



INTERNATIONAL ASSOCIATION OF  
SCIENTIFIC EXPERTS IN TOURISM

[www.aiest.org](http://www.aiest.org)

**Annual Conference 2018**  
**Co-creating tourism experiences: chances, frontiers and limitations**

**Treviso, Italy**  
**August 26 – 30, 2018**

**Program**

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**SUNDAY, 26 August 2018: IDEAS WORKSHOP and GET TOGETHER DINNER**

<b>Time</b>	<b>Event</b>
14:00 – 15:30	<p><b>ECR Workshop</b>  <b>Location:</b> <i>Carlton Hotel, Largo Porta Altinia, 15, Treviso, Meeting Room</i>  <b>Chair:</b> Laesser</p> <p><i>Speer:</i>  Responsible entrepreneurship as a catalyst for sustainability-oriented business models in tourism destinations</p> <p>Laesser:  Scaling and making visible your research and expertise outside academia: Drivers, inhibitors, implications</p>
15:30 – 16:30	<p><b>Ideas Workshop</b>  <b>Location:</b> <i>Carlton Hotel, Largo Porta Altinia, 15, Treviso, Meeting Room</i>  <b>Chair:</b> Laesser</p> <p><i>Mara Manente, Conference Host, and Harald Pechlaner, President of AIEST:</i>  Welcome</p> <p><i>Federico Capraro (tbc), Vice President Federalberghi Veneto and Vice President Confcommercio Treviso</i>  The business network "Cycling in the Venice Garden": Projects and partnership</p> <p>Participants:  Giulia Casagrande, President, network "Cycling in the Venice Garden"  Alessandro Martini, Director, Consorzio di Promozione turistica Marca Treviso  Laura Bortolato, business network "Golf in Veneto"  Elisa Bortolato, operational staff</p>
17:00 – 19:00	<p><b>AIEST Committee Meeting</b> (Committee Members only)  <b>Location:</b> <i>Carlton Hotel, Largo Porta Altinia, 15, Treviso, Meeting Room</i>  <b>Chair:</b> Pechlaner</p>
19:00 – 22:00	<p><b>Conference Welcome Reception &amp; Registration</b>  <b>Location:</b> <i>Carlton Hotel, Largo Porta Altinia, 15, Treviso</i>  <b>Dress code:</b> smart casual</p>

**MONDAY, 27 August 2018 morning: OPENING AND KEYNOTES, SESSIONS**

<b>Time</b>	<b>Event</b>
08:00 – 09:00	<p><b>Registration for Conference</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room</p>
08:30 – 09:15	<p><b>Official opening of the 67<sup>th</sup> Aiest Conference</b>  <b>Location:</b>  <b>Chair:</b> Laesser</p> <p><i>Harald Pechlaner, President of Aiest</i>  Welcome and Opening</p> <p><i>Mara Manente, Host of 2018 Aiest Conference:</i>  Welcome</p> <p><i>Federico Capraro, Vice President Confcommercio Treviso and Vice President Federalberghi Veneto:</i>  Welcome</p> <p><i>Michael Volgger:</i>  Introducing visiting students</p>
09:15 – 10:45	<p><b>Keynotes I:</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Pechlaner</p> <p><i>Sara Dolnicar:</i>  Peer2Peer: The perfect world for co-creation!?</p> <p><i>Mara Manente &amp; Stefan Marchioro:</i>  Veneto: The Land of Venice. Performance and new strategies</p>
10:45 – 11:15	<p><b>Coffee Break</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, conference room lobby</p>
11:15 – 12:45	<p><b>Session 1: Co-Creation</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Manente</p> <p><i>Thao, Von Arx, Fröhlicher:</i>  Swiss way of cooperation in the leisure travel and tourism Industry: Long-lasting Relationships</p> <p><i>Ito:</i>  The fundamental problems of the promotion of autonomous and independent destination governance in Japan</p> <p><i>Massacesi, Marriotti:</i>  Food heritagisation for tourism development</p>

**MONDAY, 27 August 2018 afternoon: SESSIONS and AGM**

<b>Time</b>	<b>Event</b>
13:00 – 14:30	<p><b>Lunch</b>  <b>Location:</b> <i>Trattoria Caprese</i>, Piazza dell'Università, 6/7/8, Treviso</p>
14:30 – 16:30	<p><b>Session 2: Consumer Behaviour I</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Komppula</p> <p><i>Smeral:</i>  Seasonal forecasting performance considering varying income elasticities in tourism demand</p> <p><i>Cozzio, Volgger, Woodside:</i>  Nurturing the consumption of green food: The persuasive strengths of different messages</p> <p><i>Hallmann, Zehrer, Rietz.</i>  Comparing the interdependence of sport event spectator's experiences and their revisit intention across ice hockey, table tennis, and motorsport events</p> <p><i>Pforr, Phau:</i>  Food, Wine &amp; China</p>
16:30 – 17:00	<p><b>Coffee Break</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa,3b, Treviso, conference room lobby</p>
17:00 – 19:00 (approx.)	<p><b>AIEST AGM</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Pechlaner</p>

**MONDAY, 27 August 2018 evening: DINNER and nightcap**

20:00 – 22:00

**Dinner**

**Location:** *Ristorante Da Pino*, Piazza dei Signori, 23, Treviso

22:00 – open

**Nightcap**

**Location:** upon decision by the delegates

**TUESDAY, 28 August 2018 morning: SESSIONS Half Day PARTNER PROGRAM**

Time	Event
08:30 – 10:30	<p><b>Session 3: Management</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Zehrer</p> <p><i>Mxunyelwa, Vallabh:</i>  Managerial competencies amongst the owner/managers of Small to Medium Tourism Enterprises (SMTE) in the Eastern Cape, South Africa: A conundrum</p> <p><i>Eller, Peters, Zehrer:</i>  Strength, Weakness, Opportunities, Threats in Tourism: Preliminary Insights from Family Business SMEs in the Tyrol, Austria</p> <p><i>Ohe:</i>  Assessing the Connection between Operator's Identity and Efficiency in Dairy Farms Performing Educational Tourism: A DEA Approach</p> <p><i>Erschbamer, Thees, Pechlaner:</i>  Blockchain and tourism: Disruptive change along the traditional tourism value chain?</p>
10:30 – 11:00	<p><b>Coffee Break</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa,3b, Treviso, conference room lobby</p>
11:00 – 13:00	<p><b>Session 4: Marketing</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Hallmann</p> <p><i>Rojas, Doctor, Fragnière, Zurbriggen:</i>  Is price still the most important factor for making the client go skiing? A survey study based on conjoint analysis conducted in the Swiss Alps</p> <p><i>Gnoth:</i>  Improving Destination Productivity: Developing the Brand Valuation Tool</p> <p><i>Stettler, Steffen, Huck:</i>  Hospitality in Switzerland: An empirical analysis for effective improvement</p> <p><i>Ivanov, Dimitrova:</i>  Etymology of hotel names in Bulgaria</p>

**TUESDAY, 28 August afternoon and evening: ACTIVATION TIME**

<b>Time</b>	<b>Event</b>
13:15 – 14:30	<b>Lunch</b> <b>Location:</b> <i>Trattoria Caprese</i> , Piazza dell'Università, 6/7/8, Treviso
14:30 – 22:30	<b>Let's do something together!</b> <b>Cycling and Boating: From the Sile River to the Lagoon</b> (Technical) Excursion

**WEDNESDAY, August 29, 2018 morning: KEYNOTE & SESSION**

<b>Time</b>	<b>Event</b>
08:30 – 09:30	<p><b>Keynotes II</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Beritelli</p> <p><i>Noam Shoval:</i>  Impact of low cost airlines on time space activity of tourists</p>
09:30 – 10:00	<p><b>Coffee Break</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa,3b, Treviso, conference room lobby</p>
10:00 – 11:30	<p><b>Session 5: Business Models I</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Saayman</p> <p><i>Lovelock, Lyons, Lovelock:</i>  Medical (dental) tourism: benefit or burden for the generating region?</p> <p><i>Carr:</i>  Guiding on the Great Walks: visitors' perspectives of commodifying national parks</p> <p><i>Vallabh, Mxunyelwa:</i>  Does age, gender and race variables influence business performance in tourism SME based in the EC of South Africa</p>
11:30 – 12:15	<p><b>Intermezzo</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Laesser</p> <p><i>Steve Hood, STR Smith Travel Research:</i>  The power of hospitality and tourism data for research and experiential learning</p>



**WEDNESDAY, 29 August 2018 afternoon: SESSIONS**

<b>Time</b>	<b>Event</b>
12:30 – 13:30	<p><b>Lunch</b>  <b>Location:</b> <i>Trattoria Caprese</i>, Piazza dell'Università, 6/7/8, Treviso</p>
13:45 – 15:15	<p><b>Session 6: Business Models II</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Volgger</p> <p><i>Scaglione, Baggio, Loubier, Schegg, Colletis-Wahl:</i>  Towards a St. Gallen destination management model at the Franco-Swiss border? Evidences and barriers</p> <p><i>Macchiavelli:</i>  Small ski Resorts and climate change: Could be an opportunity?</p> <p><i>Du Plessis, Saayman:</i>  Business model for dive operators</p>
15:15 – 15:45	<p><b>Coffee Break</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, meeting room lobby</p>
15:45 – 17:15	<p><b>Session 7: Policy</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Ivanov</p> <p><i>McNicol:</i>  Managing for environmental supply in protected areas with commercial tour operations: Indicators for quality and success</p> <p><i>Martini, Buffa, Notaro, Zeni:</i>  Natural resource management: the roles and perceptions of local actors in Italian Networks of Reserves</p> <p><i>Stoyanova-Bozhkova:</i>  Sustainable development and coastal tourism: A stakeholders' perspective</p>
17:15 – 17:30	<p><b>The famous last words</b>  <b>Location:</b> Camera di Commercio Treviso-Belluno, Piazza Borsa, 3b, Treviso, Conference Room  <b>Chair:</b> Volgger</p> <p><i>Curtin University students draw a conference resume</i></p>
20:00 – until the end	<p><b>Conference and Farewell Dinner</b>  <b>Location:</b> <i>Abitué Treviso</i>, Vicolo Pescheria, 9, Treviso  <b>Chair:</b> Pechlaner</p>