

8th INTERNATIONAL CONFERENCE ON TOURISM MANAGEMENT AND RELATED ISSUES

Prague, Czech Republic – September 20-21, 2018



Chairpersons:

Marcello **Mariani**, University of Reading, UK

Local hosts and Conference Chairs:

Jiří **Patočka**, University of Economics, Prague

Jan **Hán** – Institute of Hospitality Management, Prague

Jana **Kalabisová** – Institute of Hospitality Management, Prague

Keynote Speaker:

Fevzi **Okumus**, University of Central Florida, USA

PROGRAMME

Thursday September 20, 2018

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| 09:00 – 09:30 | Registration | |
| 09:30 – 10:00 | <p>WELCOME AND INSTITUTIONAL INTRODUCTION</p> <p><i>Jan Han – Vice- Rector</i> <i>Marcello Mariani – Conference Chair</i> <i>Jan Han & Jana Kalabisova – Local Hosts and Conference Chairs</i></p> | |
| 10:00 – 11:00 | <p>Evolution of Hospitality and Tourism Research and Moving Forward</p> <p><i>Fevzi Okumus, University Of Central Florida – USA</i></p> <p style="text-align: center;">Discussant : Marcello Mariani</p> <p style="text-align: center;">Q&A</p> | |
| 11:00 – 11:30 | Coffee break | |
| | <p>TRACK A : Hospitality Management and Performance Track Chair : FEVZI OKUMUS</p> | <p>TRACK B : Tourist Behaviour, Host-Guest Balance and Emerging Forms of Tourism Track Chair: MARCELLO MARIANI</p> |
| 11:30 – 12:00 | <p>Sustainable HRM Practices To Alleviate Work Stress For Employees' Emotional Wellbeing In The Dutch Hospitality Industry</p> <p><i>Brannnon, David (Hotelschool The Hague Hospitality Business School) & Sonia Lotf Allah Mohamed</i></p> | <p>The Role Of Attention: An Empirical Study Of Service Processes In The Gastronomy Sector</p> <p><i>Bichler, Bernhard (University Of Innsbruck) & Mike Peters, Guenther Botschen and Birgit Pikkemaat</i></p> |
| 12:00 – 12:30 | <p>Optimisation Of The Hotel Reception Processes With The Help Of Simulation Methods And Tools</p> <p><i>Han, Jan (Institute Of Hospitality Management In Prague 8) & Zdenek Ulrych</i></p> | <p>Make Room For Value No-Creation: Beyond Value Co-Creation And Co-Destruction</p> <p><i>Sthapit, Erose (University Of Vaasa) & Peter Bjork, Hanken</i></p> |
| 12:30 – 13:00 | <p>Optimal Pricing For Online Hotel Demand: The Case Of Resort Hotels In Majorca</p> <p><i>Jacob, Marta (University of The Balearic Islands) & Aldric Vives</i></p> | <p>Tourists' Profile Visiting Victoria Falls Tourism Product</p> <p><i>Makuzva, Washington (Cape Peninsula University Of Technology) & cedo Jonathan Ntloko</i></p> |

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| 13:00 – 14:00 | Lunch |
| | TRACK C: Tourist Products, Systems and Networks Track Chair: MALGORZATA OGOROWSKA |
| 14:00 – 14:30 | Conceptualising Entrepreneurial Information Search Behavior For Opportunity Recognition In Tourism <i>Atembe, Roland (University Of Innsbruck)</i> |
| 14:30 – 15:00 | Stakeholders' Perceptions Of The Impact Of A Cultural Event Hosted In Cape Town <i>Machisa, Patience (Cape Technikon) & Jacobus Nicolaas Steyn & John Peter Spencer & Gift Muresherwa</i> |
| 15:00 – 15:30 | Tourist Profiles and Involvement in a World Heritage Region: the Case of the Agave-Tequila Region in Mexico <i>Alfredo Manuel Coelho (Bordeaux Sciences Agro, France) & Víctor Manuel Castillo-Girón, Suhey Ayala Ramírez</i> |
| 15:30 – 16:00 | Coffee break |
| | TRACK D : Hospitality Management, Strategies and Performance and travel intermediation/promotion Track Chair: TOMOFUMI UETAKE |
| 16:00 – 16:30 | Hospitality Industry, Rainfall Derivatives, Scenario Correlation, And Copulas <i>Pelizzari, Cristian (University Of Brescia) & Simona Franzoni</i> |
| 16:30 – 17:00 | Analysis Of Revenue Management In Japanese Accommodation Industry Based On Questionnaire Survey -Comparison Of Tokyo, Kyoto, Okinawa And Hokkaido- <i>Uetake, Tomofumi (Senshu University) & Ikuko Sasaki & Akimichi Aoki</i> |
| 17:00 – 17:30 | Choice of Payment Methods in Mergers and Acquisitions: the Cases of Travel Agencies and Tour Operators <i>Alfredo Manuel Coelho (Bordeaux Sciences Agro, France) & Víctor Manuel Castillo-Girón</i> |
| 17:30 – 18:00 | Social Comparison Orientation and Frequency: A Study On International Travel Bloggers <i>Marcello Mariani (University of Reading, UK) and Maria Ek Styven (Lulea University of Technology, Sweden)</i> |
| 19:30 | Optional Dinner - (for registered participants only – Golden Well Hotel, U Zlate Studne 166/4, 118 00 Prague) |

Friday September 21, 2018

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| | Track A: Hospitality Management and Performance Track Chair: GORAZD SEDMARK | |
| 09:30 – 10:00 | Sustainability Evaluation For Tourism And Mice In Japan Using Hotspots Analysis <i>Kitamura, Yusuke (Tokyo City University) & Yusuke Kitamura, Yuki Ichisugi, Haruo Suzuki, Norihiro Itsubo</i> | |
| 10:00 – 10:30 | Understanding Strategic Sustainable Goals In The Hospitality Industry: A View Based On The Strategy-As-Practices Theory <i>Lim, Andriew (Hotelschool The Hague Hospitality Business School) & Arjan Van Rheede</i> | |
| 10:30 – 11:00 | Valorisation Of Traditional Music In The Hospitality Sector - The Case Of Slovenian Istria <i>Sedmak, Gorazd (University Of Primorska) Simon Kerma, Žana Civre</i> | |
| 11:00 – 11:30 | Coffee break | |
| | Track B: Tourist Behaviour, Host-Guest Balance and Emerging Forms of Tourism Track Chair: LUIS NOBRE PEREIRA | Track C: Critical Issues In Hospitality And Tourism Track Chair : MARCELLO MARIANI |
| 11:30 – 12:00 | Enhancing The Pricing Expertise Of An Online Distribution Channel <i>Nobre Pereira, Luis (University of Algarve) & Paulo Carrasco, Luis Dinis</i> | Distribution Channels Of The Hotel – Case Study <i>Mattyášovská, Jitka (University Of Economics In Prague) & Zuzana Tucková</i> |
| 12:00 – 12:30 | Erasmus+ Student Tourism Behaviour: When Students Become Tourists <i>Lesjak, Miha (University Of Primorska) & Emil Juvan, Eva Podovšovnik, Anita Zupancic</i> | Research In Tourism And Hospitality; Is It A Matter Of Gender? <i>Payeras, Margarita (University Of The Balearic Islands) & M. Jacob, C. Florido</i> |
| 12:30 – 13:00 | Train Operators Becoming Tourism Operators: A Comparison Of Three Different Business Models <i>Pattanaro, Giulio (Independent Researcher)</i> | Customer Engagement In Tourism Marketing - Forms And Effects <i>Lorenc, Dorota (University Of Bielsko-Biala)</i> |
| 13:00 – 14:00 | Lunch | |

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| | <p>Track D: Destination Management, Marketing, Economics And Development</p> <p>Track Chair: <i>ALCOVER CASASNOVAS ANTONIO LUIS (to be confirmed)</i></p> |
| 14:00 - 14:30 | <p>Mature Destinations And Restructuration: The Case Of Magaluf</p> <p><i>Alcover Casasnovas, Antonio Luis (University Of The Balearic Islands) & Susana Requena-Vega</i></p> |
| 14:30 – 15:00 | <p>User Generated Content As The Linkage Between Visitor And Destination Management</p> <p><i>Mayr, Mojca (University Of Ljubljana)</i></p> |
| 15:00 – 15:30 | <p>Income Elasticity Of Tourism Demand And Gdp Per Capita: Some Empirical Evidence</p> <p><i>Rossello Nadal, Jaume (University Of The Balearic Islands) & Maria Santana-Gallego & Aon Waqas</i></p> |
| 15:30 – 16:00 | Coffee Break |
| | <p>Track E: Track E: Hospitality Management and Performance</p> <p>Track Chair: <i>FEVZI OKUMUS</i></p> |
| 16:30 – 17:00 | <p>Peer-To-Peer Property Rentals, Housing, And Hospitality Markets: General Setting And Perspectives From Paris</p> <p><i>Ogonowska, Malgorzata (Paris 8 University) & Sauveur Giannoni, Dominique Torre</i></p> |
| 17:00 – 17:30 | <p>What Hotel Halal Attributes Do The Russian Customers Of Halal Tours Demand?</p> <p><i>Shnyrkova, Anna (National Research University Higher School Of Economics) & Marina Predvoditeleva</i></p> |
| 17:30 – 18:00 | <p>Conclusions and lessons learned: Wrap-up session</p> <p>Chairpersons</p> |

Affiliations of the co-authors are generally indicated in the online full papers