1st INTERNATIONAL CONFERENCE ON TOURISM MANAGEMENT AND TOURISM RELATED ISSUES

Chairpersons:

PROFESSOR MARCELLO M. MARIANI (UNIVERSITÀ DI BOLOGNA)
PROFESSOR DIMITRIOS BUHALIS (BOURNEMOUTH UNIVERSITY)

Facoltà di Economia di Rimini – Università di Bologna
Via Angherà 22, 47900 Rimini
15-16 September 2011
THURSDAY, 15 SEPTEMBER 2011

8:20 – 9:00  Registration

9:00 – 9:15  Welcome and Institutional Introduction [ROOM: Aula Alberti 14]

Giorgio Cantelli Forti - President of the Polo Scientifico-Didattico di Rimini
Corrado Benassi - Dean of the Facoltà di Economia di Rimini
Marcello M. Mariani - Conference Chair
Dimitrios Buhalis - Conference Chair

9:15 – 10:45  Plenary Session: Current Challenges and Prospects in Tourism Management: Managing the Global and Local

First Roundtable Discussion: Destination Management and Policy Making (9:15-10:00) [ROOM: Aula Alberti 14]

Andrea Gnassi - Mayor and Tourism Alderman of the Rimini municipality
Stefano Vitali - President of the Province of Rimini
Maurizio Melucci - Tourism Alderman of the Region Emilia Romagna
Andrea Babbi - CEO APT Servizi Emilia Romagna

Moderator: Marcello M. Mariani, University of Bologna

Second Roundtable Discussion: Destination Management and Business Tourism (10:00-10:45) [ROOM: Aula Alberti 14]

Stefania Agostini - General manager Convention Bureau Riviera di Rimini
Patrizia Cecchi - Business Unit Sales Manager of Rimini Fiera
Massimo Masini - President of the Rimini Airport

Moderator: Luciano Chicchi, Unirimini

10:45 – 11:15  Coffee Break

11:15 – 12:45  Parallel Sessions

Session 1: Destination Management (Session Chair: Marcello M. Mariani) [ROOM: Aula Alberti 14]

IMPORTANCE-PERFORMANCE ANALYSIS AS A DIAGNOSTIC TOOL FOR URBAN DESTINATION MANAGERS
GRiffin TONY, (SYDNEY UNIVERSITY OF TECHNOLOGY - AUSTRALIA) - DEBORAH EDWARDS

SAINT-PETERSBURG AS A TOURIST DESTINATION: IN SEARCH FOR GASTRONOMIC BRAND
Gordin Valery, (HIGHER SCHOOL OF ECONOMICS - RUSSIA) - Elena V. Chernova Julia G. Trabskaya
Session 2: Strategies and performance in the hospitality industry (Session Chair: Dimitrios Buhalis) [ROOM: Aula Alberti 3]

ORGANIZATIONAL INNOVATIVENESS AND ITS RESULTS: A QUALITATIVE ANALYSIS OF SME HOTELS IN VIENNA
BINDER PETRA, (FHWIEN UNIVERSITY OF APPLIED SCIENCES - AUSTRIA) - ALEXANDER KEISLER, MICHAEL MAIR, KATHARINA STUMMER

THE RELATION BETWEEN MARKET ORIENTATION AND BUSINESS PERFORMANCE IN THE HOTEL INDUSTRY: A CONCEPTUAL MODEL PROPOSAL
FERNANDES Sampaio Carlos Alberto, (EXTREMADURA UNIVERSITY - PORTUGAL) - JOSE MANUEL HERNANDEZ MOGOLLON, RICARDO JOSE GOUVEIA RODRIGUES

Session 3: Tourism economics and policies (Session Chair: Paolo Figini) [ROOM: Aula Alberti 4]

A NEW APPROACH IN FINNISH-RUSSIAN TOURISM RELATED ISSUES
KUSHCHEVA NATALIA, (MIKKELI UNIVERSITY OF APPLIED SCIENCES - FINLAND) - 

SHOPPING COMMISSION IN GROUP PACKAGE TOURISM: A TWO-SIDED MARKET PERSPECTIVE
OHKITA KENICHI, (KAGAWA UNIVERSITY - JAPAN) - KAZUMITSU MINAMIKAWA

12:45 – 14:00 Lunch [ROOM: Aula 3]

14:00 – 16:15 Parallel Sessions

Session 1: Tourist behaviour, host-guest balance and emerging forms of tourism (Session Chair: Francesco M. Barbini) [ROOM: Aula Alberti 3]

SEGMENTATION OF REPEAT VISITORS WITH THE HELP OF PASSIVE MOBILE POSITIONING
KUUSIK ANDRES, (TARTU UNIVERSITY - ESTONIA) - MARGUS TIRU

APPROACHES FOR THE EVALUATION OF VISITOR EXPERIENCES AT TOURIST ATTRACTIONS
JENSEN OYSTEIN, (BODO GRADUATE SCHOOL OF BUSINESS - NORWAY) - 

GAY TOURISM IN TEL AVIV
HADOBÁS ANETT, (ESERP BUSINESS SCHOOL - SPAIN) - 

Session 2: Tourism product, systems and networks (Session Chair: Wojciech Czakon) [ROOM: Aula Alberti 4]

MAKING TOURISM PRODUCT DEVELOPMENT EXPLICIT
GARCÍA-ROSELL JOSE CARLOS, (LAPLAND UNIVERSITY - FINLAND) - TEIJA TEKONIEMI-SELKÄLÄ, MINNI HAANPÄÄ, MIKA KYLÄNEN

ASSESSING THE PERFORMANCES OF TOURIST OFFICES: A MULTIDIMENSIONAL APPROACH TO INFORMATION QUALITY
MINGHETTI VALERIA, (UNIVERSITY OF VENICE - ITALY) - EMILIO CELOTTO

BUSINESS FORMAT FRANCHISE IN REGIONAL TOURISM DEVELOPMENT
CZAKON WOJCIECH, (KATOWICE UNIVERSITY OF ECONOMICS - POLAND) - 


Session 3: ICT and Tourism (Session Chair: Marcello M. Mariani & Lorenzo Succi) [ROOM: Aula Alberti 14]

THE IMPACT OF ICT ON THE ROLE OF DMOs: TRENDS AND CHALLENGES
BUHALIS DIMITRIOS, (BOURNEMOUTH UNIVERSITY - UK)

16:15 – 16:45 Coffee break

16:45 – 18:15 Parallel Sessions

Session 1: Destination Management (Session Chair: Mika Kylanen) [ROOM: Aula Alberti 14]

SUCCESS FACTORS FOR COLLABORATIVE DESTINATION MARKETING
PATTANARO GIULIO, (UNIVERSITY OF VENICE - ITALY) -

LOCAL GOVERNMENT MANAGING THE DESTINATION. AN EVIDENCE FROM AN ITALIAN TOURISM RELEVANT AREA
MAFROLLA ELISABETTA, (FOGGIA UNIVERSITY - ITALY) - EUGENIO D’AMICO

Session 2: Strategies and performance in the hospitality industry (Session Chair: Andrea Guizzardi) [ROOM: Aula Alberti 3]

YIELD MANAGEMENT IN THE HOSPITALITY INDUSTRY: SOME EVIDENCES FROM THE ITALIAN EXPERIENCE
MODICA PATRIZIA, (CAGLIAI UNIVERSITY - ITALY) - MARCO FAZZINI, ELISA SCANU

COOPERATIVE RESORTS AS A COMPETITIVE STRATEGY CASES FROM SOUTH TYROL, ITALY
PICHLER SABINE, (EUROPEAN ACADEMY BOZEN/BOLZANO - ITALY) - PROF. DR. HARALD PECHLANER, MARCUS HERNTREI

Session 3: Destination management (Session Chair: Marina Predvoditeleva) [ROOM: Aula Alberti 4]

HOW DO ENTREPRENEURS OF MALAWIAN SAFARI COMPANIES DISCOVER AND EXPLOIT BUSINESS OPPORTUNITIES
KRISHNAN ARAVIND, (EDINBURGH UNIVERSITY - U.K.) -

THE DEVELOPMENT OF A TOURISM DESTINATION: COMBINING EMERGENT AND PLANNED NETWORK STRATEGIES
BARRINI, FRANCESCO MARIA (UNIVERSITY OF BOLOGNA - ITALY) - MANUELA PRESUTTI, LUCREZIA ZAMBELL
FRIDAY, 16 SEPTEMBER 2011

9:15 – 10:45 Parallel Sessions

Session 1: Destination Management (Session Chair: Marcello M. Mariani) [ROOM: Aula Alberti 14]

THE IMPORTANCE OF DIVERSE STAKEHOLDERS IN PLACE Branding: the CASE OF I FEEL SLOVENIA
PETEK NUŠA, (university of ljubljana - slovenia) - MAJA KONECNIK RUZZIER -

DO INCREASING TOURIST NUMBERS AND WESTERN INFLUENCES ENDANGER BHUTAN’S UNIQUE CULTURAL IDENTITY?
GLATZEL FRANZISKA, (eserp business school - germany) –

Session 2: Tourism product, systems and networks (Session Chair: Mika Kylanen) [ROOM: Aula Alberti 3]

KNOWLEDGE TRANSFER BETWEEN CLUSTERED FIRMS – A STUDY IN A TOURISM DESTINATION IN THE SOUTH OF BRAZIL
STACKE ARIANI, (centro universitário para o desenvolvimento do alto vale do itajai - brazil) - VALMIR EMIL HOFFMANN, HELENA ARAÚJO COSTA

TOURISM SUPPLY CHAINS: BETWEEN HIERARCHY AND LOOSE COUPLING
THOMSON ALEXANDER, (ryazan state radio engineering university - russia) - VLADIMIR THOMSON, LYUBA VORONA-SLIVINSKA

Session 3: Strategies and performance in the hospitality industry (Session Chair: Donna Q. Felitti) [ROOM: Aula Alberti 4]

A HOTEL TRYPTYCH: A STUDY IN THE NEW ART OF MANAGING REVENUE, DISTRIBUTION, AND E-MARKETING
QUADRI-FELITTI DONNA, (NEW YORK UNIVERSITY - U.S.A.) -

HETEROGENEITY BIAS IN EFFICIENCY MEASURES FOR ACCOMODATION INDUSTRIES
GUIZZARDI ANDREA, (BOLOGNA UNIVERSITY - ITALY) - CRISTINA BERNINI

10:45 – 11:15 Coffee break

11:15 – 12:45 Parallel Sessions

Session 1: Destination Management (Session Chair: Marina Predvoditeleva) [ROOM: Aula Alberti 14]

ANALYSIS OF TOURIST FLOWS FROM RUSSIAN FEDERATION TO THE COUNTRIES OF EUROPEAN UNION
PREDVODITELEVA MARINA, (HIGHER SCHOOL OF ECONOMICS - RUSSIA) - KIRILL FURMANOV, OLGA BALAEVA

UNPACKING THE TEMPORAL AND SPATIAL DIMENSIONS OF COOPETITION IN TOURISM DESTINATIONS
MIKA KYLANEN, (LAPLAND UNIVERSITY - FINLAND), MARCELLO M. MARIANI (BOLOGNA UNIVERSITY - ITALY)
Session 2: Social Responsibility and Sustainable Development in the tourism sector
(Session Chair: Mara Manente) [ROOM: Aula Alberti 3]

EXPLORING THE DRIVERS OF CORPORATE REPUTATION IN AN INTEGRATED PERSPECTIVE WITH CORPORATE RESPONSIBILITY: A STUDY OF ITALIAN TOURIST SMES
Baldarelli Maria Gabriella, (Bologna University - Italy) - Sabrina Gigli

ENTREPRENEUR'S EXPERIENCE, MOTIVATION AND SUSTAINABILITY OF TOURISM
Tani Mario, (Naples Federico II University - Italy) - Ornella Papaluca

12:45 – 14:00 Lunch [ROOM: Aula 3]

14:00 – 16:15 Parallel Sessions

Session 1: Events and the tourism sector (Session Chair: Valery Gordin) [ROOM: Aula Alberti 14]

INTERNATIONALIZATION OF TRADITIONAL SPECIAL EVENTS – SUCCESS FACTORS IN THE EXAMPLE OF GERMAN CHRISTMAS MARKET EVENTS
Bauer Thomas, (Erlangen-Nuernberg University - Germany)

THE PINK NIGHT OF THE ROMAGNA COASTAL REGION: CO-CREATING EVENTS AND DESTINATION BRANDING
Giovannardi Massimo, (Umbino University - Italy) - Andrea Lucarelli, Emma Björner (Gustafsson)

STAKEHOLDER MANAGEMENT STRATEGIES OF SPORTING-EVENTS. A CASE STUDY: THE ROAD CYCLED RACING “GIRO D’ITALIA”
Prezenza Angelo, (Pescara “G. D’Annunzio” di Chieti-Pescara University - Italy) - Simone Iocca

Session 2: Social Responsibility and Sustainable Development in the tourism sector
(Session Chair: Mara Manente) [ROOM: Aula Alberti 3]

RANKING ASSESSMENT SYSTEMS FOR RESPONSIBLE TOURISM PRODUCTS AND CSR PRATICES IN TOURISM ENTERPRISES: A MULTI-CRITERIA MODEL
Mara Manente, (University of Venice - Italy) - Valeria Minghetti, Erica Mingotto

A USER-FRIENDLY METHOD FOR MONITORING ECOTOURISM TRENDS IN BULGARIAN PILOT REGIONS BASED ON THE RESULTS OF THE BIODIVERSITY CONSERVATION AND ECONOMIC GROWTH (BCEG) PROJECT
Nesheva-Kiosseva Ninel, (New Bulgarian University - Bulgaria) - Robert F. Hickey

ENVIRONMENTAL STATUS IN A NETWORK OF TOURISM COMPANIES
Ellingsen May-Britt, ( - Norway) - Heidi R. Nilsen

Session 3: Tourism economics and policies (Session Chair: Paolo Figini) [ROOM: Aula Alberti 4]

CLASHES AND COMPROMISES: TAXATION VS. “DE-TAXATION” POLICIES IN TOURISM DESTINATIONS
Mussoni Maurizio, (Bologna University - Italy) - Guido Canelda, Massimiliano Castellani
THE RISE, THE DEVELOPMENT AND THE ORGANIZATIONAL STRUCTURE OF TOURISM DESTINATIONS
FIGINI PAOLO, (BOLOGNA UNIVERSITY - ITALY) - RAINER ANDERGASSEN, GUIDO CANDELA

'SHOULD I STAY OR SHOULD I GO?' WEATHER FORECASTS AND THE ECONOMICS OF "SHORT BREAKS"
ZIRULIA LORENZO, (BOCONI UNIVERSITY - ITALY) -

16:15 – 16:45 Coffee Break

16:45 – 18:15 Conclusions and wrap-up session
[ROOM: Aula Alberti 14]

Conference Chairs (Marcello M. Mariani, Dimitrios Buhalis)

Selected Session Chairs (Francesco M. Barbini, Wojciech Czakon, Donna Q. Felitti, Paolo Figini, Valery Gordin, Andrea Guizzardi, Marina Predvidoteleva)