

DATE	HOUR	INTERDISCIPLINARY CONFERENCE			GRADUATE CONFERENCE		
		122	123	124	125	126	
6 June 2017	10.00 – 17.00	<i>Seminars 120)</i>					
7 June 2017	11.00 – 12.30	<i>Panel: Lessons we have learned in our research careers (Salón de Actos- Conference Room)</i>					
	14.00-15.30	Farsi Session 1		Spanish Session 1	Types Of Tourism	PhD 1	
	COFFEE BREAK						
8 June 2017	16.00-17.30	Farsi Session 2		Tourism Sociology, Development & Education		MA/MS Thesis	
	09.00-10.30	Farsi Session 3	Economy & Development	Spanish Session 2	Destination Management & Marketing		
	COFFEE BREAK						
	11.00-12.30		Marketing	Spanish Session 3	Tourist Behaviour		
	LUNCH						
	14.00-15.30	Environment & Eco-Tourism	Management, Education & Sociology	Spanish Session 4	Hospitality Management		
	COFFEE BREAK						
	16.00-17.30			Spanish Session 5	Tourism Industry & Marketing		
	18.00 – 19.30	<i>Panel: Advances in Regional Tourism Policy (Salón de Actos- Conference Room)</i>					
9 June 2017							
	09.00-10.30			Hotel & Restaurant Management	PhD 2		
	11.00 – 12.30	<i>Panel: Perspectives on tourism knowledge production and application (Salón de Actos- Conference Room)</i>					

INVITED SPEAKERS



John Crompton
Texas A&M University, USA



Adele Ladkin
Bournemouth University, UK



Antonia Correia
University of Algarve & Universidade Europeia, Portugal



SooCheong (Shawn) Jang
Purdue University, USA



Karl Wöber
Modul University, Austria

6 JUNE 2017 TUESDAY



Session : **Seminar I**

Venue : **Venue: Faculty Of Business Studies (Facultad De Ciencias De La Empresa) Classroom 120**

10:00 – 12:00 **Transformation in tourism knowledge a neural network analysis**

Prof. Dr. Antónia Correia, University of Algarve & European University, Portugal

12:00 – 13:30 LUNCH



Session : **Seminar II**

Venue : **Venue: Faculty Of Business Studies (Facultad De Ciencias De La Empresa) Classroom 120**

13:30 – 14:30 **How to submit academic papers**

Prof. Dr. Metin Kozak, Dokuz Eylul University

14.30-15.00 COFFEE BREAK



Session : **Seminar III**

Venue : **Venue: Faculty Of Business Studies (Facultad De Ciencias De La Empresa) Classroom 120**

15:00 – 17:00 **Transformation in tourism knowledge a neural network analysis**

SooCheong (Shaen) Jang, Purdue University, USA

18:00 – 19:00 Welcome cocktail (Faculty Hall- Patio de la Facultad)

7 JUNE 2017 WEDNESDAY

09.00 – 10.00 **Registration (Ground floor of the Faculty)**

10.00 – 11.00 **Opening Remarks and Welcome Address**

(Salón de Actos- Conference Room)

D^a **Beatriz Miguel**, Vice-rector Technical University of Cartagena

Metin Kozak and Andres Artal-Tur, Co-chairs of Anatolia International Conferences

D^a **Obdulia Gómez Bernal**, Concejala Delegada de Industria, Turismo, Agricultura, Pesca, Desarrollo Rural y Litoral, Ayuntamiento de Cartagena

11.00 – 12.30

Venue : **Salón de Actos- Conference Room**

Session : **Lessons we have learned in our research careers**

John Crompton, Texas A&M University, USA

Adele Ladkin, Bournemouth University, UK

SooCheong (Shawn) Jang, Purdue University, USA

Antonia Correia, Universidade Europeia & University of Algarve, Portugal

Karl Woeber, Modul University, Austria

12:30 – 14:00 LUNCH (Faculty Hall- Patio de la Facultad)

14.00 – 15.30

Venue : **Classroom 124**

Session : **Spanish/Portuguese Session 1 (Presentations are delivered in Spanish/Portuguese but Q&As are handled in English)**

Chair : **Maribel González-Martínez**, Universidad de Murcia, Spain

Tourist routes strategies of local development

Cláudia Brazil Marques, Universidade Federal do Rio, Brasil

Carlos Honorato Schuch Santos, Grande do Sul-UFRGS, Brasil

Rural development politics: Rural tourism case in two cities of São Paulo/Brazil and Galicia/Spain

Clediane Nascimento Santos, UNESP – Univ. Estadual Paulista, Presidente Prudente/SP, Brazil

Rosângela C. Cortez Thomaz, São Paulo State University, Presidente Prudente/SP, Brazil

Xosé M. Santos Solla, University of Santiago de Compostela, Spain

Urban positioning through music tourism: The phenomenon of Music Cities

Paula Simó Tomás, Universitat de València, Spain

A nonlinear dynamic model for international tourism demand on the Spanish Mediterranean coasts

Isabel P. Albaladejo, Universidad de Murcia, Spain

Maribel González-Martínez, Universidad de Murcia, Spain

15.30 – 16.00 COFFEE BREAK (Faculty Hall- Patio de la Facultad)

7 JUNE 2017 WEDNESDAY

16.00 – 17.30

Venue : **Classroom 124**
Session : **Tourism Sociology, Development & Education**
Chair : **Ana Isabel Rodrigues, Polytechnic Institute of Beja, Portugal**

Methodology for modeling the relationship between culture and tourism based on memetic multi-agent system (MeMAS)

Alejandro Delgado Castro, University of Havana, Cuba
Jeisy Díaz Fernández, University of Havana, Cuba

EBSCode - eco based surf code – surfing for a sustainable development of beaches: The Portuguese case

Fernanda Oliveira, CITUR - Tourism Applied Research Centre, ESTM, Portugal
Sofia Eurico, CITUR - Tourism Applied Research Centre, ESTM, Portugal
João Paulo Jorge, CITUR - Tourism Applied Research Centre, ESTM, Portugal

Are visual methods a suitable tool for tourism education? The reflective photography as an example

Ana Isabel Rodrigues, Polytechnic Institute of Beja, Portugal

The development of transversal skills: A successful pedagogical experience

Didiana Fernandes, Polytechnic Institute of Viseu, Portugal
Isabel Vieira, Polytechnic Institute of Viseu, Portugal
Ana Paula Rodrigues, University of Trás-os-Montes and Alto Douro, Portugal
Isabel Oliveira, Polytechnic Institute of Viseu, Portugal
Miguel Mota, Polytechnic Institute of Viseu, Portugal

14.00 – 15.30

Venue : **Classroom 125**
Session : **Types of Tourism**
Chair : **Adele Ladkin, Bournemouth University, UK**

Cruise tourism, economic impact and regional input-output tables: An application to Cartagena's Port (Spain)

Andrés Artal-Tur, Technical University of Cartagena, Spain
José Miguel Navarro-Azorín, Technical University of Cartagena, Spain
José María Ramos-Parreño, Technical University of Cartagena, Spain

Back to the same place of holidays: An analysis of european tourists' preferences towards cultural tourism

Rui Amaral, University of Évora, Portugal
Jaime Serra, University of Évora, Portugal

The importance of experience in participant's motivations in sport tourism events of recreational practice

Teresa Palrão, ISCTE | Instituto Universitário de Lisboa, Portugal
José António Filipe, Instituto Universitário de Lisboa, Portugal

A culinary tourism innovation: The fourth wave of coffee

Uğur Kaçan, Hasan Hüseyin Erdoğan, Piri Reis University, Turkey

Tourists' city trip activity program preferences a personalized stated choice experiment

Astrid Kemperman, Eindhoven University of Technology, Netherlands

15.30 – 16.00 COFFEE BREAK (Faculty Hall- Patio de la Facultad)

7 JUNE 2017 WEDNESDAY

14.00 – 15.30

Venue : **Classroom 126**
Session : **PhD 1**
Chair : **Karl Wöber, Modul University, Austria**

Wine and Gastronomy: Experiences and Routes in Lisbon

Arlindo Madeira, ISCTE-Instituto Universitário de Lisboa/ Universidade Europeia, Portugal

Exchange rate risk management in the hotel industry

Yelka Egenschwiler, University of Bern, Switzerland

15.30 – 16.00 COFFEE BREAK (Faculty Hall- Patio de la Facultad)

16.00 – 17.30

Venue : **Classroom 126**
Session : **MA/MS Thesis**
Chair : **Mehmet Altin, University of Central Florida, USA**

Strategic strikes: Surf tourism and extreme seasonality in Pavones Costa Rica

Jim Brown, School of International Service American University, USA

Scientific tourism in the Alentejo Region: An exploratory study of the visitors' profile and motivations at the regional science centres

Susana Campos, University of Évora, Portugal

8 JUNE 2017 THURSDAY

09.00 – 10.30

Venue : **Classroom 124**
Session : **Spanish/Portuguese Session 2 (Presentations are delivered in Spanish/Portuguese but Q&As are handled in English)**
Chair : Luisa Alamá-Sabater, Universidad Jaume I, Castellón, Spain

Coastal sustainable tourism in the Region of Murcia (Spain): A comparative analysis using synthetic indicators

M. Belén Cobacho, Universidad Politécnica de Cartagena, Spain
Lorena J. Martínez García, Universidad Politécnica de Cartagena, Spain

Magic Towns Program (Mexico): Situation of its localities in phase of implication

Rosa María Angélica Shaadi Rodríguez, Universidad Autónoma de Aguascalientes, México
Leticia del Socorro Shaadi Rodríguez, Universidad Autónoma de Aguascalientes, México
Ismael Manuel Rodríguez Herrera, Universidad Autónoma de Aguascalientes, México
Juan Ignacio Pulido Fernández, Universidad de Jaén, Spain

Accounting for spatial dependence in tourist expenditure functions

Luisa Alamá-Sabater, Universidad Jaume I, Castellón, Spain
Andres Artal-Tur, Universidad Politécnica de Cartagena, Spain

A theoretical framework for key processes on environmental knowledge management

Aurora Martínez Martínez, Universidad Internacional de la Rioja, Spain
Cristina Zumel Jiménez, Universidad Politécnica de Cartagena, Spain
Juan Gabriel Cegarra Navarro, Universidad Politécnica de Cartagena, Spain

10.30 – 11.00 COFFEE BREAK (Faculty Hall- Patio de la Facultad)

11.00 – 12.30

Venue : **Classroom 124**
Session : **Spanish/Portuguese Session 3 (Presentations are delivered in Spanish/Portuguese but Q&As are handled in English)**
Chair : Jerónimo Esteve-Pérez, Universidad Politécnica de Cartagena, Spain

Cruise seasonality profiles in European regions

Jerónimo Esteve-Pérez, Antonio García-Sánchez, Universidad Politécnica de Cartagena, Spain

Gastronomic tourism: A bibliometric research in international and national scientific databases

Clarissa de Souza Ribeiro-Martins, Elvis Silveira-Martins, Federal University of Pelotas, Brazil

Wine tourism imaginary: A study case in Queretaro, Mexico

Gerardo Novo, Maribel Osorio, Universidad Autónoma del Estado de México, Mexico

Elements of the medical tourism product in Ciudad Juárez, México

María Teresa Martínez Almanza, Universidad Autónoma de Ciudad Juárez, Mexico
Jaume Guàrdia Julve, Universitat de Girona, Spain
Santos Alonso Morales Muñoz, Universidad Autónoma de Ciudad Juárez, Mexico
Francisco Bribiescas Silva, Universidad Autónoma de Ciudad Juárez, Mexico

The role of social media in Spanish tourism

Deborah Pricher Vera, Soledad Martínez María-Dolores, Juan Jesús Bernal Martínez, Universidad Politécnica de Cartagena, Spain

12.30 – 14.00 LUNCH (Faculty Hall- Patio de la Facultad)

14.00 – 15.30

- Venue** : **Classroom 124**
Session : **Spanish/Portuguese Session 4 (Presentations are delivered in Spanish/Portuguese but Q&As are handled in English)**
Chair : **María Antonia García-Sastre, University of the Balearic Islands, Spain**

Segmentation of hard and soft marathon runners by tourism behavioural variables and loyalty: The case of the Balearic Islands

Margarita Alemany-Hormaeche, University of the Balearic Islands, Spain

Francisco Rejón-Guardia, University of the Balearic Islands, Spain

María Antonia García-Sastre, University of the Balearic Islands, Spain

Analysis of motivation and tourism behaviour of sailboat race participants in the Balearic Islands

Francisco Rejón-Guardia, University of the Balearic Islands, Spain

María Antonia García-Sastre, University of the Balearic Islands, Spain

Margarita Alemany-Hormaeche, University of the Balearic Islands, Spain

Factors influencing tourism expenditure on accommodation in World Heritage Cities Isabel Carrillo-Hidalgo, University of Jaén, Spain

Juan Ignacio Pulido-Fernández, University of Jaén, Spain

Ana Belén Mudarra Fernández, University of Jaén, Spain

How can cultural tourists contribute to sustainability of destinations?: A probability analysis for the Spanish case

Marina Villena-Navarro, Technical University of Cartagena, Spain

Andres Artal-Tur, Universidad Politécnica de Cartagena, Spain

Local culture, place identity and support for tourism development in a mining destination

Pilar Jiménez-Medina, Universidad Politécnica de Cartagena, Spain

Andrés Artal-Tur, Universidad Politécnica de Cartagena, Spain

Noelia Sánchez-Casado, Universidad Politécnica de Cartagena, Spain

15.30 – 16.00 COFFEE BREAK (Faculty Hall- Patio de la Facultad)

16.00 – 17.30

Venue : **Classroom 124**
Session : **Spanish/Portuguese Session 5 (Presentations are delivered in Spanish/Portuguese but Q&As are handled in English)**
Chair : **Juan Pedro Mellinas, Universidad Internacional de La Rioja, Spain**

Dependency of Spanish urban hotels on Booking.com

Juan Pedro Mellinas, Universidad Internacional de La Rioja, Spain

Big data and data analysis for the tourism sector

Soledad Martínez María-Dolores, Universidad Politécnica de Cartagena, Spain

Juan Jesús Bernal Martínez, Universidad Politécnica de Cartagena, Spain

A new challenge for brands: The effectiveness of the online sport sponsorship

Ángela Aguiló Lemoine, University of Balearic Island, Spain

Francisco Rejón-Guardia, University of Balearic Island, Spain

Margarita Alemany-Hormaeche, University of Balearic Island, Spain

Maria Antonia García-Sastre, University of Balearic Island, Spain

Analysis of the spatial distribution of tourism activity: An application to the volume of travelers in Extremadura

Cristina Rodríguez Rangel, Universidad de Extremadura, Spain

Marcelino Sánchez Rivero, Universidad de Extremadura, Spain

11:00 – 11:30 COFFEE BREAK

09.00 – 10.30

Venue : **Classroom 125**
Session : **Destination Management & Marketing**
Chair : **Andrés Artal-Tur, Universidad Politécnica de Cartagena, Spain**

Exploring the aesthetic construct applied to destinations: Some insights from the literature review

Ana Isabel Rodrigues, Polytechnic Institute of Beja, Portugal

Antónia Correia, University of Algarve and European University, Portugal

Impact of superior destination experience on recommendation

Gurel Cetin, Istanbul University, Turkey

Ismail Kizilirmak, Istanbul University, Turkey

Mehtap Balik, Istanbul University, Turkey

Sema Kucukali, Istanbul University, Turkey

The initiative “European Capitals of Culture” - Challenges and perspectives ahead destination Bulgaria

Mariya Stankova, SWU “Neofit Rilski”, Bulgaria

Ivanka Vasenska, SWU “Neofit Rilski”, Bulgaria

Dimitria Uzunova, SWU “Neofit Rilski”, Bulgaria

Understanding the tourists´ length of relationship with a destination

Andres Artal-Tur, Universidad Politécnica de Cartagena, Spain

Antonia Correia, Universidade Europeia and CEFAGE, Portugal

Jaime Serra, Universidade de Évora, CIDEHUS, Portugal

Factors that influence local food consumption motivation and intention to travel to a culinary tourism destination

Birce Gurbaskan, Bahçeşehir University, Turkey

10.30 – 11.00 COFFEE BREAK (Faculty Hall- Patio de la Facultad)

11.00 – 12.30

Venue : **Classroom 125**
Session : **Tourist Behaviour**
Chair : **Astrid Kemperman, Eindhoven University of Technology, Netherlands**

Tourists' city trip activity program preferences a personalized stated choice experiment

Astrid Kemperman, Eindhoven University of Technology, Netherlands

Impact of Airbnb on customer's behaviour in the UK hotel industry

Luqi Lu, Sheffield Hallam University, UK

Saloomah Tabari, Sheffield Hallam University, UK

A structural equation model of social interaction impacts on youth tourists

Maria João Carneiro, University of Aveiro, Portugal

Celeste Eusébio, University of Aveiro, Portugal

Ana Caldeira, University of Aveiro, Portugal

Quality perception among business tourists

Cláudio José Stefanini, Anhembi Morumbi – Laureate International Universities, Brazil

Elizabeth Kyoko Wada, Anhembi Morumbi – Laureate International Universities, Brazil

Travel motivations of ecotourist: An exploratory study from India

Sita Mishra, Institute of Management Technology, India

Abhinav Chandel, GLA University, India

12.30 – 14.00 LUNCH

14.00 – 15.30

Venue : **Classroom 125**
Session : **Hospitality management**
Chair : **Şükran Öktem, Başkent University, Turkey**

Special accommodation population density in Turkey – type and properties

Eda Rukiye Dönbak, Adıyaman University, Turkey

The right stars: Guessing the hotel category from unrelated features

Eva Martín-Fuentes, University of Lleida, Spain

Cesar Fernandez, University of Lleida, Spain

Carles Mateu, University of Lleida, Spain

Experience management framework for hotel managers

Hasan Hüseyin Erdoğan, Piri Reis University, Turkey

Mediation role of organizational support in the effect of organizational climate on turnover intention in hotels

Şükran Öktem, Başkent University, Turkey

What percentage of travelers are writing hotel reviews?

Juan Pedro Mellinas, Universidad Internacional de La Rioja, Spain

15.30 – 16.00 COFFEE BREAK (Faculty Hall- Patio de la Facultad)

16.00 – 17.30

Venue : **Classroom 125**

Session : **Tourism Industry & Marketing**

Chair : **Miguel Ángel Tobarra-González**, Universidad Politécnica de Cartagena, Spain

Competitiveness, innovation, and prosperity: A necessary association

Antonio García-Sánchez, Technical University of Cartagena, Spain

David Siles-López, Technical University of Cartagena, Spain

María de Mar Vázquez-Méndez, Technical University of Cartagena, Spain

Factors effecting the firm birth and death in the US: Institutional economics perspective

Mehmet Altin, University of Central Florida, USA

The medieval imagination: An interdisciplinary experience

Isabel Vieira, Polytechnic Institute of Viseu, Portugal

Didiana Fernandes, Polytechnic Institute of Viseu, Portugal

Ana Paula Rodrigues, University of Trás-os-Montes and Alto Douro, Portugal

Isabel Oliveira, Polytechnic Institute of Viseu, Portugal

Recreational value of El Valle and Carrascoy Natural Park

Miguel Ángel Tobarra-González, Universidad Politécnica de Cartagena, Spain

Javier Mendoza Monpeán, Universidad Politécnica de Cartagena, Spain

10.30 – 11.00 COFFEE BREAK (Faculty Hall- Patio de la Facultad)

18.00 – 19:30

PANEL: Advances in Regional Tourism Policy

Venue: Salón de Actos- Conference Room

D. José Manuel Ferrández, Vice-rector Universidad Politécnica de Cartagena

D. Andres Artal-Tur, Universidad Politécnica de Cartagena

D^a. Raquel Huete, Directora General Turismo de la Generalitat Valenciana

D. Manuel Fernandez-Delgado, Director General Instituto de Turismo Región de Murcia



José Manuel Ferrández
Vicerrectorado De Internacionalización,
Universidad Politécnica
De Cartagena



Andreas Artal-Tur
Technical University of Cartagena, Spain



Raquel Huete Nieves
Dirección General De Turismo, Generali-
tat Valenciana



D. Manuel Fernandez-Delgado
Director General Instituto de Turismo
Región de Murcia

9 JUNE 2017 FRIDAY

09.00 – 10.30

Venue : **Classroom 124**
Session : **Hospitality Management**
Chair : Elizabeth Kyoko Wada, Universidade Anhembi Morumbi, Brazil

Service failure and recovery strategies in restaurants: The restaurant managers' perspective in Eskisehir, Turkey

Emre Ozan Aksoz, Anadolu University, Turkey
Muharrem Tutus, Anadolu University, Turkey

Socio-economic benefit of promoting locally produced ingredients at local restaurants: SAM Framework

Milos Bujisic, The Ohio State University, USA
Vanja Bogicevic, The Ohio State University, USA

Tourism integrated supply chain management for catering services in Isfahan, Iran

Pezhman Hatamifar, University of Tehran, Iran
Parisa Mahzoon Haghghi, University of Tehran, Iran
Vahid Ghasemi, University of Cagliari, Italy
Giacomo Del Chiappa, University of Sassari, Italy

The influence of TripAdvisor quality signals on hotel prices in Iran

Vahid Ghasemi, University of Cagliari, Italy
Pezhman Hatamifar, University of Tehran, Iran
Parisa Mahzoon Haghghi, University of Tehran, Iran
Giacomo Del Chiappa, University of Sassari, Italy

Co-creation and hospitality relations on sharing economy

Erica Ana Alves Bortolotte, Universidade Anhembi Morumbi, Brazil
Elizabeth Kyoko Wada, Universidade Anhembi Morumbi, Brazil

9 JUNE 2017 FRIDAY

09.00 – 10.30

Venue : **Classroom 125**
Session : **PhD 2**
Chair : John Crompton, Texas A&M University, USA

Conditions and problems of rural tourism in Bulgaria during the first programming period after the accession to the European Union

Elena Aleksandrova, South-West University Neofit Rilski, Bulgaria

Persuading consumers to go green: Effect of perceived service greenness on environmental behavior

Hanna Paulose, The Ohio State University, USA

Service preview using virtual reality: Enhancing hotel pre-experience in customer journey

Vanja Bogicevic, The Ohio State University, USA

11.00 – 12.30

PANEL: Perspectives on tourism knowledge production and application

Venue: Salón de Actos- Conference Room

Regina Schlüter, Universidad Nacional de Quilmes, Argentina

Egon Smeral, Modul University, Austria

Jafar Jafari, University of Wisconsin-Stout, USA

David Harrison, Middlesex University, UK

Donna Chambers, University of Sunderland, UK

12.30 – 16.00

Daily tour – 1. Boat visit to “Fuerte de Navidad” and Tapas ´ lunch. Departure from Faculty of Business Studies

20.00 – 23.00

Gala dinner – Location for bus departure to restaurant will be announced at registration desk

10 JUNE 2017 SATURDAY

09:30 – 17.00

Daily tour – 2. Visit to Mar Menor, lunch, and seaside walk. Departure from Faculty of Business Studies

11 JUNE 2017 SUNDAY

Check out

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