



INTERNATIONAL ASSOCIATION OF  
SCIENTIFIC EXPERTS IN TOURISM

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

**Annual Conference 2022**  
**Spaces, places, and sports:**  
**Designing sustainable experiencescapes in destinations**

**Cologne, Germany**  
**August 28 - 31, 2022**

**Program**

*Please note:*

*Conference 2022 registrants are advised that by attending the AIEST International 2022 Conference they may be portrayed by multiple means, including still photography and video recording. They hereby grant AIEST the right to use and publish their names, voices, and likenesses forever and for any purpose without AIEST incurring debts or liabilities of any kind.*

*Find contact phone numbers as well as links and QR-codes for locations at the back of this program.*

**SUNDAY, 28 August 2022: CONFERENCE WELCOME RECEPTION**

<b>Time</b>	<b>Event</b>
16:00 – 17:00	<b>Aiest Committee Meeting</b> (Committee Members only) <b>Location:</b> Hotel Dorint am Heumarkt (Lobby) <b>Chair:</b> Pechlaner
17:30-18:30	<b>Optional: Guided Tour in the city centre of Cologne ‘Cologne the place’ and joint walk to welcome reception</b> <b>Location:</b> Finial model   Kreuzblume -> Kardinal-Höfner-Platz 1, Köln (with view to the Cologne Cathedral)
19:00 – 22:00	<b>Conference Welcome Reception &amp; Registration</b> <b>Location:</b> Bagatelle Bar, -> Alteburger Strasse 15a, Köln: Nibbles and more <b>Dress code:</b> smart casual

**MONDAY, 29 August 2022 morning: OPENING and SSESSION**

<b>Time</b>	<b>Event</b>
08:30 – 09:00	<p><b>Registration for conference</b>  <b>Location:</b> German Sport University Cologne, Foyer (Main building)</p>
09:00 – 09:45	<p><b>Official opening of the 71<sup>st</sup> Aiest Conference</b>  <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building)  <b>Chair:</b> Laesser</p> <p><i>Harald Pechlaner, President of Aiest</i>  Welcome and Opening</p> <p><i>Christoph Breuer, Vice-President of University Development Planning, Resources and Appointments and Head of the institute of Sport Economics and Sport Management</i></p> <p><i>Kirstin Hallmann, Host of 2022 Aiest Conference:</i>  Welcome</p>
09:45 – 10:30	<p><b>Keynote I</b>  <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building)  <b>Chair:</b> Hallmann</p> <p><b>Vera Abeln:</b>  <b>Gym places in Space and on Earth – The benefit of exercise for brain health in extreme environments</b></p>
10:30 – 11:00	<p><b>Coffee Break</b>  <b>Location:</b> German Sport University Cologne, Foyer (Main building)</p>
11:00 – 12:10	<p><b>Session 1: Sustainability</b>  <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building)  <b>Chair:</b> Pröbstl-Haider</p> <p><i>Müller:</i>  Structural preconditions for decarbonising business travel: Case study evidence from knowledge-intensive sectors.</p> <p><i>Ropret Homar, Knežević Cvelbar:</i>  Combatting climate change through message framing? A revealed preference experiment on voluntary carbon offsets.</p> <p><i>Gelbman:</i>  Innovations and sustainable community-based hospitality in urban tourism.</p>

**MONDAY, 29 August 2022 afternoon: SESSIONS and AGM**

<b>Time</b>	<b>Event</b>
12:10 - 13:10	<b>Lunch</b> <b>Location:</b> Refectory German Sport University Cologne
13:20-14:20	<b>Tours</b> <b>Meeting Point:</b> <i>Outside the Main building</i> <b>Ansgar Molzberger: Historical Campus Tour Cologne Müngersdorf</b> <b>N.N. Sportsapes on campus and in Cologne Müngersdorf</b>
14:30 – 16:10	<b>Session 2: Economics</b> <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building) <b>Chair:</b> Stettler  <i>Kim, Chhabra:</i> Economic impact of off-highway vehicle (OHV) recreation.  <i>Ben-Malka, Poria:</i> Compensation for Elimination: An innovative technique for evaluating the monetary value of cultural heritage sites.  <i>Gunter, Smeral, Zekan:</i> Forecasting tourism in the EU after the COVID-19 crisis.  <i>Troxler, Roller:</i> The development of mountain railways and regions.
16:10 – 16:30	<b>Coffee Break</b> <b>Location:</b>
16:30 – 17:20	<b>Session 3: Consumer Behaviour I</b> <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building) <b>Chair:</b> Zehrer  <i>Gross, Sand, Scherhag:</i> Adventures on two wheels - Socio-demographic data, motives and personality traits of motorcycle adventure tourists in Germany, Austria and Switzerland.  <i>Mayer, Adam, Müller:</i> Exploring the needs of mountain bike tourists in the Austrian Alps.
17:30 – 18:30 (approx.)	<b>AIEST AGM</b> <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building) <b>Chair:</b> Pechlaner

**MONDAY, 29 August 2022 evening: DINNER and NIGHTCAP**

<b>Time</b>	<b>Event</b>
19:00 – 21:00	<b>Dinner</b> <b>Location:</b> Rheinenergie-Stadion, Geißbock-Lounge -> Aachener Strasse 999, Köln [ <a href="#">Entrance East</a> ]: Cologne Buffet <b>Dress code:</b> smart casual
21:00 – open	<b>Nightcap</b> <b>Location:</b> upon decision by the delegates

**TUESDAY, 30 August 2022 morning: SESSIONS**

<b>Time</b>	<b>Event</b>
08:30-09:45	<p><b>Keynote II</b>  <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building)  <b>Chair:</b> Pechlaner</p> <p><i>Philipp Born:</i>  <b>The tennis court: a sport space and place for everyone</b></p>
09:45-11:00	<p><b>Session 4: Consumer Behaviour II</b>  <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building)  <b>Chair:</b> Beritelli</p> <p><i>Epple, Tudó Cubells, Vogler:</i>            Touristic behaviour of world-class swimming athletes during competitions and training camps.</p> <p><i>Daehnke, Kotthaus, Dosu:</i>            Understanding international travel intentions for college football fans.</p> <p><i>Hannonen, Suni, Komppula, Kortet:</i>            Understanding travel constraints: An investigation of Russian tourists' fishing tourism related constraints.</p>
11:00-11:20	<p><b>Coffee Break</b>  <b>Location: German Sport University Cologne, Foyer (Main building)</b></p>
11:20 – 13:00	<p><b>Session 5: Destination Management I</b>  <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building)  <b>Chair:</b> Steiner</p> <p><i>Sulyok, Madarász:</i>            Mapping intra-destination movement of leisure tourists - Role of transportation, accommodation, and attraction.</p> <p><i>Fricke, Smit:</i>            Building resilience and increased sense of belonging through the design of tourist experiencescapes.</p> <p><i>Erdmenger:</i>            What does not kill you makes you PROsiliant: A perspective for a prosilient urban destination governance.</p> <p><i>Lymann, Allenspach, Fickel, Jonasson:</i>            Importance of agrotourism in diversification strategies.</p>

**TUESDAY, 30 August 2022 afternoon: SESSIONS**

<b>Time</b>	<b>Event</b>
13:00 – 14:00	<b>Lunch</b> <b>Location:</b> Refectory German Sport University Cologne
14:00 – 15:00	<b>Activity</b> <b>Marco Grawunder &amp; Christian Büning: Experiencing sport spaces</b>
15:15-16:30	<b>Session 6: Destination Management II</b> <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building) <b>Chair:</b> Komppula  <i>Janta:</i> Instagrammable Switzerland – Battling out-dated stereotypes of destination image.  <i>Pröbstl-Haider, Krogger:</i> Importance of everyday architecture for rural tourism.  <i>Mifsud:</i> Where are you going to eat? The innovations in the eating experience.
16:30 – 16:50	<b>Coffee Break</b> <b>Location:</b> German Sport University Cologne, Foyer (Main building)
16:50 – 18:30	<b>Session 7: COVID Ramifications</b> <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building) <b>Chair:</b> Müller  <i>Scaglione, Schegg:</i> Investigation of substitution effects and adoption patterns across hotel distribution channels.  <i>Ohe:</i> Investigating opportunities for rural tourism under the New Normal.  <i>Antonschmidt:</i> Does the corona crisis end innovation inertia in hospitality? Empirical evidence from accommodation providers.  <i>Wegener, Scheiber, Holst:</i> Air package tours in times of Covid-19: Effects that influence the booking behaviour of the German source market.

**TUESDAY, 30 August 2022 evening: DINNER and NIGHTCAP**

<b>Time</b>	<b>Event</b>
19:00 – 21:30	<b>Dinner</b> <b>Location:</b> Playa in Cologne -> Junkersdorfer Strasse, Köln: Barbecue <b>Dress code:</b> casual
21:30 – open	<b>Nightcap</b> <b>Location:</b> upon decision by the delegates



**WEDNESDAY, 31 August 2022 morning: SESSION and CONSENSUS**

Time	Event
08:30 – 10:10	<p><b>Session 8: Management</b>  <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building)  <b>Chair:</b> Laesser</p> <p><i>Khardani:</i>  Does a code of conduct prepare companies better for a crisis? An evaluation of crisis planning among tour operators in Germany.</p> <p><i>Thuen Jorgensen, Danieli:</i>  Absorptive capacity challenges in platform-based tour guiding companies.</p> <p><i>Zehrer:</i>  Employer branding in hospitality family firm SME's: How to attract Generation Z.</p> <p><i>Yamashita, Hallmann:</i>  The relationship between trust in mega-sporting event organisers and support intention:  Examining the mediation effect of social and personal benefits.</p>
10:10-10:30	<p><b>Coffee Break</b>  <b>Location: German Sport University Cologne, Foyer (Main building)</b></p>
10:30-12:00	<p><b>AIEST Consensus Session:</b>  <b>Location:</b> German Sport University Cologne, Lecture Hall 2 (Main building)  <b>Chair:</b> Hallmann and Pechlaner</p> <p><i>Enlightening Input 1: German Sport University</i></p> <p><i>Enlightening Input 2: Catholic University Eichstätt</i></p> <p><i>Enlightening Input 3: Catholic University Eichstätt</i></p> <p><i>Questions   Issues for discussion</i></p>

**WEDNESDAY, 31 August 2022 afternoon and evening: TECHNICAL EXCURSION and FAREWELL DINNER with AWARD CEREMONY**

<b>Time</b>	<b>Event</b>
12:15-12:30	<b>Collect Lunch Pack</b> <b>Location: tbd</b>
12:45-18:15	<b>Technical Excursion</b>
12:45	Departure from Cologne to Ahrweiler
14:15	Arrival in Ahrweiler
14:30	Guided Tour 'Government Bunker'
16:30	Departure from Ahrweiler to Cologne
18:15	Arrival in Cologne
19:30-22:00	<b>Conference and Farewell Dinner with Award Ceremony</b> <b>Location:</b> Rotunde Rot-Weiß Köln -> Olympiaweg 9, Köln <b>Chair:</b> Pechlaner <b>Dress code:</b> smart casual

<b>LOGISTICS</b>
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## QR Codes of locations (Google Maps)

### **Conference Venue**

[German Sport University Cologne, Main Building](#)



### **Sunday evening**

[Finial model | Kreuzblume](#)  
[-> Kardinal-Höffner-Platz 1](#)



### **Sunday evening**

[Bagatelle Bar](#)  
[-> Alteburger Strasse 15a](#)



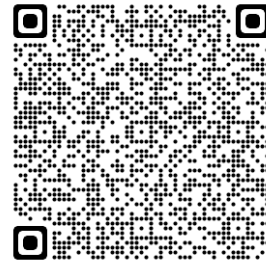
**Monday evening**

[Rheinenergie-Stadion, Geissbock Lounge](#)  
> [Aachener Strasse 999 \(Entrance East\)](#)



**Tuesday evening**

[Playa in Cologne](#)  
-> [Junkersdorfer Strasse](#)



**Wednesday evening**

Rotunde Rot-Weiß Köln  
-> Olympiaweg 9  
[Rotunde Rot-Weiss Köln](#)  
-> [Olympiaweg 9](#)

