08:00 am - 06:00 pm
All day registration - room 504 Esthua

08:00 am - 10:00 am
Board meeting (509 Esthua) - TTRA European Chapter

09:00 am - 09:15 am
Welcome and Introduction (505 Esthua) Scott McCabe, Mike Peters and Neelu Seetaram

09:15 am - 10:00 am
Round Table Discussions
Table 1: Erose Sthapit, Peter Bjork & Feriel Gadhoumi & Kai Kronenberg and Matthias Fuchs
Table 2: Sourou Meatchi & Heppy Millanyani
Table 3: Danielle Lecointre-Erickson & Cédrick Gautier
Table 4: Solène Bargain & Aurore Giacomel & Bilal Akbar & Johan Carelli

10:00 am - 11:00 am
Destinations under analysis (505 Esthua)
10:00 - 10:20 > Relative contributions of souvenirs on memorability of a trip experience and revisit intention: A study of visitors to Rovaniemi, Finland - Erose Sthapit, University of Vaasa; Bjork Peter
10:20 - 10:40 > Economic evaluation of the brand image of a tourist destination - Feriel Gadhoumi, Responsible for communication at Tunisian National Tourist Office and GRANEM, University of Angers
10:40 - 11:00 > A dynamic perspective on tourism economic impacts: A regional Input-Output analysis for Jämtland, Sweden - Kai Kronenberg, Mid Sweden University; Fuchs Matthias

11:00 am - 11:30 am
Coffee break (506 Esthua)

11:30 am - 12:00 pm
Researching Experiences (505 Esthua)
11:30 - 11:50 > The stimuli and dimension of mental imagery: towards anticipated experience of consumption - Cédrick Gautier, GRANEM, University of Angers
11:50 - 12:10 > The influence of an interactive window display on anticipated shopping experience in an office of tourism - Danielle Lecointre-Erickson; Daucé Bruno; Legohérel Patrick, GRANEM, University of Angers

12:00 pm - 02:00 pm
Lunch (Restaurant «Mets & Vins»)

02:00 pm - 03:20 pm
Marketing Communication in Tourism (505 Esthua)
14:00 - 14:20 > Perceived revenue management pricing unfairness: A critical incidents approach - Sourou Meatchi, GRANEM, University of Angers
14:20 - 14:40 > A study on firms’ intervention in an online consumer review site and its effect on service quality - Heppy Millanyani, Nottingham University Business School

03:20 pm - 03:45 pm
Coffee break (506 Esthua)

03:45 pm - 05:05 pm
Hospitality Industry Research (505 Esthua)
15:45 - 16:05 > The experiential consumption through the link between front-office employee and customer: the case of touristic heritage areas - Solène Bargain, GRANEM, University of Angers
16:05 - 16:25 > New boundaries of human in the hospitality industry - Aurore Giacomel, GRANEM, University of Angers
16:25 - 16:45 > Investigating innovation horizons in family firm entrepreneurs - Bilal Akbar, University of Innsbruck
16:45 - 17:05 > From whom to why, understanding customer’s intention with the use of persona. - Johan Carelli, GRANEM, University of Angers

05:05 pm - 05:30 pm
Feedback: Lessons learned & future challenges (505 Esthua) - Final Discussion

05:30 pm - 06:00 pm
Closing and lessons learned (505 Esthua) Scott McCabe, Mike Peters and Neelu Seetaram

06:30 pm - 07:45 pm
Cocktail (Musée Des Beaux Arts)
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00 am - 06:00 pm</td>
<td>All day registration – Faculty of Law, Economy, Management Hall</td>
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<tr>
<td>08:30 am - 09:00 am</td>
<td>Opening remarks (Amphitheatre Lagon)</td>
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<tr>
<td>09:00 am - 10:30 am</td>
<td>Guest speakers (Amphitheatre Lagon)</td>
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<tr>
<td>10:30 am - 11:00 am</td>
<td>Coffee break (Faculty's Hall)</td>
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<tr>
<td>11:00 am - 12:30 pm</td>
<td>Guest speakers (Amphitheatre Lagon)</td>
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<tr>
<td>12:30 pm - 01:45 pm</td>
<td>TCI Research sponsored Lunch (University restaurant)</td>
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<tr>
<td>01:45 pm - 03:30 pm</td>
<td>Tourism - Methods (Amphitheatre Lagon) Geoffrey Crouch</td>
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<tr>
<td>13:45 - 14:10</td>
<td>The application of complexity theory on tourists’ revisit intention: Canal boating in Strasbourg, France - Javaneh Mehran, Olya Hossein, Alipour Habib</td>
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<td>14:10 - 14:35</td>
<td>Scale development for measuring the co-creation experience of wearable technology at a music concert - Elaine Mathis, University of Central Florida; Van Niekerk Mathilda</td>
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<td>14:35 - 15:00</td>
<td>Modeling of tourism length of stay in Tabriz: Duration model approach (survival analysis) - Fahimeh Hateftabar, Nasserzadeh Seyed Mohammad</td>
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<td>15:00 - 15:25</td>
<td>Trade and inclusive tourism - Game theory insights in the debate on the role of tourism as a development tool - Frederic Thomas, Institut de recherche et d’études supérieures du tourisme; Peter Richards; Suansri Potjana</td>
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<tr>
<td>01:45 pm - 03:30 pm</td>
<td>Tourism Practices and behaviours (Amphitheatre Tamaris) John Tribe</td>
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<td>13:45 - 14:10</td>
<td>Cosplays, free hugs and video games... influences of C2C co-creation on service experience in thematic events - Elodie Jouny Rivier, Ecole Supérieure des Sciences Commerciales d'Angers; Aude Ducroquet GRANEM, University of Angers</td>
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<td>14:10 - 14:35</td>
<td>The transition of tourist souvenirs: From the holiday experience to everyday life - Julie Masset, University of Namur - Alain Decrop, University of Namur</td>
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<td>14:35 - 15:00</td>
<td>Luxury brand shopping and pride: A view on tourists in a destination - Man Wah Vanessa Yeung, Markus Schuckert, School of Hotel &amp; Tourism Management, The Hong Kong Polytechnic University; Hung Kam</td>
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<td>15:00 - 15:25</td>
<td>International tourists’ risk perception towards terrorism and political instability: The case of Tunisia - Marion Joppe, University of Guelph; Pham Bich Ngoc</td>
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<tr>
<td>01:45 pm - 03:30 pm</td>
<td>Hospitality practises - Electronic/digital issues (Amphitheatre Amande) Kaye Chon</td>
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<td>13:45 - 14:10</td>
<td>Web innovation adoption: The case of French hotels - Mustafeed Zaman, IAE de Perpignan; Botti Laurent; Vo Thanh Tan</td>
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<td>14:10 - 14:35</td>
<td>Online consumer reviews and strategies of organizational response: the case of French hotels - Tatiana Dauxert, EDMP - Laboratoire PRISM</td>
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<td>15:00 - 15:25</td>
<td>Latent profile classification of U.S. travelers based on their perceived risk of tablet use when staying in international hotels - Agnes Defranco; Cristian Morosan, University of Houston</td>
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<tr>
<td>03:30 pm - 04:00 pm</td>
<td>Coffee break (Faculty’s Hall)</td>
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<tr>
<td>04:00 pm - 06:00 pm</td>
<td>Guest speakers (Amphitheatre Lagon)</td>
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<td>06:30 pm - 08:30 pm</td>
<td>Adara sponsored Wine tasting (Chez Pont-Pont restaurant)</td>
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08:00 am - 12:30 pm  Registration • Registration

08:30 am - 10:30 am  Business development & Tourism practices (Amphitheatre Amande) Alan Fyall

08:30 - 08:55  What kind of business ecosystem does wine tourism in France need? The case of Pays de Loire en Layon - Jean-Pierre Noblet; Elizabeth Poutier; Claude Taddei Jean; ESSCA Research Lab

08:55 - 09:20  What influence the key success factors of dive operations? A case of developed countries versus developing countries. - Engelina Du Plessis, North-West University Potchefstroom Campus South Africa; Saayman Melville

09:20 - 09:45  Exploring a cluster approach to Greek tourism policy implementation - Antonis Kliadas, Deree; Georgios Papageorgiou, Deree - The American College of Greece

09:45 - 10:10  The embeddedness of design-based tourism: Helsinki in the aftermath of 2012 World Design Capital - Yi-De Liu, Associate Professor, Graduate Institute of European Cultures and Tourism, National Taiwan Normal University

10:10 - 10:30  Bilateral tourism trade – The role of cultural proximity - Neelu Seetaram, Bournemouth University; Sylvain Petit

08:30 am - 10:30 am  Human Resources (Amphitheatre Lagon) Sheila Flanagan

08:30 - 09:00  Embeddedness of professional and personal lives? Emotional labour in the hotel industry, a qualitative approach in four European countries - Gwenaelle Grefe, Dominique Peyrat-Guillard, GRANEM, University of Angers

09:00 - 09:30  Employer attractiveness in the tourism industry: A comparison between the potential applicants’ perception of rural and urban employers - Mike Peters, Department of Strategic Management, Marketing and Tourism / University of Innsbruck; Petry Tanja; Judith Pfliegensdörfer

09:30 - 10:00  Tourism family firms’ perceived performance: The role of socio-emotional wealth, entrepreneurial orientation & risk attitude - Mike Peters, Bilal Akbar, University of Innsbruck, Department of Strategic Management, Marketing and Tourism / University of Innsbruck; Kalmuenzer Andreas; Bloemhof Diederik

10:00 - 10:30  Exploring Tourism Entrepreneurial Opportunity Recognition and Exploitation: A Study of Cameroon- Roland Atembe, School of management University of Innsbruck

08:30 am - 10:30 am  Destination attractiveness & competitiveness (Amphitheatre Tamaris) Kir Kuscer

08:30 - 09:00  The appeal of tourism destination when deciding where to study abroad: decision process and sources of information in higher education - Jean-Michel Chapuis, Université Paris 1, Panthéon-Sorbonne - UFR Gestion & économie d’entreprise, ESG management school; Catherine Lejealle, ISC Paris

09:00 - 09:30  Measuring the impact of the European Capital of Culture programme on overnight stays: Evidence for the last 20 years - Martin Falk, Austrian Institute of Economic Research; Hagsten Eva

09:30 - 10:00  What motivates intention to visit a destination? The role of place attachment and destination emotions - Daniela Buzova, University of Valencia; Sanz-Blas Silvia

10:00 - 10:30  Tourism destination competitiveness: The case of heritage cities - Van Thuy Phan, Université de Perpignan Via Domitia - Laurent Botti, Université de Perpignan Via Domitia - Tan Vo Thanh, La Rochelle Business School

10:30 am - 11:00 am  Coffee break (Faculty’s Hall)

11:00 am - 12:30 pm  Guest speakers (Amphitheatre Lagon)

> Angers Tourisme Loire Marketing Strategy (Amphitheatre Lagon) - Olivier Bouchereau, Angers Tourisme Loire
> Tourism Research: A force-field analysis (Amphitheatre Lagon) - John Tribe, University of Surrey

12:30 pm - 01:45 pm  Goodfellow Publishers sponsored Lunch (University restaurant)

01:45 pm - 03:30 pm  Image, media & tourism (Amphitheatre Amande) Neelu Seetaram

13:45 - 14:10  What do Melania Trump tourism and Dracula tourism have in common? The exotic Eastern European "Other" in mediatised tourism imaginaries - Maja Turnsek Hancic, University of Maribor, Faculty of Tourism; Trdina Andreja

14:10 - 14:35  The influence of media on the image of South Africa as tourist destination - Elmarie Slabbert; Susan Steyn; Karin Botha, North-West University

15:00 - 15:25  Cinema and slum tourism motivations a qualitative approach - Arthur de Araújo, Universidade de Aveiro

01:45 pm - 03:30 pm  Hospitality (Amphitheatre Lagon) Fevzi Okumus

13:45 - 14:10  Hilton’s negotiation of legitimacy in Swinging London - Barbara Czyzewska, University of West London

14:10 - 14:35  Factors affecting cancellation behaviour: Is this prompted by a typical guest or specific weather condition? - Martin Falk, Austrian Institute of Economic Research; Vieru Markku

14:35 - 15:00  Iran hotel and hospitality business: A focus on foreign transactional relations - Mohamad Sharifi-Tehran, Faculty of Administrative Sciences and Economics, University of Isfahan, Iran; Seyfi Siamak; Ghasehi Vahid
01:45 pm - 03:30 pm
Environmental issues & tourism (Amphitheatre Tamaris)  Patrick Legohérel
13:45 - 14:10 > Determinants of sustainable development of ski resorts: Do size and height matter? - Kir Kuscer, Faculty of Economics, University of Ljubljana; Dwyer Larry
14:10 - 14:35 > The correlation between attendees’ green behaviour at home and their inclination to support green practices at South African arts festivals - Viviers Pierre-André, Karin Botha, North-West University
14:35 - 15:00 > The role of positional embeddedness in cultivating sustainable rural tourism micro-firm networks: A conceptual framework - Leana Reinl, Waterford Institute of Technology; Kelliher Felicity
15:00 - 15:25 > Do tourists care about environmental preservation? The case of visitors to protected areas in Spain - Lidia Andrades-Calido, University of Extremadura; Frédéric Dimanche, Ryerson University; Soraya Morales-Carretero, University of Extremadura

03:30 pm - 04:00 pm
Coffee break (Faculty’s Hall)

04:00 pm - 06:00 pm
Meet the editors session (Amphitheatre Lagon)
> John Tribe, Annals of Tourism Research
> Geoffrey Crouch, Journal of Travel Research
> Kaye Chon, Journal of Travel and Tourism Marketing
> Fevzi Okumus, International Journal of Contemporary Hospitality Management
> Alan Fyall, Journal of Destination Marketing Management

07:30 pm - 11:00 pm
Angers Tourism Lab sponsored Gala dinner (Galerie David d’Angers)

FRIDAY, 28TH APRIL, 2017 | SOCIAL EVENTS

Morning: Wine tasting in an authentic French vineyard
10:30 am - 12:00 am : Domaine des deux Moulins
For 25 years the “domaine des deux moulins” propose a great wine production in the surrounding of Angers. Cultivated on a large area and in the respect of the tradition, you will find high quality products. You will be able to taste different kind of wine, from sweet to liquorous. The “domaine des deux moulins” propose you a visit (30 minutes long) of his wineries, ending with a wine tasting with appetizer (1 hour long). You will have the chance to taste different wine such as:
> Anjou blanc sec « Expression du chenin » (Dry white wine)
> Anjou rouge « Terres des Cartes » (Red wine)
> Anjou village Brissac (Red wine)
> Rosé d’Anjou « Jolie Quille »
> Coteaux de l’Aubance (White wine)
Domaine des deux Moulins | www.domaine2moulins.com

Lunch time in a Gourmet Restaurant
"La table Loire et Sens” invites you to taste a seasonal cuisine in a green and refined setting. Thanks to the Chef, Regis Legain together with Martin Favry and Elliot Lhumeau and their team, you will discover a modern gourmet cuisine based on seafood and local products.
La table Loire et Sens | www.loireetsens.com

Spend the afternoon in the “Château de Brissac”
The “Château de Brissac” (Brissac Castle) located next to the city of Angers, is one of the castle listed as a "monument historique" by the french minister of culture. The "Château de Brissac" is owned by the Cossé-Brissac family since 1502. The descendants of the first family, the Marquis, his wife and their four children, still live in the castle. The castle has seven stories altogether, making it the tallest castle in the Loire Valley. The architecture is characterized by his baroque style. You will enjoy a guided visit over 1h30 of the castle and the wine cellar, ending with a wine tasting.
Château de Brissac | www.chateau-brissac.fr

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Château de Brissac | www.chateau-brissac.fr
MAP ANGERS

箔 FLR ESTHUA, Tourisme et Culture
FAVU DE DROIT, D’ÉCONOMIE ET DE GESTION
MUSÉE DES BEAUX-ARTS | www.musees.angers.fr
14 Rue du Musée | 49100 Angers | T. 02 41 05 38 00
CHEZ PONT-PONT | www.chezpontpont.fr
13 Promenade du Bout du Monde | 49100 Angers
GALERIE DAVID D’ANGERS | www.musees.angers.fr
33Bis Rue Toussaint | 49100 Angers | T. 02 41 05 38 90

DAY-TIME
- ESTHUA building (Tuesday | 08.45 to 18.00)
- Economics, Law and Management building (Wednesday and Thursday | 08.45 to 18.00)

EVENING
- Musée des beaux-Arts (Tuesday | 18.30 to 19.45)
- Chez Pont-Pont | Bar and Restaurant (Wednesday | 18.30 to 20.30)
- Galerie David d’Angers (Thursday | 19.30 to 23.00)