WELCOME TO TTRAEurope2019 @ Bournemouth University
8-10 April 2019 Bournemouth University, UK

www.bournemouth.ac.uk/TTRA

Provisional Programme as of Wednesday, 13 February 19 04:09

CALL FOR PAPERS AND POSTERS

Submission link https://easychair.org/conferences/?conf=ttraeurope2019

Register on https://ttra2019.eventbrite.co.uk/

LOCATION – Bournemouth University Talbot Campus BH12 5BB, UK

Rooms: SHARE, INSPIRE, CREATE, F104, F201, F202

F109 on Mon & Tue and F207 on Wednesday.

Travel and Tourism Research Association, Europe Chapter

Tourism in the era of connectivity

8-10 April 2019, TTRAEurope2019

Bournemouth University Department of Tourism and Hospitality

www.bournemouth.ac.uk/TTRA or http://www.ttraeuropeconferences.com/

Call for Papers

Travel and Tourism Research Association’s 2019 European Chapter Conference will be hosted by Bournemouth University Department of Tourism and Hospitality in Bournemouth Monday 8th to Wednesday 10th April 2019. This will be a three days comprehensive conference that will include the doctoral colloquium day and industry best practice thread. The theme of the conference will be **Tourism in the era of connectivity** and will cover a very wide range of themes to ensure that we are inclusive of the widest range of tourism research.

Tourism is all about people to people connectivity. Bringing people from all aspects in life together to meet, share moments and explore cultures, resources and experiences. Connectivity brings us all together through shared routes, accessibility, communication, and experiences in different environments and destinations. Increasingly global society is becoming more connected, facilitating more exchanges and interactions, bringing great opportunities and challenges. Tourism is changing dramatically in the era of connectivity. Advanced technology enables users to amalgamate information and big data from various sources on their mobile devices, personalise their profile through applications and social networks, as well as interact dynamically with their context. Tourism professionals increasingly use cutting-edge technologies and networking to bring different stakeholders together to cocreate value for all stakeholders. The conference will connect the different concepts of connectivity, personalisation, tourism development and marketing towards cocreation of tourism experience. It will explore how these experiences can support the cocreation of value for all stakeholders and address a range of components of connectivity. Examples of the conference themes include but not limited to:

Contact us

Conference Host: Prof Dimitrios Buhalis: dbuhalis@bmth.ac.uk

Chairs of Scientific Committee

Dr Daisy Fan dfan@bmth.ac.uk
Dr Philipp Wassler pwassler@bmth.ac.uk
Dr Tim Gale tgale@bmth.ac.uk
Prof Adele Ladkin aladkin@bmth.ac.uk
Prof Adam Blake ablake@bmth.ac.uk

**More sponsorship opportunities**
**More sponsorship opportunities**
**PARALLEL SESSIONS**

Room: **SHARE**

Managing destinations

Chair Adele Ladkin

Roberto Croes, Jorge Ridderstaat, Monika Bąk and Piotr Zmysłowy. The impact of inter-organizational relationships shaped by sharing economy development on destination governance.

Duncan Light and Anya Chapman. The strangely neglected heritage of the British Seaside: sharing economy transitions to desirable futures.

Marcel Huettermann, Tatjana Thimm and Frank Hanich. Directing tourist flow - an analysis of visitor flows and implications for an application.

Room: **INSPIRE**

Smart Tourism Chair Nigel Williams

Dimitrios Buhalıs and Yeyen Sinarta. Real-time cocreation and nowness service in Tourism and Hospitality.

Francisco Femenia-Serra and Josep A. Ivars-Baidal. DMOs surviving smart tourism ecosystems: “it’s not about providing free wi-fi”

Ana Clara Rucci and Natalia Porto. Accessibility as a competitive factor in touristic smart cities.

Janet Dickinson. Connected autonomous vehicles and tourism: researching transitions to desirable futures.

Room: **CREATE**

Value co-creation in Tourism Chair Elvira Bolat

Richard Nicholls, Customer-to-Customer Interaction (C2C) in Tourism – a customer diversity perspective.

Erose Shapit and Peter Björk. Towards a better understanding of interactive value co-creation: Three value outcomes perspective.

Alexandra Kalliga, Antonios Giannopoulos and Sofoklis Skoultsos. Exploring the effect of value co-creation on virtual tourism experience in a cultural heritage context: the case of Rhodes – a work in progress.

Sophie Farmani and Frederic Dimanche. Tourism Stakeholders’ Perspectives towards Sustainable Tourism in Toronto - A Qualitative Study.

Room: **F2O**

Animal and Sustainable Tourism Chair Susanna Curtin

Zhuowei Huang, Lisheng Sun and Tuan Phong Ly. The strangely ‘spread’ in park concessions in a developing country? The case of Zhangjiajie park.

Susanna Curtin. The impact of animal welfare in tourism on visitors’ satisfaction and perceptions about animal welfare in ex-situ conservation facility: university of ibadan zoological garden.

Hangjia Jie. Butterfly tourism help the conservation of habitats?

Room: **INSPIRE**

Tourism Management Chair Svetlana Stoyanova-Bozhkova

Christy Heneir, Caroline Scarles, Kayleigh Wyles and Joseph Kantenbacher. Beyond good intentions: tourism as a driver of emotion and philanthropic behaviour change.

Tuan Phong Ly. Why is shared governance not widely ‘spread’ in park concessions in a developing country? The case of Zhangjiajie park.

Daisy Fan. Towards a Better Tourist-Host Relationship: The Role of Social Contact between Perceived Cultural Distance and Travel Attitude.

Susanna Curtin. Citizen's behavior on customer value co-creation: the moderating role of service climate.

Emotions in Tourism: Empirical research of tourists' need for variety as antecedents of their intention to revisit a destination.

Eftychia Simiri and Georgios Skourts. The impact of employee citizenship behavior on customer value co-creation: the moderating role of service climate.

Ryo Nishiyama and Mariam Artes. The role of employee citizenship behavior on customer value co-creation: the moderating role of service climate.

**PARALLEL SESSIONS**

Room: **F104**

Tourist Behaviour Chair Hanaa Osman

Nikolaos Stylos. Beliefs, destination loyalty, and tourists’ need for variety as antecedents of their intention to revisit a destination.

**PARALLEL SESSIONS**

Room: **F105**

Tourism Education Chair Tim Gale

Valentina Ndou. Trends of Entrepreneurial Education in Tourism.

Berendien Lubbe and Lorraine Brown. Bridging the knowledge/practice gap: a case study on an effective government/university research partnership.

Jialin Snow Wu and Eftychia Simiri. The case of the CLINK Partnership.

Valentina Ndou. The case of the LINK charity.

Lianne Goyal. More sponsorship opportunities.
TTRAEurope Day 1

Monday 8 April 2019

13:00-14:00 ADARA NETWORKING LUNCH AND NETWORKING -

14:00-15:30 PARALLEL SESSIONS
Room: SHARE
Destination Marketing
Chair: Derek Robbins
Filaret Kotsi and Steven Pike, three dimensions of international destination image. Perceptions of Dubai, Abu Dhabi, Hong Kong and Singapore in four international markets
Augusto Neves, Wayfinding signaling on the national boarding of Afonso Pena International airport
Mihalis Kavaratzis, Towards a participatory place branding process
Shanshan Qi, Differences in perceived destination image among tourists in different nations: the case of TripAdvisor reviews

14:00-15:30 PARALLEL SESSIONS
Room: INSPIRE
Social Media and Tourism Marketing
Chair: Luiz Mendes Filho
Flávio Tiago, Teresa Tiago and José Veríssimo, A Review of Smart Tourism Studies in the Tourism and Hospitality Fields
Lauren Siegel Travel as Consumption: Capturing Social media Footprints in Photogenic Places
Mandi Jamalian, Hamedani, Mihalis Kavaratzis and Mike Saren, Tourist photography: The experience of visitors at the Jallianwala Bagh Massacre Memorial
Luis Dominguez Quintana, Jacques Bulchand Gigudal and Sergio Moreno Gil, Digital Signage as a promotional tool in store. An empirical analysis in tourist supermarkets

14:00-15:30 PARALLEL SESSIONS
Room: CREATE
Tourism Promotion
Chair: Philip Alford
Tingting Liu, A Pilot Study in Evaluating the Attractiveness of Attractions: Do Attractions ‘Attract’ Tourists
Charalampos Bounias and Antonios Giannopoulos, The effects of residents’ perceptions of tourism development and overall life satisfaction on value co-creation: A study in progress on the Hellinikon Project
Li Chunxiao and Feng Haoyan, The Impact of Unusual Environmental Differences on Price Perception from the perspective of Construal Level Theory

14:00-15:30 PARALLEL SESSIONS
Room: F201
Tourism Promotion & Sustainability
Chair: Luiz Mendes Filho
Krzysztof Kucharski, The effects of residents’ perceptions of tourism development and overall life satisfaction on value co-creation: A study in progress on the Hellinikon Project
Charalampos Bounias and Antonios Giannopoulos, The effects of residents’ perceptions of tourism development and overall life satisfaction on value co-creation: A study in progress on the Hellinikon Project

15:30-16:00 BREAK AND NETWORKING

16:00-17:30 PARALLEL SESSIONS
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17:30:00 SHARE CENTRE WINE AND DATA RECEPTION
Speak to Steve Hood about personalised data needs and design the future of tourism research
CREATE Chat with the Editor: Dimitrios Buhaldis Tourism Review
Haifan Song Journal of China Tourism Research
Alan Faill, Journal of Destination Marketing & Management
INSPIRE: PhD TTRA Academy with Mike Peters, Scott McCabe

17:00-18:00 Jimmy’s Iced Coffee – Keep your chin up! TBC

19:30-late SOCIAL GET TOGETHER Welcome reception and Bournemouth Experience: Social Dining hosted by the Real Greek Bournemouth BH2 Exeter Crescent, Bournemouth BH2 5DD. TBC

Guitar and Violin Duo Stefan

**More sponsorship opportunities**
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<tr>
<td>08:30-08:50</td>
<td><strong>U1 FREE Bus from Cumberland Hotel to University Talbot Campus</strong></td>
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<tr>
<td>08:50-08:55</td>
<td>Registration</td>
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| 09:00-10:30 | **PARALLEL SESSIONS**  
Room: SHARE  
Culture and heritage  
Chair: Olivier Henry-Biabaud  
Galal Affl, Intangible cultural heritage as a tourism attraction: The case of Oman  
Yina Donald Orga, Residents’ perception of Osun Osogbo sacred grove (world heritage site) in Osogbo, Nigeria  
Mostafa Marhany, Hidden work of heritage hotel employees  
Badar al Dhuhi, Tour guides as facilitators of cross-cultural interaction and understanding between host community and visitors: a case study of Oman |
| 09:00-10:30 | **PARALLEL SESSIONS**  
Room: INSPIRE  
Tourism and Technology  
Chair: Bruce Graham  
Enriching Experience Through Augmented Guidebooks: An Evaluation of Next Generation Paper Technology  
Markku Vieru and Martin Falk, Travellers who book online and well ahead of arrival  
Brenno Costa, eTicketing, ICTs and tourism: A study of City Cards in developing countries’ cities  
Micol Mieli, The value of guidebooks as an object of consumption in the digital landscape of tourism information search behaviour |
| 09:00-10:30 | **PARALLEL SESSIONS**  
Room: CREATE  
Tourism Economics and Planning  
Chair: Adam Blake  
Daniel Brandt, Magnus Bohlin and Jörgen Elbe, Tourism destination competitiveness in Sweden: Who are the winners?  
Chen Zheng and Henry Tsai, The impact of geographic diversification on the relationship between product diversification and Chinese publicly traded tourism firms’ performance  
Roberto Croes, Kelly Semrad and Manuel Rivera, The potential impact of US. travel to Cuba for the Caribbean region  
Markku Vieru and Martin Falk, Measuring of hotel room price response of sport events  
Sarah Nicholls and Sanghoo Kang, Determinants of willingness to pay for a green hotel room: evidence from Michigan, USA  
Tanja Petry and Philipp Wenger, Performing local authenticity in hospitality organizations in the Tyrolean Alps  
Mireia Guix, Sustainability integration in large hotel groups: a comparative analysis between disclosure and practices |
| 10:30-11:30 | **BREAK AND SPEED NETWORKING AND POSTER SESSION**                                                                                                                                                    |
| 11:00-12:30 | **MARKETING AND MARKET STRUCTURES**  
Chair: Dr Daisy Fan  
Professor Cleopatra Veloutsou, University of Glasgow UK: Branding cocreation  
Professor Scott McCabe, Nottingham University, UK: Linking tourist experience to consumer engagement  
Associate Professor Luisa Andreu, University of Valencia, Spain: Research on Airbnb perceptions and motivations in overcrowded places  
Professor Mike Peters, University of Innsbruck, Austria: Family businesses in Tourism and Hospitality |
| 12:30-13:30 | **SHARE CENTRE NETWORKING LUNCH AND NETWORKING - + TOURISM REVIEW EDITORIAL BOARD MEETING**                                                                                               |

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| 13:30-15:00  | **OVERTOURISM AND SUSTAINABLE TOURISM** Chair Dr Lorraine Brown: SHARE  
Professor Rachel Dodds, Ryerson University, Canada: Overtourism: issues, realities and solutions  
Olivier Henry-Blaud (TCI Research) Overtourism and Policy measures  
Vincent Nij (Visit Randers), Belgium: Tourism Vision  
Professor Xavier Font University of Surrey, UK: Marketing approaches to sustainability |
| 15:00-15:30  | TCI-Research BREAK AND NETWORKING                                                                                                           |
| 15:30-17:00  | **PARALLEL SESSIONS**  
Room: SHARE  
Connectivity and dysonnectivity  
Chair Scott McCabe  
Robert Eller: A systematic literature review on digital transformation: a future path for tourism research  
Olayinka Ayobami, Tourism in the era of connectivity  
Marina De Freitas Coelho, Elizabeth Kyoko Wada and Eduardo Parra Lopez: Interpersonal and technological connections in hospitality experience  
Isabelle Frochot, Philippe Bourdeau and Mélanie Marcuzzi: Disconnection as a key component of the tourist experience  
|  | **PARALLEL SESSIONS**  
Room: INSPIRE  
Digital Tourism  
Chair Kir Kuščer  
Sante J Achille, Semantic Web Technologies for Travel & Tourism  
Katerina Volckhe, Haiyan Song, Dimitrios Buhalis and Rob Law: Expanding the concept of information service performance: the case of personalisation  
Nigel Williams, Nicole Williams and John Bustard, Visitor Receptivity to Artificial Intelligence in Service Systems  
Francisco Femenia-Serra, Smart tourism destinations: a demand-based approach for improving local tourism management  |
|  | **PARALLEL SESSIONS**  
Room: CREATE  
Tourism Branding and Image  
Chair Anya Chapman  
Anna Náppá and Maria Ek Styvén: Creativity as an employer brand value  
Ana Rosa Moreno, Luisa Andreu and Maria Jose Miquel: Co-creation of narratives and sustainable destination image. The case study of Camino de los Jesuitas in Latin America  
Eleni Michopoulou, Iride Azara and Anna Russell, Managing Talent in events: the role of intermediaries  
Lamei He, National culture as a driver of pro-environmental attitudes and behavioural intentions in tourism: a comparative study of the UK and China  |
|  | **PARALLEL SESSIONS**  
Room: F201s  
Talent Management  
Chair Lia Marinakou  
Tanja Petry and Mike Peters, Talent socialization in hospitality organizations  
Ioannis Koutsoumpelitis and Charalampos Giosumposoglou, Talent Management in the Greek Hotel industry: An investigation of Millennials’ recruitment and selection practices in luxury hotels  
Sebastian Raymaekers, Organizational integration processes for volunteer management in the service sector  
Tanja Petry and Ulrich Egger, Exploring Hospitality Talent Management Through Innovative Perks  |
|  | **PARALLEL SESSIONS**  
Room: F202s  
Tourism Segmentation  
Chair Daisy Fan  
Michal Žemla and Sławomir Kurek, Families as consumers in the tourism market - knowledge gaps and future research agenda  
Rachel Dodds and Mark Holmes, Understanding your beachgoer: are visitors different at rural vs urban beaches?  
Omneya Yacout, Segmenting Egyptians Based on Travel Experience Value?  
Daniel Sporr and Athanasios Pittoullis, Factor analysis of hotel-selection attributes and their significance for different groups in the German leisure-travel market  |
|  | **PARALLEL SESSIONS**  
Room: F104  
Contemporary Tourism  
Chair Olivier Henry-Blaud  
Theresa Leitner: Categorizing place from a destination management perspective  
Sungkyu Lim and Sameer Hosany: Identity-based motivation as antecedents and experienced psychological benefits as outcomes of place attachment  
Cecilia Andersen, Ellen Katrine Nyhus and Marit Gunda Gundersen, Engset Holiday Planning, Booking Process and WOM Intention: A comparison Across Three Countries  
Claudia Eckardt, Xavier Font and Albert Kimbu: Evaluating Sustainability Performance in Volunteer Tourism  |
| 17:00-18:30  | CREATE Chat with the Editor: Cleopatra Veloutsou  
Journal of Product and Brand Management  
Xavier Font Journal of Sustainable Tourism  
Carlos Costa Journal of Tourism & Development  
|  | INSPIRE : PhD TTRA Academy with Mike Peters and Scott McCabe |
| 19:30 late   | TTRA18 CELEBRATION AND PARTY and Cocktails Hosted by the Koh Thai Lounge Bournemouth 38-40 Poole Hill, Bournemouth BH2 5PS TBC  
The Professors  
DJ Babis  |

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Wednesday 10 APRIL 2019 – TTRAEurope Day 3 Please visit the conference website: www.bournemouth.ac.uk/TTRA

08:30 U1BUS U1 FREE Bus from Cumberland Hotel to University Talbot Campus
08:00-09:00 Registration

09:00-10:30 PARALLEL SESSIONS Room: SHARE
Small Business and Entrepreneurship
Chair Mike Peters
Peter Wiltshire and Alan Clarke Where is the magic in that? Business models and the solo entrepreneur
Kelly O'Sullivan-Browne, Sophie Price and Margaret Linehan, Rural Tourism Cluster Development: Inter-Firm Collaboration on Ireland’s Wild Atlantic Way
James Maltoni Chilemblew, drivers and inhibitors of corporate social responsibility (csr) practices in the travel and tourism industry in Malawi
Adam Szromek and Michał Żemła, Business model in spa tourism enterprises in Poland

10:30-11:00 BREAK AND NETWORKING

11:00-12:30 GENDER INCLUSION AND TOURISM – PREPARING FOR 2030 Chair Professor Adele Ladkin
Professor Nigel Morgan Swansea University Tourism, Gender, inclusivity and equality
Associate Professor Ana Maria Munar Copenhagen Business School, Denmark: Diversity and inclusion
Professor Cathy Hsu, The Hong Kong Polytechnic University, China: Global Education towards Inclusion and Diversity

12:30-13:00 Smart Tourism futures – Showcase of eTourismLab Research: Professor Dimitrios Buhalis, Dr Nigel Williams, Dr Daisy Fan, Dr Elvira Bolat, Dr Miguel Moital

13:00-14:00 LUNCH AND NETWORKING

14:00-15:30 Tourism Research and Knowledge cocreation, REF2021 and publications – WORKSHOP Chair Professor Adele Ladkin
Meet the Editor and publish the paper: Publish or Perish in tourism Journal editor panel discussion:
Scott McCabe Annals of Tourism Research
Haiyan Song Journal of China Tourism
Xavier Font Journal of Sustainable Tourism
Dimitrios Buhalis, The Hong Kong Polytechnic University, China: Global Education towards Inclusion and Diversity

15:30-16:00 TTRAEurope 2019 Conclusions and Farewell - Professor Mike Peters TTRAEurope Chair and Professor Dimitrios Buhalis TTRA2019 Host Bournemouth University
Willkommen zu TTRAEurope 2020

16:00-16:30 FARWELL AND NETWORKING
19:30 -late SOCIAL GET TOGETHER Bournemouth by Night [at delegates’ expense]

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Invited Speakers

Associate Professor Luisa Andreu Department of Marketing, Faculty of Economics, University of Valencia, Spain.

Luisa Andreu is Associate Professor of Marketing at the Department of Marketing, Faculty of Economics, University of Valencia, Spain. Luisa has a PhD in Economics and Business Administration from the University of Valencia (Spain), and a Master of Science in Tourism Management and Marketing from Bournemouth University (UK). She is a Member of the European Academy of Marketing (EMAC), and the Spanish Association of Scientific Experts in Tourism (AECIT). She has participated in conferences organized by the Academy of Marketing Science (AMS), and co-chaired the Tourism Marketing track of the European Marketing Conference 2018 & 2019 (EMAC), among others. Luisa has also been engaged with the Advances in Tourism Marketing Conferences (ATMC). She serves as associate editor for the Journal of Hospitality and Tourism Research and Journal of Destination Marketing & Management. Luisa is a visiting scholar at University of Cambridge (UK), Penn State University (US) and Université Catholique de Louvain (Belgium). Her research includes the analysis of destinations, tourist behaviour, corporate social responsibility, service & digital marketing.

Dr Anna Athanasopoulou is Head of Unit, Tourism, Emerging & Creative Industries, European Commission

An EU official since 2002, Dr Athanasopoulou held various posts relating to culture, media and creative industries, and external relations (human rights and humanitarian affairs). She has served as Deputy Head of Creative Europe, Assistant to the Deputy Director-General at DG Education and Culture and Member of Cabinet of European Commissioner Androulla Vassiliou and she also worked at the EU Council Office in Geneva. Before joining the EU civil service, Anna worked as Adviser to Ministers of Culture in Greece and Director of Programme Planning for the 2004 Cultural Olympiad. In parallel she lectured on History of Art and Cultural Management. Anna studied Archaeology and History of Art (Aristotelian University of Thessaloniki) and specialised in History of Art (Master of Arts, George Washington University; Ph.D, Courtauld Institute of Art).

Sandra Carvao, Chief, Market Intelligence and Competitiveness at World Tourism Organization (UNWTO), Spain

Sandra is the Chief of Market Intelligence and Competitiveness at World Tourism Organization (UNWTO). She has served UNWTO in a range of positions including Chief of Communications and Publications, Deputy Chief at UNWTO's Market Trends, Competitiveness and Trade in the Tourism Services Department where she coordinated the Tourism Resilience Committee to address the impacts of the global economic crisis 2008 - 2009 on tourism. She has a degree in International Relations, Economics Branch, from the Instituto de Ciencias Sociais e Politicas/Universidade Technica de Lisboa in Portugal and a postgraduate degree in Marketing from the Universidad Complutense de Madrid in Spain.
Professor Carlos Costa University of Aveiro, Portugal and Editor of the Journal of Tourism & Development

Professor Carlos Costa is Professor Catedrático and Head of the Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT) of the University of Aveiro and Editor of the Journal of Tourism & Development (Revista de Turismo e Desenvolvimento). He holds a PhD and MSc on Tourism Management (University of Surrey, UK), and a BSc on Urban and Regional Planning (University of Aveiro, Portugal). Carlos is the leader of the PhD Tourism Programme of the University of Aveiro and is also the head of the Tourism Research Centre of the University of Aveiro (included in GOVCOPP and evaluated by the Portuguese Government with ‘Excellent’). He is also Scientific Coordinator of the “idtour-unique solutions” - tourism spin-off company (private sector) located in the University and responsible for knowledge and innovation transfer to the tourism sector. Carlos is involved in a number of national and international tourism projects. Carlos is also frequently invited by the Portuguese Agency of Accreditation (A3Es) and by the Foundation for Science and Technology (FCT) for their evaluation panels.

Professor Rachel Dodds, Ted Rogers School of Management, Ryerson University, Canada.

Rachel Dodds is a Professor at the Ted Rogers School of Management, Ryerson University, Canada. She is a recognized expert in the field of sustainable tourism and has published globally on the topic. Rachel has over 20 years of tourism experience working with tour operators, destination management companies, accommodation facilities, festivals and non-profit organizations and still works actively with industry in her role as a consultant to help the tourism industry more sustainable. Her recent research examines sustainable tourism, environmental management, festivals, marketing and tourist motivations. Prior research has focused on corporate social responsibility, islands and tourism policy. Overtourism: issues, realities and solutions a book edited by herself and Richard W. Butler is due out in spring 2019.

Professor Alan Fyall, University of Central Florida, USA and coEditor of Elsevier’s Journal of Destination Marketing & Management

Professor Alan Fyall is Orange County Endowed Professor of Tourism Marketing, Graduate Programs’ Director and Interim Chair of the Tourism, Events & Attractions Department at the Rosen College of Hospitality Management, University of Central Florida (UCF). Alan is also a core member of UCF’s National Center for Integrated Coastal Research. He has published widely in the areas of tourism and destination marketing and management including 22 books. Dr. Fyall is a former Member of the Bournemouth Tourism Management Board (DMO) and Board of Solent Synergy Limited in Southern England, and has conducted numerous consulting and applied research projects for clients in the UK, European Union, Africa, the Caribbean, USA, Central and South America, and South East Asia. Alan currently teaches International Tourism Management and Destination Marketing & Management and to date has examined 27 PhDs. He is coEditor of Elsevier’s Journal of Destination Marketing & Management while his current research interests relate to smart and sustainable tourism and destination resilience in Florida, the Caribbean and South East Asia. Alan is also Board Member of the Blue Community Consortium, based in Florida.
Professor Xavier Font, University of Surrey, UK

Dr. Xavier Font is Professor of Sustainability Marketing at the University of Surrey. He researches and develops methods of sustainable tourism production and consumption. He has published widely in sustainable tourism certification, and has consulted on sustainable product development, marketing and communication for UNEP, UNCTAD, UNWTO, IFC, EC, VisitEngland, Fáilte Ireland, WWF and the Travel Foundation amongst others. Since January 2019, he is the new co-editor of the Journal of Sustainable Tourism. He has conducted over 130 courses for more than 2500 businesses on how to market and communicate sustainability, see www.travindy.com.

Olivier Henry-Biabaud CEO TCI Research

Olivier founded TCI Research in 2010 as a way of combining his passion for travel with his 20+ years' experience in market research acquired in global companies (TNS, Ipsos). As a specialist in the visitor experience, he has worked for over 90+ international and local destinations and travel brands. He is a regular speaker at travel international forums and Board Member of TTRA Europe (Tourism and Travel Research Association). He was awarded Best Travel Market Research CEO 2017 by the EU Business News Agency.

Professor Cathy Hsu Chair Professor of Hospitality and Tourism Marketing The Hong Kong Polytechnic University (PolyU), UK

Professor Cathy Hsu is the Chair Professor of Hospitality and Tourism Marketing in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University (PolyU). Prior to joining PolyU in July 2001, she was teaching in the USA for 12 years in two different state universities. Before becoming an academic, she worked in the hotel industry as part of the Hilton and Holiday Inns teams. Her research foci have been tourist behaviors, resident sentiment, and hospitality marketing and branding. She has obtained numerous extramural and intramural grants and has over 300 refereed publications. She has served as a consultant to various hospitality organizations, such as the Garden Hotel in Guangzhou, City of Dreams in Macao, Hong Kong Tourism Board, World Tourism Organization, and Kansas Travel and Tourism Development Division. She has provided training to numerous hotel and tourism organizations over the years on service quality, branding, and marketing. Professor Hsu serves on 15 journal editorial boards. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educator’s Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.
Professor Scott McCabe Nottingham University and co-Editor of Annals of Tourism Research.
Scott McCabe is Professor of Marketing and Tourism at the Nottingham University Business School, where he currently holds the role of Head of Professional Practice, responsible for continuing professional development activities in the School. Scott’s research focuses on the qualities of tourist experience, consumer behavior and tourist decision-making. His work has engaged debates in pro-social and pro-environmental tourist consumption, as well as responsible and ethical consumer behavior. His main research expertise is in qualitative methods, especially socio-linguistics (ethnomethodology and Conversation Analysis). He is interested in inter-disciplinary perspectives, encompassing sociology, consumer psychology and geography. Since 2006, he has been working on a program of research on the motivations, experiences and outcomes of holiday experiences for severely disadvantaged UK consumers. Working with a range of small and large charities, his research has helped to promote the concept of ‘social tourism’ in the UK, influencing policy and practice, raising public awareness and establishing a link between holidays and subjective wellbeing outcomes. He has published widely in the tourism field, with one book, three edited volumes, and around 65 peer reviewed research outputs. He is the current co-Editor in Chief (alongside Sara Dolnicar) of Annals of Tourism Research and sits on the board of a number of other journals, including; Annals of Leisure Research, the Journal of Policy Research in Tourism, Leisure and Events and the International Journal for Contemporary Hospitality Management.

Assistant Professor Luiz Mendes-Filho, Tourism Department, Universidade Federal do Rio Grande do Norte, Brazil
Luiz is Assistant Professor in the Department of Tourism at Federal University of Rio Grande do Norte (UFRN), Brazil. He holds a PhD in Business Information Systems from Auckland University of Technology (AUT), New Zealand. Luiz is a researcher in the Brazilian National Council for Scientific and Technological Development (CNPq - Brazilian federal government organization), director of Tourism Management Studies Research Lab (GESTUR) at UFRN, and co-editor of the journal Revista de Turismo Contemporâneo (RTC). He is also a member of the following international and Brazilian associations in Tourism: International Federation for IT and Travel & Tourism (IFITT), ANPTUR, and ABRATUR. His areas of interest include Information Technology and Communication (ICT) in Tourism, Smart Tourism, Social Media, and ICT adoption in Tourism.

Professor Tanja Mihalič University of Ljubljana, Slovenia.
Professor Tanja Mihalič is Professor at the Department of Economics and Head of Tourism Institute and Erasmus Mundus European Master in Tourism Management program at the Faculty of Economics the University of Ljubljana, Slovenia. Prof Mihalič is also the Vice dean for student affairs at the Faculty of Economics. Professor Mihalič is a member of the UNWTO World Committee on Tourism Ethics and a board member of the International Association of Tourism Economics. She is a co-editor or active member of editorial boards of many academic journals. She is also an expert evaluator for the European Commission. Her research interests include tourism economics and management, environmental economics, sustainability and educational and tourism industry values. She has experience in developing tourism educational and research programs and as adviser in sustainable and responsible tourism to national governments and EU and global bodies.

**More sponsorship opportunities**
Professor Nigel Morgan, Swansea University, UK

Professor Nigel Morgan is Associate Dean for Special Projects and Head of the Business Department at Swansea University’s School of Management, where he holds a Chair in Visitor Economy Management. Nigel has a professional background in tourism and sport development, research and strategy and marketing at Sport Wales and in Welsh local authorities and has held senior academic posts and professorial titles in six universities in the UK, Norway and Italy. He was formerly Director of Surrey University’s Digital Visitor Economy Research Group (2013-16); and Member of Visit Wales’ Advisory Board (2014-2017). Nigel is a Fellow of the Royal Society of Arts, the Tourism Society and the Chartered Management Institute, a Board Member of the International Place Branding Association and the Mission Art Gallery and a recipient of the Shaw-Mennell Prize for services to Leisure Studies (2016). The ESRC, EU and Norwegian Research Council have funded Nigel’s research and he has conducted 30-plus consultancy projects for organisations in Wales, Europe, the USA and Asia (e.g. UEFA, Visit Wales, the BBC, Orlando-Sanford Airport, China National Tourist Office). His areas of expertise include: Tourism and wellbeing; Tourism and inequality; Gender; Destination development & management; Precarious work; Knowledge networks.

Associate Professor Ana María Munar Copenhagen Business School, Denmark.

Ana María Munar is Associate Professor at Copenhagen Business School, Denmark. With research interests in digital technologies, epistemology, higher education, and gender, her latest publications focus on post-disciplinarity, social media and gender in academia. Over the years, Ana has served on several national and international boards and networks. Nowadays, she holds positions at the Diversity and Inclusion Council at Copenhagen Business School, the Critical Tourism Studies Network, Women Academics in Tourism and several tourism journals. She is engaged in curriculum and education development, and coordinates the tourism and hospitality concentration at the Bachelor of Service Management and Business Administration. Ana has delivered numerous conference presentations and keynote addresses in her research areas.

Vincent Nijs is tourism research manager at the research department of VISITFLANDERS (Belgium).

Vincent acquired his Master in Sport & Leisure Sciences at the University of Leuven, focussing on sport and leisure marketing, management and measurement. In 2017 he finished the MBA in Tourism Management at Modul University Vienna (Austria). Vincent is working with tourism related data and research for 19 years, and also gained experience as project director of an online research company in Belgium. He is currently focussing on a project on carrying capacity and sustainable tourism development in Flanders. Sharing practical leisure and tourism insights, lecturing, translating and presenting tourism related business intelligence are some of his main interests. Vincent is member of the European Travel Commission’s Market Intelligence Committee and former chairman of this group.

**More sponsorship opportunities**
Professor Mike Peters, Department of Strategic Management, Marketing and Tourism, University of Innsbruck, Austria

Mike was born in Germany, completed his apprenticeship as a restaurant specialist and worked for several years in the hotel industry. He worked in small businesses in Bavaria where he learned the benefits but also problems that typical small businesses face. Mike studied Business Administration at the University of Regensburg Germany and the University of Innsbruck Austria and specialized in tourism and service economy. He completed his doctorate in 2001 and habilitated at the University of Innsbruck. In 2006 he was Research Fellow at Simon Fraser University in Burnaby (BC, Canada), in 2009, he was invited as Associate Visiting Professor at Hong Kong Polytechnic University (China). Mike has been president of the ICRET (International Center for Research and Education in Tourism) since 2009 and since 2018 he is the chapter president of the TTRA Europe (Travel and Tourism Research Association). Mike is the speaker of the Research Centre Tourism & Leisure at the University of Innsbruck, an initiative which serves as an interdisciplinary research platform for tourism research in Austria. Mike’s research focus is on researching the heterogeneity of family businesses and small businesses. He investigates factors influencing entrepreneurial behavior and tourism and hospitality firm’s success.

Professor Haiyan Song, Mr and Mrs Chan Chak Fu Chair Professor and Associate Dean Research The Hong Kong Polytechnic University, China

Professor Haiyan Song is Mr and Mrs Chan Chak Fu Chair Professor in International Tourism and Associate Dean (Research) in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University. He is an Economist with expertise in tourism demand analysis, tourist satisfaction and wine economics. Professor Song has been involved in a number of high level consultancy projects related to tourist satisfaction and service quality indexes, tourism satellite account, and tourism education for UNWTO, PATA, the Hong Kong Tourism Commission, Macau SAR Government Policy Research Office, Guangdong Tourism Administration and Guangzhou City Tourism Bureau. Professor Song has published more than 100 articles in top tier hospitality and tourism journals. He is an expert in tourism impact assessment, tourist satisfaction and service quality indexes, tourism and hotel demand forecasting and consumer behavior. Elected Fellow of the International Academy for the Study of Tourism. Professor Song received the John Wiley and Son’s Life Time Achievement Award in Research by the International Council on Hotel, Restaurant and Institutional Education (ICHRIE) in 2011 and the Michael D. Olsen Research Achievement Award in Hospitality and Tourism in 2013.
**Professor Cleopatra Veloutsou University of Glasgow UK and co-Editor in Chief of the Journal of Product and Brand Management.**

Professor Cleopatra Veloutsou is a Professor of Brand Management in the University of Glasgow Adam Smith Business School in the UK. She is the Cluster Lead for the Marketing and she is the Convener of the MSc in International Strategic Marketing. Her primary research interest is on Brand Management. Cleopatra has published over 40 articles in Academic Journal. Cleopatra is the co-Editor in Chief of the Journal of Product and Brand Management and she sits on the editorial board of a number of international academic journals, including the European Journal of Marketing, the Journal of Brand Management, Journal of Services Theory and Practice, and the Journal of Financial Services Marketing. She is teaching primarily Brand Management, Marketing Communications, Marketing Management and Management Research Methods at all levels.

**Daniela Wagner, Director International Partnerships Jacobs Media Group (Travel Weekly) & Pacific Asia Travel Association (PATA) European Coordinator**

Daniela heads up strategic international business development for Travel Weekly Group and is responsible for creating new international events in Asia, the Middle East and Europe. Daniela was the co-founder and CEO of eWaterways Cruises, a global online aggregator of small ship cruises with over 1200 contracted ships selling from over 300 suppliers through multiple distribution channels. She has previously held positions with OctopusTravel and Cendant/Travelport B2C Business Group, leading online travel portal for hotels (under GTA (Gullivers Travel Associates). Other leading positions included Vice President, Corporate Affairs for the World Travel & Tourism Council (WTTC), and the Executive Director for the European Tour Operators Association (ETOA). Daniela is an enthusiastic, energetic and personable general manager with a 30-year track record of outstanding achievement in the travel industry. In 2005 she was nominated for a First Woman Award and was the winner of e-tid’s personal achievement award and recently received the IIPT Celebrating Her Award at ITB Berlin.
PRACTICAL INFORMATION

8-10 April 2019 TTRAEurope  Bournemouth University
http://www.bournemouth.ac.uk/TTRA

JOURNALS SUPPORTING TTRAEurope2019  Tourism Review

FEES  Delegates  Price £
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Early Bird Before Friday 1st March 2019
Full TTRA/ATHE/GTMC/ Members  320
Non TTRA/ATHE/GTMC/ Members  420
Students (includes free TTRA membership)  190

Full registration After Friday 1st March 2019
Full TTRA/ATHE/GTMC/ Members  420
Non TTRA/ATHE/GTMC/ Members  490
Students (includes free TTRA membership)  290

Day Ticket  190

IMPORTANT DATES
Deadline for submission: 5th January 2019
Notification for acceptance: 5th February 2019
Final submission: 1st March 2019
Conference Days 8-10 April 2019 TTRAEurope @ Bournemouth University

CONFERENCE VENUE : Bournemouth University Department of Tourism and Hospitality
Faculty of Management, Bournemouth University, Talbot Campus, Dorset, BH12 5BB

PARKING There is limited parking on campus

BUSES There are several regular buses from the town centre to the campus.
Free Complementary Vouchers will be provided for the duration of the conference.
One U1 bus will leave every day at 08:30 from Cumberland Hotel for Talbot campus.

AIRPORTS Recommended are Bournemouth BOH, Southampton SOU, Heathrow LHR,
Gatwick LGW – National Express busses are running from most airport to Bournemouth.

RUNNING TO CAMPUS: For those enjoying running the distance from Cumberland Hotel
to Talbot Campus (BH12 SBB) is 2.7 Miles or 4.4km and there are changing facilities.

TAXI TRANSFER Darren Harvey reservations@eagleflyer.co.uk at www.eagleflyer.co.uk
Tel: +44 1202 375570 can give you BU preferential rates for airport transfer LHR £100 (for
up to 4 seat) £115 (8 seats) / LGW 114  (4 seats) £140 (8 seats) / LTN £125 (4seats) £145 (8
seats) / STN £175 (4 seats) £185 (8 seats) /

ACCOMMODATION
Bournemouth has sufficient accommodation in all styles, tastes and budgets.
We have negotiated special rates at the OCEANA HOTELS, HALLMARK HOTELS and
MIRAMAR Hotel – See online information.
These hotels are on the sea front and clustered together to facilitate movement and social
events. There are very close to the Lansdowne Campus from where delegates can take a
bus for the Talbot Campus. U1 bus will leaving at 08:30 daily to serve these hotels.

SOCIAL GET TOGETHER – All to be confirmed
Sunday 7 April 2019  Informal get together – The Overcliff, Suncliff Hotel, 29 East Overcliff Drive, BH1 3AG Tel 01202 291 711 (at delegates’ expense) +VIP Dinner by Invitation
Monday 8 April 2019  TTRAWelcomeReception – The Real Greek Bournemouth BH2 Exeter Crescent, Bournemouth BH2 5DD (included in fee)
Tuesday 9 April 2019  TTRAParty and Cocktails Koh Thai Lounge Bournemouth 38-40 Poole Hill, Bournemouth BH2 5PS (included in fee)
Wednesday 10 April 2019  TTRAfarewell informal get together –LOCATION TO BE CONFIRMED (at delegates’ expense)

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WELCOME TO TTRAEurope2019 @ Bournemouth University
www.bournemouth.ac.uk/TTRA
8-10 April 2019 Bournemouth University, UK

LOCATION – Bournemouth University Talbot Campus BH12 5BB, UK
Contact us
Conference Host: Prof Dimitrios Buhalis: dbuhalis@bmth.ac.uk
Chairs of Scientific Committee
- Dr Daisy Fan: dfan@bmth.ac.uk
- Dr Tim Gale: tgage@bmth.ac.uk
- Dr Philipp Wassler: pwassler@bmth.ac.uk
- Prof Adele Ladkin: aladkin@bmth.ac.uk
- Prof Adam Blake: ablake@bmth.ac.uk

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