PROVISIONAL PROGRAM: SPECIAL & PARALLEL SESSIONS

Sunday 9th September
(ADEIT-Universitat de València)

10:00h – 13:00h Registration at the Conference Venue
Fundación Universidad Empresa - ADEIT
Plaza Virgen de la Paz, 3 - Valencia
(Located behind Santa Catalina Church)

17:00h – 20:00h Guided tour to the City of Valencia

Monday 10th September
(ADEIT-Universitat de València)

8:30h Registration at the Conference Venue

8:45h Official Welcome

9:00h Plenary Session
Eduardo Fayos-Solà, Head of Education, Training and Knowledge Management
World Tourism Organization (UNWTO/OMT)

9:45h Plenary Session: Life is a Network of Relationships - And So Is Tourism!
Evert Gummesson, Professor of Service Management and Marketing,
Stockholm University School of Business Stockholm University, Sweden

10:30h – 10:45h Coffee break

10:45h – 12:15h Parallel Sessions – M1

Session M1A. Networks in Tourism Destinations (I)
Chair: Christian Laesser, University of St. Gallen, Switzerland
Room: ADEIT- room A

M1A1. Use of network analysis in tourism research - Noel Scott, The University of Queensland, Australia;
Chris Cooper, The University of Queenslnd, Australia; Rodolfo Baggio, The University of Queensland, Australia and Bocconi University, Italy
M1A2. Networking tourism entrepreneurs and the role of social capital - Yvonne von Friedrichs Grangsjo, Mid
Sweden University, Sweden
M1A3. The key capabilities of managing the tourism business networks - Arja Lemmetynen, Turku School of
Economics, Finland; Frank M. Go, Erasmus University Rotterdam, the Netherlands
M1A4. Tourism destinations: A network analysis of the Web space - Rodolfo Baggio, Bocconi University, Italy,
and The University of Queensland, Australia; Magda Antonioli Congilio, Bocconi University, Italy

Session M1B. Consumer Experiences in Tourism Destinations
Chair: Szilvia Gýmáthy, Lund University, Sweden
Room: ADEIT-room B

For further information: http://www.atmc2007.org
M1B1. **A framework for tourist expectations** - Ignacio Rodríguez del Bosque, Universidad de Cantabria, Spain; Héctor San Martín, Universidad de Cantabria, Spain; Jesús Collado, Universidad de Cantabria, Spain; María del Mar García de los Salones, Universidad de Cantabria, Spain

M1B2. **A gap analysis of tourist destination experience’s evaluation and provider’s estimation of tourist’s evaluation** - Georgia Zouni, University of Piraeus, Greece; Athanassios Kouremenos, University of Piraeus, Greece

M1B3. **How to measure tourist satisfaction at the destination level: Conceptualisation of a standard model.** - Tanja Dmitrovič, University of Ljubljana, Slovenia; Ljubica Knežević Cvelbar, University of Ljubljana, Slovenia; Tomaz Kolar, University of Ljubljana, Slovenia; Maja Makovec Brenčič, University of Ljubljana, Slovenia; Irena Ograjenšek, University of Ljubljana, Slovenia; Vesna Žabkar, University of Ljubljana, Slovenia

M1B4. **Developing a scale for measuring perceived quality at tourism destinations: The case of Puerto Madryn, Patagonia-Argentina** - Lucia Tamagni, Universidad Nacional del Comahue, Argentina; Ana Alicia Di Pierri, Universidad Nacional del Comahue, Argentina; Marina Zanfardini, Universidad Nacional del Comahue, Argentina; Alejandra Gazzera, Universidad Nacional del Comahue, Argentina; Lorena Lombardo, Universidad Nacional del Comahue, Argentina; Cristian Perez, Universidad Nacional del Comahue, Argentina

M1B5. **Cognitive age as a criterion explaining elderly tourists' motivations** - Ana Mª. González, Universidad de León, Spain; Carmen Rodríguez, Universidad de León, Spain; Mauro R. Miranda, Universidad de León, Spain; Miguel Cervantes, Universidad de León, Spain

12:15h – 13:45h Parallel Sessions - M2

**Session M2A. Networks in Tourism Destinations (II)**
Chair: Yvonne von Friedrichs Grängsjö, Mid Sweden University, Sweden
Room: ADEIT- room A

M2A1. **Identity and development from territories** - Clara Stefania Petrillo, National Research Council, Italy; Maria Rosaria Carli, National Research Council, Italy; Giovanni Lombardi, National Research Council, Italy; Anna Maffia, National Research Council, Italy

M2A2. **ParNetourism: Exploring partnerships and networking in tourism destinations** - Catherine Gorman, Dublin Institute of Technology, Ireland

M2A3. **Farm attractions, networks, and destination development: A case study of Sussex, England** - Antonella Capriello, Università degli Studi del Piemonte Orientale, Italy; Ian D. Rotherham, Sheffield Hallam University, United Kingdom

M2A4. **Network analysis of a farmers’ market in Australia: An enhanced model for tourism development** - Anne-Marie Hede, Victoria University, Australia; Robyn Stokes, Queensland University of Technology, Australia

M2A5. **Join event production in the jungle, the park and the garden: Metaphors of event networks** - Mia Larson, Lund University, Sweden

**Session M2B. Destination Branding**
Chair: Tamara Ratz, Kodolányi János University College, Hungary
Room: ADEIT- room B

M2B1. **A movie map conversion study: A case study of ‘Pride & Prejudice’ in the East Midlands of England** - Stephen Pratt, University of Nottingham, United Kingdom

M2B2. **Mining and chamber music: Terra Nova, exploring new territory in the development of music-tourism networks** - Breda McCarthy, University College Cork, Ireland; Philip Pearce, James Cook University, Australia; Gianna Moscardo, James Cook University, Australia; Laurie Murphy, James Cook University, Australia

M2B3. **Destination brand licensing as a concept of destination branding enhancement** - Michal Żemla, Katowice School of Economics, Poland

M2B4. **Destinations as gadgets: Co-creating a sportive identity for Voss** - Szilvia Gyimóthy, Lund University, Sweden; Reidar J. Mykletun, University of Stavanger, Norway

M2B5. **Promoting and branding the Baltic Sea Region – The concept of a transnational destination** - Tomasz Studzieniecki, Maritime Academy in Gdynia, Poland; Ewa Kurjata, Szczecin City Council, Poland

**Session M2C. Education and Stakeholders in Destination Marketing**
Chair: Maria Álvarez, Boğaziçi University, Turkey
Room: ADEIT- room C

M2C1. **Tourism education at the University of Valencia: A strategic analysis** - Amparo Cervera, Universitat de València, Spain; Maria Eugenia Ruiz, Universitat de València, Spain

M2C2. **Perspectives of individual firms and destination marketing organizations in Hong Kong and Australia** - Uraiporn Kittijapornpong, Thammasat University, Thailand; Walailak Noppayak, Ram Khamhaeng University, Thailand; Kenneth E. Miller, University of Technology Sydney, Australia

M2C3. **Defining the franchise packet** - Ramón Diaz-Bernardo, Instituto de Empresa, Spain
M2C4. Chinese perceptions of UK hotel service quality – Yi Wang, Gunangdong University of Foreign Studies, China; Katherine Tyler, University of Westminster, United Kingdom

M2C5. Tourism services quality of the Fayoum region in Egypt - Mohammed I. Eraqi, Fayoum University, Egypt; Hoda S. Lotaief, Fayoum University, Egypt; Osama E. Ibrahim, Fayoum University, Egypt

14:00h-15:15h Lunch (Hotel Astoria Palace)

15:30h – 17:00h Parallel Sessions – M3

Session M3A. Networks in Tourism Destinations (III)
Chair: Rodolfo Baggio, Bocconi University, Italy, and The University of Queensland, Australia
Room: ADEIT- room A

M3A1. Assessing collaboration in the DMO context: A stakeholder theory approach - Francesca d’Angella, IULM University, Italy; Frank M. Go, Erasmus University Rotterdam, the Netherlands
M3A2. The impact of networks on cooperation in destination marketing: the case of www.purenz.com - Sushma Seth Bhat, Auckland University of Technology, New Zealand; Simon Milne, Auckland University of Technology, New Zealand
M3A3. Exploring stakeholders roles in destination networks: A case analysis of the Byron Bay destination management system - Meredith Lawrence, Southern Cross University, Australia
M3A4. Wine tourism marketing networks: Application of Importance Performance Analysis - Carleigh Randall, University of Otago, New Zealand; Simon Milne, Auckland University of Technology, New Zealand

Session M3B. Destination Image and Integrated Marketing Communications
Chair: Alan Fyall, Bournemouth University, UK
Room: ADEIT- room B

M3B1. Influence of politics and media in the perceptions of Turkey as a tourism destination: Views of Spanish people - María D. Alvarez, Boğaziçi University, Turkey; Meral Korzay, Boğaziçi University, Turkey
M3B2. Using interactive strategies to promote tourist destinations on the Web - José Manuel G. Gándara, Federal University of Paraná, Brazil; Gustavo da Cruz, University of Santa Cruz, Brazil; Guilherme Lohmann, University of São Paulo, Brazil
M3B3. External destination networks in the formation of the induced tourist image - Raquel Camprubí, Universitat de Girona, Spain; Jaume Guia, Universitat de Girona, Spain; Jordi Comas, Universitat de Girona, Spain
M3B4. Integrated Marketing Communications in tourism networks: The “Valencia Maritim Congress” case study - Ellis Rodenburg, Gielissen Interiors & Exhibitions, The Netherlands; Pedro Canales, Estema School of Tourism and Universitat de València, Spain
M3B5. Determining factors of resident attitudes towards rural-cultural tourism - Marcelo Royo, Universitat de València, Spain; María Eugenia Ruiz, Universitat de València, Spain

17:00h -17:15h Coffee break

17:15h -18:30h Special Session
Networks, Co-operation & Competitiveness in Tourism Management
Chair: Águeda Esteban, Universidad de Castilla La Mancha, Spain
Panelists: Ernie Heath, University of Pretoria, South Africa; Claus Sager, European Cities Marketing; Teodoro Luque, University of Granada, Spain; Óscar Perelli, Excultur

20:00h Cocktail – Historical Building “La Nau” (C/Universitat, 2- Valencia)

The old historic General Study building at Universitat Street in Valencia was refurbished in 1999 on the occasion of the 5th centennial of the Universitat de València. The origin of the premises is found in the houses bought by the city leaders in 1493, to be used as the seat of the Estudi General, founded in 1499. The building, as we know it today, has been shaped over five centuries and any alterations have always placed the emphasis on its role rather than its architectural features.
Tuesday 11th September
(ADEIT-Universitat de València)

9:00h – 10:30h Parallel Sessions – T1

Session T1A. Research in Tourism Destination & Networks
Chair: Alain Decrop, University of Namur/Louvain School of Management, Belgium
Room: ADEIT – room A

T1A1. Research in tourism and destination marketing: An empirical analysis of main topics and methodologies – J. Enrique Bigné, Universitat de València, Spain; Alejandro Alvarado, University of Quintana Roo, Cozumel, Mexico; Mª Isabel Sánchez, Universitat de València, Spain
T1A2. Diversity, devolution and disorder. The management of destinations in England -Alan Fyall, Bournemouth University, United Kingdom; John Fletcher, Bournemouth University, United Kingdom; Thanasis Spyridis, Bournemouth University, United Kingdom
T1A3. Tourism distribution networks: Research issues and destination marketing implications -Douglas Pearce, Victoria University of Wellington, New Zealand
T1A4. Success factors of tourism networks: A case study of the Canary Islands -Eduardo Parra, Universidad La Laguna, Spain; Francisco Calero, Universidad La Laguna, Spain.

Session T1B. Consumer Behaviour in Tourism (I)
Track Chair: Joaquín Aldás, Universitat de València, Spain
Room: ADEIT – room B

T1B1. Influence of women’s lifestyles on holiday decisions - Mª José Barlés, Universidad de Zaragoza, Spain; Rafael Bravo, Universidad de Zaragoza, Spain; Elena Fraj, Universidad de Zaragoza, Spain
T1B2. Holiday resort visitors and its relationship with satisfaction: The Mallorca case -Sara Campo, Universidad Autónoma de Madrid, Spain; Joan Garau, Universitat de les Illes Balears, Spain
T1B3. Identification of important service factors in group package tours - Yu-Shan, Lin, Chinese Culture University, Taipei/Northeast Coast National Scenic Area Administration, Tourism Bureau, Taiwan; Shu-Hui Chou, Providence University, Taiwan
T1B4. The impact of e-commerce on the tourist purchase decision: An empirical micro analysis - Juan Muro, Universidad de Alcalá, Spain; Cristina Suárez, Universidad de Alcalá, Spain; María del Mar Zamora, Universidad de Alcalá, Spain
T1B5. Segmenting tourism markets with a cultural approach: A case study of Iran - Ali Jafarieh, Sharif University of Technology, Iran; Manoochehr Najmi, Sharif University of Technology, Iran; Ahmad Sharbatoghlie, Sharif University of Technology, Iran

10:30h-10:45h Coffee break

10:45h – 12:15h Parallel sessions – T2

Session T2A. Events in Tourism Destinations (I)
Track Chair: Ernie Heath, University of Pretoria, South Africa
Room: ADEIT – room A

T2A1. A scenario analysis of knowledge-based network participation in destination and event marketing - Ad Breukel, Erasmus University Rotterdam, the Netherlands; Frank M. Go, Erasmus University Rotterdam, the Netherlands
T2A2. A critical matching of destination attributes with event destination selection criteria - Kimberly Swinson Severt, University of Central Florida, USA; Paul D. Rompf, University of Central Florida, USA; Deborah Breiter, University of Central Florida, USA
T2A3. The role of tourism stakeholders in sports events: the America’s Cup competition -Amparo Sancho, Universitat de València, Spain; Gregorio Garcia, Universitat de València, Spain

Session T2B. Consumer Behaviour in Tourism (II)
Track Chair: Marcelo Royo, Universitat de València, Spain
Room: ADEIT – room B
Session T2B. Networks and Sustainable Destination Management
Track chair: Elisabeth Kastenholz, Universidade de Aveiro, Portugal
Room: ADEIT – room C

T2B1. Toward an understanding of tourist satisfaction: the role of price and quality - Sara Campo, Universidad Autónoma de Madrid, Spain; Maria Jesús Yagüe, Universidad Autónoma de Madrid, Spain
T2B2. Job satisfaction and rural tourism establishments' performance in Spain - Rosa Mª. Hernández, Universidad de Salamanca, Spain; Pablo Muñoz, Universidad de Salamanca, Spain; Libia Santos, Universidad de Salamanca, Spain
T2B3. Complain management in relational exchanges: Effect of loyalty versus probability of ending relationships - Leticia Suárez-Álvarez, Universidad de Oviedo, Spain; Ana Maria Díaz-Martín, Universidad de Oviedo, Spain; Rodolfo Vázquez-Casillas, Universidad de Oviedo, Spain
T2B4. Seeing voices: travel experiences and individual risk of the hearing impaired - Shu-Hui Chou, Providence University, Taiwan; Wei-Chen Chao, Providence University, Taiwan
T2B5. Building a tourist typology based on motivations for visiting a "cultural city": not all visitors are cultural tourists - Miguel Ángel Gómez-Borja, Universidad de Castilla-La Mancha, Spain; Carlota Lorenzo, Universidad de Castilla-La Mancha, Spain; Alejandro Mollá, Universitat de València, Spain; Juan Antonio Mondéjar, Universidad de Castilla-La Mancha, Spain

Session T2C. Networks and Sustainable Destination Management
Track chair: Elisabeth Kastenholz, Universidade de Aveiro, Portugal
Room: ADEIT – room C

T2C1. Network management: A tool for creating competitive identity of a destination - Sonja S. Lebe, University of Maribor, Slovenia; Borut Milfener, University of Maribor, Slovenia; Gregor Schiermann, Multidisciplinary Research Institute Maribor, Slovenia
T2C2. Networking approaches for sustainable destination management: An Italian case study - Francesco Polese, University of Cassino, Italy; Antonio Minguzzi, University of Molise, Italy
T2C3. Archaeological heritage in a tourism destination: A sustainable approach - José Nácher, Universitat de València, Spain; Rosa Mª Yagüe, Universitat de València, Spain; Clara Martínez, Universitat de València, Spain; Luis Bellvis, Universitat de València, Spain; Javier Calétrio, University of Lancaster, United Kingdom
T2C4. Clustering and firm size dynamics in designing local and global networking: The experience on Antalya tourism region - Hilal Erkus-Oztur, Middle East Technical University, Turkey
T2C5. Impact of regional airports on regional and tourism development: Case of Anadolu regional airport - Ünal Battal, Anadolu University, Turkey

12:15h – 13:45h Special Session: Meet the editors
Chair: Juergen Gnoth, University of Otago, New Zealand
Panellists: Chris Cooper (co-editor of Current Issues in Tourism); Arch G. Woodside (editor of The International Journal of Culture, Tourism and Hospitality Research); Christian Laesser (co-editor of Tourism Review); Pilar Lobo (editor of Revista Estudios Turísticos), and Javier Solsona (editor of Papers de Turisme).

14:00h -15:15h Lunch (Hotel Astoria Palace)

15:30h – 17:00h Parallel sessions – T3

Session T3A. Events in Tourism Destinations (II)
Track Chair: Eduardo Parra, Universidad La Laguna, Spain
Room: ADEIT – room A

T3A1. An empirical investigation on value dimensionality among volunteers in a religious event experience - Martina G. Gallarza, Universidad Católica de Valencia San Vicente Mártir, Spain; Francisco Arteaga, Universidad Católica de Valencia San Vicente Mártir, Spain; Elena Floristán, Universidad Católica de Valencia San Vicente Mártir, Spain; Irene Gil, Universitat de València, Spain
T3A2. Can a cultural event revival Romanian tourism? - Smaranda Adina Cosma, Babes-Bolyai University, Romania; Adina Letitia Negrusa, Babes-Bolyai University, Romania; Cornelia Pop, Babes-Bolyai University, Romania
T3A3. Working style and culture of mega-event organizing institutions: Case of Turkey - Nevra Baker, Boğaziçi University, Turkey
T3A4. Competition in the “host” market of special events: Determination of Istanbul to win the Olympics - Yalçın Aksoy, Istanbul Olympic Bidding Committee, Turkey; Gurhan Aktas, Dokuz Eylül University, Turkey

Session T3B. Consumer Behaviour in Tourism (III)
Track Chair: Arch G. Woodside, Boston College, USA
Room: ADEIT – room B
T3B1. **Towards a structural theory of the vacation** – Kenneth F. Hyde, AUT University, New Zealand; Christian Laesser, University of St. Gallen, Switzerland

T3B2. **Holiday destinations: The role of variety seeking in short and long run revisit intention** - J. Enrique Bigné, Universitat de València, Spain; Mª. Isabel Sánchez, Universitat de València, Spain

T3B3. **The formation of destination choice sets: new light through old windows** - Alain Decrop, University of Namur/Louvain School of Management, Belgium

T3B4. **Risk perceptions and risk reduction strategies as determinants of destination choice of backpackers** - Arie Reichel, Ben-Gurion University of the Negev, Israel; Galia Fuchs, The College of Management: Academic Studies, Israel; Natan Uriely, Ben-Gurion University, Israel

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**Session T3C. Destination Tourism Products**

**Track Chair:** Frank M. Go, Erasmus University Rotterdam, the Netherlands

**Room:** ADEIT – room C

T3C1. **Strategic positioning and performance of winter destinations** - Ruggero Sainaghi, IULM University, Italy

T3C2. **Alumni as a short break market segment: A networking opportunity for destination marketing organisations** - Paul Fallon, University of Salford, United Kingdom; Peter Schofield, University of Salford, United Kingdom.

T3C3. **Seasonality in rural tourism destinations – The case of North Portugal** – Elisabeth Kastenholz, Universidade de Aveiro, Portugal; António Lopes de Almeida, Instituto Superior de Línguas e Administração, Portugal.

T3C4. **Golf in mass tourism destinations facing seasonality: A longitudinal study** - Joan Garau, Universitat Illes Balears, Spain; Luis de Borja, Universitat de Barcelona, Spain.

T3C5. **Assessment of destination performance: A strategy map approach** - Antonella Cugini, University of Padua, Italy; Manuela De Carlo, IULM University, Italy; Fabrizio Zerbini, Bocconi University, Italy.

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**17:00h - 17:15h** **Coffee break**

**17:15h – 18:45h** **Special Session - Panel**

**European Convergence & Worldwide Networks in Tourism Education & Research**

Chair: Metin Kozak, Mugla University (Turkey)

Among other speakers: Thomas Bieger, University of St. Gallen; Andreas Zins, Vienna University of Economics and Business Administration

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**20:00h** **Gala Dinner (Hotel Las Arenas Balneario Resort - Malvarrosa Beach, Valencia)**

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**Wednesday 12th September**

**Ciudad de las Artes y las Ciencias**

9:15h **Bus departure from the Conference Venue to the Auditorio Santiago Grisolía, Museo de las Ciencias Príncipe Felipe, Ciudad de las Artes y las Ciencias**

10:00h **Plenary Session: Events in Destination Marketing**

Donald Getz, Professor in Tourism and Hospitality Management, Haskayne School of Business, University of Calgary (Canada)

11:00h-11:15h **Coffee break**

11:15h **Special Session: Experiences and Challenges in Attracting & Organizing Events**

Chair: Enrique Bigné, Universitat de València (Spain)

Among other speakers: Managing Director of Turismo Valencia, Ciudad de las Artes y las Ciencias, Air Nostrum, International Hotel Chain, and Event Organizer

13:30h **Conclusions & Closing ceremony**

14:00h **Cocktail – Ciudad de las Artes y las Ciencias**

16:00h **Visit to Ciudad de las Artes y las Ciencias/Valencia surroundings**