



INTERNATIONAL ASSOCIATION OF  
SCIENTIFIC EXPERTS IN TOURISM

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## **Annual Conference 2023**

**Transiting towards future tourism destinations  
through smart and green development**

**Madrid, Spain  
August 27 - 30, 2023**

## **Program**

*Please note:*

*Program as of August 22, 2023. Subject to alterations.*

*Conference 2023 registrants are advised that by attending the AIEST International 2023 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, 27 August 2023: CONFERENCE WELCOME RECEPTION**

<b>Time</b>	<b>Event</b>
14:00 – 18:00	<b>AEST Committee Meeting</b> (Committee Members only) <b>Location:</b> Hotel Princesa Plaza. Calle de la Princesa, 40, 28008 Madrid <b>Chair:</b> Pechlaner
18:00 – 19:30	<b>Registration for conference</b> <b>Location:</b> Hotel Princesa Plaza. Calle de la Princesa, 40, 28008 Madrid
20:00 – 22:00	<b>Conference Welcome Reception</b> <b>Location:</b> Restaurante Compostela. Calle Serrano Jover, 6, 28015 – Madrid. <b>How to arrive:</b> Walk 3 minutes though Alberto Aguilera Street, turn right to Serrano Jover Street. <b>Dress code:</b> smart casual

**MONDAY, 28 August 2023 morning: OPENING and SESSION**

<b>Time</b>	<b>Event</b>
08:30 – 09:00	<p><b>Registration for conference</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid</p>
09:00 – 09:30	<p><b>Official opening of the 72<sup>nd</sup> Aiest Conference</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid  <b>Chair:</b> Laesser</p> <p><i>Harald Pechlaner, President of Aiest</i>  Welcome and Opening</p> <p><i>Ana Fernández-Ardavin, Dean of the School of Economics and Business, Universidad Nebrija;</i>  <i>Gerardo Bielons, Host of 2023 Aiest Conference:</i>  Welcome</p>
09:30 – 10:15	<p><b>Keynote I</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid  <b>Chair:</b> Alzua-Sorzabal</p> <p><b>Carlos Romero Dexeus (Director of Tourism Research, Development &amp; Innovation at SEGITTUR):</b>  Research and innovation: Smart specialisation strategy and the smart destination strategy in Spain.</p>
10:15 – 11:00	<p><b>Keynote II</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid.  <b>Chair:</b> Pechlaner</p> <p><b>Dirk Glaesser (Director, Sustainable Development of Tourism at World Tourism Organization UNWTO):</b>  Bridging the gap: from sustainability policy to action.</p>
11:00 – 11:30	<p><b>Coffee Break</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid</p>

Time	Event				
11:30 – 12.45	<table border="1"> <thead> <tr> <th data-bbox="499 215 1288 236">Session 1a: Sustainability (System)</th> <th data-bbox="1299 215 2049 236">Session 1b: Management</th> </tr> </thead> <tbody> <tr> <td data-bbox="499 244 1288 592"> <p><b>Location:</b> Universidad Nebrija <b>Chair:</b> Müller</p> <p><i>Stettler, Weber, Wyss:</i> "Swisstainable" - a programme for the sustainable transformation of Swiss tourism: opportunities and challenges.</p> <p><i>Oliveira Moreira, Ferreira, Santos:</i> Climate changes and implications for tourism and outdoor recreation in Portugal.</p> <p><i>Wu, Wang, Yang:</i> Sustainability or not? Commercialization of rural tourism transformation.</p> </td> <td data-bbox="1299 244 2049 592"> <p><b>Location:</b> Universidad Nebrija <b>Chair:</b> Beritelli</p> <p><i>Mitterer:</i> Knowledge sharing in tourism destinations: An analysis on knowledge transfer in destination networks under the application of boundary spanning theory.</p> <p><i>Hanselwanter, Zehrer:</i> Entrepreneurial motivation of SME family firm owners in alpine tourism</p> <p><i>Mifsud:</i> The carrying capacity of the tourism industry in Malta: Are you being served?</p> </td> </tr> </tbody> </table>	Session 1a: Sustainability (System)	Session 1b: Management	<p><b>Location:</b> Universidad Nebrija <b>Chair:</b> Müller</p> <p><i>Stettler, Weber, Wyss:</i> "Swisstainable" - a programme for the sustainable transformation of Swiss tourism: opportunities and challenges.</p> <p><i>Oliveira Moreira, Ferreira, Santos:</i> Climate changes and implications for tourism and outdoor recreation in Portugal.</p> <p><i>Wu, Wang, Yang:</i> Sustainability or not? Commercialization of rural tourism transformation.</p>	<p><b>Location:</b> Universidad Nebrija <b>Chair:</b> Beritelli</p> <p><i>Mitterer:</i> Knowledge sharing in tourism destinations: An analysis on knowledge transfer in destination networks under the application of boundary spanning theory.</p> <p><i>Hanselwanter, Zehrer:</i> Entrepreneurial motivation of SME family firm owners in alpine tourism</p> <p><i>Mifsud:</i> The carrying capacity of the tourism industry in Malta: Are you being served?</p>
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13:00 – 14:00	<p><b>Lunch</b> <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid</p>				

**MONDAY, 28 August 2023 afternoon: SESSIONS and AGM**

Time	Event		
14:15 – 15:00	<p><b>Keynote III</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid  <b>Chair:</b> Laesser</p> <p><b>Sara Dolnicar, PhD (Research Professor of Tourism at the University of Queensland, Brisbane):</b>  Automatic measurement of environmental performance in tourism businesses and pathways towards improvement.</p>		
15:00 – 16:15	<table border="1"> <tr> <td data-bbox="495 472 1279 871"> <p><b>Session 2a: Sustainability (Behaviour) I</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Stettler</p> <p><i>McInnes, Zinn, Zhu, Dolnicar:</i>  Making my country proud:  A national identity approach to hedonically reduce tourist food waste.</p> <p><i>Zhu, Li, Grün, Dolnicar:</i>  The power of respect for authority and empathy -  Leveraging non-cognitive theoretical constructs to trigger environmentally sustainable tourist behaviour.</p> <p><i>Greene, Zinn, Demeter, Dolnicar:</i>  Hi, I'm Terri Towel. Please reuse me:  Can anthropomorphising towels prompt tourists to reuse them?</p> </td> <td data-bbox="1290 472 2040 871"> <p><b>Session 2b: Destination Management and Development I</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Komppula</p> <p><i>Ohe:</i>  Investigating the process of agritourism development in Umbria, Italy, in connection with local tourism sector.</p> <p><i>Sulyok:</i> A new business, please?  Development path of Hungarian health tourism destinations.</p> <p><i>Bergholz:</i>  Challenges for the reconversion from a post-mining landscape into a tourism area: the case of Lausitzer Seenland (Lusatian Lakeland).</p> </td> </tr> </table>	<p><b>Session 2a: Sustainability (Behaviour) I</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Stettler</p> <p><i>McInnes, Zinn, Zhu, Dolnicar:</i>  Making my country proud:  A national identity approach to hedonically reduce tourist food waste.</p> <p><i>Zhu, Li, Grün, Dolnicar:</i>  The power of respect for authority and empathy -  Leveraging non-cognitive theoretical constructs to trigger environmentally sustainable tourist behaviour.</p> <p><i>Greene, Zinn, Demeter, Dolnicar:</i>  Hi, I'm Terri Towel. Please reuse me:  Can anthropomorphising towels prompt tourists to reuse them?</p>	<p><b>Session 2b: Destination Management and Development I</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Komppula</p> <p><i>Ohe:</i>  Investigating the process of agritourism development in Umbria, Italy, in connection with local tourism sector.</p> <p><i>Sulyok:</i> A new business, please?  Development path of Hungarian health tourism destinations.</p> <p><i>Bergholz:</i>  Challenges for the reconversion from a post-mining landscape into a tourism area: the case of Lausitzer Seenland (Lusatian Lakeland).</p>
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16:15 – 16:45	<p><b>Coffee Break</b>  <b>Location:</b> Universidad Nebrija. C. de Sta. Cruz de Marcenado, 27, 28015 Madrid</p>		
17:00 – 19:00 (approx.)	<p><b>AIEST AGM</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid  <b>Chair:</b> Pechlaner</p>		

**MONDAY, 28 August 2023 evening: DINNER and NIGHTCAP**

<b>Time</b>	<b>Event</b>
20:00 – 22:00	<p><b>Conference Welcome Reception by Madrid Convention Bureau.</b> <b>Location:</b> Casa Real de la Panadería. Plaza Mayor, 27, 28012 Madrid <b>How to arrive:</b> Take metro line 3, 4 stations to Sol and walk to Plaza Mayor <b>Dress code:</b> smart casual</p> <p><i>David Perez Novack, Director of the Madrid Convention Bureau</i> Welcome</p>
22:00 – open	<p><b>Nightcap</b> <b>Location:</b> upon decision by the delegates; options:</p> <ul style="list-style-type: none"><li>- RIU Hotel Terrace. C/ Gran Vía, 84, 28013 Madrid</li><li>- Ginkgo Restaurante &amp; Sky Bar. Pl. de España, 3, 28008 Madrid</li><li>- La Terraza del Santo Domingo. Restaurante Terraza, C. de San Bernardo, 1, 7ª Planta, 28013 Madrid</li><li>- Terraza de Sabatini. Cuesta de San Vicente, 16, 28008 Madrid</li></ul>

**TUESDAY, 29 August 2023 morning: SESSIONS**

Time	Event		
09:00 – 09:45	<p><b>Keynote IV</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid  <b>Chair:</b> Navarro Meneses</p> <p><b>Álvaro Carrillo, Managing Director ITH (Instituto Tecnológico Hotelero)</b>  Managing the transition towards smart and green development: A hospitality industry outlook</p>		
09:45 – 11:00	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p><b>Session 3a: Sustainability (Behaviour) II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Sulyok</p> <p><i>Scagnolari, Operti:</i>  Enhancing sustainable mobility through free destination cards: pre- and post-pandemic effects on tourists' behaviour from a Swiss case study.</p> <p><i>Scagnolari, Tettamanti, Gerosa, Cellina:</i>  Night to travel: investigating incentives/disincentives schemes to increase the potential of night trains as substitute of short-haul flight.</p> <p><i>Müller:</i>  Switching tracks:  Guiding employees towards low-carbon business travel choices.</p> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p><b>Session 3b: Methodology I</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Scaglione</p> <p><i>Štumpf, Janeček:</i>  System dynamic ace for destination managers: Online software DestinACE for decision-making support.</p> <p><i>Langebraun, Pozzan, Gibbert, de Ascaniis:</i>  Using context for theorizing in qualitative tourism research: an empirical review and research agenda.</p> </td> </tr> </table>	<p><b>Session 3a: Sustainability (Behaviour) II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Sulyok</p> <p><i>Scagnolari, Operti:</i>  Enhancing sustainable mobility through free destination cards: pre- and post-pandemic effects on tourists' behaviour from a Swiss case study.</p> <p><i>Scagnolari, Tettamanti, Gerosa, Cellina:</i>  Night to travel: investigating incentives/disincentives schemes to increase the potential of night trains as substitute of short-haul flight.</p> <p><i>Müller:</i>  Switching tracks:  Guiding employees towards low-carbon business travel choices.</p>	<p><b>Session 3b: Methodology I</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Scaglione</p> <p><i>Štumpf, Janeček:</i>  System dynamic ace for destination managers: Online software DestinACE for decision-making support.</p> <p><i>Langebraun, Pozzan, Gibbert, de Ascaniis:</i>  Using context for theorizing in qualitative tourism research: an empirical review and research agenda.</p>
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11:30 – 12:45	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p><b>Session 4a: Sustainability (Behaviour) III</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Pröbstl-Haider</p> <p><i>Paunovic, Müller, Deimel:</i>  Explicating the conditions for (un)sustainable tourist behaviour in a historic city of Rothenburg ob der Tauber from the lens of the theory of planned behaviour: a regression analysis and qualitative comparative analysis approach.</p> <p><i>Wanner, Pröbstl-Haider:</i>  Walking on sunshine: Application of choice experiments to understand impacts by climate change on tourism attractions in Lower Austria.</p> <p><i>Tettamanti, Scagnolari:</i>  The attitude-behaviour gap in tourists' sustainable mobility decisions: analysing self-justifications in Switzerland.</p> </td> <td style="width: 50%; vertical-align: top; padding: 5px;"> <p><b>Session 4b: Destination Management and Development II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Bergholz</p> <p><i>Augustyn, Buhalis, Mason, Seakhoa-King:</i>  Smartness as a catalyst for improving tourism destination quality, sustainability, and competitiveness.</p> <p><i>Panayidou, Saveriades, Christou:</i>  Dark tourism development in a leisure destination: Resident's perceptions.</p> </td> </tr> </table>	<p><b>Session 4a: Sustainability (Behaviour) III</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Pröbstl-Haider</p> <p><i>Paunovic, Müller, Deimel:</i>  Explicating the conditions for (un)sustainable tourist behaviour in a historic city of Rothenburg ob der Tauber from the lens of the theory of planned behaviour: a regression analysis and qualitative comparative analysis approach.</p> <p><i>Wanner, Pröbstl-Haider:</i>  Walking on sunshine: Application of choice experiments to understand impacts by climate change on tourism attractions in Lower Austria.</p> <p><i>Tettamanti, Scagnolari:</i>  The attitude-behaviour gap in tourists' sustainable mobility decisions: analysing self-justifications in Switzerland.</p>	<p><b>Session 4b: Destination Management and Development II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Bergholz</p> <p><i>Augustyn, Buhalis, Mason, Seakhoa-King:</i>  Smartness as a catalyst for improving tourism destination quality, sustainability, and competitiveness.</p> <p><i>Panayidou, Saveriades, Christou:</i>  Dark tourism development in a leisure destination: Resident's perceptions.</p>
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**TUESDAY, 29 August 2023 afternoon: SESSIONS**

<b>Time</b>	<b>Event</b>		
13:00 – 14:00	<p><b>Lunch</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid</p>		
14:00 – 14:45	<p><b>Keynote V</b>  <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid  <b>Chair:</b> Thiel Ellul</p> <p><b>Alexandra Delgado Jiménez, PhD, Architect and Urban Planner, Principal Researcher At-the-OUTSET</b>            Creating Carbon-Free Tourism Destination: Challenges from an Urban Planning Perspective</p>		
14:45 – 15:35	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Session 5a: Travel Behaviour I</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Yasuo</p> <p><i>Gasser:</i>            Follow me to your dream destination. Behavioural analysis of effects of persuasion disclosure and number of followers on followers' purchase intention and decision within tourism.</p> <p><i>Chen:</i>            Effects of use of social network sites on rural tourism consumption intention: social capital as a mediation and moderation variable.</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Session 5b: Destination Management and Development III</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Hallmann</p> <p><i>Zhao, Volgger, Thomas, Guo:</i>            Tourism interventions at industrial sites: a cross-cultural exploration of perceived atmospheres.</p> <p><i>Knödler, Schüle, Vogler:</i>            Conflicts between same-day tourism and environmental protection: Legal framework and practical solutions.</p> </td> </tr> </table>	<p><b>Session 5a: Travel Behaviour I</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Yasuo</p> <p><i>Gasser:</i>            Follow me to your dream destination. Behavioural analysis of effects of persuasion disclosure and number of followers on followers' purchase intention and decision within tourism.</p> <p><i>Chen:</i>            Effects of use of social network sites on rural tourism consumption intention: social capital as a mediation and moderation variable.</p>	<p><b>Session 5b: Destination Management and Development III</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Hallmann</p> <p><i>Zhao, Volgger, Thomas, Guo:</i>            Tourism interventions at industrial sites: a cross-cultural exploration of perceived atmospheres.</p> <p><i>Knödler, Schüle, Vogler:</i>            Conflicts between same-day tourism and environmental protection: Legal framework and practical solutions.</p>
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16:05 – 16:55	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Session 6a: Policy</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Mitterer</p> <p><i>Pforr:</i>            The wickedness of problems – a reflection on tourism public policy discourses.</p> <p><i>Pousa-Unanue, Alzua-Sorzabal, Femenia-Serra, Romero-Dexeus:</i>            Towards carbon-free urban destinations: analysis of low-emission zones in Spanish cities and the relationship with tourist urban areas.</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Session 6b: Resilience</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Mifsud</p> <p><i>Hejjas, Magurie:</i>            Sustainable tourism and disaster recovery: A case study of Scotland and the Republic of Ireland.</p> <p><i>Plzakova, Smeral:</i>            Socio-economic resilience and tourism: a structural perspective by regions and countries.</p> <p><i>Lovelock, Pung, Mackenzie:</i>            Tinkering around the edges: why a regenerative model is tourism's last chance but may not make a difference.</p> </td> </tr> </table>	<p><b>Session 6a: Policy</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Mitterer</p> <p><i>Pforr:</i>            The wickedness of problems – a reflection on tourism public policy discourses.</p> <p><i>Pousa-Unanue, Alzua-Sorzabal, Femenia-Serra, Romero-Dexeus:</i>            Towards carbon-free urban destinations: analysis of low-emission zones in Spanish cities and the relationship with tourist urban areas.</p>	<p><b>Session 6b: Resilience</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Mifsud</p> <p><i>Hejjas, Magurie:</i>            Sustainable tourism and disaster recovery: A case study of Scotland and the Republic of Ireland.</p> <p><i>Plzakova, Smeral:</i>            Socio-economic resilience and tourism: a structural perspective by regions and countries.</p> <p><i>Lovelock, Pung, Mackenzie:</i>            Tinkering around the edges: why a regenerative model is tourism's last chance but may not make a difference.</p>
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**TUESDAY, 29 August 2023 evening: DINNER and NIGHTCAP**

<b>Time</b>	<b>Event</b>
20:00 – 22:00	<b>Dinner</b> <b>Location:</b> Casa Carmen Alcalá. Calle de Alcalá, 63, 28014 Madrid <b>How to arrive:</b> You can take the bus C03 from Argüelles to Cibeles or take the metro line 4, from Argüelles to Colón (4 stations). <b>Dress code:</b> casual
22:00 – open	<b>Nightcap</b> <b>Location:</b> upon decision by the delegates; options: - RIU Hotel Terrace. C/ Gran Vía, 84, 28013 Madrid - Ginkgo Restaurante & Sky Bar. Pl. de España, 3, 28008 Madrid - La Terraza del Santo Domingo. Restaurante Terraza, C. de San Bernardo, 1, 7ª Planta, 28013 Madrid - Terraza de Sabatini. Cuesta de San Vicente, 16, 28008 Madrid

**WEDNESDAY, 30 August 2023 morning: SESSION and CONSENSUS**

Time	Event		
09:30 – 10:20	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Session 7a: Travel behaviour II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Gasser</p> <p><i>Origet du Cluzeau, Viceriat, Queige:</i>            Love, a gold mine for tourism -            New markets to exploit.</p> <p><i>Hallmann, Zehrer, Sander:</i>            Mapping Experiences, their dimensions, antecedents, and outcomes:            a systematic literature review.</p> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Session 7b: Methodology II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Laesser</p> <p><i>Steiner:</i>            Neural net-based estimation            of real estate prices in Swiss tourism destinations.</p> <p><i>Brida, Moreno, Scaglione:</i>            Tourism expenditure analysis using vines copulas:            the case of Fribourg.</p> </td> </tr> </table>	<p><b>Session 7a: Travel behaviour II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Gasser</p> <p><i>Origet du Cluzeau, Viceriat, Queige:</i>            Love, a gold mine for tourism -            New markets to exploit.</p> <p><i>Hallmann, Zehrer, Sander:</i>            Mapping Experiences, their dimensions, antecedents, and outcomes:            a systematic literature review.</p>	<p><b>Session 7b: Methodology II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Laesser</p> <p><i>Steiner:</i>            Neural net-based estimation            of real estate prices in Swiss tourism destinations.</p> <p><i>Brida, Moreno, Scaglione:</i>            Tourism expenditure analysis using vines copulas:            the case of Fribourg.</p>
<p><b>Session 7a: Travel behaviour II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Gasser</p> <p><i>Origet du Cluzeau, Viceriat, Queige:</i>            Love, a gold mine for tourism -            New markets to exploit.</p> <p><i>Hallmann, Zehrer, Sander:</i>            Mapping Experiences, their dimensions, antecedents, and outcomes:            a systematic literature review.</p>	<p><b>Session 7b: Methodology II</b>  <b>Location:</b> Universidad Nebrija  <b>Chair:</b> Laesser</p> <p><i>Steiner:</i>            Neural net-based estimation            of real estate prices in Swiss tourism destinations.</p> <p><i>Brida, Moreno, Scaglione:</i>            Tourism expenditure analysis using vines copulas:            the case of Fribourg.</p>		
10:20 – 10:50	<p><b>Coffee Break</b>  <b>Location:</b> Universidad Nebrija. C. de Sta. Cruz de Marcenado, 27, 28015 Madrid</p>		
11:00 – 12:30	<p><b>AIEST Consensus Session: Imagining Tourism Futures through Green and Smart Transformation</b></p> <p><i>Panel with industry and key tourism players</i></p> <p><b>Chairs:</b> Navarro-Meneses and Alzua-Sorzabal</p> <ul style="list-style-type: none"> <li>- <i>Miguel Callejo, Head of Data Office -Amadeus</i></li> <li>- <i>Emilio José Inés Villar, Director of Sales for Destinations - Transparent</i></li> </ul> <p><i>Closing: Jorge Muñiz Fernández, Rector of Nebrija University</i></p>		

**WEDNESDAY, 30 August 2023 afternoon and evening: TECHNICAL EXCURSION and FAREWELL DINNER with AWARD CEREMONY**

<b>Time</b>	<b>Event</b>
13:00 – 14:00	<b>Lunch</b> <b>Location:</b> Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid
14:00 – 17:00	<b>Technical Excursion:</b> <ul style="list-style-type: none"><li>- Walking tour: Exploring the highlights of the Habsburg Madrid</li><li>- Panoramic tour by bus: Discovering Madrid Rio and the Landscape of Light: models of sustainability.</li></ul>
20:00-22:00	<b>Conference and Farewell Dinner with Award Ceremony</b> <b>Location:</b> La Lonja del Mar. Plaza de Oriente., 6, 28013 Madrid. <b>How to arrive:</b> You can take the bus line 133 from Argüelles to Callao and walk to Plaza de Oriente or take metro line 3 from Argüelles to Callao (3 stations) and walk from Callao to Plaza de Oriente. <b>Chair:</b> Pechlaner <b>Dress code:</b> smart casual

**LOGISTICS****Phone numbers**

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<b>Location with direct Google Maps Link</b>	<b>Search Code for input in Google Maps</b>
<a href="#">Universidad Nebrija. Calle de Santa Cruz de Marcenado, 27, 28015 Madrid</a>	C7HP+MR Madrid, Spanien
<a href="#">Hotel Princesa Plaza</a>	C7HM+WX Madrid
<a href="#">Restaurante Compostela (Sunday)</a>	C7JP+29 Madrid
<a href="#">Casa Real de la Panadería (Monday)</a>	C78V+82 Madrid
<a href="#">Casa Carmen Alcalá (Tuesday)</a>	C895+XQ Madrid
<a href="#">La Lonja del Mar (Wednesday)</a>	C79Q+CG Madrid
<a href="#">Hotel RIU</a>	C7FQ+MF Madrid
<a href="#">Ginkgo Restaurante &amp; Sky Bar</a>	C7FQ+4C Madrid
<a href="#">La Terraza del Santo Domingo</a>	C7CR+7H Madrid
<a href="#">Terraza de Sabatini</a>	C7CP+C2 Madrid