



INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM

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Annual Conference 2024 **Cultural differences as enabler for transformation and innovation**

Bolzano/ Bozen, Italy
August 25 - 28, 2024

Program

Please note:

Program as of 15 August 2024. Subject to alterations.

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Find contact phone numbers as well as links for locations at the back of this program.

SUNDAY, 25 August 2024: CONFERENCE WELCOME RECEPTION

Time	Event
14:00 – 17:00	Aiest Committee Meeting (Committee Members only) Location: Seminar room 7, Eurac Research. Viale Druso 1, Bolzano/ Bozen. Chair: Pechlaner
17:00 – 18:30	Registration for conference Location: Parkhotel Laurin. Via Laurin 4, Bolzano/ Bozen.
19:00 – 21:00	Conference Welcome Reception Location: Parkhotel Laurin. Via Laurin 4, Bolzano/ Bozen. Dress code: smart casual

MONDAY, 26 August 2024 morning: OPENING and SESSION

Time	Event
08:30 – 09:00	Registration for conference Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.
09:00 – 09:45	Official opening of the 73rd Aiest Conference Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Laesser <i>Harald Pechlaner, President of Aiest</i> Welcome and Opening
09:45 – 11:15	Keynote I & Panel Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Pechlaner <i>Alessandra Priante (President of The Italian Government Tourist Board ENIT):</i> Global Tourism and the Role of Italy: Cultural Differences as Enabler? Panel: <ul style="list-style-type: none">• Anna Scuttari (IULM University Milan)• Franziska Sanoner (Adler Spa Resorts)• Alessandra Priante (President of The Italian Government Tourist Board ENIT)• Wolfgang Töchterle (IDM Südtirol Alto Adige)
11:15 – 11:45	Coffee Break Location: Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.

Time	Event
11:45 – 12.35	<p>Session 1: Management and Entrepreneurship I Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Laesser</p> <p><i>Crabolu, Ribeiro, Delgado:</i> Envisioning a regenerative tourism model for Destination Management Organisations.</p> <p><i>Haselwanter, Zehrer, Suprastayasa:</i> Contextualizing entrepreneurial motivation in family-run tourism businesses on the Island of Bali.</p>
12:45 – 13:45	<p>Lunch Location: Canteen of Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.</p>

MONDAY, 26 August 2024 afternoon: SESSIONS and AGM

Time	Event
14:00 – 15:15	<p>Session 2: Consumer Behaviour Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Dolnicar</p> <p><i>Kubalová, Štumpf:</i> Exploring visitor satisfaction in a cultural heritage tourism destination: the role of tangible and intangible satisfiers.</p> <p><i>Müller, Reif:</i> Pawns or autonomous decision-makers? Exploring decision-making autonomy as a key determinant of business traveller behaviour.</p> <p><i>Beritelli, Gasser, Seifpour:</i> Choice heuristics for visiting cultural sites: A comparative study with two polar cases.</p>
15:15 – 15:45	<p>Coffee Break Location: Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.</p>
15:45 – 16:35	<p>Session 2: Consumer Behaviour cont'd Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Hallmann</p> <p><i>Chang:</i> The impact of cultural difference on travel decision-making process among different generations.</p> <p><i>Chen, Huang:</i> The effect of rural sustainable tourism service and perceived value on tourists' willingness to pay.</p>
16:45 – 18:45 (approx.)	<p>AIEST Annual General Meeting (AGM) Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Pechlaner</p>

MONDAY, 26 August 2024 evening: DINNER and NIGHTCAP

Time	Event
19:15 – 22:30	Conference Dinner Location: Gasthof Kohlern. Via al Colle 11, Bolzano/ Bozen. How to arrive: Private bus & cable car. Meeting point at Piazza Domenicani at 19:15. Departure from restaurant at 22:00. Dress code: smart casual
22:30 – open	Nightcap Location: upon decision by the delegates; options: <ul style="list-style-type: none">- Grifoncino. Piazza Walther, Bolzano/ Bozen.- Bar Laurin. Via Laurin, Bolzano/ Bozen.- META Skybar Restaurant. Piazza Walther 13, Bolzano/ Bozen.

TUESDAY, 27 August 2024 morning: SESSIONS

Time	Event
09:00 – 09:45	<p>Keynote II Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Pechlaner</p> <p>Michael Volgger (Curtin University, Perth) and Paul Rösch (Author and former Director of Touriseum - The South Tyrol Museum of Tourism): The relationship between culture and tourism in transition: The case of South Tyrol.</p>
09:45 – 11:00	<p>Session 3: Policy Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Bieger</p> <p><i>Pfarr, Pfarr, Volgger:</i> ‘Muddling through’ the wicked nature of the AirBnB phenomenon.</p> <p><i>Morellato, Osti, Maurer:</i> Bridging work and leisure in South Tyrol Workation.</p> <p><i>Scuttari, Windegger, Wallnoefer, Pechlaner:</i> Bridging the science-policy gap in sustainable tourism: evidence from a multiple case study analysis of UNWTO INSTO sustainable tourism observatories.</p>
11:00 – 11:30	<p>Coffee Break Location: Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.</p>
11:30 – 12:45	<p>Session 4: Destination management and marketing Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Stettler</p> <p><i>Hallmann, Weustenfeld:</i> Sports spaces and places: Unveiling the role of experiences.</p> <p><i>Paunovic:</i> Destination reinvention and product development rooted in regional values and core competences: the case of PPP tourist attraction in Königswinter.</p> <p><i>Tejklová:</i> Marketing effectiveness of destinations in the Czech Republic on social media.</p>

TUESDAY, 27 August 2024 afternoon: SESSIONS

Time	Event
12:45 – 13:45	<p>Lunch Location: Canteen of Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen</p>
13:45 – 14:30	<p>Keynote II Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Pechlaner</p> <p>Rodolfo Baggio (Bocconi University, Milan): Tourism, technology and all that jazz</p>
14:30 – 15:45	<p>Session 5: Economics Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Beritelli</p> <p><i>Jungnickel, Pröbstl-Haider:</i> The ski resort closes: what de-growth feels like? A case study from lower Austria.</p> <p><i>Khlusevich, Inversini, Schegg, Scaglione:</i> Artificial intelligence and hospitality: analysing AI infusion in the European hotel sector.</p> <p><i>Mifsud:</i> How should multiplier injections be handled in the hospitality industry within a scenario of full employment?</p>
15:45 – 16:15	<p>Coffee Break Location: Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.</p>
16:15 – 17:30	<p>Session 6: Methodology Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Scaglione</p> <p><i>Štumpf, Čihák:</i> Complexity of tourism destination satisfaction: systems thinking approach.</p> <p><i>Randuška:</i> Uncovering the most effective approaches to monitoring visitor flows through the Delphi method.</p> <p><i>Pozzan, Langebraun, Gibbert:</i> Polyphonic case studies: the emergence of a dialogical methodology in tourism research.</p>

TUESDAY, 27 August 2024 evening: DINNER and NIGHTCAP

Time	Event
18:00 – 22:30	Wine Tasting & Dinner Location: Tenuta J. Hofstätter. Piazza Municipio 7, Termeno sulla Strada del Vino/ Tramin an der Weinstrasse. How to arrive: private bus. Meeting point at Piazza Domenicani at 18:00. Departure from restaurant at 22:00. Dress code: casual
22:30 – open	Nightcap Location: upon decision by the delegates; options: <ul style="list-style-type: none">- Grifoncino. Piazza Walther, Bolzano/ Bozen.- Bar Laurin. Via Laurin, Bolzano/ Bozen.- META Skybar Restaurant. Piazza Walther 13, Bolzano/ Bozen.

WEDNESDAY, 28 August 2024 morning: SESSION and CONSENSUS

Time	Event
07:30 – 09:00	<p>AIEST Board of Directors Meeting (Directors only) Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: tbd from AIEST AGM</p>
09:00 – 10:15	<p>Session 7: Management and Entrepreneurship II Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Paunovic</p> <p><i>Harc, Zehrer:</i> The impact of an entrepreneurial family background of potential successors in tourism.</p> <p><i>Sexl, Zehrer:</i> Mitigating generational conflicts in family tourism businesses: Traditional strategies and the role of artificial intelligence.</p> <p><i>Mitterer:</i> Exploring the interorganizational knowledge exchange process in tourism: A Study of antecedents, consequences, and barriers.</p>
10:15 – 10:45	<p>Coffee Break Location: Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.</p>
10:45 – 12:25	<p>Session 8: Sustainability Location: Room D102, Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen. Chair: Müller</p> <p><i>Greene, Birenboim, Zinn, Panday, Portmann, Grün, Dolnicar:</i> Anthropomorphism – A light-hearted way to trigger environmentally sustainable tourist behaviour?</p> <p><i>Yamashita, Maeda, Takata:</i> Longitudinal investigation of sport tourists' willingness to donate towards environmental conservation in the event destination.</p> <p><i>Stettler, Wyss:</i> Sustainability communication of a marketing hotel cooperation: The case of Private Selection Hotels & Tours (PSH&T).</p> <p><i>Haller Rupf, Peter:</i> Project based learning in the context of a regional development project - Sustainable tourism in the High Atlas of Morocco.</p>

WEDNESDAY, 28 August 2024 afternoon and evening: TECHNICAL EXCURSION and FAREWELL DINNER with AWARD CEREMONY

Time	Event
12:30 – 13:30	<p>Lunch Location: Canteen of Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/Bozen.</p>
14:00 – 18:10	<p>Technical Excursion: Meeting point at Piazza Domenicani at 14:00. Visit at Salewa headquarter and meeting with the CEO Christoph Engl. Visit of Castel Firmiano and Messner Mountain Museum.</p> <p>Note: Multimedia guides for the museum can be downloaded in advance, personal headphones recommended (see instructions).</p>
18:10 – 22:30	<p>Conference and Farewell Dinner with Award Ceremony Location: Franzin Alm, Carezza/Nova Levante How to arrive: departure from Castel Firmiano at 18:10 by private bus. Short stop at Lake Carezza. Departure from restaurant at 22:00. Chair: Pechlaner Dress code: smart casual</p>

LOGISTICS**Phone numbers**

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Location with direct Google Maps Link	Search Code for input in Google Maps
Eurac Research (Sunday)	F8VW+RW Bolzano
Parkhotel Laurin (Sunday)	F9X4+6R Bolzano
Free University of Bozen-Bolzano (Monday-Wednesday)	F9X2+97 Bolzano
Piazza Domenicani	
Gasthof Kohlern (Monday)	F9G9+FM Bolzano
Tenuta J. Hofstätter (Tuesday)	86RQ+JR Termeno sulla Strada
Salewa (Wednesday)	F8C7+7R Bolzano
Castel Firmiano (Wednesday)	F8J4+64 Bolzano
Franzin Alm (Wednesday)	CH7X+QP Carezza
Grifoncino	F9X4+76 Bolzano
Laurin Bar	F9X4+5R Bolzano
META Skybar Restaurant	F9X3+7P Bolzano