
Conference Guide

**International Conference on Tourism and
Business ICTB**

Lucerne, 24 -27 August 2022



Co-Hosted by

HSLU

Lucerne University
of Applied Sciences
and Arts

Edinburgh Napier
UNIVERSITY



Mahidol University
International College

Introduction

The 4th International Conference on Tourism and Business (ICTB), jointly organized by Lucerne University of Applied Sciences and Arts (Switzerland), Mahidol University International College (Thailand) and Edinburgh Napier University (Scotland), is an international forum for the presentation of research findings in the broad fields of tourism and business. The conference is an opportunity for academics, consultants, and professionals to present their research and practical experiences in the tourism and hospitality sectors on the international forum.

The ICTB 2022 conference topics evolved around one central question: *From Over-Tourism to Zero-Tourism: Opportunities for a New Beginning?* The conference participants in their research and papers submitted for the ICTB 2022 addressed key changes and current opportunities in tourism and business, covering a wide range of topics related to negative external shock caused by the COVID-19 pandemic. Although the fact that the Covid-19 pandemic is still a central and important topic for research and discussions in tourism and business, the participants of ICTB 2022 did not limit themselves to this topic only. Papers submitted and presented during the conference included other current issues and trends such as digitalization, customer experience, customer behaviour, tourism management, event management or sustainable tourism. The authors tackled the research problems from different perspectives, concentrating on local, regional and international perspectives on tourism recovery and resilience, with special attention to comparison of different regions of countries.

ICTB 2022 organizers are pleased to welcome the scholars, practitioners, experts from 18 countries to discuss the current issues of tourism and business and wish that the Conference Guide will be helpful to plan your stay in Lucerne, prepare for the conference as well as get to know other participants.

In the name of the Conference Organizers

Prof. Dr. Jürg Stettler



Prof. Dr. Timo Ohnmacht



Dr. Anna Para



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01 Important Dates

Event duration

24 Aug – 27 Aug 2022

Registration

24 Aug, 08:00am, Welcome Desk, Auditorium

Event address

Lucerne University of Applied Sciences and Arts, Inseliquai 12B, Lakefront Building, 6002
Lucerne, Switzerland



Your contact details

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If you have any questions or require support, please contact the ICTB organizers. For
additional information, please go to: www.hslu.ch/ictb2022

02 Programme overview

24.08.2022, Wednesday

Arrival of conference delegates

18:00 – Welcome reception at local brewery “Rathaus Brauerei”

25.08.2022, Thursday

09:00 – 09:30 Official opening ceremony

09:30 – 10:30 Keynotes 1 & 2

11:00 – 13:00 Parallel presentation sessions I

14:00 – 14:30 Keynote 3

14:30 – 17:00 Parallel presentation sessions II

18:00 – Aperero at Hotel Schweizerhof

19:00 – Conference dinner at Hotel Schweizerhof

26.08.2022, Friday

09:00 – 09:15 Welcome

09:15 – 10:15 Keynotes 4 & 5

11:15 – 13:15 Parallel presentation sessions III

14:00 – 16:00 Parallel presentation sessions IV

16:00 – 17:00 Best Paper Award & Farewall

27.08.2022, Saturday

10:00 – 14:00 Voluntary excursion to Bürgenstock

03 Detailed schedule

24.08.2022, Wednesday

	Arrival of conference delegates	
18:00 – 23:00	Welcome Reception	Rathaus Brauerei

25.08.2022, Thursday

08:00 – 09:10	Registration (Coffee/Tea)	Registration desk
09:10 – 09:30	Welcome & Opening ceremony Prof. Dr. Jürg Stettler (Lucerne University of Applied Sciences and Arts, Switzerland) Asst. Prof. Dr. Alexander Nanni (Mahidol University International College, Thailand) Dr. Louise Todd (Napier University, Scotland)	Auditorium, Inseliquai
09:30 – 10:00	Keynote 1: Destinations` recovery strategies and marketing campaigns in response to pandemics Prof. Dr. Eli Avraham (University of Haifa, Israel)	Auditorium, Inseliquai
10:00 – 10:30	Keynote 2: Pandemic Aversion: Stunting the growth of events, festivals and tourism by the failure to understand the capabilities of a resilient safety culture Prof. Dr. Chris Kemp (Visiting Professor of Crowd Management, Edinburgh Napier University, Scotland)	Auditorium, Inseliquai
10:30 – 11:00	Coffee/Tea Break	Foyer, Inseliquai
11:00 – 13:00 Parallel sessions I	Session 1 – The impact of Covid-19 on tourism in selected countries and regions Chair: Prof. Dr. Jürg Stettler	Room 02, Inseliquai
	Session 2 – Building a more resilient tourism industry - Chair: Dr. Louise Todd	Room 03, Inseliquai
	Session 3 – Responsible and sustainable tourism during and after Covid-19 Chair: Dr. Andreas Hüsser	Room 09, Inseliquai

13:00 – 14:00	Lunch	Foyer, Inseliquai
14:00 – 14:30	Keynote 3: Understanding community engagement with tourism: participative and creative methods for post-pandemic times Dr. Louise Todd (Tourism Research Centre, Edinburgh Napier University, UK)	Auditorium, Inseliquai
14:30 – 17:00 Parallel session II	Session 4 – Tourism management in (post) pandemic times Chair: Dr. Anna Para	Room 02, Inseliquai
	Session 5 – Tourism marketing and pricing strategy Chair: Prof. Dr. Walanchalee Wattanacharoensil	Room 03, Inseliquai
	Session 6 – Understanding the Consumer Decision Making Process Chair: Prof. Dr. Timo Ohnmacht	Room 09, Inseliquai
18:00 – Open	Reception & Conference dinner	Hotel Schweizerhof

26.08.2022, Friday

08:00 – 09:00	Welcome Coffee/Tea (Welcome Desk)	Registration desk
09:00 – 09:15	Welcome from the Institute of Tourism and Mobility HSLU and Introduction to the Second Day Dr. Anna Para (Lucerne University of Applied Sciences and Arts, Switzerland) Prof. Dr. Timo Ohnmacht (Lucerne University of Applied Sciences and Arts, Switzerland)	Auditorium, Inseliquai
09:15 – 09:45	Keynote 4: Pandemics, Tourism and Global Change Prof. Dr. Stefan Gössling (Lund University, Sweden) Zoom	Auditorium, Inseliquai
09:45 – 10:15	Keynote 5: The role of robots, AI and digital technologies in enhancing hospitality operation during post-pandemic era Prof. Dr. Woody Kim (International Center for Hospitality Research & Development, Dedman College of Hospitality, Florida State University, USA)	Auditorium, Inseliquai
10:15 – 10:45	Presentation of Smart Region Lab – Use Case Tourism Prof. Dr. Nicole Stuber-Berries (Lucerne University of Applied Sciences and Arts, Switzerland)	Auditorium and Foyer
10:45 – 11:15	Coffee/Tea Break	Foyer, Inseliquai

11:15 – 13:15 Parallel sessions III	Session 7 – Digitalisation and new technologies in tourism Chair: Prof. Dr. Andreas Liebrich	Room 02, Inseliquai
	Session 8 – Prospects and challenges of sustainable tourism in selected countries and regions Chair: Prof. Dr. Julianna Priskin	Room 03, Inseliquai
	Session 9 - Event management in the post pandemic world Chair: Dr. Roberto Gozzoli	Room 09, Inseliquai
13:15 – 14:00	Lunch	Foyer, Inseliquai
14:00 – 16:00 Parallel session IV	Session 10 – Exploring customer experience in tourism Chair: Prof. Dr. Widar von Arx	Room 02, Inseliquai
	Session 11 – Various topics – <u>online session</u> ZOOM Chair: Dr. Anna Para	Auditorium, Inseliquai
16:00 – 17:00	Closing Remarks & Farewell Prof. Dr. Christine Böckelmann (Lucerne University of Applied Sciences and Arts, Lucerne School of Business, Switzerland) Prof. Dr. Timo Ohnmacht (Lucerne University of Applied Sciences and Arts, Lucerne School of Business, Switzerland) (incl. Best Paper Award for Ph.D. Students)	Auditorium, Inseliquai

27.08.2022, Saturday

10:00 – 14:00	Voluntary Trip to Bürgenstock (TBC)	
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03 Detailed schedule

25.08.2022, Thursday

Session 1: The impact of Covid-19 on tourism in selected countries and regions Thursday, 25.08.2022, 11:00 – 13:00 (Room 02, Inseliquai) Chair: Prof. Dr. Jürg Stettler	
Authors	Title of the presentation
Bienvenido Ortega, Jesús Sanjuán University of Malaga, Department of Applied Economics (Spain)	<i>A measure of the economic dependence of countries on tourism.</i>
Patrícia Pinto^a, Manuela Guerreiro^a, Ana Renda^b, Célia Ramos^a, João Filipe Marques^a, Luís Nobre Pereira^a, Milene Lança^a, Hio Kuan Lai^a University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics ^a University of Algavre, Centre for Tourism Research, Development and Innovation (CiTUR) and School of Management, Hospitality and Tourism ^b (Portugal)	<i>The contagious effect of Covid-19 on residents' perceptions of tourism impacts. The case of Algarve, Portugal</i>
Tanaporn Pooprueksachat, Niramol Promnil, Warach Madhyamapurush, Chompunuch Jittithavorn University of Phayao, School of Business and Communication Arts (Thailand)	<i>The Impact of COVID-19 Pandemic towards inbound tour operators in Thailand</i>
Olimjon Saidmamatov^a, Umidjon Matyakubov^a, Jonathon Day^b, Peter Marty^c, Elbek Khodjanizayov^a, Ergash Ibadullaev^a, Dilmurad Bekjanov^a, Murodjon Matniyozov^a, Bunyod Matyusupov^a Urgench State University ^a , Purdue University, School of Hospitality and Tourism Management ^b (USA) Zurich University of Applied Sciences, Institute of Natural Resource Sciences ^c (Switzerland)	<i>Impact of Covid-19 on the tourism industry of Uzbekistan and state support during the pandemic</i>

Session 2:
Building a more resilient tourism industry

Thursday, 25.08.2022, 11:00 – 13:00 (Room 03, Inseliquai)

Chair: Dr. Louise Todd

Authors	Title of the presentation
Pattarachit Choompol Gozzoli, Roberto B. Gozzoli Mahidol University International College (Thailand)	<i>Resilience at Pattaya: modelling a destination support</i>
Walanchalee Wattanacharoensil, Sompong Amnuay-Ngerntra Mahidol University International College, Tourism and Hospitality Management Division (Thailand)	<i>Impact of Covid-19 and coping strategies of social enterprises in the GMS</i>
Sangeeta Tripathi, Muna Al Shahri University of Technology and Applied Sciences - Salalah (Oman)	<i>Community supports and measures to promote country tourism post pandemic: A study with Dhofar Region, Oman</i>
Bartolomè Deyà Tortella, Veronica Leoni, Vincente Ramos Mir University of Balearic Islands, Department of Business Economics (Spain)	<i>The-led consumption displacement: a longitudinal analysis of hotel booking patterns</i>

Session 3:

Responsible and sustainable tourism during and after Covid-19

Thursday, 25.08.2022, 11:00 – 13:00 (Room 09, Inseliquai)

Chair: Dr. Andreas Hüscher

Authors	Title of the presentation
<p>Cristina Campos^a, Jara Laso^a, María Margallo^a, Rubén Aldaco^a, Jaime Alberti^b, Alba Bala^b, Pere Fullana-i-Palmer^b, Margalida Fullana^b</p> <p>University of Cantabria, Department of Chemical and Biomolecular Engineering^a UNESCO Chair in Life Cycle and Climate Change ESCI-UPF^b (Spain)</p>	<p><i>Carbon footprint of a hostel in the Camino Lebaniego in Cantabria (Spain): Should we bet on responsible and sustainable tourism after COVID-19?</i></p>
<p>Elbek Khodjaniyazov^a, Olimjon Saidmamatov^a, Umidjon Matyakubov^a, Jonathon Day^b, Ergash Ibadullaev^a, Sanat Chuponov^a, Dilmurad Bekjanov^a, Murodjon Matniyozov^a, Bunyod Matyusupov^a</p> <p>Urgench State University, Faculty of Tourism and Economics^a (Uzbekistan) Purdue University, School of Hospitality and Tourism Management^b (USA)</p>	<p><i>TOWS analysis for sustainable ecotourism development and state support during the pandemic: The Aral Sea region of Uzbekistan</i></p>
<p>Umidjon Matyakubov^a, Viachaslau Filimonau^b, Vladimir A. Ermolaev^c</p> <p>Urgench State University, Faculty of Tourism and Economics^a (Uzbekistan) University of Surrey^b (UK) Plekhanov Russian University of Economics^c (Russia)</p>	<p><i>The (de)motives to conserve the environment among small independent hotels in a resource scarce destination</i></p>
<p>Fabian Weber, Jürg Stettler</p> <p>Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility (Switzerland)</p>	<p><i>Swisstainable. The sustainability programme of Swiss tourism</i></p>

Session 4:

Tourism management in (post) pandemic times

Thursday, 25.08.2022, 14:30 – 17:00 (Room 02, Inseliquai)

Chair: Dr. Anna Para

Authors	Title of the presentation
Mohamad Robbith Subandi Wageningen University & Research (Netherlands)	<i>The 'Pandemic Governmentality' of Indonesia's tourism COVID-19 pandemic recovery</i>
Romina Alkier^a, Vedran Milojica^b, Vasja Roblek^c University of Rijeka, Faculty of Tourism and Hospitality Management ^a , (Croatia) PAR University College ^b (Croatia) Faculty of Organizational Sciences ^c (Slovenia)	<i>The impact of Covid-19 on redefining the role of health security in the tourism industry: A case study of the Croatian Opatija Riviera</i>
Andreas Hüsser, Timo Ohnmacht Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility (Switzerland)	<i>Predicting Swiss Tourists' preventive Health Behaviour during COVID-19: A Structural Equation Modelling Approach</i>
Niramol Promnil, Warach Madhyamapurush University of Phayao, Unit of excellent in innovative hotel and tourism (Thailand)	<i>Human resource management in Thailand's hotel industry during COVID-19</i>
Liton Barua Mahamakut Buddhist University (Thailand)	<i>Consumer demand in digital marketing and sustainable business development</i>

Session 5:

Tourism marketing and pricing strategy

Thursday, 25.08.2022, 14:30 – 16:30 (Room 03, Inseliquai)

Chair: Prof. Dr. Walanchalee Wattanacharoensil

Authors	Title of the presentation
Tomaž Kolar^a, Walanchalee Wattanacharoensil^b University of Ljubljana, School of Economics and Business ^a (Slovenia) Mahidol University International College, Tourism and Hospitality Management Division ^b (Thailand)	<i>Exploring humorous travel-related UGC created during COVID-19 pandemics</i>
Chompoonut Suttikun^a, William Hamilton Bicksler^b, Patcharaporn Mahasuweerachai^a Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department ^a (Thailand) Khon Kaen University, International College, Communication and media Division ^b (Thailand)	<i>Sustainable image and self-identity as predictors of consumers' perceived value and willingness to pay premium price at restaurants</i>
Patcharaporn Mahasuweerachai^a, Chompoonut Suttikun^a, William Hamilton Bicksler^b Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department ^a (Thailand) Khon Kaen University, International College, Communication and media Division ^b (Thailand)	<i>Guilt or pride?: Factors enhancing consumers emotional value and purchase intentions of plant-based foods</i>
Jutikarn Na Nongkhai, Chompoonut Suttikun, Patcharaporn Mahasuweerachai Khon Kaen University, Department of Hospitality and Event Management (Thailand)	<i>Psychological factors affecting customer engagement of using mobile self-ordering applications at restaurants</i>

Session 6:

Understanding the consumer decision making process

Thursday, 25.08.2022, 14:30 – 16:30 (Room 09, Inseliquai)

Chair: Prof. Dr. Timo Ohnmacht

Authors	Title of the presentation
Jörn Basel, Timo Ohnmacht, Luzia Zimmermann Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility (Switzerland)	<i>A nudge is not enough? A field experimental study on the reduction of private motorized transport</i>
Phumsith Mahasuweerachai^a, Patcharaporn Mahasuweerachai^b Khon Kaen University, Faculty of Economics ^a Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department ^b (Thailand)	<i>All you have to do is ask: A nudge strategy for reducing sweetness in coffee shops</i>
Chonladaporn Jitsawaeng, Patcharaporn Mahasuweerachai and Chompoonut Suttikun Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department (Thailand)	<i>The persuasion of message framing enhances consumer's decision to purchase a plant-based menu item</i>
William Hamilton Bicksler^a, Patcharaporn Mahasuweerachai^b, Chompoonut Suttikun^b Khon Kaen University, International College, Communication and media Division ^a (Thailand) Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department ^b (Thailand)	<i>Effects of generational perceptions of altruistic and egoistic motives on "Warm Glow" towards sustainable restaurants</i>

26.08.2022, Friday

Session 7:
Digitalization and new technologies in tourism

Friday, 26.08.2022, 11:15 – 13:15 (Room 02, Inseliquai)
 Chair: Prof. Dr. Andreas Liebrich

Authors	Title of the presentation
Portia Pearl Siyanda Sifolo^a, Philasande Sokhela^b Tshwane University of Technology, Department of Tourism Management ^a (South Africa) Johannesburg Business School, College of Business Economics ^b (South Africa)	<i>Exploring the digitalization opportunities for tourism micro entrepreneurship in South Africa</i>
Luzia Zimmermann, Melanie Wyss, Nicole Stuber-Berries, Lucienne Wyss Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility (Switzerland)	<i>Leveraging the use of visualization as a vehicle for knowledge integration in a transdisciplinary research setting</i>
Joel R. Motaung^a, Portia Pearl Siyanda Sifolo^b, Milpark Business School Johannesburg ^a (South Africa) Tshwane University of Technology, Department of Tourism Management ^b (South Africa)	<i>Benefits and barriers of digital procurement: Lessons from an airport company</i>
Anna Para, Andreas Liebrich Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility (Switzerland)	<i>Tourism data landscapes and inventories – comparison of approaches in selected countries</i>

Session 8:

Prospects and challenges of sustainable tourism in selected countries and regions

Friday, 26.08.2022, 11:15 – 13:15 (Room 03, Inseliquai)

Chair: Prof. Dr. Julianna Priskin

Authors	Title of the presentation
<p>Anneli Douglas^a, Jan-Albert Wessels^b</p> <p>University of Pretoria, Department of Marketing Management^a (South Africa)</p> <p>University of South Africa, Department of Environmental Sciences^b (South Africa)</p>	<p><i>Exploring responsible tourism experiences in a National Park: differences between business and leisure travellers</i></p>
<p>Santidhorn Pooripakdee^a, Sebastian Huber^b</p> <p>Silpakorn University, Faculty of Management Science^a (Thailand)</p> <p>Lucerne University of Applied Sciences and Arts, Institute of Business and Regional Economics^b (Switzerland)</p>	<p><i>The influences of homestay standards in sustainable tourism of community enterprise: A case study of Baan Rimklong homestay community enterprise, Sumut Songkhram, Thailand</i></p>
<p>Luciana Machado Purper, Jorge E. Araña</p> <p>University of Las Palmas de Gran Canaria, Department of Applied Economic Analysis (Spain)</p>	<p><i>Resident-tourist interaction: a systematic review of contact hypothesis in tourism research</i></p>
<p>Murodjon Jumaniyazov</p> <p>Islambek Travel, Uzbekistan</p>	<p><i>Ecotourism for sustainable development: case study from Uzbekistan</i></p>
<p>Olimjon Saidmamatov</p> <p>Urgench State University (Uzbekistan)</p>	<p><i>Employing ecotourism opportunities for sustainability in the Aral Sea Region: prospects and challenges</i></p>

Session 9:

Event management in the post pandemic world

Friday, 26.08.2022, 11:15 – 13:15 (Room 09, Inseliquai)

Chair: Dr. Roberto Gozzoli

Authors	Title of the presentation
<p>Krzysztof Celuch</p> <p>Vistula School of Hospitality (Poland)</p>	<p><i>Convention servicing. The new beginning of event experiences.</i></p>
<p>Supawat Meeprom</p> <p>Khon Kaen University, Faculty of Business Administration and Accountancy, Hospitality and Event Management Department (Thailand)</p>	<p><i>Visitor food festival experience and customer engagement behaviour intention: the moderating effect of health consciousness</i></p>
<p>Watchara Chiengkul, Patcharaporn Mahasuweerachai, Chompoonut Suttikun</p> <p>Khon Kaen University, Faculty of Business Administration and Accountancy, (Thailand)</p>	<p><i>Do charity or non-charity sport events influence attendees' warm glow more?: An experimental survey</i></p>
<p>Suwadee Talawanich, Rangson Chirakranout</p> <p>Mahidol University International College, Tourism and Hospitality Management (Thailand)</p>	<p><i>Thailand's coffee culture and its transformation in the COVID-19 pandemic</i></p>

Session 10:

Exploring customer experience in tourism

Friday, 26.08.2022, 14:00 – 16:00 (Room 02, Inseliquai)

Chair: Prof. Dr. Widar von Arx

Authors	Title of the presentation
<p>Ana Bender, Patrícia Pinto, Manuela Guerreiro, Dora Agapito</p> <p>University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics (Spain)</p>	<p><i>Experiential marketing and its relationship with memory and behavioral intentions: An empirical study at a sea and Ssun destination under Covid-19 pressure</i></p>
<p>Olimjon Saidmamatov^a, Elbek Khodjanizov^a, Umidjon Matyakubov^a, Ergash Ibadullaev^a, Dilmurad Bekjanov^a, Jonathon Day^b, Peter Marty^c, Jinlin Zhao^d</p> <p>Urgench State University, (Uzbekistan)^a Purdue University, School of Hospitality and Tourism Management^b (USA) Zurich University of Applied Sciences, Institute of Natural Resource Sciences^c (Switzerland) Florida International University, Chaplin School of Hospitality & Tourism Management^d (USA)</p>	<p><i>The impact of Central Asian tourists' risk perception on their travel intentions during the COVID-19 pandemic</i></p>
<p>David Piedade^a, Manuela Guerreiro^b, Patrícia Pinto^b</p> <p>University of Algarve, Faculty of Tourism^a University of Algarve, Research Centre for Tourism, Sustainability and Well-being (CinTurs) and Faculty of Economics^b (Spain)</p>	<p><i>The tourists' experience and behavioural intentions in reopened tourism destinations: exploring effects of real-time emotions</i></p>
<p>Hannes Wallimann, Kevin Blättler and Widar von Arx</p> <p>Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility (Switzerland)</p>	<p><i>Do price reductions attract customers in urban public transport? A synthetic control approach</i></p>

Session 11:
Various topic, online session

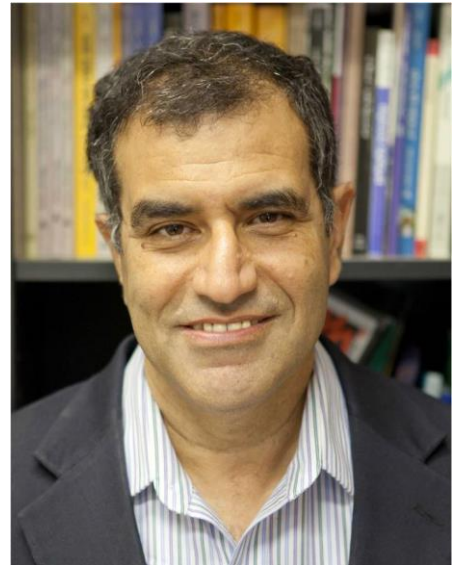
Friday, 26.08.2022, 14:00 – 16:00 (Auditorium, Inseliquai)
Chair: Dr. Anna Para

Authors	Title of the presentation
<p>Alina Ianioglo</p> <p>Moldova State University, Economy, Marketing and Tourism Department (Moldova)</p>	<p><i>Tourism amid Covid-19 pandemic: analysing the effects and prospects for recovery. Case of the Republic of Moldova</i></p>
<p>Santi Srisongkram</p> <p>Mahidol University International College (Thailand)</p>	<p><i>Impacts of the COVID-19 pandemic over hostels in Bangkok: Adaptation strategies and economic survival</i></p>
<p>Miguel McCormick, Lucía González</p> <p>University of Guadalajara (Mexico)</p>	<p><i>From tourism and recreation to residential dynamics in Ajijic, Jalisco. Proposal for a multi-criteria analysis of the effects on the territory and on local development.</i></p>
<p>Junyu Yang, Shanshan Shang</p> <p>Shanghai International Studies University (China)</p>	<p><i>Preference and satisfaction of Chinese tourists in airports under cross-culture perspective text mining</i></p>

04 Keynote Speakers

Keynote Speaker 1

Prof. Dr. Eli Avraham (University of Haifa, Israel)



Eli Avraham is a professor in public relations and place branding in the Department of Communication at the University of Haifa, Israel. Professor Avraham has published articles in many professional journals. He is also the author and co-author of eight award-winning books and monographs. He has won an award from the International Communication Association for his research on Israeli advertising. His research interests include public relations and marketing strategies, marketing places, media representation of minorities, advertising and society, crisis communication, journalism, news production.

Topic: Destinations` recovery strategies and marketing campaigns in response to pandemics

Date: 25.08.2022

Timing: 09:30-10:00

Location: Auditorium

Keynote Speaker 2

Prof. Dr. Chris Kemp (Edinburgh Napier University, Scotland)



Professor Chris Kemp a former rock music promotor, venue manager and university Pro-vice Chancellor is the founder, CEO and owner of Mind over Matter Consultancy. He is known throughout the world as an expert on crowded space and the development of risk mitigation processes for events globally. He has addressed the House of Commons Select Committee on Olympic Security for the London 2012 Olympic & Paralympic Games as well as the Royal Society of Medicine on crush injuries in crowds. He has provided crowded space consultancy for eight major London Stations as well as providing leadership training for the British Olympic coaches for both the Rio and Tokyo Games. Chris is well published and has written a series of books on the subject and has received a European Festival award and a Yourope award for his work in safety and crowd management. He currently works on high profile projects and as an expert witness across the world.

Topic: Pandemic Aversion: Stunting the growth of events, festivals and tourism by the failure to understand the capabilities of a resilient safety culture

Date: 25.08.2022

Timing: 10:00-10:30

Location: Auditorium

Keynote Speaker 3

Dr. Louise Todd (Edinburgh Napier University, UK)



Louise Todd is an Associate Professor in Festival and Event Management in the Tourism and Languages Subject Group at Edinburgh Napier University, UK. Louise is a member of the Tourism Research Centre. She is Public Engagement Lead for the Business School's and Lead for the university's Visual Methods and Ethnography (VM&E) in Interdisciplinary Research Group. Louise's research and teaching lies in arts and cultural tourism, festivals and event tourism, destination management, and within these settings, stakeholder and community engagement, visual culture, visual research methods, visual art, and design.

***Topic: Understanding community engagement with
tourism: participative and creative methods for
post-pandemic times***

Date: 25.08.2022

Timing: 14:00-14:30

Location: Auditorium

Keynote Speaker 4

Prof. Dr. Stefan Gössling
(Lund University, Sweden)



Stefan Gössling is a professor at the Department of Service Management and Service Studies, Lund University and the School of Business and Economics at Linnaeus University, Kalmar. He works with tourism and transport in the context of sustainability, and is specifically interested in climate change, transport policies, transport psychology, and transport economics. Stefan has worked in a wide range of countries in the European Union, the Middle East, East Africa/Western Indian Ocean, and the Caribbean. Stefan is on the editorial board of three of the highest ranked tourism journals, *Annals of Tourism Research*, *Tourism Management* and the *Journal of Sustainable Tourism*. He has also worked on behalf of various supranational organizations including UNEP, UNWTO, OECD and World Bank, and he has been a contributing author to the UN IPCC Forth Assessment report.

Topic: Pandemics, Tourism and Global Change

Date: 26.08.2022

Timing: 09:15-09:45

Location: Auditorium

Keynote Speaker 5

Prof. Dr. Woody Kim
(Florida State University,
USA)



Woody Kim is the Dedman Professor of Hospitality Management and Director of the International Center for Hospitality Research & Development. He holds a Ph.D. from Purdue University and has taught at universities within the U.S. and abroad. His research and teaching interests include sustainability, revenue management, pricing, and hospitality management. Prior to joining academia, he worked as a consultant for HVS International in New York. Dr. Kim was recognized as the 5th leading researcher worldwide among esteemed authors of Hospitality research in 2011. He received the John Wiley and Sons Lifetime Research Achievement Award at the 2017 I-CHRIE conference. He also received Fulbright U.S. Scholar Program Award for 2020-2021. He is an associate editor of the *Journal of Quality of Assurance in Hospitality and Tourism*.

Topic: The role of robots, AI and digital technologies in enhancing hospitality operation during post-pandemic era

Date: 26.08.2022

Timing: 09:45-10:15

Location: Auditorium

05 Presentation Guidelines

Guidelines

- Oral presentations consist of approximately 4 papers per session, with each session lasting 2 hours. When preparing your presentation, please keep each presentation to 20 minutes maximum for the presentation, followed by 10 minutes of questions. There will be a conference chair allocated to your session from the Scientific committee.
- Prepare your slides as a PowerPoint (.ppt or .pptx) file or a PDF. Send it to ictb2022@hslu.ch before the conference or bring the file with you to the conference on a USB memory stick.
- All presenters are required to send their presentations to the conference 24 hours before if possible, to the organising committee. If you choose to bring your laptop go straight to the presentation room, please ensure that you allow enough time for set-up.
- Please come to the room in which your presentation is scheduled a few minutes before the scheduled start time. Present yourself to the conference chair and load your presentation onto the computer before your session starts. This will facilitate a smooth transition between speakers. It will also be the last time that you can check that your presentation displays properly.

Technical information

- Technical staff will be available during the conference to help with any queries. Please ask your session chair for advice.
- All rooms are equipped with standard audio - visual equipment, including a computer and LCD projector.
- ICTB 2022 computers will run Microsoft Office 365, incl. MS PowerPoint (*.ppt or *.pptx) presentations with video formats will run smoothly. Please avoid using other formats/software, as there is no guarantee it will work as intended.

06 Scientific Committee

- Prof. Dr. Eli Avraham, University of Haifa, Israel
- Prof. Dr. Jane Ali-Knight, Edinburgh Napier University, Scotland
- Prof. Dr. Paul Barron, Edinburgh Napier University, Scotland
- Prof. Dr. Chris Kemp, Edinburgh Napier University, Scotland
- Prof. Dr. Stefan Gössling, Lund University, Sweden
- Prof. Dr. Tomaz Kolar, University of Ljubljana, Slovenia
- Dr. Eerang Park, Edith Cowan University, Australia
- Dr. Elaine Yang, Griffith University, Australia
- Dr. Eunice Tan, Murdoch University (Singapore), Singapore
- Asst. Prof. Dr. Amy Ching Tsu Hsueh, National Open University, Taiwan
- Asst. Prof. Dr. Jacey Ja Young Choe, University of Macau, Macau SAR, China Asst.
- Prof. Dr. Sompong Amnuay-Ngerntra, Mahidol University International College, Thailand
- Dr. Laddawan Jianvittayakit, Mahidol University International College, Thailand
- Dr. Dolchai La-ornual, Mahidol University International College, Thailand
- Dr. Kaewta Muangasame, Mahidol University International College, Thailand Asst.
- Prof. Dr. Malinvisa Sakdiyakorn, Mahidol University International College, Thailand
- Asst. Prof. Dr. Walanchalee Wattanacharoensil, Mahidol University International College, Thailand
- Prof. Dr. Timo Ohnmacht, Lucerne University of Applied Sciences and Arts, Switzerland
- Prof. Dr. Julianna Priskin, Lucerne University of Applied Sciences and Arts, Switzerland
- Prof. Dr. Jürg Stettler, Lucerne University of Applied Sciences and Arts, Switzerland
- Prof. Dr. Woody Kim, Dedman College of Hospitality, Florida State University, USA

07 Travel Preparations

Travel to / from Airport

By train

Swiss Federal Railways (SBB) provides daily service between 5:00 a.m. - 11:30 p.m.

There are several connections from Zurich Airport to Lucerne throughout the day either directly or with a change of trains at Zurich main station. Single tickets are either CHF 30 in 2nd class or CHF 53 in 1st class.

Please check SBB for schedules and the possibility to purchase a ticket online (<https://www.sbb.ch/>). You can also download a free mobile application on [SBB Mobile](#) where timetables can be checked in real-time and you can easily buy and show tickets on your phone.

It is also possible to buy tickets at Zurich Airport upon arrival at the SBB travel center (located below the Airport Center in the Check-in 3 area) or the SBB ticket machines (located in Arrival 1 and 2). You must buy your ticket before taking the train.

By taxi

The airport taxi ranks are located in front of Arrivals 1 and 2. A taxi ride from Zurich Airport to Lucerne costs between CHF 250 and CHF 300. Reservations can be made in advance by calling +41 848 850 852.

07 Travel Preparations

Accommodation

We suggest that all interested participants register and book their accommodation in Lucerne as early as possible.

Radisson Blu Hotel (<https://www.radissonblu.com/en/hotel-lucerne>)

Radisson Blu Hotel is located next to the conference venue. With just 1 minute walking distance. Address: Lakefront Centre, Inseliquai 12, 6005 Lucerne.

Ibis Budget Luzern City (<https://all.accor.com/hotel/6782/index.en.shtml>)

Ibis Budget hotel is located at a 10 minute walk from the conference venue.
Address: Kellerstrasse 6, 6005 Lucerne.

Lion Lodge (<http://www.lionlodge.ch>)

Lion Lodge is located at around 20-minute walk from the conference venue. City buses are available to commute if possible. Bus no: 1, 19 can be boarded till main railway station, followed by a 7-minute walk. Address: Zürichstrasse 57, 6006 Lucerne.

Cascada Lucerne (<https://www.cascada.ch>)

Cascada is located around a 15-minute walk from the conference venue. City buses are available to commute if possible. Address: Bundesplatz 18, 6003 Lucerne

Backpackers Luzern Alpenquai (<https://www.backpackerslucerne.ch>)

Backpackers Luzern is located at 10-minute walking distance from the conference venue. Address: Alpenquai 42, 6005 Lucerne.

Hotel Continental (<http://www.continental.ch>) Hotel Continental is located at 11 minute walking distance from the conference. Address: Murbacherstrasse 4, 6002 Lucerne.

07 Travel Preparations

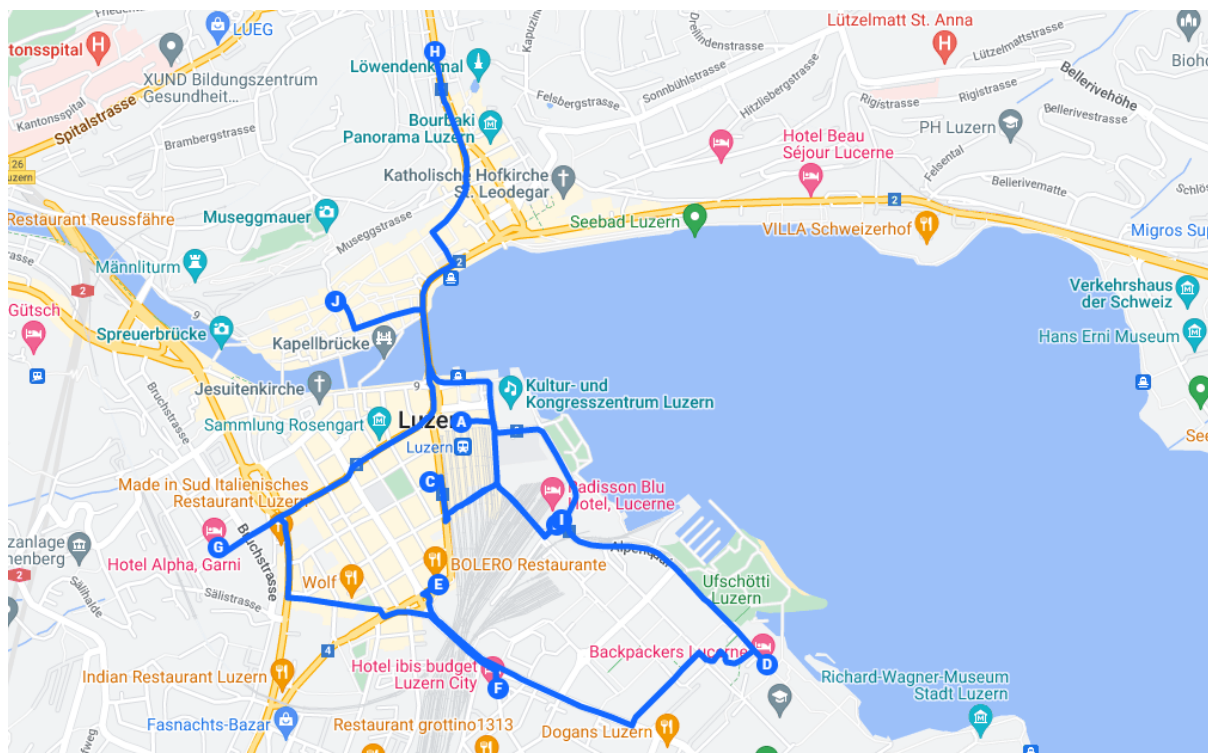
Getting around in Lucerne: <https://www.inyourpocket.com/lucerne>

Lucerne Tourism: www.luzern.com/en/

A map of the ICTB2022 conference location and nearby places can be viewed online also.

ICTB transport guide: [Link](#) (Map to navigate from the conference venue to the city centre, accommodation and railway station)

Lucerne tourist guide: [Link](#) (Popular tourist attractions in Lucerne)



The ICTB2022 organization team is there for you. Do you have any questions, or maybe a special request? In any case, please contact us: <https://www.hslu.ch/de-ch/wirtschaft/forschung/konferenzen/ictb/>

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Email: anna.para@hslu.ch

08 Social Events

Informal Reception and Welcome Evening

Date: Wednesday, 24th August 2022

Meeting Time: At 6 p.m.

Location: Rathaus Brewery Lucerne
Unter der Egg 2, 6004 Luzern



More
Information

Conference Dinner at Hotel Schweizerhof

Date: Thursday, 25th August 2022

Meeting Time: At 6 p.m.

Location: Hotel Schweizerhof Lucerne
Schweizerhofquai 3, 6003 Luzern



More
Information

Excursion to Bürgenstock, incl. Cruise on the Lake Lucerne

Date: Saturday, 27th August 2022

Meeting Time: At 10 a.m.

Meeting Point: Pier 3, Lake Lucerne



More
Information

08 List of conference participants

Title	Surname	Name	Organisation
Ms	Agapito	Dora	University of Algarve, Portugal
Ms	Ali-Knight	Jane	Napier University, Scotland
Mr	Avraham	Eli	University of Haifa, Israel
Mr	Barua	Liton	Mahamakut Buddhist University, Thailand
Mr	Basel	Jörn	Lucerne University of Applied Sciences and Arts, Switzerland
Mr	Bekjanov	Dilmurad	Urgench State University, Uzbekistan
Mr	Bicksler	William Hamilton	Khon Kaen University, International College, Thailand
Ms	Böckelmann	Christine	Lucerne University of Applied Sciences and Arts, Switzerland
Ms	Campos Herrero	Cristina	University of Cantabria, Spain
Mr	Celuch	Krzysztof	Vistula School of Hospitality, Poland
Mr	Chiengkul	Watchara	Khon Kaen University, Thailand
Mr	Deya Tortella	Bartolome	University of the Balearic Islands, Spain
Ms	Douglas	Anneli	University of Pretoria, South Africa
Mr	Eggli	Florian	Lucerne University of Applied Sciences and Arts, Switzerland
Mr	Gozzoli	Roberto	Mahidol University International College, Thailand
Ms	Gozzoli	Pattarachit Choompol	Mahidol University International College, Thailand
Mr	Gössling	Stefan	Lund University, Sweden
Ms	Guerreiro	Manuela	University of Algarve, Portugal
Mr	Hamilton Bickser	Wiliam	Khon Kaen University, Thailand
Mr	Herranz	Raquel	University of the Balearic Islands, Spain
Mr	Huber	Sebastian	Lucerne University of Applied Sciences and Arts, Switzerland
Mr	Hüsser	Andreas	Lucerne University of Applied Sciences and Arts, Switzerland
Ms	Ianioglo	Alina	Moldova State University, Moldova
Mr	Ibadullaev	Ergash	Urgench State University, Uzbekistan
Mr	Iñiguez McCormick	Miguel Angel	Universidad de Guadalajara, Mexico
Ms	Jitsawaeng	Chonladadporn	Khon Kaen University, Thailand
Mr	Jumaniyazov	Murodbek	Islambek Travel, Uzbekistan
Mr	Khodjaniyazov	Elbek	Urgench State University, Uzbekistan
Mr	Kemp	Chris	Edinburgh Napier University, Scotland
Mr	Lozano-Arnica	Gonzalo	Fundació Universitat-Empresa de les Illes Balears
Mr	Woody	Kim	Florida State University, USA

Title	Surname	Name	Organisation
Ms	Kolar	Tomaz	University of Ljubljana, Slovenia
Mr	Liebrich	Andreas	Lucerne University of Applied Sciences and Arts, Switzerland
Mr	Lozano-Arnica	Gonzalo	University of the Balearic Islands, Spain
Mr	Madhyamapurush	Warach	University of Phayao, Thailand
Ms	Mahasuweerachai	Patcharaporn	Khon Kaen University, Thailand
Mr	Mahasuweerachai	Phumsith	Khon Kaen University, Thailand
Mr	Matyakubov	Umidjon	Urgench State University, Uzbekistan
Mr	Meeprom	Supawat	Khon Kaen University, Thailand
Mr	Motaung	Joel	
Ms	Munar Muntaner	María Esperanza	University of the Balearic Islands, Spain
Mr	Nanni	Alexander	Mahidol University International College, Thailand
Ms	Na Nongkhai	Jutikarn	Khon Kaen University, Thailand
Mr	Ortega	Bienvenido	University of Malaga, Spain
Mr	Ohnmacht	Timo	Lucerne University of Applied Sciences and Arts, Switzerland
Ms	Palmer	Teresa	University of the Balearic Islands, Spain
Ms	Para	Anna	Lucerne University of Applied Sciences and Arts, Switzerland
Ms	Pinto	Patrícia	University of Algarve, Portugal
Ms	Pooprueksachat	Thanaporn	University of Phayao, Thailand
Ms	Priskin	Julianna	Lucerne University of Applied Sciences and Arts, Switzerland
Ms	Promnil	Niramol	University of Phayao, Spain
Ms	Purper	Luciana	University of Las Palmas de Gran Canaria, Spain
Mr	Rey-Maqueira	Javier	University of the Balearic Islands, Spain
Ms	Robinson	Teresa	Österreich Werbung, Austria
Ms	Roblek	Vasja	International University of Rijeka, Croatia
Mr	Saidmamatov	Olimjon	Urgench State University, Uzbekistan
Mr	Sanjuan	Jesus	University of Malaga, Spain
Mr	Pooripakdee	Santidhorn	Silpakorn University, Thailand
Mr	Sastre Alberti	Francisco	University of the Balearic Islands, Spain
Ms	Schöb	Daniela	Lucerne University of Applied Sciences and Arts, Switzerland
Ms	Sifolo	Portia Pearl Siyanda	Tshwane University of Technology
Mr	Srisongkram	Santi	Mahidol University, Thailand
Ms	Stuber Berries	Nicole	Lucerne University of Applied Sciences and Arts, Switzerland

Title	Surname	Name	Organisation
Mr	Stettler	Jürg	Lucerne University of Applied Sciences and Arts, Switzerland
Mr	Subandi	Mohamad Robbith	Wageningen University & Research, Netherlands
Ms	Suttikun	Chompoonut	Khon Kaen University, Thailand
Ms	Talawanich	Suwadee	Mahidol University International College, Thailand
Ms	Tirado Bennasar	Dolores	University of the Balearic Islands, Spain
Ms	Tripathi	Sangeeta	University of Technology and Applied Sciences, Oman
Ms	Todd	Louise	Edinburgh Napier University, Scotland
Mr	Wallimann	Hannes	Lucerne University of Applied Sciences and Arts, Switzerland
Ms	Wattanacharoensil	Walanchalee	Mahidol University International College, Thailand
Mr	von Arx	Widar	Lucerne University of Applied Sciences and Arts, Switzerland
Mr	Weber	Fabian	Lucerne University of Applied Sciences and Arts, Switzerland
Ms	Wyss	Melanie	Lucerne University of Applied Sciences and Arts, Switzerland
Ms	Wyss	Lucienne	Lucerne University of Applied Sciences and Arts, Switzerland
Mr	Yang	Junyu	Shanghai International Studies University, China