boscombe, or walk back to Bournemouth and eat at one of the many restaurants there (at delegate expense)

