



INTERNATIONAL ASSOCIATION OF
SCIENTIFIC EXPERTS IN TOURISM

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

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

MONDAY, 29 August 2022 morning: OPENING and SSESSION

Time	Event
08:30 – 09:00	<p>Registration for conference Location: German Sport University Cologne, Foyer (Main building)</p>
09:00 – 09:45	<p>Official opening of the 71st Aiest Conference Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: 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>Keynote I Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: Hallmann</p> <p>Vera Abeln: Gym places in Space and on Earth – The benefit of exercise for brain health in extreme environments</p>
10:30 – 11:00	<p>Coffee Break Location: German Sport University Cologne, Foyer (Main building)</p>
11:00 – 12:10	<p>Session 1: Sustainability Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: 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

Time	Event
12:10 - 13:10	Lunch Location: Refectory German Sport University Cologne
13:20-14:20	Tours Meeting Point: Outside the Main building Ansgar Molzberger: Historical Campus Tour Cologne Müngersdorf N.N.: Sportsclapes on campus and in Cologne Müngersdorf
14:30 – 16:10	Session 2: Economics Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: 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	Coffee Break Location: German Sport University Cologne, Foyer (Main building)
16:30 – 17:20	Session 3: Consumer Behaviour I Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: 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.)	AIEST AGM Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: Pechlaner

MONDAY, 29 August 2022 evening: DINNER and NIGHTCAP

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

TUESDAY, 30 August 2022 morning: SESSIONS

Time	Event
08:30-09:45	<p>Keynote II Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: Pechlaner</p> <p><i>Philipp Born:</i> The tennis court: a sport space and place for everyone</p>
09:45-11:00	<p>Session 4: Consumer Behaviour II Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: 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>Coffee Break Location: German Sport University Cologne, Foyer (Main building)</p>
11:20 – 13:00	<p>Session 5: Destination Management I Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: 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

Time	Event
13:00 – 14:00	Lunch Location: Refectory German Sport University Cologne
14:00 – 15:00	Activity Marco Grawunder & Christian Büning: Experiencing sport spaces
15:15-16:30	Session 6: Destination Management II Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: 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	Coffee Break Location: German Sport University Cologne, Foyer (Main building)
16:50 – 18:30	Session 7: COVID Ramifications Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: 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

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

WEDNESDAY, 31 August 2022 morning: SESSION and CONSENSUS

Time	Event
08:30 – 10:10	<p>Session 8: Management Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: 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>Coffee Break Location: German Sport University Cologne, Foyer (Main building)</p>
10:30-12:00	<p>Aiest Consensus Session: A new way of designing places and experiences: Reengineering DMOs considering tourism resilience Location: German Sport University Cologne, Lecture Hall 2 (Main building) Chair: Hallmann and Pechlaner</p> <p>Three enlightening talks:</p> <p><i>Takata:</i> Sport experiences, spaces, places, and authenticity</p> <p><i>Störmann:</i> Resilience in tourism destination development</p> <p><i>Philipp:</i> Rethinking DMOs: from destination management to place management</p> <p>Questions Issues for discussion</p> <ul style="list-style-type: none"> - Ideal experiences - Touchpoints of experience design - Development of resilience in DMOs - Adaption/Transformation of DMOs - Integrated sport, destination, living space and its requirements - Soft and hard location factors

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

Time	Event
12:15-12:30	Collect Lunch Pack Location: tbd
12:45-18:15	Technical Excursion
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	Conference and Farewell Dinner with Award Ceremony Location: Rotunde Rot-Weiß Köln -> Olympiaweg 9, Köln Chair: Pechlaner Dress code: smart casual

LOGISTICS

Phone numbers

Kirstin Hallmann	+49(177)725-0000
Kosuke Takata	+49(1523)7777883
Barbara Bieger	+41(79)784-1405
Christian Laesser	+41(79)636-0023
Harald Pechlaner	+49(173)954-0570

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](#)



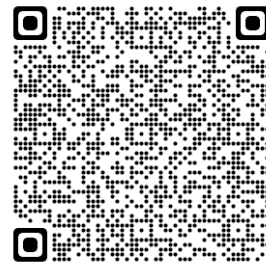
Monday evening

[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](#)

