

PROGRAM



2nd Tourism and Hospitality Networking Conference

September 6th

09:00-11:00 – QUALITATIVE RESEARCH METHODS/GROUNDED THEORY

Raymond Rastegar, University of Queensland, Australia

Siamak Seyfi, University of Oulu, Finland

Room: 1

11:00-13:00 - PLS-SEM

S.Mostafa Rasolimanesh, Taylor's University, Malaysia

Room: 1

11:00-13:00 - AGRICULTURE HERITAGE TOURISM

Kazem Vafadari, Ritsumeikan Asia Pacific, Japan

Room: 2

13:00-14:30 Lunch

14:30-16:15 (Online) – THE AGE OF IMAGINATION, WHAT CREATIVITY DOES FOR RESEARCHERS

Manuel José Damásio, University Lusofona, Portugal

Link: <https://us02web.zoom.us/j/82011971054?pwd=UXhJNzVJOG4vR0xUY2NQUUUVqYWk4dz09>

Meeting ID: 820 1197 1054

Password: 794145

Room: 1

16:15-16:45 – REFRESHMENT BREAK

16:45-18:15 - BENEFITS OF DOING INTERNATIONAL COLLABORATIVE PROJECTS

Levent Altinay, Oxford Brookes University, UK

Room:1

18:30-20:00- WELCOME COCKTAIL

KHAS Rezan Has Museum

September 7th

09:00-09:15 WELCOME REMARKS

Room: GALATA ROOM

09:15-10:00 SYNERGIZING TOURISM THEORY AND PRACTICE COOPERATION, COLLABORATION, PARTNERSHIP

Jafar Jafari, University of Wisconsin-Stout, USA

Room: GALATA ROOM

10:00-10:30 REFRESHMENT BREAK

10:30 - 12:30 - Ideas Sessions

Room: 3

Meet with your team members

Design a work plan for the upcoming days
Mentors: Metin Kozak, Antónia Correia, Levent Altınay

Group 1- Digital and Virtual Experiences

Maksim Godovykh, University of Central Florida, USA; Ozlem Peksen Ari, Eskisehir Osmangazi University, Türkiye

Group 2- New Products, New Markets

Figen Gürcoşkun, Mugla Sitki Kocman University, Türkiye; Kadriye Kubat, Mugla Sitki Kocman University, Türkiye

Group 3- Inclusive Practices

Mohammad Sharifi-Tehrani, Art University of Isfahan, Iran; Natalia Tomczewska-Popowycz, University of Silesia in Katowice, Poland

10:30 - 12:30 - Regular Papers Sessions

10:30-11.30- DESTINATION RESILIENCE AND SUSTAINABLE DEVELOPMENT

Chair: Mostafa Rasoolimanesh, Taylor's University, Malaysia
Room: 2

Sustainable Development of Cultural Tourism at World Heritage Sites: A Meta-Synthesis

Mohanna Nikbin, Islamic Azad University, Iran

Developing Sustainable Tourism Indicators for Urban Destination

Atchara Salee, Taylor's University, Malaysia; Mostafa Rasoolimanesh, Taylor's University, Malaysia

Exploring the true impacts of tourism: A call for collaborative research

Maksim Godovykh, University of Central Florida, USA; Alan Fyall, University of Central Florida, USA; Abrazam Pizam, University of Central Florida, USA

Climate Justice for Tourism Transition into a Zero-carbon Economy

Raymond Rastegar, University of Queensland, Australia

The impacts of Tourists' Behavior on Climate Change: Adaptions and Mitigations Measures

Marzieh Yazdani, Sweden

11:30-12.30- INCLUSIVE AND EQUITABLE APPROACHES IN TOURISM

Chair: Raymond Rastegar, University of Queensland, Australia
Room: 2

Strategic Management Tool for Tourism and Hospitality Talent Metrics Competency Measurement

Demet Ceylan, Antalya Bilim University, Türkiye

Justice Based Tourism Development Through Good Governance Approach: The case of Tourism Development in Qeshm Island

Mahmood Ziaee, Allameh Tabataba'i University, Iran; Raymond Rastegar, University of Queensland, Australia; Gholamreza Kazemian Shirvani, Allameh Tabataba'i University, Iran; Tahereh Shahi, Allameh Tabataba'i University, Iran

Managing Diversity in Travel and Tourism Industries

Sanaz Vatankhah, University of Bedfordshire, UK
Raymond Rastegar, University of Queensland, Australia

Corporate Social Responsibility, Organizational Justice and Quality of work life: A study of hotel employees in China

Mou Wanyu, Taylor's University, Malaysia; Mostafa Rasoolimanesh, University of Queensland, Australia

Multifactor Leadership Styles and Knowledge Management in Tourism SMEs, Case Study of Yazd Travel Agencies

Maryam Sedaghat, Kharazmi University, Iran; Morteza Bazrafshan, Higher Education Complex of Bam, Iran

12:30-13.30 Lunch



14:00 - 18:00 - Ideas Sessions

Room: 3

Work with your team

Mentors: Metin Kozak, Antónia Correia, Levent Altınay

Group 1- Digital and Virtual Experiences

Maksim Godovykh, University of Central Florida, USA; Ozlem Peksen Ari, Eskisehir Osmangazi University, Türkiye

Group 2- New Products, New Markets

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Group 3- Inclusive Practices

Mohammad Sharifi-Tehrani, Art University of Isfahan, Iran; Natalia Tomczewska-Popowycz, University of Silesia in Katowice, Poland

14:00 - 18:00 - Regular Papers Sessions

14:00-18:00 Regular Papers Sessions**14:00-15:00- DIGITAL TRANSFORMATION, VIRTUAL TOURISM AND TECHNOLOGY**Chair: Jaime Serra, CIDEHUS, University of Évora, Portugal
Room: 2**Social networks Users' Engagement Intention in Response to the News of the Corona Virus Crisis The Role of Source Credibility, Individual Attitude and Users' Subjective Well-Being**Amir Reza Mahin Taghizadeh, University of Tabriz, Iran
Abolfazl Haqverdizadeh, University of Mohaghegh Ardabili, Iran**Sustainable smart destinations: insights towards the implementation of a regional-based tourism intelligence system**

Jaime Manuel Moleiro Serra, CIDEHUS, University of Évora, Portugal

Maria Borges, CIDEHUS, University of Évora, Portugal
Joana Lima, CIDEHUS, University of Évora, Portugal
Noémi Marujo, CIDEHUS, University of Évora, Portugal**Micro-credentials and the change in the management of training and development in tourism**José Dias Lopes, ISEG/Ulisboa, Portugal; & KIPT, Portugal
Célia Gonçalves ISMAT, Portugal**15:00-15:30 REFRESHMENT BREAK****15:30-16:30 – LOCAL COMMUNITIES, CULTURE AND HERITAGE**Chair: José Dias Lopes, ISEG/Ulisboa, Portugal; & KIPT, Portugal
Room: 2***Is the Restaurant Traditionality Enough to Satisfy the Customer***Mohamad Bagher Mohamadi, University of Tabriz, Iran
Zahra Heydari, University of Tabriz, Iran
Sarineh Azizsardroud, University of Tabriz, Iran
Abolfazl Haqverdizadeh University of Mohaghegh Ardabili, Iran***Homestay hosting and pattern of space utilization in Indian Himalayas***Gopi Nath Vajpai, National Institute of Science Education and Research Bhubaneswar, India
Debashis Pattanaik, National Institute of Science Education and Research Bhubaneswar, India***Peace through Multi-Country Cultural Tourism***

Farshad Shalforoush Khelejani, Ege University, Türkiye

Nexus between food vlogging and authentic Malaysian cuisine consumption: The mediating role of perceived satisfaction and perceived quality

Tariqul Islam, Universiti Putra Malaysia, Malaysia

16:30-18:00- FUTURE RESEARCH COMPETITIONMentors: Metin Kozak, Antónia Correia, Levent Altınay, Jaime Serra, Kazem Vafadari
Room 2

Group 1 - Tourism Policy and Planning

Group 2 - Tourism Marketing and Destination Image

Group 3 - Local Communities, Culture and Heritage

Group 4 - Destination Resilience and Sustainable Development

Group 5 - Digital Transformation, Virtual Tourism and Technology

Group 6 - Inclusive and Equitable Approaches in Tourism

September 8th

09:00-09:15- ANNOUNCEMENTS; SUMMARY OF THE SEPTEMBER 7TH COVERAGE

Room: GALATA ROOM

09:15-10:00- RESILIENCE IN TOURISM: NEW TRENDS, OLD TENSIONS AND THE QUEST FOR A BETTER FUTURE

Marina Novelli, University of Brighthon, UK

Room: GALATA ROOM

10:00-10:30 REFRESHMENT BREAK

10:30 - 13:00 - Ideas Sessions

Room: 3

Work with your team

Mentors: Metin Kozak, Antónia Correia, Levent Altinay

Group 1- Digital and Virtual Experiences

Maksim Godovykh, University of Central Florida, USA; Ozlem Peksen Ari, Eskisehir Osmangazi University, Türkiye

Group 2- New Products, New Markets

Figen Gürcoşkun, Mugla Sitki Kocman University, Türkiye; Kadriye Kubat, Mugla Sitki Kocman University, Türkiye

Group 3- Inclusive Practices

Mohammad Sharifi-Tehrani, Art University of Isfahan, Iran; Natalia Tomczewska-Popowycz, University of Silesia in Katowice, Poland

Group 1 - Tourism Policy and Planning

Group 2 - Tourism Marketing and Destination Image

Group 3 - Local Communities, Culture and Heritage

Group 4 - Destination Resilience and Sustainable Development

Group 5 - Digital Transformation, Virtual Tourism and Technology

Group 6 - Inclusive and Equitable Approaches in Tourism

13:00-14:00 LUNCH

14:00-18:00 TECHNICAL TOUR

10:30 - 13:00 - Regular Papers Sessions

10:30-11:00- PANDEMICS AND TOURISM RECOVERY

Chair: Erose Shapitt, Manchester Metropolitan University, UK
Room 2*A Netnographic Examination of Drivers of Interactive Value Formation Airbnb Guest's Perceptions Amid COVID-19*Erose Sthapit, Manchester Metropolitan University, UK
Erose Sthapit, Manchester Metropolitan University, UK
Matthew J. Stone, California State University, USA
Peter Björk, Hanken School of Economics, Finland*Women Empowerment: Is it A Remedy to Overcome Human Resources Challenges in Hotels after COVID-19?*Hanım Kader Şanlıöz-Özgen, Özyeğin University, Türkiye
Şehriban Kaya, Dokuz Eylül University, Türkiye
Özen Baş, Kadir Has University, Türkiye

11:00-12:00- TOURISM BEHAVIOUR CHANGES

Chair: Norain Othman, Universiti Teknologi MARA
Malaysia
Room: 2*Building Emotions: great experiences, great memories: measuring emotions in real time in a wine experience*Anne Tess Guimarães, University of Coimbra, Portugal
Amaldo Coelho University of Coimbra, Portugal*Exploring the drivers of Gen Z tourists' boycott behaviour: A lifestyle politics perspective*Siamak Seyfi, University of Oulu, Finland
Michael Hall, University of Canterbury, New Zealand*The relationship between alienation and hedonic values*Süheyla Gökçe, Dokuz Eylül University, Türkiye
Metin Kozak, Kadir Has University, Türkiye*Digital Nomads and Well Developed Tourism Destinations*Renata Tomljenović, Institute for Tourism, Zagreb, Croatia;
Zrinka Marušić, Institute for Tourism, Zagreb, Croatia; Matina Gjurašić, Institute for Tourism, Zagreb, Croatia*Managing Environmental Footprint of Short Food Supply Chain Components*

Damir Krešić, Institute for Tourism, Zagreb, Croatia; Matina Gjurašić Institute for Tourism, Zagreb, Croatia; Izidora Marković Vukadin Institute for Tourism, Zagreb, Croatia

12:00-13:00 - FUTURE RESEARCH COMPETITION

Mentors: Metin Kozak, Antónia Correia, Levent Altinay, Jaime Serra, Kazem Vafadar
Room 2

September 9th

09:00-09:15- ANNOUNCEMENTS; SUMMARY OF THE SEPTEMBER 8TH COVERAGE

Room: GALATA ROOM

09:15-10:30- THE HOSPITALITY AND TOURISM INDUSTRY PANEL OF EXPERTS

LESSONS LEARNED: THE WAY FORWARD (take 1)

Room: GALATA ROOM

Hesamedin Amiri, CEO
Espinass Hotel Group, Iran

Esrail Shafizadeh, CEO
Jasmin Tours and Safaris, Spain

Akbar Rezvanian, CEO
Noghli House Complex, Iran

Mohamad Reza Majidi, Professor
University of Tehran, Iran

Jafar Jafari, Moderator
University of Wisconsin-Stout, USA

10:30-11:30 THE HOSPITALITY AND TOURISM INDUSTRY PANEL OF EXPERTS

LESSONS LEARNED: THE WAY FORWARD (take 2)

Room: GALATA ROOM

Cem Kinay, Hotel Investor & Consultant, Türkiye

Akın Arıkan, TURA Turizm, Türkiye

Metin Kozak, Moderator
Kadir Has University, Türkiye

11:30-11:45 REFRESHMENT BREAK

11:45 - 12:30 - Ideas Sessions

Room: 3

Work with your team
Mentors: **Metin Kozak, Antónia Correia, Levent Altınay**

Group 1- Digital and Virtual Experiences
Maksim Godovykh, University of Central Florida, USA; Ozlem Peksen Ari, Eskisehir Osmangazi University, Türkiye

Group 2- New Products, New Markets
Figen Gürcoşkun, Mugla Sitki Kocman University, Türkiye; Kadriye Kubat, Mugla Sitki Kocman University, Türkiye

Group 3- Inclusive Practices
Mohammad Sharifi-Tehrani, Art University of Isfahan, Iran; Natalia Tomczewska-Popowycz, University of Silesia in Katowice, Poland

11:45 - 12:30 - Regular Papers Sessions

11:45-12:30 - TOURISM MARKETING AND DESTINATION IMAGE

Chair: Siamak Seyfi, University of Oulu, Finland
Room: 2

Tourism video marketing; Case of Iran during 2022 World Cup in Qatar

Masih Sharif, Travel Shots travel filmmaking group, Iran

Rural tourism in children's drawings

Morteza Bazrafshan, Higher Education Complex of Bam, Iran;
Maryam Sedaghat, Kharazmi University, Iran

Sentiment analysis in all-Inclusive hotels & resorts in Portugal

Carimo Rassal, Hospitality, ISEC Lisboa, Portugal ; Luana Beckmann, Hospitality, ISEC Lisboa, Portugal; Nuno António, Hospitality, ISEC Lisboa, Portugal; Andreia Coelho, Hospitality, ISEC Lisboa, Portugal; Rute Coelho, Hospitality, ISEC Lisboa, Portugal; Ana Palma, Hospitality, ISEC Lisboa, Portugal

13:00-14:00 LUNCH

14:00-15:30 IDEAS AND FUTURE RESEARCH COMPETITION

Mentors: Metin Kozak, Antónia Correia, Levent Altinay, Jaime Serra, Kazem Vafadari
Room 2

Future Research Groups:

- Group 1 - Tourism Policy and Planning
- Group 2- Tourism Marketing and Destination Image
- Group 3- Local Communities, Culture and Heritage
- Group 4- Destination Resilience and Sustainable Development
- Group 5- Digital Transformation, Virtual Tourism and Technology
- Group 6- Inclusive and Equitable Approaches in Tourism

Ideas Groups:

Group 1- Digital and Virtual experiences

Maksim Godovykh, University of Central Florida, USA
Ozlem Peksen Ari, Eskisehir Osmangazi University, Türkiye

Group 2- New products, new markets

Figen Gürcoşkun, Mugla Sitki Kocman University, Türkiye
Kadriye Kubat, Mugla Sitki Kocman University, Türkiye

Group 3- Inclusive practices

Mohammad Sharifi-Tehrani, Art University of Isfahan, Iran
Natalia Tomczewska-Popowycz, University of Silesia in Katowice, Poland

16:00-17:00- CLOSING CEREMONY, BEST PAPER AND AWARDS

Room: GALATA ROOM

19:00-23:00- FAREWELL DINNER

(Location to be announced at the Conference)

