
Conference programme

**International Conference on Tourism and
Business ICTB**

Lucerne, 24 - 27 August 2022



Co-Hosted by

ICTB 2022 Conference Program

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

ICTB 2022 Detailed Agenda

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)	
----------------------	--	--

Detailed plan of thematic sessions

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 Poopruksachat, 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 Khodjanibayev^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: Prof. Dr. Jane Ali Knight

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>
Bartolomé 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 Hüsser

Authors	Title of the presentation
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 University of Cantabria, Department of Chemical and Biomolecular Engineering ^a UNESCO Chair in Life Cycle and Climate Change ESCI-UPF ^b (Spain)	<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>
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 Urgench State University, Faculty of Tourism and Economics ^a (Uzbekistan) Purdue University, School of Hospitality and Tourism Management ^b (USA)	<i>TOWS analysis for sustainable ecotourism development and state support during the pandemic: The Aral Sea region of Uzbekistan</i>
Umidjon Matyakubov^a, Viachaslau Filimonau^b, Vladimir A. Ermolaev^c Urgench State University, Faculty of Tourism and Economics ^a (Uzbekistan) University of Surrey ^b (UK) Plekhanov Russian University of Economics ^c (Russia)	<i>The (de)motives to conserve the environment among small independent hotels in a resource scarce destination</i>
Fabian Weber, Jürg Stettler Lucerne University of Applied Sciences and Arts, Institute of Tourism and Mobility (Switzerland)	<i>Swisstainable. The sustainability programme of Swiss tourism</i>

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

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

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

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

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 Khodjaniyazov^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>