



CONFERENCE PROGRAM  
CASABLANCA, MOROCCO

7<sup>TH</sup> ADVANCES IN TOURISM  
MARKETING CONFERENCE

**ATmc**

CASABLANCA - MOROCCO, SEPTEMBER. 6-9<sup>TH</sup> 2017

# KEYNOTE SPEAKERS



**Jafar Jafari**

Golocalization of Tourism: Which Image to Project?

**7<sup>TH</sup> SEPTEMBER 10.00 - 11.00**



**Myriam Verebeke**

Cultural tourismscapes; Synergy between tangible and intangible heritage resources.

**7<sup>TH</sup> SEPTEMBER 14.00 - 15.00**



**Tom Baum**

Branding the People: The role of the workforce in the marketing of cultural tourism.

**8<sup>TH</sup> SEPTEMBER 16.00 - 17.00**

**6<sup>TH</sup> SEPTEMBER**  
**WEDNESDAY**

**09:00 - 18.00**

Registration and check-in at Hotel Indou Anfa

**18.00-20.00**

Welcome reception at Idou Anfa Casablanca



# 7<sup>TH</sup> SEPTEMBER THURSDAY

09:30 - 10:00

**OPENING SESSION** - Jafar Jafari, Metin Kozak, Antónia Correia, Juergen Gnoth, Alan Fyall

10:00 - 11:00

Golocalization of Tourism: Which Image to Project?, by Jafar Jafari

11:30 - 13:00

## SESSION 1 - CHAIR\_ ALAIN DECROP

Uehara, A., Naoi, T. & Iijima, S. | Relationship Between Servicescapes and Tourists' Evaluation of Shops: Case of a Shopping District in Naha City.

Decrop, A. & Del Chiappa, G. | Choice Overload and Decision Strategies: An Experiment-Based Approach Comparing Hotel and Telecommunication Services.

Amaro, S., Ferreira, B., & Henriques, C. | What is important in a souvenir?

Hsu, C. H.C., & Chen, N. | Beyond Attitude: A Study of Hong Kong Residents in the Context of Mainland Chinese Tourists as a Dominant Source Market

## SESSION 2 - CHAIR\_ ELISABETH KASTENHOLZ

Anastassova, L. | Destination experience perception by tourists and preliminary destination image in their minds: Empirical study and marketing implications.

Souza, L.H., Kastenholtz, E., & Barbosa, M. | Tourist experience, perceived authenticity and place attachment when consuming person-to-person accommodation: evidence for destination loyalty.

Carvalho, M., Kastenholtz, E., & Carneiro, M.J. | Immersion in local culture through co-creating food experiences.

Derek, M. & Kulczyk, S. | "I Was There!" Urban Landscape and the Tourist Experience in Warsaw, Poland.

## SESSION 3 - CHAIR\_ GIACOMO DEL CHIAPPA

Vilkas, A., Rodrigues, V., Chueco, B. & Wada, E. | Events as a way of cultural promotion and competitive strategy behind hospitality

Murdy, S., Tomazos, K., & Wilson, J. | Communicating conservation: A content analysis of cetacean based tour operator websites.

Panyik, E., Andrade, J., & Cunha, M.A. | Alternative forms of media construction of destinations: Music videos as influencers of destination preferences

Del Chiappa, G., Loriga, A., & Meleddu, M. | Analyzing determinants of travelers expenditure behavior in airports

## SESSION 4 - CHAIR\_ JUERGEN GNOTH

Koivisto, E., Mattila, P., & Somppi, S. | Mastering the art of co-creating together at music festivals – A process model for Customer Experience Management.

Fan, D.X.F., Liu, A., & Qiu, R.T.R. | The Impact of the Culture Distance on Tourism Demand--An Econometric Method from a Global Perspective

Carvalho, A.B., & Bonito, A.T. | Sharing culture through tourism - Douro Valley storying-telling



# 7<sup>TH</sup> SEPTEMBER THURSDAY

13:00 - 14:00

## LUNCH TIME!

14:00 - 15:00

Cultural tourism landscapes; Synergy between tangible and intangible heritage resources  
by Myriam Verebeke

15:00 - 16:30

## SESSION 5 - CHAIR\_ JOAN B. GARAU

Zhou, X., Ferrer-Rosell, B., & Coenders, G. | Use of Social Media as e-marketing tool. Comparison of Weibo posts of big and small hotels in China.

Marine-Roig, E., & Ferrer-Rosell, B. | Projected versus perceived destination image: The case of Catalonia.

Garau-Vadell, J.B., Orfila-Sintes, F., & Batle-Lorente, J. | The Quest for Authenticity and P2P Experiences.

## SESSION 6 - CHAIR\_ ALAN FYALL

Terry, E., Taheri, B., Thompson, J., Okumus, F. & O’Gorman, K. | Transcendent Tourism Experiences: Skiing in Iran.

Marques, C. | Hosts being guests: Service experience and support for casino.

Damijanić, A. T., Saftić, D., Luk, N., & Kerma, S. | Wine as a Driver in Fostering Heritage Based Tourist Product.

ZGurel, E. | Why Do People Visit Museums? Visitors’ Perceptions of Museums: A Cross-Cultural Study

## SESSION 7 - CHAIR\_ ANTÓNIA CORREIA

Alvarez, M.D., & Campo, S. | Cross-Border Marketing in Tourism: Country Animosity and the Role of Media.

Mohamed, N., Taheri, B., Hopkinson, P., & Jafari, A. | The Maldives as Islamic destination image.

Ghasemi, V., Del Chiappa, G. & Correia, A. | Conceptualizing and Testing the Role of Residents’ apathy and its Influence on Service Quality and Tourists’ Behaviors

## SESSION 8 - CHAIR\_ CLÁUDIA SEABRA

Endo, Y. | Hotel Management based on Corporate Philosophy: The case of Ryokan Japanese traditional inn.

Rodrigues, A.P., Vieira, I., Fernandes, D., & Pires, C. | Residents’ support for tourism development in a Portuguese historic town: the role of residents’ trust in government actors, tourism impacts, community attachment and local government management of tourism

Vieira, I., Rodrigues, A.P, Fernandes, D. & Mota, M. | Stakeholder’s role in promoting sustainable tourism development: the case of a Portuguese small historic town

Frias, C., Silva, C., Amante, M.J., & Seabra, C. | Storytelling Tourist Experience promoted by the official sites of World Heritage Historic Centers



# 7<sup>TH</sup> SEPTEMBER THURSDAY

16:30 - 17:00

## COFFE BREAK

17:00 - 18:30

## SESSION 9 - CHAIR\_ ANA ISABEL RODRIGUES

Kuhzady, S., Ghasemi, V., Hashemi, S. | Pictorial Analysis of the Projected Destination Image: Portugal on Instagram.

Rodrigues, A., Pereira, R. , & Rodrigues, A.I. | Nightscape photography and tourism promotion, an exploratory study

Rodrigues, A.I., & Correia, A. | Aesthetics and Destinations: Review of Findings

## SESSION 10 - CHAIR\_ JUERGEN GNOTH

Dinçer, M., Özdemir-Güzel, S. & Gedik, S. | Why Tourists Prefer Staying with Airbnb Compared with Hotels.

Peng, N. & Chen, A. | Intention to dine at luxury restaurants when traveling

Doumi, M., Kyriakaki, A. & Stavrinoudis, T. | Segmenting residents' attitudes towards local tourism events on Chios island – A cluster analysis

## SESSION 11 - CHAIR\_ NINA PREBENSEN

Prebensen, N.K., & Campos, A.C. | Operant resources in experiential consumption: self-efficacy versus perceived behavioral control

Cordina, R., Taheri, B., Bititci, U., Gannon, M., & McFarlane, J. | Performance measurement systems: Does market focused learning and entrepreneurial orientation improve travel agency performance?

Cesário, F., Portugal, M., Rodrigues, B., & Correia, A. | Motivation for a Career in Hotel and Tourism Industry: a self-determination approach

Bavik, A., Correia, A., & Kozak, M. | Motivations to travel to Macau, a multigroup analysis

## SESSION 12 - CHAIR\_ RAFAEL CORTÉS

Carvalho, I., Costa, C., Lykke, A. & Torres, A. | Beyond gendered tourism labour: contributions to an intersectional perspective.

Maher, N., Mansour, E. & Eyada, A. | The role of the New Suez Canal Project in developing Inter-Arab Tourism: A Suggested Development Plan.

Wada, E., & Santos, A. | Empirical discussion on services' management from hospitality's perspective.

Correia, A., Águas, P., Portugal, J., & Ferradeira, J. | Algarve Brand Personality.



# 8<sup>TH</sup> SEPTEMBER

## FRIDAY

09:30 - 11:00

### SESSION 13 - CHAIR\_ JUERGEN GNOTH

Chueco, B., Vilkas, A., Rodrigues, V., & Wada, E. | The travel policy on corporate mobility process and the relationship with hospitality: a view of the application by the traveler

Kovačić, M., Favro, S. & Perišić, M. | "Do communities have an issue in managing beaches when they have to satisfy both, the locals and tourists? - Case study of Croatia

Gelbman, A. | Implementing Community-based Tourism, Social Values and Innovation in Different Cities: Nazareth Jerusalem and Tel Aviv

Juergen Gnoth, J. & Han Zhou | Chinese tourists' interest and approaches to Maori culture in New Zealand

### SESSION 14 - CHAIR\_ ALAN FYALL

Seabra, C. | Terrorism and Tourism revisited.

Seabra, C., Kastenholz, E., Abrantes, J. L., & Reis, M. | Is there a link between peace and tourism?

Lyngnes, S. | Museums as tourist experiences - Added value from digital and personal guides?

Hiruta, T., Naoi, T., Ijima, S. & Uehara, A. | Emotional labor in shopping districts: Its relationship with cross-cultural adaptability, customer orientation, emotional exhaustion, and job satisfaction.

### SESSION 15 - CHAIR\_ MIRJANA KOVACIC

Orit Unger, O., Uriely, N. & Fuchs, G. | Beyond the "Tourist Environmental Bubble": Cross-cultural Encounters of Business Travelers.

Cherkani, N. & Brito, P.Q. | Traveling to a less safe destination: The case of Morocco.

Ertas, M., Gokce, Z., Kirlar Can, B., & Tutuncu, | O. Evaluation of Crisis Management Practices in Turkish Tourism Industry

Melgarejo, A. | Archaeological tourist destinations planning and management in Pompeii (Italy), Angkor (Cambodia) and Machu Picchu (Peru).

11:00 - 11:30

### COFFE BREAK

11:30 - 13:00

### SESSION 16 - CHAIR\_ GIACOMO DEL CHIAPPA

Gonçalves, J.C. | Storytelling – Narratives that shape destinations.

Vallabh, D., Ndzimemi, A., & Apleni, L. | Assessing Community Engagement and Tourism Development: A case study of Nqileni, Bulungula Lodge in the Eastern Cape Province

Mei Pung, J. & Del Chiappa, G. | Understanding Chinese travellers' motivations to visit Europe: views of students from Generation Y



# 8<sup>TH</sup> SEPTEMBER

## FRIDAY

11:30 - 13:00

### SESSION 17 - CHAIR\_ FERNANDO ALMEIDA

Almeida, F. & Cortés, R. | Place attachment, rootedness and attitudes in mature destinations.

Ozdemir, M., Cetin, G., & Dincer, F. I. | Experiential Components of Tour Guiding in Package Tours.

Alrwajfah, M., Garcia, F.A., & Macías, R. | An analysis of tourism policy development in Petra: The role of the host community in tourism development.

Woyo, E. & Slabbert, E. | Cross-border tourism destination marketing: the case of Victoria Falls

13:00 / 14:00

### LUNCH TIME

14:00 - 15:30

### SESSION 18 - CHAIR\_ MARCELO OLIVEIRA

António, M., Leal, M.C., & Oliveira, M. | Branding Literary Destinations: A Netnographic Analysis of the Image of the José Saramago Foundation, Lisbon.

Doumi, M. & Kyriakaki, A., Stavrinoudis, T., Karamanou, P. | Residents' perception of wine trails impact on sustainable development.

Ghasemi, V., Del Chiappa, G. & Correia, A. | Residents' apathy toward tourism development; a systematic literature review

Oliveira, I., Oliveira, C.M., & Costa, N. | Millennial Generation outbound Travel Market, the case of Oporto

### SESSION 19 - CHAIR\_ ELISABETH WADA

Esteves, T., Portugal, M., Fonseca, J., & Correia, A. | A Inovação na Oferta Turística como Factor de Sustentabilidade: "Lisboa está na moda"

Rassal, C., Serra, F., & Correia, A. | Implicações do Sistema All Inclusive na Fidelização de Clientes: Caso de Estudo em Hotéis do Concelho de Albufeira

Marques, R., & Wada, E. | Gramado e Bento Gonçalves, na serra gaúcha brasileira, e a divulgação e promoção do turismo nas mídias digitais.

### SESSION 20 - CHAIR\_ FRANCISCO CESÁRIO

Marques, G., Correia, A., & Costa, C.M. | Customer orientation and emotional labor in tourism organizations: The effects on burnout and performance

Portugal, J. & Correia, A. | Motivações de escolha de um Festival de Música

Portugal, M., Carmo, M., & Correia, A. | "Razões para a Falta de Atratividade da Prática do Golfe em Alunos do Ensino Superior"



# 8<sup>TH</sup> SEPTEMBER FRIDAY

15:30 - 16:00	COFFE BREAK
16.00-17.00	BRANDING THE PEOPLE: The role of the workforce in the marketing of cultural tourism, by Tom Baum
17.00-17.30	Closing Ceremony
20.00-23.00	GALA DINNER

# 9<sup>TH</sup> SEPTEMBER SATURDAY

10.00-16:00 CASABLANCA EXCURSION - Lunch at own expenses

9<sup>TH</sup> SEPT. - 10<sup>TH</sup> SEPT.  
SAT./ MON.

TOUR TO MARRAKESH - Dinner at own expenses