



# INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM

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

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

**Bolzano/ Bozen, Italy**  
**August 25 - 28, 2024**

### **Program**

*Please note:*

***Draft of program as of 29 July 2024. Subject to alterations.***

*Conference 2024 registrants are advised that by attending the AIEST International 2024 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, 25 August 2024: CONFERENCE WELCOME RECEPTION**

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

**MONDAY, 26 August 2024 morning: OPENING and SESSION**

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

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

**MONDAY, 26 August 2024 afternoon: SESSIONS and AGM**

<b>Time</b>	<b>Event</b>
14:00 – 15:15	<p><b>Session 2: Consumer Behavior</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b></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><b>Coffee Break</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.</p>
15:45 – 16:35	<p><b>Session 2: Consumer Behaviour cont'd</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b></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><b>AIEST Annual General Meeting (AGM)</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b> Pechlaner</p>

**MONDAY, 26 August 2024 evening: DINNER and NIGHTCAP**

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

**TUESDAY, 27 August 2024 morning: SESSIONS**

Time	Event
09:00 – 09:45	<p><b>Keynote II</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b></p> <p><i>Michael Volgger (Curtin University, Perth)</i>  <i>and Paul Rösch (Author and former Director of Touriseum - The South Tyrol Museum of Tourism):</i>  <b>The relationship between culture and tourism in transition: The case of South Tyrol.</b></p>
09:45 – 11:00	<p><b>Session 3: Policy</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b> 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><b>Coffee Break</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.</p>
11:30 – 12:45	<p><b>Session 4: Destination management and marketing</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b></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**

<b>Time</b>	<b>Event</b>
12:45 – 13:45	<p><b>Lunch</b>  <b>Location:</b> Canteen of Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen</p>
13:45 – 14:30	<p><b>Keynote II</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b>  <i>Rodolfo Baggio (Bocconi University, Milan):</i>  <b>Tourism, technology and all that jazz</b></p>
14:30 – 15:45	<p><b>Session 5: Economics</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b>  <i>Jungnickel, Pröbstl-Haider:</i>                      The ski resort closes: what de-growth feels like? A case study from lower Austria.  <i>Khlusevich, Inversini, Schegg, Scaglione:</i>                      Artificial intelligence and hospitality: analysing AI infusion in the European hotel sector.  <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><b>Coffee Break</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.</p>
16:15 – 17:30	<p><b>Session 6: Methodology</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b>  <i>Štumpf, Čihák:</i>                      Complexity of tourism destination satisfaction: systems thinking approach.  <i>Randuška:</i>                      Uncovering the most effective approaches to monitoring visitor flows through the Delphi method.  <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**

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

**WEDNESDAY, 28 August 2024 morning: SESSION and CONSENSUS**

<b>Time</b>	<b>Event</b>
07:30 – 09:00	<p><b>Aiest Board of Directors Meeting</b> (Directors only)  <b>Location:</b> tbd  <b>Chair:</b> tbd</p>
09:00 – 10:15	<p><b>Session 7: Management and Entrepreneurship II</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b></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><b>Coffee Break</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.</p>
10:45 – 12:25	<p><b>Session 8: Sustainability</b>  <b>Location:</b> Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/ Bozen.  <b>Chair:</b></p> <p><i>Greene, 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 &amp; Tours (PSH&amp;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**

<b>Time</b>	<b>Event</b>
12:30 – 13:30	<b>Lunch</b> <b>Location:</b> Canteen of Free University of Bozen-Bolzano. Piazza Università 1, Bolzano/Bozen.
14:00 – 19:00	<b>Technical Excursion:</b> Meeting point at Piazza Walther at 14:00. Visit at Salewa headquarter and meeting with the CEO Christoph Engl. Guided tour of Castel Firmiano and Messner Mountain Museum.
19:00 – 22:00	<b>Conference and Farewell Dinner with Award Ceremony</b> <b>Location:</b> Castel Firmiano. Via Castel Firmiano 53, Bolzano/ Bozen <b>How to arrive:</b> private bus <b>Chair:</b> Pechlaner <b>Dress code:</b> smart casual

**LOGISTICS****Phone numbers**

Barbara Bieger	+41 79 784 1405
Christian Laesser	+41 79 636 0023
Harald Pechlaner	+39 335 264 834
Greta Erschbamer	+39 338 749 9736
Valentin Wallnöfer	+39 329 065 8558

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