

## 6<sup>th</sup> INTERNATIONAL CONFERENCE

ON

## TOURISM MANAGEMENT AND RELATED ISSUES

Krakow, Poland  
September 22-23, 2016



## PROGRAMME

## 6th INTERNATIONAL CONFERENCE ON TOURISM MANAGEMENT AND RELATED ISSUES

Krakow, Poland - September 22-23, 2016

Chairpersons :

Dimitrios BUHALIS, Bournemouth University, Dorset, UK

Marcello M. MARIANI, University of Bologna, Bologna, Italy

Wojciech CZAKON, University of Economics, Katowice, Poland

Thomas BAUER, DHBW Ravensburg, Germany

Local host and conference chair :

Jadwiga BERBEKA, University of Economics, Krakow, Poland

**Thursday September 22, 2016**

<b>REGISTRATION</b>	08:30 – 09:00
<b>WELCOME AND INSTITUTIONAL INTRODUCTION</b> <i>MARCELLO MARIANI – Conference Chair</i> <i>WOJCIECH CZAKON, JADWIGA BERBEKA – Local Hosts and Conference Chairs</i>	09:00 – 09:40
“LEARN TO FLY” WITH ROCKIN1000 : THE ROLE OF SOCIAL MEDIA FOR TOP-DOWN EVENT AND DESTINATION MARKETING  <i>FABIO ZAFFAGNINI, FOUNDER AND CEO ROCKIN1000 – ITALY</i>  <i>Discussants: Marcello M. Mariani</i>  <b>Q&amp;A</b>	09:40 – 11:00
<b>COFFEE BREAK</b>	11:10 – 11:30

## Parallel Sessions

<b>TRACK A: “Tourism Product, Systems and Networks”</b> <b>Track Chair: Wojciech Czakon</b>		<b>SPECIAL TRACK: “Meetings, Convention and Event Management”</b> <b>Track Chair: Thomas Bauer</b>
<p>ANTECEDENTS OF DYADS AN NETWORKS: AN EMPIRICAL SCRUTINY OF THE POLISH TOURISM INDUSTRY</p> <p><i>CZAKON WOJCIECH, (UNIVERSITY OF ECONOMICS IN KATOWICE - POLAND) - KATARZYNA CZERNEK, PATRYCJA KLIMAS, DAGMARA WÓJCIK</i></p>	<p>11:30 – 12:00</p>	<p>THE ROLE OF ADVANCES IN COMMUNICATION TECHNOLOGY ON MOTIVES TO TRAVEL TO ATTEND BUSINESS EVENTS; A CONCEPTUAL FRAMEWORK</p> <p><i>SANGKAEW PURIMPRACH, (UNIVERSITY OF SURREY - U.K.)</i></p>
<p>THE ESSENTIAL EVOLUTION OF LEADERSHIP STYLE IN COMMUNITY-BASED TOURISM DEVELOPMENT PROCESS: CASE STUDY FROM THAILAND</p> <p><i>PHANUMAT WANVIPA, (THAILAND)</i></p>	<p>12:00 – 12:30</p>	<p>THE TOURIST VALUE CHAIN: A CONCEPTUAL FRAMEWORK FOR EFFECTIVE DESIGN OF TOURIST PRODUCT.</p> <p><i>BERNACCHI MAURO, (UNIVERSITY OF PERUGIA - ITALY) - MIRIAM BERRETTA PAOLO DESINANO DONATELLA RADICCHI</i></p>
<p>ORGANIZED PROXIMITY ACCORDING TO THE LOGIC OF SUBJECTIVE USABILITY OF RELATIONSHIP IN THE INTER-ORGANIZATIONAL COOPERATION RELATIONS IN TOURISM INDUSTRY– PROPOSAL OF THE THEORETICAL MODEL AND THE EMPIRICAL FRAMEWORK.</p> <p><i>RYŚNIK JAKUB, (THE JERZY KUKUCZKA ACADEMY OF PHYSICAL EDUCATION IN KATOWICE - POLAND) - ANDRZEJ HADZIK</i></p>	<p>12:30 – 13:00</p>	<p>CONVENTION BUREAU - A KEY INTERMEDIARY IN THE EVENTS INDUSTRY</p> <p><i>OGONOWSKA MALGORZATA, (UNIVERSITY OF ANGERS - FRANCE) -</i></p>
<p style="text-align: center;"><b>LUNCH</b></p>	<p>13:00 - 14:00</p>	<p style="text-align: center;"><b>LUNCH</b></p>
<b>TRACK B: “Destination Management and Marketing”</b> <b>Track Chair: Marcello M. Mariani</b>		<b>SPECIAL TRACK: “Meetings, Convention and Event Management”</b> <b>Track Chair: Malgorzata Ogonowska</b>
<p>TOURISM MARKETING STRATEGIES EMPLOYED BY DUBAI: LESSONS TO LEARN FOR MALAWI'S PUBLIC SECTOR AUTHORITIES</p> <p><i>KRISHNAN ARAVIND, (THE UNIVERSITY OF EDINBURGH - U.K.) -</i></p>	<p>14:00 – 14:30</p>	<p>BETWEEN INTEGRATED COMMUNICATION AND PROJECT MANAGEMENT: EVENT EDUCATION IN GERMANY. FINDINGS FROM A RESEARCH PROJECT OF THE UNIVERSITY OF APPLIED SCIENCES AND ARTS HANNOVER IN COOPERATION WITH THE GERMAN TRADE FAIR ASSOCIATION.</p> <p><i>GEHRKE GERNOT, (HANNOVER UNIVERSITY - GERMANY) -</i></p>
<p>STORYTELLING IN DESTINATION MARKETING</p> <p><i>DZIEDZIC EWA, (WARSAW SCHOOL OF ECONOMICS - POLAND) -</i></p>	<p>14:30 – 15:00</p>	<p>STRATEGIES FOR DESTINATIONS TO BE SUCCESSFUL ON THE MICE MARKET</p> <p><i>BORODAKO KRZYSZTOF, (CRACOW UNIVERSITY OF ECONOMICS - POLAND) - JADWIGA BERBEKA - MICHAL RUDNICKI</i></p>

EDUCATION, BUT NOT FAMILIARITY, ENHANCES FLOW IN HERITAGE ATTRACTION: RESULTS FROM A STUDY IN EPHEBUS  <i>AKSATAN MANOLYA, (DOKUZ EYLÜL UNIVERSITY - TURKEY) - BILGE AYKOL, ZEHRİ GÖKÇE SEL - İLAYDA İPEK</i>	15:00 – 15:30	SERVICE QUALITY IN THE MICE INDUSTRY. A SEGMENTATION ANALYSIS USING FUZZY NUMBERS AND IDEAL SOLUTIONS.  <i>MARTIN JUAN CARLOS, (UNIVERSITY OF LAS PALMAS DE GRAN CANARIA - SPAIN) - ZOILO ALEMÁN - CONCEPCIÓN ROMÁN</i>
<b>COFFEE BREAK</b>	15:30 – 15:50	<b>COFFEE BREAK</b>
<b>TRACK C: “Hotel &amp; Hospitality Management”</b> <b>Track Chair: Anna Dolot</b>		<b>SPECIAL TRACK: “Meetings, Convention and Event Management”</b> <b>Track Chair: Jadwiga Berbeka</b>
COACHING AND ORGANISATIONAL CULTURE OF A HOTEL ENTERPRISE  <i>DOLOT ANNA, (CRACOW UNIVERSITY OF ECONOMICS - POLAND) -</i>	15:50 – 16:20	TRADE FAIRS AS INDICATORS FOR INDUSTRY DEVELOPMENT  <i>BAUER THOMAS, (BADEN-WUERTTEMBERG COOPERATIVE STATE UNIVERSITY RAVENSBURG - GERMANY) -</i>
THE IMPACT OF ECO-MANAGEMENT AND AUDIT SCHEME (EMAS) ON FINANCIAL PERFORMANCE OF SPANISH HOTELS  <i>CAVERO JOSE ANTONIO, (UNIVERSIDAD MIGUEL HERNÁNDEZ - SPAIN) - JOSÉ FRANCISCO GONZÁLEZ CARBONELL, VICTORIA FERRÁNDEZ SERRANO, ARACELI AMORÓS MARTÍNEZ</i>	16:20 – 16:50	INNOVATION IN B TO B TRADE SHOWS  <i>OGONOWSKA MALGORZATA, (UNIVERSITY OF ANGERS - FRANCE) - AUDE DUCROQUET</i>
THE IMPORTANCE OF ENGAGING CUSTOMERS IN VALUE CO-CREATION IN THE HOTEL INDUSTRY: A CASE STUDY FROM RUSSIA  <i>KORELINA ANTONINA, (NATIONAL RESEARCH UNIVERSITY HIGHER SCHOOL OF ECONOMICS - RUSSIA) -</i>	16:50 – 17:20	THE EVENT-MANAGER: ROLE, COMPETENCIES AND PERFORMANCE  <i>VARRA LUCIA, (UNIVERSITY OF FLORENCE - ITALY) - DARIA SARTI</i>
<b>DINNER</b> <b>(This is an optional dinner, a separate registration was needed)</b>  <i>Wentzl Restaurant - Rynek Główny 19 -31-008 Kraków (Main Market Square) <a href="http://restauracjawentzl.com.pl/en/">http://restauracjawentzl.com.pl/en/</a></i>	19:30	

**Friday September 23, 2016**

<p><b>Track A: “Tourist Behaviour, Host-Guest Balance and Emerging Forms of Tourism”</b>  <b>Track Chair: Maria Ek Styven</b></p>		<p><b>SPECIAL TRACK: “Meetings, Convention and Event Management”</b>  <b>Track Chair: Thomas Bauer</b></p>
<p>ULTREYA, SUSEYA, SANTIAGO: DOES GOING FORWARD TRULY MEAN GOING HIGHER? LOOKING FOR THE REAL EXPERIENCE OF THE CONTEMPORARY PILGRIM</p> <p><i>NOSI COSTANZA, (ROMA TRE UNIVERSITY - ITALY) - F. SFODERA, A. MATTIACCI, F. CECCOTTI</i></p>	<p>08:30 – 09:00</p>	<p>DO YOU FEEL THE ATMOSPHERE? PERCEPTION AND EFFECTS OF ATMOSPHERE ON CONSUMER SHOWS</p> <p><i>WIEDMANN MARTIN, (LEIPZIG GRADUATE SCHOOL OF MANAGEMENT - GERMANY) - MANFRED KIRCHGEORG</i></p>
<p>THE IMPACT OF THE INTERNATIONAL MEETINGS TO THE LOCAL COMMUNITY, A CASE OF THE CITY OF SENDAI – RECOVERY FROM THE TRIPLE DISASTER IN 2011</p> <p><i>NISHIMOTO KEIKO, (KYOTO UNIVERSITY - JAPAN)</i></p>	<p>09:00 – 09:30</p>	<p>IMPACT OF ATTENDANCE IN A MUSIC FESTIVAL ON POST-INDUSTRIAL CITY IMAGE.</p> <p><i>PIOTROWSKI PAWEL, (UNIVERSITY OF ECONOMICS IN KATOWICE - POLAND)</i></p>
<p>WINTER WONDERLAND OR CHILLY BOREDOM?: YOUNG TOURISTS’ BRAND ASSOCIATIONS OF SWEDEN</p> <p><i>EK STYVÉN MARIA, (LULEÅ UNIVERSITY OF TECHNOLOGY - SWEDEN) - TIM FOSTER, ÅSA WALLSTRÖM</i></p>	<p>09:30 – 10:00</p>	<p>IMPACT EVALUATION OF EUROPEAN CAPITALS OF CULTURE - PILSEN 2015</p> <p><i>PLZÁKOVÁ LUCIE, (INSTITUTE OF HOSPITALITY MANAGEMENT IN PRAGUE 8 - CZECH REPUBLIC) - ŠÁRKA TITTELBAHOVÁ</i></p>
<p><b>COFFEE BREAK</b></p>	<p>10:00 – 10:15</p>	<p><b>COFFEE BREAK</b></p>
<p><b>Track B: “Technology, ICT and Tourism”</b>  <b>Track Chair: Marcello Mariani</b></p>		<p><b>Track C: “Destination Management and Marketing”</b>  <b>Track Chair : Keith Dewar</b></p>
<p>THE QUALITY OF WEB COMMUNICATION BY TOURIST PORTS IN THE MEDITERRANEAN SEA: A COMPARATIVE ANALYSIS</p> <p><i>SPINELLI RICCARDO, (UNIVERSITY OF GENOA - ITALY) - CLARA BENEVOLO</i></p>	<p>10:15 – 10:45</p>	<p>TOURISM ECONOMY MANAGEMENT ON THE MACRO LEVEL IN SELECTED EUROPEAN COUNTRIES</p> <p><i>PAWLICZ ADAM, (SZCZECIN UNIVERSITY - POLAND) - ALEKSANDER PANASIUK</i></p>
<p>E-GENERATION TOURISTS’ USE OF FACEBOOK BEFORE, DURING AND AFTER A TRIP: EMPIRICAL EVIDENCE FROM A COMPARATIVE INTERNATIONAL STUDY</p> <p><i>EK STYVÉN MARIA, (LULEÅ UNIVERSITY OF TECHNOLOGY - SWEDEN) - MARCELLO M. MARIANI, ÅSA WALLSTRÖM</i></p>	<p>10:45 – 11:15</p>	<p>BRAND RECOGNITION AND WORLD HERITAGE SITES</p> <p><i>DEWAR KEITH, (UNIVERSITY OF NEW BRUNSWICK - CANADA) - WENMEI LI</i></p>

MAPPING RELATIONSHIPS AMONG DMOS THROUGH TWITTER: EMPIRICAL EVIDENCE FROM ITALIAN DMOs  <i>MARIANI MARCELLO M., (UNIVERSITY OF BOLOGNA - ITALY) - MATTEO BORGHI, MARCO DI FELICE</i>	11:15–11:45	THE MANAGERIAL IMPLICATIONS OF CIRCULAR ECONOMY FOR TOURISM DEVELOPMENT  <i>PATTANARO GIULIO, (INDEPENDENT RESEARCHER - ITALY) - VINCENZO GENTE</i>
<b>LUNCH</b>	11:45 – 13:15	<b>LUNCH</b>
<b>Track D: “Hotel &amp; Hospitality Management”</b> <b>Track Chair: Anna Para</b>		<b>Track E: Tourist Behaviour, Host-Guest Balance and Emerging Forms of Tourism”</b> <b>Track Chair: Sharon Teitler Regev</b>
THE DETERMINANTS OF AMBIDEXTERITY IN HOTEL INDUSTRY  <i>MENDEZ DURON REBECA, (UNIVERSITY OF THE BALEARIC ISLANDS - SPAIN) - ABEL LUCENA - FRANCINA ORFILA-SINTES</i>	13:15 – 13:45	THE WILLINGNESS TO PAY FOR SAFETY FLIGHTS AFTER CRISIS – THE CASE OF ISRAEL  <i>TEITLER REGEV SHARON, (ISRAEL) - SHAHRABANI, SHOSH</i>
CHANGES IN THE BUSINESS MODEL OF HOSPITALITY ENTERPRISES IN POLAND. CASE STUDY OF ORBIS HOTEL CHAIN  <i>JAREMEN DARIA ELŻBIETA, (WROCLAW UNIVERSITY OF ECONOMICS - POLAND) - ELZBIETA NAWROCKA</i>	13:45 – 14:15	A BRAND PROMISE PROCESS MODEL FOR GASTRO-TOURISM DESTINATION DEVELOPMENT PARTICULARLY SUITED FOR EMERGING MARKETS IN UNDERDEVELOPED COUNTRIES AND UNDER-DEVELOPED POCKETS IN DEVELOPED NATIONS  <i>WILLIAMS, JR ROBERT, (SUSQUEHANNA UNIVERSITY - USA) - HELENA WILLIAMS</i>
THE DESIGN OF TOURISM AND HOSPITALITY MANAGEMENT CURRICULA  <i>PARA ANNA, (WARSAW SCHOOL OF ECONOMICS - POLAND)</i>	14:15 – 14:45	PLACE OF RESIDENCE, TOURIST TYPE AND TOURIST DESTINATION  <i>TEITLER REGEV SHARON, (ISRAEL) - SHLOMIT HON-SNIR</i>
<b>COFFEE BREAK</b>	14:45 – 15:00	<b>COFFEE BREAK</b>
<b>Track F: “Sharing economy, entrepreneurship and tourism”</b> <b>Track Chair: Christian Longhi</b>		<b>Track G: “Technology, ICT and Tourism”</b> <b>Track Chair: Krzysztof Borodako</b>
FRENCH KISS ON NICE’ “PROMENADE DES ANGLAIS”, AND BEYOND : THE CASE ON AIRBNB ON THE FRENCH RIVIERA  <i>LONGHI CHRISTIAN, (UNIVERSITY OF NICE-SOPHIA ANTIPOLIS - FRANCE) - SYLVIE ROCHHIA</i>	15:00 – 15:30	SMARTPHONE DURING THE LEISURE EXPERIENCE: THE ROLE OF CONTEXTUAL FACTORS  <i>KIROVA VALENTINA, (GROUPE SUP DE CO LA ROCHELLE - FRANCE) - TAN VO THANH</i>

ENTREPRENEURSHIP AND IMMIGRATION: TOURISM INITIATIVES IN MADEIRA ISLAND <i>NEVADO PEDRO PICALUGA, (ISEG SCHOOL OF ECONOMICS AND MANAGEMENT - PORTUGAL)</i>	15:30 – 16:00	SEGMENTING ONLINE REVIEWS BY LANGUAGE GROUPS: HOW ENGLISH AND NON-ENGLISH SPEAKERS RATE ITALIAN HOTELS DIFFERENTLY <i>MARIANI MARCELLO M., (UNIVERSITY OF BOLOGNA - ITALY) - M. DI FELICE</i>
BUILDING A NEW MARKET ECONOMY ON SHARING: THE CASE OF TRANSPORTATION IN TOURISM <i>LONGHI CHRISTIAN, (UNIVERSITY OF NICE-SOPHIA ANTIPOLIS - FRANCE) - MARCELLO M. MARIANI AND SYLVIE ROCHHIA</i>	16:00 – 16:30	THE ROLE OF DRONES (UNMANNED AERIAL VEHICLES) IN TOURISM <i>BERBEKA JADWIGA, (CRACOW UNIVERSITY OF ECONOMICS - POLAND)-</i>
<b>Track H: “Strategy and Tourism”</b> <b>Track Chair: Wojciech Czakon?</b>		<b>Track I: “General Track”</b> <b>Track Chair: Marta Sidorkiewicz</b>
"THANK GOD WE HAVE A PROBLEM" THE UNEXPECTED HAPPENS, BUT COÏNCIDENCE CAN BE A STRATEGY <i>HILLAERT JURGEN RENÉ AN BEN, (NETHERLANDS)</i>	16:30 – 17:00	THE MEDIA SPONSORING AS A NEW TOOL FOR PROMOTION OF TOUROPERATORS OFFERS <i>SIDORKIEWICZ MARTA, (SZCZECIN UNIVERSITY - POLAND) - BEATA MEYER</i>

### Plenary Session

Conclusions and lessons learned: Wrap-up session	17:00 - 17:30
Chairpersons	