

**AIEST Conference 2013, Izmir/Turkey**

**August 25 – 29, 2013**

**Preliminary program**

**June, 2013**

**AIEST's Advances in Tourism Research - Perspectives of Actors, Institutions and Systems**

*Conference 2013 Registrants are advised that by attending the AIEST International 2013 Conference they may be portrayed by multiple means, including still photography and video recording. They hereby grant AIEST and the local AIEST host the right to use and publish their names, voices, and likenesses forever and for any purpose without AIEST and AIEST Izmir host incurring debts or liabilities of any kind.*

**SATURDAY, 24 August 2013**

| <b>Time</b>          | <b>Event</b>                                                              | <b>Location</b>        |
|----------------------|---------------------------------------------------------------------------|------------------------|
| acc. flight schedule | Change from International flights to connecting domestic flights to Izmir | Izmir Airport          |
| 17:00                | Arrival participants of Pre-Tour at Hotel Kaya Izmir                      | Lobby Hotel Kaya Izmir |
| <b>18.00</b>         | <b>Registration for Conference and Young Researcher Workshop</b>          | Lobby Hotel Kaya Izmir |

**SUNDAY, 25 August 2013 morning: YOUNG RESEARCHER WORKSHOP**

| <b>Time</b>          | <b>Event</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| acc. flight schedule | Change from International flights to connecting domestic flights to Izmir<br>Transfer from the Airport to Hotel Kaya Izmir                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>08:00 – 08:30</b> | <b>Registration for Young Researcher Workshop (YRW)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>08:30 – 10:00</b> | <b>Young Researcher Workshop: Welcome:</b><br><b>Chair:</b> Laesser<br><i>Laesser:</i><br>Designing and publishing research in tourism<br>Q&A                                                                                                                                                                                                                                                                                                                                                               |
| 10:00 – 10:30        | <b>Coffee break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>10:30 – 12:00</b> | <b>YRW Presentations I</b><br><b>Chair:</b> Laesser<br><i>Dmitrieva:</i><br>Elaboration of the methodology of evaluation the restaurant concept, as it's competitive advantage<br><i>Räikkönen:</i><br>Service failure and recovery in package tourism experiences: The implications of concurrent and subsequent service recovery on perceived justice, satisfaction, and behavioural intentions<br><i>Castellanos Velasco:</i><br>Influencing factors for a student to participate on an exchange program |
| 12:00 – 13:00        | <b>Lunch</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

**SUNDAY, 25 August 2013 afternoon: YOUNG RESEARCHER WORKSHOP**

| <b>Time</b>          | <b>Event</b>                                                                                                                                                                                                                                                                                                                                      |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>13:00 – 14:30</b> | <b>YRW Presentations II</b><br><br><b>Chair:</b> Laesser<br><br><i>Miettinen:</i><br>Understanding the behavior of a Russian Tourist in Finland<br><br><i>Suni:</i><br>Hunting as a tourist experience                                                                                                                                            |
| 14:30 – 15:00        | <b>Coffee break</b>                                                                                                                                                                                                                                                                                                                               |
| <b>15:00 – 16:45</b> | <b>YRW Presentations III</b><br><br><b>Chair:</b> Laesser<br><br><i>Jokela :</i><br>Tourism images and the construction of national identity in Finland<br><br><i>Chang'a:</i><br>The Role of an Individual Entrepreneur in Development of Rural Tourism Destination Competitiveness in case of Iringa-Tanzania<br><br><b>Wrap-up and closure</b> |

**SUNDAY, 25 August 2013: Committee Meeting (Committee Members only) and WELCOME TO IZMIR to the Aiest Conference 2013**

| <b>Time</b>          | <b>Event</b>                                                                                                                 |
|----------------------|------------------------------------------------------------------------------------------------------------------------------|
| 17:00 – 18:30        | <b>Aiest Committee Meeting</b> (Committee Members only)<br><b>Chair:</b> Keller                                              |
| <b>18:00 – 18:30</b> | <b>Registration for Conference</b>                                                                                           |
| <b>18:30</b>         | <b>Conference Welcome:</b> Get together / welcome party and dinner<br><b>Chair:</b> Kozak<br><b>Dress code:</b> smart casual |
|                      |                                                                                                                              |

**MONDAY, 26 August 2013 morning: OPENING AND KEYNOTES**

*Conference 2013 Registrants are advised that by attending the Aiest International 2013 Conference they may be portrayed by multiple means, including still photography and video recording. They hereby grant Aiest and the local Aiest host the right to use and publish their names, voices, and likenesses forever and for any purpose without Aiest and Aiest Izmir host incurring debts or liabilities of any kind.*

| Time                 | Event                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                       |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                      | <b>Breakfast</b>                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                       |
| <b>08:30 – 09:00</b> | <b>Registration for Conference</b>                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                       |
| <b>09:00 – 10:30</b> | <b>Official opening of the 63<sup>rd</sup> Aiest Conference</b><br><b>Location:</b><br><i>- Prof. Dr. Peter Keller, President of Aiest</i>                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                       |
| 10:30 – 11:00        | <b>Coffee Break</b>                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                       |
| <b>11:00 – 12:30</b> | <b>Session 1A: Customer Value</b><br><br><b>Chair:</b> Bieger)<br><i>Kruger, Saayman:</i><br>Managing a memorable spectator experience at endurance events<br><br><i>Wittmer, Roley:</i><br>Customer value of purchasable supplementary services –<br>The case of a full network carriers economy class | <b>Session 1B: Economics</b><br><br><b>Chair:</b> Keller<br><i>Smeral, Song:</i><br>Varying Elasticities and Forecasting Performance<br><br><i>Borodako:</i><br>KIBS as a driver for innovation in business tourism in Krakow - changes<br>on the local market.<br><br><i>Jandala, Origet du Cluzeau:</i><br>Competitiveness in European tourism SMEs |
| 12.30 – 13:30        | <b>Lunch</b>                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                       |

**MONDAY, 26 August 2012: Partner Program (Full day trip)**

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| Time          | Event           |
|---------------|-----------------|
| 09:00 - 17:00 | Partner Program |

**MONDAY, 26 August 2013 afternoon**

**PARALLEL SESSIONS**

| <b>Time</b>          | <b>Event</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Event</b>                                                                                                                                                                                                                                                                                                                                                                  |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>13:30 – 15:00</b> | <p><b>Session 2A: Marketing</b></p> <p><b>Chair:</b> Wittmer</p> <p><i>Metin, Firat, Özaltın Türker:</i><br/>Specification of target market in small and medium sized hospitality enterprises: A study on boutique hotels operating in Mugla province</p> <p><i>Scaglione, Johnson, Trabichet:</i><br/>Does Swiss tourism "like" Facebook? Adoption in tourism sectors</p> <p><i>Schegg, Scaglione:</i><br/>Forecasting the final penetration rate of online travel agencies (OTA) in Swiss hotels</p> | <p><b>Session 2B: Policy</b></p> <p><b>Chair:</b> Saayman</p> <p><i>Charnnuwong:</i><br/>An eco-bungalow model for poverty reduction (Djibouti)</p> <p><i>Araujo, Araujo:</i><br/>Participatory Democracy &amp; Public Policy Process: The Tourism Council of the State of São Paulo – CONTURESP</p> <p><i>Pimentel, Pimentel:</i><br/>Public agenda of tourism in Brazil</p> |
| 15.00 – 15:30        | <b>Coffee Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                               |
| <b>15:30 – 17:15</b> | <p><b>AIEST General Meeting</b></p> <p><b>Chair:</b> Keller</p>                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                               |
| <b>17:15 – 17:30</b> | <b>Short Break</b> (time permitting)                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                               |



**MONDAY, 26 August 2013 afternoon/evening**

**AIEST General Meeting**

| <b>Time</b>          | <b>Event</b>                                                                                                                                                                        |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>17:30 – 19:00</b> | <b>Launching the AIEST EXPERT COUNCIL</b><br><b>Destination Governance: Coordinating networks of tourism service providers along the value chain</b><br><br><b>Chair: Pechlaner</b> |
| <b>19.15 - 21:30</b> | <b>Dinner</b><br><b>AIEST food festival</b>                                                                                                                                         |

**TUESDAY, 27 August 2013 morning**

**Half Day PARTNER PROGRAM AND PARALLEL SESSIONS**

| <b>Time</b>          | <b>Event</b>                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:00 – 12:00        | <p><b>Partner Program</b> (half day)</p> <p><b>Location:</b></p>                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Time</b>          | <b>Event</b>                                                                                                                                                                                                                                                                                                                                                   | <b>Event</b>                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>09:00 – 10:00</b> | <p><b>Session 3A: Consumer Behaviour I</b></p> <p><b>Chair:</b> Laesser</p> <p><i>Crouch:</i><br/>Towards an Evolutionary Theory of Tourist Behaviour</p> <p><i>Seabra:</i><br/>Terrorism risk perception and safety importance to international tourists:<br/>The mediator effect of involvement</p>                                                          | <p><b>Session 3B: Innovation</b></p> <p><b>Chair:</b> Komppula</p> <p><i>Mair, Binder, Kessler, Stummer:</i><br/>How innovative is the Austrian hotel industry?</p> <p><i>Pechlaner, Scuttaria, Volgger:</i><br/>The influence of regional development strategies and innovation systems on tourism - the case of Southern Italy</p>                                                         |
| 10:00 – 10:30        | <b>Coffee Break</b>                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>10:30 – 12:00</b> | <p><b>Session 4A: Consumer Behaviour II</b></p> <p><b>Chair:</b> Zehrer</p> <p><i>Zehrer, Hallmann, Breuer:</i><br/>Characteristics of volunteer tourists, their satisfaction and involvement</p> <p><i>Demiroglu, Aall, Kucerova, Dannevig:</i><br/>Issues of consumer behaviour on climate change and ski tourism:<br/>Examples from Norway and Slovakia</p> | <p><b>Session 4B: Knowledge Management</b></p> <p><b>Chair:</b> Beritelli</p> <p><i>Meriläinen:</i><br/>The nature of knowledge in inter-firm knowledge transfer in tourism</p> <p><i>Mifsud :</i><br/>Evolving stakeholders into a learning organization framework</p> <p><i>Ohe:</i><br/>Identity and managerial efficiency of farmers on dairy farms that conduct educational tourism</p> |
| 12:00 – 13:30        | <b>Lunch</b>                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                              |

**TUESDAY, 27 August 2013 afternoon**

| <b>Time</b>          | <b>Event</b>                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                         |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13:30 – 17:00        | <b>Partner Program</b> (half day)                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                         |
| <b>Time</b>          | <b>Event</b>                                                                                                                                                                                                                                                                                                                                                                                      | <b>Event</b>                                                                                                                                                                                                                                                            |
| <b>13:30 – 15:00</b> | <b>Session 5A: Travel Types</b><br><br><b>Chair:</b> Hallmann<br><br><i>Macchiavelli, Pozzi:</i><br>Hiking in the mountains: conditions and prospects for younger generation in the Northern Italy<br><br><i>Komppula, Ilves:</i><br>Wellbeing tourism experience in a social tourism context<br><br><i>Räikkönen, Lee:</i><br>Finnish package tourists: Mass tourists or independent travellers? | <b>Session 5B: Sustainability I</b><br><br><b>Chair:</b> Pechlaner<br><br><i>Stettler, Wehrli, Priskin, Schwarz:</i><br>Effective Communication of sustainable tourism products<br><br><i>Mikulic, Kožić, Krešić:</i><br>Weighting indicators of tourism sustainability |
| 15:00 – 16:30        | <b>Coffee Break</b>                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                         |
| <b>16:30 – 17:30</b> | <b>Session 6A: Destination Management</b><br><br><b>Chair:</b><br><br><i>Pimentel, Pimentel:</i><br>Bourdieu, tourist field and its implications for governance of tourist destinations<br><br><i>Palatkova:</i><br>The Czech marketing strategy for domestic tourism – the application of the strategy map and BSC model                                                                         | <b>Session 6B: Sustainability II</b><br><br><b>Chair:</b><br><br><i>Akberov:</i><br>Sustainable Tourism<br><br><i>Sihabutr:</i><br>An awareness booklet programme on sustainable tourism and environmental protection (Luang Prabang, Lao PDR.)                         |
| <b>17:00 – 18:30</b> | <b>Conclusions</b><br><br><b>Chair:</b> Keller                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                         |
| <b>19:00</b>         | <b>Dinner</b>                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                         |

**WEDNESDAY, 28 August 2013 Technical excursion/ daytrip to Ephesus and Sirince for all participants and partners**

**DAYTOUR AND FAREWELL DINNER WITH OFFICIAL CONFERENCE CLOSING**

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| <b>Time</b>          | <b>Event</b>                                                                                                      |
|----------------------|-------------------------------------------------------------------------------------------------------------------|
| <b>09:00 – 10:00</b> | <b>Lunch (Conference participants and partner together)</b>                                                       |
| <b>10:00 – 18:00</b> | <b>Daytour to Ephesus and Sirince</b>                                                                             |
| <b>19:00</b>         | <b>Farewell Dinner and Official Conference Closing</b><br><b>Chair:</b> Keller<br><b>Dress code:</b> smart casual |

**THURSDAY, 29 August 2013**

**DEPARTURE OR START OF POST TOUR TO PAMUKKALE**

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| <b>Time</b>          | <b>Event</b>                               |
|----------------------|--------------------------------------------|
|                      | Breakfast                                  |
| acc. flight schedule | Transfer from Hotel Kayal Izmir to Airport |
| 09:00                | Departure for Post Tour to Pamukkale       |