



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

PRELIMINARY PROGRAMME

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, (FH WIEN UNIVERSITY OF APPLIED SCIENCES - AUSTRIA) - ALEXANDER KEBLER, 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 JOSÉ 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 Kylanden) [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, (CAGLIARI 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
BARBINI, FRANCESCO MARIA (UNIVERSITY OF BOLOGNA - ITALY) - MANUELA PRESUTTI, LUCREZIA ZAMBELLI

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 ITAJAÍ - 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**

GIOVANARDI MASSIMO, (URBINO UNIVERSITY - ITALY) - ANDREA LUCARELLI, EMMA
BJÖRNER (GUSTAFSSON)

STAKEHOLDER MANAGEMENT STRATEGIES OF SPORTING-EVENTS.

A CASE STUDY: THE ROAD BICYCLE RACING “GIRO D’ITALIA”

PRESENZA 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 PRACTICES 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 CANDELA, 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, (BOCCONI 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)*