

The 8<sup>th</sup> Advances in Tourism Marketing Conference (ATMC)  
September 4-7, 2019 - University of Namur, Belgium

Final Program (August 28<sup>th</sup>)

Wednesday, Sept. 4	Thursday, Sept. 5	Friday, Sept. 6	Saturday, Sept. 7
<p>15:00-17:00: Guided tour of Namur's historical district</p> <p>17:00-20:00: Registration (<i>Félicien Rops</i> Museum)</p> <p>17:00-18:00: Free visit of the Museum</p> <p>18:30-20:00: Opening reception at <i>Félicien Rops</i> Museum</p>	<p>8:30-18:00: Registration (Faculty building)</p> <p>9:00-9:30: Opening session (E13, first floor)</p> <p>Welcome address by <b>Naji Habra</b> (Rector of University of Namur), <b>Metin Kozak</b> (President of ATMC) and <b>Alain Decrop</b> (Conference Chair)</p> <p>9:30-11:00: Keynote session 1 (E13, first floor)</p> <p><b>Iis Tussyadiah</b> Preparing for the Future of Travel &amp; Tourism</p> <p><b>Rachel Dodds</b> Asking tourists to come or telling them to go away?</p> <p>11:00-11:30: Coffee break (first floor)</p> <p>11:30-12:30: Parallel sessions 1</p> <p><b>1. 1. Tourism consumption of millennials</b> (E12, first floor) <i>Chair: Jaime Serra</i></p> <p>Joan B. Garau-Vadell, Desiderio Gutierrez-Taño and Ricardo J. Diaz-Armas. Millennials distinctive support to p2p vacation accommodation</p> <p>Andreia Pereira, Carla Silva, Cláudia Seabra and Manuel Reis. Intangible Heritage Consumption by Millennial Tourists</p>	<p>8:30-18:00: Registration (Faculty building)</p> <p>9:00-10:30: Parallel sessions 4</p> <p><b>4. 1. Collaborative economy: benefits and risks</b> (E13, first floor) <i>Chair: Alain Decrop</i></p> <p>Silvana Canales Gutiérrez. Collaborative economy referred to tourism, the new deal for consumers in the European Union.</p> <p>Jérôme Mallargé, Pietro Zidda and Alain Decrop. Service failures in peer-to-peer accommodation service: Consumer tolerance towards collaborative service quality</p> <p>Joan B. Garau-Vadell and Raquel Camprubí. Residents risk perception of p2p vacation rental</p> <p><b>4.2. Place attachment and senior tourism</b> (E12, first floor) <i>Chair: Maria Alvarez</i></p> <p>Claudia Seabra, Odete Paiva and Norberto Santos. Place Attachment with World Heritage Sites - Do visitors and users feel the same?</p> <p>Carla Silva, Manuel Reis, Andreia Pereira, Cláudia Seabra and José Luís Abrantes. Place-Attachment and Residents' Perceptions of Tourism Development in Small Town Destinations</p>	<p>9:30-17:30: Recreational tour (optional)</p> <ul style="list-style-type: none"> <li>• Tourist road train to the Citadel</li> <li>• Visit of Namur Citadel, (underground), one of the most impressive fortified towns in Europe</li> <li>• Lunch in a nice restaurant (included ALL-IN formula with "starter-main course-dessert" + aperitif, wine, soft drinks, &amp; coffee)</li> <li>• Visit of the perfumery 'Guy Delforge' at the Citadel</li> <li>• Visit of the museum of the citadel and/or free time at the Citadel</li> <li>• Pedestrian walk down the citadel and back to the city center</li> </ul>

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	<p><b>1.2. New technology and tourism</b> (E11, first floor) <i>Chair: Iis Tussyadiah</i></p> <p>Valentina Kirova. Virtual reality as a lever for economically sustainable development of wine tourism</p> <p>Stephane Bourliataux Lajoinie, Josep Lluís del Olmo Arriaga and Frederic Dosquet. How digital strategy increases over-tourism – The case of Barcelona</p> <p><b>1.3. Satisfaction and delight</b> (E13, first floor) <i>Chair: Galia Fuchs</i></p> <p>Mariem Kamoun and Noureddine Selmi. Understanding customer delight from an employee perspective</p> <p>Maria Santos and Graça Trindade. The mediating effect of intention to repeat the visit to a port of call between city evaluation and satisfaction with the visit</p> <p>12:30-14:00: Lunch</p> <p>14:00-15:30: Parallel sessions 2</p> <p><b>2.1. Luxury tourism</b> (E12, first floor) <i>Chair: Pietro Zidda</i></p> <p>Helena Reis, Antonia Correia and Sérgio Moro. Exotic luxury hotels across the globe: what motivates their guests?</p> <p>Angy Geerts and Julie Masset. Very Chic, Voyage Privé... Too Good To Be True? An Analysis Of</p>	<p>Jaime Serra, Filipe Ribeiro, Lídia Tomé and Maria Mendes. Travel behaviour of senior European tourists through a demography analysis</p> <p>10:30-11:00: Coffee break</p> <p>11:00-12:30: Keynote session 2 (E13, first floor)</p> <p><b>Nina Prebensen</b> The value of marketing logics in sustainable tourism</p> <p><b>Robert Govers</b> The sense and non-sense of destination branding</p> <p>12:30-14:00: Lunch</p> <p>14:00-15:30: Parallel sessions 5</p> <p><b>5.1. Sustainable tourism marketing</b> (E13, first floor) <i>Chair: Nina Prebensen</i></p> <p>Kang Wook Cho and Isabelle Frochot. Rail or air? Assessing the Impact of involvement into sustainable behaviour upon attitude change</p> <p>Ali Oztüren, Arash Akhshik and Foad Irani. Host-tourist interactions, and residents' attitudes towards sustainable tourism development: the case of North Cyprus</p> <p>Katja Pasanen. Communicating sustainability actions of small tourism businesses for diverse consumer groups</p> <p><b>5.2. Destination image and tourist imaginary</b> (E11, first floor) <i>Chair: Robert Govers</i></p>	

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	<p>Managers' And Consumers' Perceptions Of Online Luxury Tourism</p> <p>Liyong Wang and Carolus L. C. Praet. Distribution Channels in the Luxury Travel Market: An Exploratory Study of Outbound Tour Operators</p> <p><b>2.2. Social interactions and collective identities</b> (E13, first floor) <i>Chair: Joan B. Garau-Vadell</i></p> <p>Xing Han, Carolus L. C. Praet and Liyong Wang. The role of social interaction in tourism co-creation: A qualitative study of Chinese visitors to Japan</p> <p>Nico Didry and Jean-Luc Giannelloni. Emotional interactions in Festival: How do consumers to build a collective emotional experience?</p> <p>Stella Kladou, Anna Farmaki and Irini Rigopoulou. Airbnb for everyone: Host perceptions of Airbnb's anti-discrimination policy</p> <p>15:30-16:00: Coffee break</p> <p>16:00-17:00: Parallel sessions 3</p> <p><b>3.1. Consumption of religious destinations</b> (E12, first floor) <i>Chair: Metin Kozak</i></p> <p>J H Jyotsna and Lokachari Prakash Sai. Tourists' Experiences in Religious Destinations: An Exploratory Study in India</p> <p>Frederic Dosquet, Thierry Lorey, Stephane Bourliataux Lajoinie and Seraphin Hugues. Toward a framework to evaluate Pilgrims' expectations on The Way Of Saint James</p>	<p>Stella Kladou, Irini Rigopoulou, Mihalis Kavaratzis and Eleftheria Salonika. A Memorable Tourism Experience and its Effect on Country Image</p> <p>Erisher Woyo. Comparative analysis of Namibia's projected vs. perceived destination image</p> <p>Nadia Belkaied and Jean-Luc Giannelloni. The Concept Of Tourist Imaginary And Its Dimensions : A Netnographic Exploration.</p> <p><b>5.3. Special Interest Groups</b> (E12, first floor) <i>Chair: Julie Masset</i></p> <p>Anabela Monteiro, Sofia Lopes and Pedro Santos. "Two-wheeled tourism: Motard, a subculture of interest for tourism and hospitality in isolated areas?"</p> <p>Nico Didry, Isabelle Frochot and Dominique Kreziak. Ski-Clubbing : transforming and upgrading the touristic ski experience ?</p> <p>Aurea Rodrigues, Rosária Pereira, Helena Reis and Antónia Correia. Assessing behaviours on astrotourism, a study grounded on the Ecological Systems Theory</p> <p>15:30-16:00: Coffee break</p> <p>16:00-17:00: Parallel sessions 6</p> <p><b>6.1. Literary tourism</b> (E12, first floor) <i>Chair: José Luís Abrantes</i></p> <p>Christos Themistocleous, Claire Ingram, Jillian Rickly and Scott Mccabe. Marketing literary England to the US traveller</p>	

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	<p><b>3.2. Terrorism and travel behavior</b> (E13, first floor) <i>Chair: Wafa Hammedi</i></p> <p>Galia Fuchs, Maria D. Alvarez and Sara Campo. Influence of animosity and perceptions of terror risk on decisions to visit conflict destinations</p> <p>Claudia Seabra. The influence of terrorism threat in Millennial's leisure and travel behaviors</p> <p><b>3.3. Hospitality networks</b> (E11, first floor) <i>Chair: Antonia Correia</i></p> <p>Sofia Almeida, Inês Carvalho, Carlos Costa and José Manuel Simões. Is there a future for the network model in the hotel sector? The Portuguese perspective</p> <p>18:00-20:00: Cruise on the <i>Meuse River</i> and networking</p>	<p>Marcelo G. Oliveira. Literature and Hotel Theming: The Literary Man, Óbidos (Portugal)</p> <p><b>6.2. Online reviews and value co-creation</b> (E13, first floor) <i>Chair: Stéphane Bourliataux Lajoinie</i></p> <p>Marina Petruzzi, Áurea Rodrigues, Michelle Moraes and Antónia Correia. An analysis of meal-sharing reviews to explore serendipity</p> <p>Michelle Moraes, Áurea Rodrigues, Antónia Correia and Metin Kozak. Absorptive capacity, tourism and co-creation: an analysis of the literature</p> <p><b>6.3. Destination event-based marketing</b> (E11, first floor) <i>Chair: Rachel Dodds</i></p> <p>Henrik Linden and Sara Linden. Destination marketing and the creative industries: Stockholm as a fashion city</p> <p>Maria Santos and Catarina Marques. Does attending an occasional itinerary music festival drive tourism towards the host city? The case of Eurovision Song Festival</p> <p>19:00-23:00: Surprise and Gala dinner at the <i>Château de Namur</i></p>	