



INTERNATIONAL ASSOCIATION OF
SCIENTIFIC EXPERTS IN TOURISM

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Annual Conference 2017
Business models for sustainable growth in tourism

Tbilisi, Georgia
September 03 – 06, 2017

Program

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SUNDAY, 03 September 2017: IDEAS WORKSHOP and GET TOGETHER DINNER

Time	Event
10:00 – 12:00	<p>Practitioner workshop: Business models for sustainable growth in tourism Location: Sulkhan-Saba Orbeliani Teaching University, Conference room 405 Chair: Pechlaner</p> <p>(1) Introduction</p> <p>(2) Short keynotes:</p> <ul style="list-style-type: none">• <i>Harald Pechlaner:</i> Business models for sustainable growth in tourism• <i>Christian Laesser:</i> Digitized tourism of the future - consequences for business modelling <p>(3) Inputs by participants and discussion</p> <p>(4) Conclusions</p>
14:00 – 16:30	<p>Ideas Workshop Location: Courtyard Marriott Small Conference Room Chair: Laesser</p> <p>Program ad hoc</p>
16:00 – 18:00	<p>Registration for Conference Location: Aiest Welcome desk, Ballroom Pre-Function Area</p>
17:00 – 19:00	<p>Aiest Committee Meeting (Committee Members only) Location: Courtyard Marriott Small Conference Room Chair: Pechlaner</p>
19:00 – 22:00	<p>Conference Welcome Reception Location: Courtyard Marriott Grand Ballroom 2 Dress code: smart casual</p>

MONDAY, 04 September morning: OPENING AND KEYNOTES, SESSIONS

Time	Event
08:00 – 09:00	<p>Registration for Conference Location: Aiest Welcome desk</p>
08:30 – 09:00	<p>Official opening of the 67th Aiest Conference Location: Courtyard Marriott Grand Ballroom Chair: Laesser</p> <p><i>Harald Pechlaner, President of Aiest</i> Welcome and Opening</p> <p><i>Maia Ukleba, Deputy Rector of Guram Tavartkiladze Teaching University and Vazha Vardidze, Rector of Sulkhan-Saba Orbeliani University:</i> Welcome</p> <p><i>Giorgi Chogovadze, Head of the Georgian National Tourism Association, Ministry of Economy and Sustainable Development of Georgia:</i> Welcome</p>
09:00 – 10:10	<p>Keynotes and Introduction Chair: Laesser</p> <p><i>Knut Gerber, CCI Academy Munich:</i> Sustainability in Georgia’s tourism business - addressing challenges from inside an emerging destination!</p> <p><i>Harald Pechlaner:</i> Wrap-Up of the practitioner workshop 03 September on “Business models for sustainable growth in tourism”</p>
10:10 – 10:30	<p>Coffee Break Location: Ballroom Pre-Function Area</p>
10:30 – 12:30	<p>Session 1: Business Models I Location: Courtyard Marriott Grand Ballroom Chair: Pechlaner</p> <p><i>Reinhold, Zach, Krizaj:</i> Business models in tourism: A review and research agenda</p> <p><i>Origet du Cluzeau, Queige:</i> WCL , The Paris Incubator or tourism startups</p> <p><i>Haller Rupf, Schillo, Furrer:</i> China Inbound Service - Development of organisation and products in Alpine destinations of Grison to serve Chinese FIT guests</p> <p><i>Cozzio:</i> The concept of sustainability in hotel industry: current status and future issues</p>

MONDAY, 04 September 2017 afternoon: SESSIONS, AGM and SOCIAL EVENTS

Time	Event
12.30 – 13:30	Lunch Location: Courtyard Marriott “La Brasserie”
13.30 – 15.00	Session 2: Economics and Management Location: Courtyard Marriott Grand Ballroom Chair: Volgger <i>Smeral:</i> Combining Tourism Forecasts: A better way to minimize forecasting errors? <i>Mifsud:</i> Employees, trainees, immigrants? Source of human resource within the Maltese tourism industry <i>Amrhein, Reiser, El-Mahgoub:</i> Areas of interest for a CSR certificate on touristic websites: An eye tracking experiment using the example of TourCert
15:00 – 15:30	Coffee Break Location: Ballroom Pre-Function Area
15:30 – 17:00	Session 3: Peer2Peer Economy Location: Courtyard Marriott Grand Ballroom Chair: Komppula <i>Dolnicar, Hrovath, Leisch:</i> What drives the price of Airbnb properties in city destinations? <i>Volgger, Pforr, Stawinoga, Matthews:</i> What differentiates Airbnb users? An analysis of international visitors to Australia <i>Reiser, Sanger, Volgger, Pforr:</i> Social sustainability in the sharing economy: The case of Airbnb
17:15 – 19:00	AIEST AGM Location: Courtyard Marriott Grand Ballroom Chair: Pechlaner

MONDAY, 04 September 2017 evening: DINNER and nightcap

20:00 – 22:00	Dinner Location: City restaurant (will be announced)
22:00 – open	Nightcap Location: upon decision by the delegates

TUESDAY, September 5, 2017 morning: SESSIONS Half Day PARTNER PROGRAM

Time	Event
09:00 – 12:00	Partner Program (half day) Location:
08:30 – 10:30	Session 4: Development and Policy I Location: Courtyard Marriott Grand Ballroom Chair: Shakeela <i>Metreveli, Apkhazava-Gerber:</i> The role of protected areas towards the sustainable tourism development in Georgia <i>Khoskam, Sobhani, Feizmanzar:</i> Tourism industry in Georgia: Post-Rose revolution effects on Iranian tourist arrivals <i>Macchiavelli:</i> Matera European Capital of Culture 2019 <i>Pfarr, Locher, Volgger, Bialk-Wolf:</i> Distinct landscapes of medical tourism: A four-country comparative study
10:30 – 10:50	Coffee Break Location: Ballroom Pre-Function Area
10:50 – 12:20	Session 5: Development and Policy II Location: Courtyard Marriott Grand Ballroom Chair: Saayman <i>Ohe, Fukui:</i> Accessing the role of social media on tourism recovery in tsunami hit coastal areas in Tohoku, Japan <i>Shakeela:</i> Policy responses to climate adaptation and sustainable tourism development: Case of the Maldives <i>Kucerova, Pechlaner:</i> Tourism research and education in Central and Eastern Europe – History and contemporary issues

TUESDAY, September 5, 2017 afternoon: SESSIONS

Time	Event
12:30 – 13:30	<p>Lunch Location: Courtyard Marriott “La Brasserie”</p>
13:30 – 15:30	<p>Session 6: Consumer Behaviour I Location: Courtyard Marriott Grand Ballroom Chair: Pröbstl-Haider</p> <p><i>Antonschmidt:</i> Food sustainability signage – A means to overcome the attitude behaviour gap of tourists?</p> <p><i>Babakhani, Dolnicar, Ritchie, Randle, Lee:</i> Do tourists really consider the environment?</p> <p><i>Komppula, Mikkonen, Konu:</i> Customers' brand commitment and brand loyalty towards Lapland hotels</p> <p><i>Kruger, Saayman:</i> Segmenting beyond behavioural intentions - Fine tuning music festival visitors' music appreciation</p>
15:30 – 16:00	<p>Coffee Break Location: Ballroom Pre-Function Area</p>
16:00 – 18:00	<p>Session 7: Consumer Behaviour II Location: Courtyard Marriott Grand Ballroom Chair: Dolnicar</p> <p><i>Israeli, Zalle:</i> Personal organized tours: Tourist behaviour and characteristics</p> <p><i>McCabe, Branco Illodo:</i> The effects of price deals, discounts and incentives on tourist behaviour</p> <p><i>Pröbstl-Haider:</i> Wine tourism: Tourists' preferences in southern Styria, Austria</p> <p><i>Laesser, Beritelli, Luo:</i> Travel decision-making – The SOMOAR conceptualisation</p>

TUESDAY, September 5, 2017 evening: DINNER, WINDING DOWN

Time	Event
20:00 – 22:00	Dinner Location: City restaurant (will be announced)
22:00 – open	Nightcap Location: upon decision by the delegates

WEDNESDAY, September 6, 2017: TECHNICAL EXCURSION, FAREWELL DINNER WITH OFFICIAL CONFERENCE CLOSING

Time	Event
08:30	Technical Excursion departure Location: Multiple Dress code: casual
08:30 – 17:30	Stops: <ul style="list-style-type: none">- Mzcheta- Jvari Church- Svetitskhoveli Cathedral- Wine Route- Lunch und wine tasting in Chateau Mukhrani- Gori; Stalin Museum- Uplistsikhe Cave City- back to Tbilisi
17:30	Return to Hotel
From 19:00	Farewell Dinner, Rewards Ceremony and Official Conference Closing Location: City restaurant (will be announced) Dress code: smart casual