



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**

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

**MONDAY, 04 September morning: OPENING AND KEYNOTES, SESSIONS**

<b>Time</b>	<b>Event</b>
08:00 – 09:00	<p><b>Registration for Conference</b>  <b>Location:</b> Aiest Welcome desk</p>
08:30 – 09:00	<p><b>Official opening of the 67<sup>th</sup> Aiest Conference</b>  <b>Location:</b> Courtyard Marriott Grand Ballroom  <b>Chair:</b> 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><b>Keynotes and Introduction</b>  <b>Chair:</b> 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><b>Coffee Break</b>  <b>Location:</b> Ballroom Pre-Function Area</p>
10:30 – 12:30	<p><b>Session 1: Business Models I</b>  <b>Location:</b> Courtyard Marriott Grand Ballroom  <b>Chair:</b> 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**

<b>Time</b>	<b>Event</b>
12.30 – 13:30	<b>Lunch</b> <b>Location:</b> Courtyard Marriott “La Brasserie”
13.30 – 15.00	<b>Session 2: Economics and Management</b> <b>Location:</b> Courtyard Marriott Grand Ballroom <b>Chair:</b> 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, Schafft:</i> Areas of interest for a CSR certificate on touristic websites: An eye tracking experiment using the example of TourCert
15:00 – 15:30	<b>Coffee Break</b> <b>Location:</b> Ballroom Pre-Function Area
15:30 – 17:00	<b>Session 3: Peer2Peer Economy</b> <b>Location:</b> Courtyard Marriott Grand Ballroom <b>Chair:</b> Komppula  <i>Hrovath, Leisch, Dolnicar:</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	<b>Aiest AGM</b> <b>Location:</b> Courtyard Marriott Grand Ballroom <b>Chair:</b> Pechlaner

**MONDAY, 04 September 2017 evening: DINNER and nightcap**

20:00 – 22:00	<b>Dinner</b> <b>Location:</b> Restaurant “Puris Sakhli”, 7 Vakhtang Gorgasali St, Tbilisi
22:00 – open	<b>Nightcap</b> <b>Location:</b> upon decision by the delegates

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

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

**TUESDAY, September 5, 2017 afternoon: SESSIONS**

<b>Time</b>	<b>Event</b>
12:00 – 13:00	<p><b>Lunch</b>  <b>Location:</b> Courtyard Marriott “La Brasserie”</p>
13:00 – 15:00	<p><b>Session 6: Consumer Behaviour I</b>  <b>Location:</b> Courtyard Marriott Grand Ballroom  <b>Chair:</b> 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>
15:00 – 15:30	<p><b>Coffee Break</b>  <b>Location:</b> Ballroom Pre-Function Area</p>
15:30 – 17:30	<p><b>Session 7: Consumer Behaviour II</b>  <b>Location:</b> Courtyard Marriott Grand Ballroom  <b>Chair:</b> 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, Mostegl:</i>  Wine tourism: Tourists' wine 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**

<b>Time</b>	<b>Event</b>
20:00 – 22:00	<b>Dinner</b> <b>Location:</b> Restaurant „Dine Hall”, 28 Rustaveli Avenue, Tbilisi
22:00 – open	<b>Nightcap</b> <b>Location:</b> upon decision by the delegates



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

<b>Time</b>	<b>Event</b>
08:30	<b>Technical Excursion departure</b> <b>Location:</b> Multiple <b>Dress code:</b> casual
08:30 – 17:30	Stops: <ul style="list-style-type: none"><li>- Mzcheta</li><li>- Jvari Church</li><li>- Svetitskhoveli Cathedral</li><li>- Wine Route</li><li>- Lunch und wine tasting in Chateau Mukhrani</li><li>- Gori; Stalin Museum</li><li>- Uplistsikhe Cave City</li><li>- back to Tbilisi</li></ul>
17:30	<b>Return to Hotel</b>
From 19:00	<b>Farewell Dinner, Rewards Ceremony and Official Conference Closing</b> <b>Location:</b> Restaurant „ Qartuli Saxli“,2 G. Tsabadze street, Tbilisi <b>Dress code:</b> smart casual