



Jubilee Conference 2021
Shaping tourism futures – acknowledging learnings from the past

Lucerne, Switzerland
August 29 - September 01, 2021

Program

Important preliminary information. Please take note.

Publishing rights

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Measures regarding SARS-CoV-2 pandemic

In order for all of us to have as carefree a conference as possible, we are requesting that attendees provide a COVID certificate demonstrating that they have (OR)

- been vaccinated,
- recovered from COVID-19
- tested negative within the last 48h.

Your QR code of your COVID-19 certificate will be checked upon registration. After that, please always wear your badge.

This ruling allows everyone to be with hardly any restrictions in all privately used indoor and outdoor spaces, including the conference auditorium and the adjacent rooms exclusively used by AIEST conference delegates.

However, please be aware that in publicly accessible indoor spaces as well as in public transportation face masks are mandatory.

Please take note of the map and emergency/ contact telephone numbers at the end of this program. Thank you.

Online streaming

Presentations at the conference on

- Monday morning,
- Tuesday, and
- Wednesday morning,

as well as Monday night's AGM, are streamed live at

<https://hslu.zoom.us/j/67677101672?pwd=V3B1UCtEVytIbWpqdkRrdHBRK3hyZz09>

Meeting-ID: 676 7710 1672

Passcode: 655298

SUNDAY, 29 August 2021: RESEARCH SEMINAR and CONFERENCE WELCOME RECEPTION

Time	Event
13:00 – 14:00	<p>Research Seminar Part 1 (Annals Workshop): How to publish in top journals Location: Radisson Blu Hotel, Room “Nölli”, Lakefront Centre, 6005 Luzern Chair: Laesser</p> <p><i>Smeral (with support by Laesser and Hallmann):</i> How to publish in top journals, such as Annals, Tourism Economics, etc.</p>
14:00 – 14:30	Coffee break
14:30 – 17:00	<p>Research Seminar Part 2: Student presentations Location: Radisson Blu Hotel, Room “Nölli”, Lakefront Centre, 6005 Luzern Chair: Laesser Discussants: Senior academics</p> <p>Student presentations (10')</p> <p>Guidelines: <i>Please focus on the following contents:</i></p> <ul style="list-style-type: none"> - <i>What is your research about? (Description)</i> - <i>Why are you pursuing this topic? (Rationale)</i> - <i>How are you implementing this research endeavour? (Research design and methodology)</i> <p>Presenters:</p> <ul style="list-style-type: none"> - Dario Mitterer - Florian Gasser - Adrian Müller - Selina Steiner
17:00 – 18:00	<p>AIEST Committee Meeting (Committee Members only) Location: Radisson Blu Hotel, Room “Nölli”, Lakefront Centre, 6005 Luzern Chair: Pechlaner</p>
18:20 – 19:00	<p>Joint walk to Conference Welcome Reception Meeting point: Radisson Blu Hotel, Reception, Lakefront Centre, 6005 Luzern Chair: Stettler</p>
19:00 – 22:00	<p>Conference Welcome Reception & Registration Location: Mill'Feuille, Mühlenplatz 6, 6004 Lucerne Chair: Stettler Dress code: smart casual</p>
22:00 – open	<p>Nightcap Location: upon decision by the delegates</p>

MONDAY, 30 August 2021 morning: OPENING, KEYNOTE, CONTEST OF FRESH IDEAS

Time	Event
08:30 – 09:00	<p>Registration for conference Location: Lucerne School of Social Work, Inseliquali 12B, 6002 Lucerne</p>
09:00 – 09:45	<p>Official opening of the 69th AIEST Conference and welcoming addresses Location: Lucerne School of Social Work, Inseliquali 12B, 6002 Lucerne Chair: Laesser</p> <p><i>Harald Pechlaner, President of AIEST</i></p> <p><i>Jürg Stettler, Host of 2021 AIEST Conference</i></p> <p><i>Franziska Bitzi Staub, City Councilwoman of Lucerne (Head of Finance Department)</i></p> <p><i>Christine Böckelmann, Dean of Lucerne School of Business, Lucerne University of Applied Sciences and Arts</i></p>
09:45 – 10:30	<p>Keynote Location: Lucerne School of Social Work, Inseliquali 12B, 6002 Lucerne Chair: Stettler</p> <p><i>Mme Ambassador Marie-Gabrielle Ineichen-Fleisch, Director, State Secretariat for Economic Affairs (Link): Swiss tourism in the COVID crisis and the role of the federal government's tourism policy</i></p>
10:30 – 11:00	<p>Coffee Break Location: Lucerne School of Social Work, Inseliquali 12B, 6002 Lucerne</p>
11:00 – 12:00	<p>Contest of Fresh Ideas Awards Presentation by the President of the AIEST Location: Lucerne School of Social Work, Inseliquali 12B, 6002 Lucerne</p> <p>Chair: Pechlaner</p> <p><u>2nd runner-up:</u> <i>Lea Rubenbauer, Charlotte Schweitzer:</i> The suSTAYnable Guestcard</p> <p><u>1st runner-up:</u> <i>Julia Martin, Elisa Hallschmid:</i> Eco Points</p> <p><u>Winner:</u> <i>Katrin Hörmann, Patrizia Frimmer:</i> The Last Mile</p>

MONDAY, 30 August 2020 afternoon: Excursion, AGM, and Jubilee Dinner

Time	Event
12:00 – 12:15	Collect your lunch pack for consumption on the way Location: Conference venue (Lucerne School of Social Work , Inseliquai 12B, 6002 Lucerne)
12:40 – 17:00	Afternoon excursion Converging awareness of history with innovation for future - The Stanserhorn Funicular and Cabrio Cableway <ul style="list-style-type: none">- 12:40 Departure (walk) from Radisson Blu Hotel Reception to Lucerne station- 12:57 Lucerne station, track 14: train S4 departs to Stans- 13:18 Arrival at Stans station ! Welcome by Stanserhorn Bahn CEO Jürg Balsiger ! Short walk to Stanserhorn base station- 13:30 Departure to Stanserhorn peak station; arriving 13:54 ! Explore the peak with the CEO and local rangers- 15:15 Aperitif with snacks- 15:55 Departure to Stanserhorn base station; arriving at 16:19 ! Walk to Stans train station- 16:40 Stans station, track 2: train S4 departs to Lucerne- 17:02 Arrival at Lucerne

MONDAY, 30 August 2021 evening: AGM, DINNER and NIGHTCAP

17:45 – 18:15	Joint walk to AGM and Jubilee Dinner location Meeting point: Radisson Blu Hotel , Reception, Lakefront Centre, 6005 Luzern Chair: Stettler
18:15 – 19:30	Aiest AGM Location: Maskenliebhaber-Gesellschaft der Stadt Luzern , Süesswinkel 7, 6004 Luzern Chair: Pechlaner Dress code: smart casual; ladies please NO stiletto heels
19:30 – 22:00	Aiest JUBILEE DINNER Location: Maskenliebhaber-Gesellschaft der Stadt Luzern , Süesswinkel 7, 6004 Luzern Chair: Pechlaner Dress code: smart casual; ladies please NO stiletto heels
22:00 – open	Nightcap Location: upon decision by the delegates

TUESDAY, 31 August 2021 morning: SESSIONS (25' Slot per contribution, including presentation and discussion)

Time	Event
08:20 – 10:00	<p>Session 1: Management & Marketing Methods Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: Beritelli</p> <p><i>Dolnicar, Li, Grün, Portmann (online):</i> Gearing up for sustainable tourism: automatic plate waste measurement at all-you-can-eat buffets</p> <p><i>Steiner:</i> Web scraping for real estate list prices in Swiss tourism destinations - the advent of citizen brokers?</p> <p><i>Roller:</i> Estimating direct (net)-effects of events</p> <p><i>Štumpf, Janeček:</i> System dynamics modelling: the decision-making support in tourism destination marketing</p>
10:00 – 10:20	<p>Coffee Break Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne</p>
10:20 – 12:00	<p>Session 2: Consumer Behaviour I Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: Antonschmidt</p> <p><i>MacInnes, Demeter, Dolnicar (online):</i> Exploring the relationship of eudaimonia and hedonia with tourists' pro-environmental behaviours</p> <p><i>Hallmann, Zehrer:</i> The importance of landscapes and sportscares for sport experiences in destinations.</p> <p><i>Gasser:</i> The role of social media influencers in tourism research: A derivation of a processual model of influencing, influencer characteristics, and research operationalisations</p> <p><i>Seakhoa-King, Augustyn, Mason (online):</i> The tourists' perspective on destination quality: implications for research and practice</p>

TUESDAY, 31 August 2021 afternoon: SESSIONS

Time	Event
12:00 – 13:00	<p>Lunch Location: Quai 4, Alpenquai 4, 6002 Luzern</p>
13:00 – 15:10	<p>Session 3: Corona learnings Location: Lucerne School of Social Work, Inselquai 12B, 6002 Lucerne Chair: Bieger</p> <p><i>Knežević Cvelbar, Farčnik (online):</i> Winners and Losers of Tourism Voucher Redemption: Evidence from Slovenia</p> <p><i>Antonschmidt:</i> Impact of the corona crisis on the innovation behaviour of hospitality businesses – empirical evidence from German accommodation providers</p> <p><i>Béal, Scaglione, Voillard-Kassam:</i> Business intelligence and commercial strategy in a time of crisis. The example of the campsite lodging industry in the French region of Charente-Maritime during the summer season of 2020</p> <p><i>Smeral, Plzakova:</i> Impact of the COVID-19 Crisis on European Tourism</p> <p><i>Müller, Hanselmann, Hoffmann, Wallebohr:</i> Influence of the COVID 19 outbreak on tourism in Siem Reap</p>
15:10 – 15:30	<p>Coffee Break Location: Lucerne School of Social Work, Inselquai 12B, 6002 Lucerne</p>
15:30 – 16:45	<p>Session 4: Consumer Behaviour II Location: Lucerne School of Social Work, Inselquai 12B, 6002 Lucerne Chair: Hallmann</p> <p><i>Bursa, Mailer, Axhausen:</i> Travel behaviour on vacation: mode choice and value of time of alpine tourists at the destination</p> <p><i>Troxler, Roller, Bandi Tanner:</i> The effect of weather forecasts on skier demand</p> <p><i>Baggio, Scaglione:</i> Weather conditions in urban destinations – An analysis of visitor flows. The case of the “Geneva City pass”</p>

TUESDAY, 31 August 2021 afternoon: SESSIONS cont'd

Time	Event
16:45 – 17:00	Short break
17:00 – 18:15	Session 5: Management & Marketing Places Location: Lucerne School of Social Work , Inseliquai 12B, 6002 Lucerne Chair: Laesser <i>Wirth, Maier, Bandi Tanner:</i> Social innovation in tourism: towards a different understanding of innovation in tourism <i>Eggli:</i> Living with Tourism in Lucerne <i>Janta:</i> "If you go to Switzerland, you have to go to Titlis!": Capitalising on the Bollywood film industry in Switzerland

TUESDAY, 31 August 2021 evening: ACTIVITY, DINNER and NIGHTCAP

19:00 – 19:30	Joint walk to dinner location Meeting point: Radisson Blu Hotel , Reception, Lakefront Centre, 6005 Luzern Chair: Stettler
19:30 – 22:00	Dinner Location: Kulturhof Hinter Musegg , Diebold-Schilling-Strasse 13, 6004 Luzern Dresscode: smart casual
22:00 – open	Nightcap Location: upon decision by the delegates

WEDNESDAY, September 01, 2021 morning: SESSION

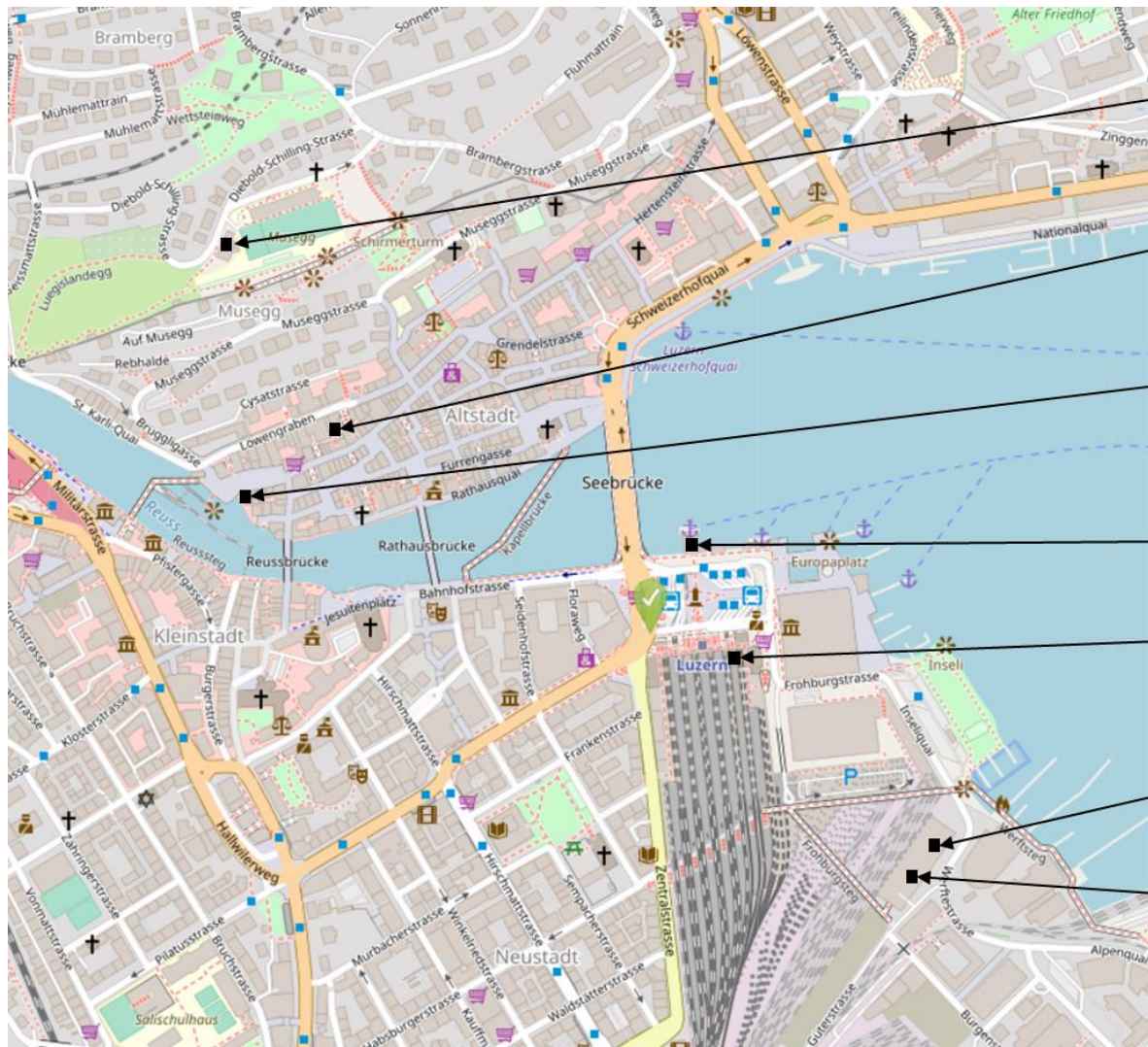
Time	Event
08:20 – 10:00	<p>Session 6: Tourism Futures Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: Stettler</p> <p><i>Origet du Cluzeau, Pauget, Tobelem:</i> Cultural Tourism Prospects for the 2030s</p> <p><i>Müller, Wittmer:</i> The end of international business air travel? Pandemics, climate change, and the need to meet</p> <p><i>Baumgartner:</i> Transformation processes towards more sustainability in tourism - Comparative reflections from Swiss and Austrian approaches</p> <p><i>Stettler, Wyss, Egli:</i> Rigi and Overtourism: A transdisciplinary solution approach</p>
10:00 – 10:30	<p>Coffee Break Location: Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne</p>
10:30 – 12:00	<p>Aiest Consensus Session: Tourism with/ after the Pandemic – A shared look into the crystal ball Location Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne Chair: Beritelli and Stettler</p> <p>Questions/ issues for discussion:</p> <ul style="list-style-type: none"> • Future demand, regionally and internationally • Exogenous drivers of future developments from outside the tourism system • Exogenous obstacles of future developments from outside the tourism system • Endogenous drivers of future developments from within the tourism system • Endogenous obstacles of future developments from the tourism system • Open questions worth to be investigated (research needs)

WEDNESDAY, 01 September 2021 afternoon and evening: TECHNICAL EXCURSION and DINNER with Award presentation

Time	Event
12:00 – 12:15	<p>Collect your lunch pack for consumption on the way Location: Conference venue (Lucerne School of Social Work, Inseliquai 12B, 6002 Lucerne)</p>
12:40 – 22:00	<p>Technical Excursion (incl. Dinner with Award presentation) Dealing with attractive force and its tourism related ramifications – The Rigi mountain experience Location: Lake Lucerne and Rigi Mountain (Rigi Staffel) Chair: Stettler Dresscode: (smart) casual (wear comfortable shoes for walking)</p> <ul style="list-style-type: none"> - 12:40 Departure (joint walk) from Radisson Blu Hotel Reception to Lucerne harbour - 13:12 Lucerne harbour, gate 1: boat departs to Vitznau - 14:09 Arrival at Vitznau ! Very short walk to Rigi Railway base station - 14:15 Rigi Railway Base Station Vitznau; cogwheel train departs to Mount Rigi - 15:00 Arrival at Rigi Kulm (Peak Station) ! Walk (< 1h) to Rigi Staffel (walk can be replaced by train) - 16:00 Welcome by Frédéric Füssenich, CEO Rigi Railway - 16:00: Presentation and discussions (until 18:30) - 18:30 Conference Dinner and Awards at LOK7 restaurant - 20:10 Rigi Staffel Station: cogwheel train departs to Vitznau - 20:40 Arrival at Vitznau ! Very short walk to Bus stop - 20:53 Bus departure to Lucerne ! Change to train on the way (at Küssnacht) - 21:53 Arrival at Lucerne train station
22:00 – open	<p>Nightcap Location: upon decision by the delegates</p>

End of conference. Thank you for joining.

Map of key venues and meeting points



Tuesday Dinner
Kulturhof Hinter Musegg,
Diebold-Schilling-Strasse 13

AGM and Monday Dinner
Maskenliebhaber-Gesellschaft Stadt Luzern,
Süesswinkel 7

Sunday Welcome Reception
Mill'Feuille, Mühlenplatz 6

Wednesday boat departure
Lucerne Harbour, Gate 1

Monday train departure
Lucerne Station, track 14

Sunday ECR Workshop
Radisson Blue Hotel, Inseliquai 12B

Conference Venue
Lucerne School of Social Work, Inseliquai 12B

Important phone numbers and e-mail contacts

General emergency (police)	117
Fire	118
Ambulance	144

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