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
<table>
<thead>
<tr>
<th>Session</th>
<th>Seminar I</th>
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<tbody>
<tr>
<td>Venue</td>
<td>Venue: Faculty Of Business Studies (Facultad De Ciencias De La Empresa) Classroom 120</td>
</tr>
<tr>
<td>Time</td>
<td>10:00 – 12:00</td>
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<tr>
<td>Topic</td>
<td>Transformation in tourism knowledge a neural network analysis</td>
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<tr>
<td>Speaker</td>
<td>Prof. Dr. Antónia Correia, University of Algarve &amp; European University, Portugal</td>
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<tr>
<th>Session</th>
<th>Seminar II</th>
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<tr>
<td>Venue</td>
<td>Venue: Faculty Of Business Studies (Facultad De Ciencias De La Empresa) Classroom 120</td>
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<tr>
<td>Time</td>
<td>13:30 – 14:30</td>
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<tr>
<td>Topic</td>
<td>How to submit academic papers</td>
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<tr>
<td>Speaker</td>
<td>Prof. Dr. Metin Kozak, Dokuz Eylul University</td>
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<th>Session</th>
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<tr>
<td>Venue</td>
<td>Venue: Faculty Of Business Studies (Facultad De Ciencias De La Empresa) Classroom 120</td>
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<tr>
<td>Time</td>
<td>15:00 – 17:00</td>
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<tr>
<td>Topic</td>
<td>New Research Ideas: Where and How?</td>
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<tr>
<td>Speaker</td>
<td>SooCheong (Shaen) Jang, Purdue University, USA</td>
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<th>Time</th>
<th>Activity</th>
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<tr>
<td>18:00 – 19:00</td>
<td>Welcome cocktail (Faculty Hall- Patio de la Facultad)</td>
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### 7 JUNE 2017 WEDNESDAY

<table>
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<tr>
<td>09.00 – 10.00</td>
<td>Registration (Ground floor of the Faculty)</td>
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<tr>
<td>10.00 – 11.00</td>
<td>Opening Remarks and Welcome Address (Salón de Actos- Conference Room)</td>
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Dª Beatriz Miguel, Vice-rector Technical University of Cartagena  
Metin Kozak and Andres Artal-Tur, Co-chairs of Anatolia International Conferences  
Dª Obdulia Gómez Bernal, Concejala Delegada de Industria, Turismo, Agricultura, Pesca, Desarrollo Rural y Litoral, Ayuntamiento de Cartagena

### 11.00 – 12.30

<table>
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<tr>
<th>Venue</th>
<th>Session</th>
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<tr>
<td>Salón de Actos- Conference Room</td>
<td>Lessons we have learned in our research careers</td>
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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

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<th>Venue</th>
<th>Session</th>
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<tr>
<td>Classroom 124</td>
<td>Spanish/Portuguese Session 1 (Presentations are delivered in Spanish/Portuguese but Q&amp;As are handled in English)</td>
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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  
Sofía 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 I 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
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 Eggenschwiler, 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 Guía 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  
Juan Jesús Bernal Martínez, Universidad Politécnica de Cartagena, 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 Balkı, Istanbul University, Turkey  
Sema Kucukali, Istanbul University, Turkey

The initiative “European Capitals of Culture” - Challenges and perspectives ahead destination Bulgaria  
Mariya Stankova, SWU “Neoofit Rilski”, Bulgaria  
Ivanka Vasenska, SWU “Neoofit Rilski”, Bulgaria  
Dimitria Uzunova, SWU “Neoofit 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
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<td>10.30 – 11.00</td>
<td>COFFEE BREAK (Faculty Hall- Patio de la Facultad)</td>
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<tr>
<td>11.00 – 12.30</td>
<td>Session: Tourist Behaviour</td>
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<td>Chair: Astrid Kemperman, Eindhoven University of Technology, Netherlands</td>
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<td>Tourists’ city trip activity program preferences a personalized stated choice experiment</td>
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<td>Astrid Kemperman, Eindhoven University of Technology, Netherlands</td>
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<td>Impact of Airbnb on customer’s behaviour in the UK hotel industry</td>
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<td>Luqi Lu, Sheffield Hallam University, UK</td>
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<td>Saloomeh Tabari, Sheffield Hallam University, UK</td>
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<td>A structural equation model of social interaction impacts on youth tourists</td>
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<td>Maria João Carneiro, University of Aveiro, Portugal</td>
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<td>Celeste Eusébio, University of Aveiro, Portugal</td>
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<td>Ana Caldeira, University of Aveiro, Portugal</td>
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<td>Quality perception among business tourists</td>
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<td>Cláudio José Stefanini, Anhembi Morumbi – Laureate International Universities, Brazil</td>
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<td>Elizabeth Kyoko Wada, Anhembi Morumbi – Laureate International Universities, Brazil</td>
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<td>Travel motivations of ecotourist: An exploratory study from India</td>
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<td>Sita Mishra, Institute of Management Technology, India</td>
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<td>Abhinav Chandel, GLA University, India</td>
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<td>12.30 – 14.00</td>
<td>LUNCH</td>
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<td>14.00 – 15.30</td>
<td>Session: Hospitality management</td>
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<td>Chair: Şükran Öktem, Başkent University, Turkey</td>
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<td>Special accommodation population density in Turkey – type and properties</td>
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<td>Eda Rukiye Dönbak, Adıyaman University, Turkey</td>
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<td>The right stars: Guessing the hotel category from unrelated features</td>
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<td>Eva Martin-Fuentes, University of Lleida, Spain</td>
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<td>Cesar Fernandez, University of Lleida, Spain</td>
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<td>Carles Mateu, University of Lleida, Spain</td>
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<td>Experience management framework for hotel managers</td>
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<td>Hasan Hüseyin Erdoğan, Piri Reis University, Turkey</td>
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<td>Mediation role of organizational support in the effect of organizational climate on turnover intention in hotels</td>
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<td>Şükran Öktem, Başkent University, Turkey</td>
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<td>What percentage of travelers are writing hotel reviews?</td>
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<td>Juan Pedro Mellinas, Universidad Internacional de La Rioja, Spain</td>
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<td>15.30 – 16.00</td>
<td>COFFEE BREAK (Faculty Hall- Patio de la Facultad)</td>
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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

Emotional Loyalty: The Case of Algare
Antonia Correia, Europeia University, Portugal
Paulo Águas, University of Algarve, Portugal
João Portugal, University of Algarve, Portugal
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
Dª. 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, Generalitat 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 Haghighi, 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 Haghighi, 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