

# TUESDAY, 25<sup>TH</sup> APRIL, 2017 | DOCTORAL DAY

<b>08:00 am - 06:00 pm</b>	All day registration - room 504 Esthua
<b>08:00 am - 10:00 am</b>	Board meeting (509 Esthua) - TTRA European Chapter
<b>09:00 am - 09:15 am</b>	Welcome and Introduction (505 Esthua) <i>Scott McCabe, Mike Peters and Neelu Seetaram</i>
<b>09:15 am - 10:00 am</b>	Round Table Discussions <i>Table 1: Erosee Sthapit, Peter Bjork &amp; Feriel Gadhoumi &amp; Kai Kronenberg and Matthias Fuchs</i> <i>Table 2: Sourou Meatchi &amp; Heppy Millanyani</i> <i>Table 3: Danielle Lecointre-Erickson &amp; Cédric Gautier</i> <i>Table 4: Solène Bargain &amp; Aurore Giacomel &amp; Bilal Akbar &amp; Johan Carelli</i>
<b>10:00 am - 11:00 am</b>	Destinations under analysis (505 Esthua) <b>10:00 - 10:20</b> > <i>Relative contributions of souvenirs on memorability of a trip experience and revisit intention: A study of visitors to Rovaniemi, Finland - Erosee Sthapit, University of Vaasa; Bjork Peter</i> <b>10:20 - 10:40</b> > <i>Economic evaluation of the brand image of a tourist destination - Feriel Gadhoumi, Responsable for communication at Tunisian National Tourist Office and GRANEM, University of Angers</i> <b>10:40 - 11:00</b> > <i>A dynamic perspective on tourism economic impacts: A regional Input-Output analysis for Jämtland, Sweden - Kai Kronenberg, Mid Sweden University; Fuchs Matthias</i>
<b>11:00 am - 11:30 am</b>	Coffee break (506 Esthua)
<b>11:30 am - 12:10 pm</b>	Researching Experiences (505 Esthua) <b>11:30 - 11:50</b> > <i>The stimuli and dimension of mental imagery: towards anticipated experience of consumption - Cédric Gautier, GRANEM, University of Angers</i> <b>11:50 - 12:10</b> > <i>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</i>
<b>12:10 pm - 02:00 pm</b>	Lunch (Restaurant «Mets & Vins»)
<b>02:00 pm - 03:20 pm</b>	Marketing Communication in Tourism (505 Esthua) <b>14:00 - 14:20</b> > <i>Perceived revenue management pricing unfairness: A critical incidents approach - Sourou Meatchi, GRANEM, University of Angers</i> <b>14:20 - 14:40</b> > <i>A study on firms' intervention in an online consumer review site and its effect on service quality - Heppy Millanyani, Nottingham University Business School</i>
<b>03:20 pm - 03:45 pm</b>	Coffee break (506 Esthua)
<b>03:45 pm - 05:05 pm</b>	Hospitality Industry Research (505 Esthua) <b>15:45 - 16:05</b> > <i>The experiential consumption through the link between front-office employee and customer: the case of touristic heritage areas - Solène Bargain, GRANEM, University of Angers</i> <b>16:05 - 16:25</b> > <i>New boundaries of human in the hospitality industry - Aurore Giacomel, GRANEM, University of Angers</i> <b>16:25 - 16:45</b> > <i>Investigating innovation horizons in family firm entrepreneurs - Bilal Akbar, University of Innsbruck</i> <b>16:45 - 17:05</b> > <i>From whom to why, understanding customer's intention with the use of persona. - Johan Carelli, GRANEM, University of Angers</i>
<b>05:05 pm - 05:30 pm</b>	Feedback: Lessons learned & future challenges (505 Esthua) - Final Discussion
<b>05:30 pm - 06:00 pm</b>	Closing and lessons learned (505 Esthua) <i>Scott McCabe, Mike Peters and Neelu Seetaram</i>
<b>06:30 pm - 07:45 pm</b>	Cocktail (Musée Des Beaux Arts)

# WEDNESDAY, 26<sup>TH</sup> APRIL, 2017

<b>08:00 am - 06:00 pm</b>	All day registration – Faculty of Law, Economy, Management Hall
<b>08:30 am - 09:00 am</b>	Opening remarks (Amphitheatre Lagon)
<b>09:00 am - 10:30 am</b>	Guest speakers (Amphitheatre Lagon) > <i>Can we influence the identity practices through research?</i> (Amphitheatre Lagon) Kaye Chon, Hong Kong Polytechnic University > <i>Tourism and Events: Lessons learned from the 2010 FIFA World Cup South Africa</i> (Amphitheatre Lagon) - Mathilda Van Niekerk,
<b>10:30 am - 11:00 am</b>	Coffee break (Faculty's Hall)
<b>11:00 am - 12:30 pm</b>	Guest speakers (Amphitheatre Lagon) > <i>The world at large: how global changes impact on tourism</i> (Amphitheatre Lagon) Olivier Henry-Biabaud, TCI Research > <i>Tourism destination and change: Toward communication closer to its target audience. A challenge to take up by the DMOs: the case of Tunisia</i> (Amphitheatre Lagon) - Ferial Gadhouri, Tunisian National Tourism Office
<b>12:30 pm - 01:45 pm</b>	TCI Research sponsored Lunch (University restaurant)
<b>01:45 pm - 03:30 pm</b>	Tourism - Methods (Amphitheatre Lagon) Geoffrey Crouch <b>13:45 - 14:10</b> > <i>The application of complexity theory on tourists' revisit intention: Canal boating in Strasbourg, France</i> - Javaneh Mehran, Olya Hossein, Alipour Habib <b>14:10 - 14:35</b> > <i>Scale development for measuring the co-creation experience of wearable technology at a music concert</i> - Elaine Mathis, University of Central Florida; Van Niekerk Mathilda <b>14:35 - 15:00</b> > <i>Modeling of tourism length of stay in Tabriz: Duration model approach (survival analysis)</i> - Fahimeh Hateftabar, Nasserzadeh Seyed Mohammad <b>15:00 - 15:25</b> > <i>Trade and inclusive tourism - Game theory insights in the debate on the role of tourism as a development tool</i> - Frederic Thomas, Institut de recherche et d'études supérieures du tourisme; Peter Richards; Suansri Potjana
<b>01:45 pm - 03:30 pm</b>	Tourism Practices and behaviours (Amphitheatre Tamaris) John Tribe <b>13:45 - 14:10</b> > <i>Cosplays, free hugs and video games... influences of C2C co-creation on service experience in thematic events</i> - Elodie Jouny Rivier, Ecole Supérieure des Sciences Commerciales d'Angers; Aude Ducroquet GRANEM, University of Angers <b>14:10 - 14:35</b> > <i>The transition of tourist souvenirs: From the holiday experience to everyday life</i> - Julie Masset, University of Namur - Alain Decrop, University of Namur <b>14:35 - 15:00</b> > <i>Luxury brand shopping and pride: A view on tourists in a destination</i> - Man Wah Vanessa Yeung, Markus Schuckert, School of Hotel & Tourism Management, The Hong Kong Polytechnic University; Hung Kam <b>15:00 - 15:25</b> > <i>International tourists' risk perception towards terrorism and political instability: The case of Tunisia</i> - Marion Joppe, University of Guelph; Pham Bich Ngoc
<b>01:45 pm - 03:30 pm</b>	Hospitality practises - Electronic/digital issues (Amphitheatre Amande) Kaye Chon <b>13:45 - 14:10</b> > <i>Web innovation adoption: The case of French hotels</i> - Mustafeed Zaman, IAE de Perpignan; Botti Laurent; Vo Thanh Tan <b>14:10 - 14:35</b> > <i>Online consumer reviews and strategies of organizational response: the case of French hotels</i> - Tatiana Dauxert, EDMPS - Laboratoire PRISM <b>14:35 - 15:00</b> > <i>Business process modelling and discrete simulation in hospitality practice</i> - Zdena Lustigová, The Institute of Hospitality Management in Prague - Jan Hán, & Jiří Zelený, The Institute of Hospitality Management in Prague <b>15:00 - 15:25</b> > <i>Latent profile classification of U.S. travelers based on their perceived risk of tablet use when staying in international hotels</i> - Agnes Defranco; Cristian Morosan, University of Houston
<b>03:30 pm - 04:00 pm</b>	Coffee break (Faculty's Hall)
<b>04:00 pm - 06:00 pm</b>	Guest speakers (Amphitheatre Lagon) > <i>Eat this not that - Simplify travel data into marketing decision</i> (Amphitheatre Lagon) Ted Sullivan, Adara Tourism and Resort Analytics > <i>How the e-reputation impact hotel marketing and services industry?</i> (Amphitheatre Lagon) Stéphane Gauthier, Hotel Manager and Educator, Former CEO Best Western > <i>Tourism Futures - Toward New Frontiers or Looking Back to the Future?</i> (Amphitheatre Lagon) Alan Fyall, Rosen College, University of Central Florida
<b>06:30 pm - 08:30 pm</b>	Adara sponsored Wine tasting (Chez Pont-Pont restaurant)

# THURSDAY, 27<sup>TH</sup> APRIL, 2017

**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 Klidas, 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 - Gwenaëlle 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; Kallmuenzer 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 Kuscser*

**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; Ghasemi 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-Andre, 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-Caldito, 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, 28<sup>TH</sup> 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](http://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](http://www.loireetsens.com)

### Spend the afternoon in the "Château de Brissac"

The "Chateau 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](http://www.chateau-brissac.fr)





# I CAMPUS SAINT-SERGE



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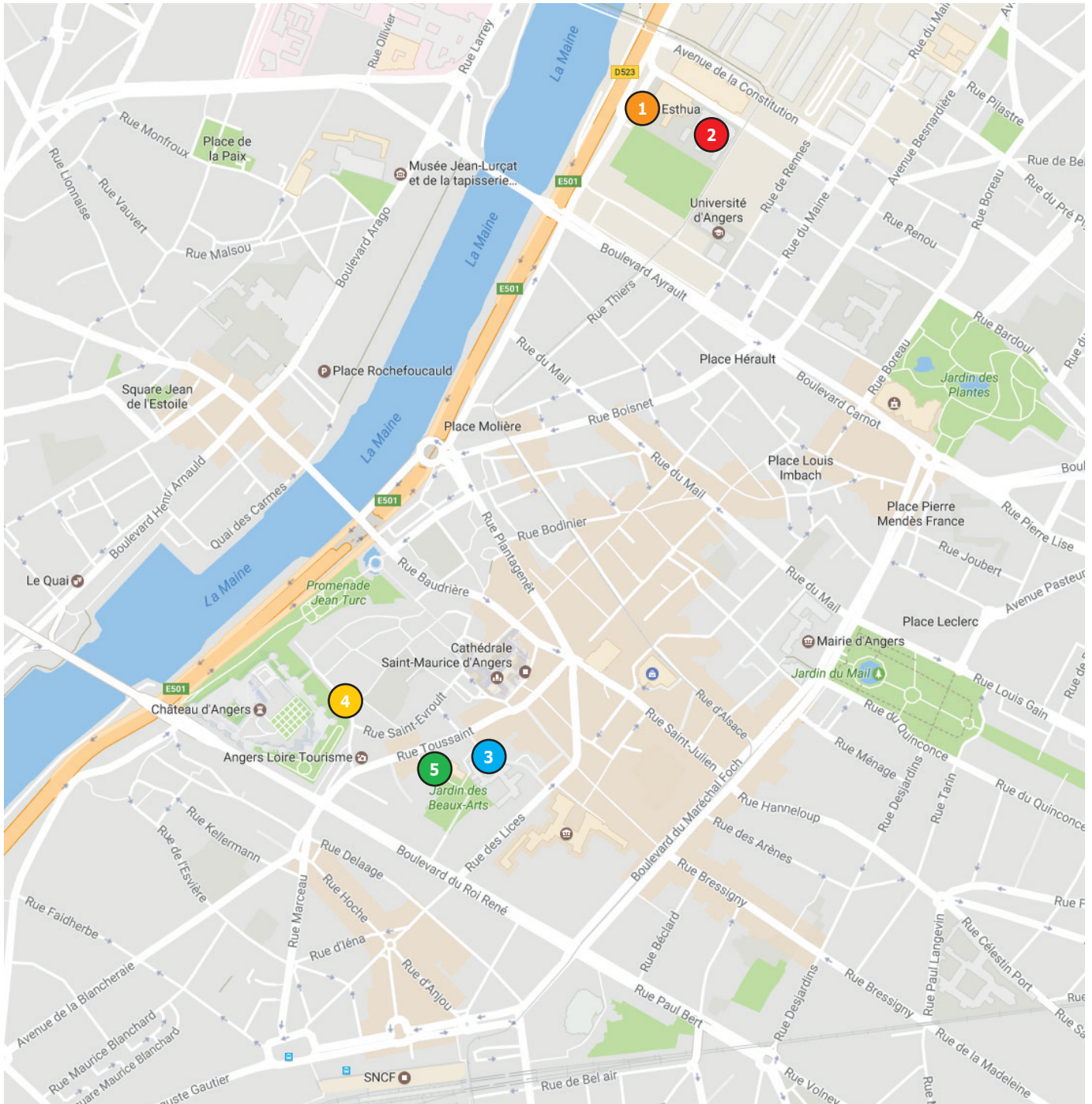
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# MAP ANGERS



- 1 UFR ESTHUA, Tourisme et Culture**
- 2 FACULTÉ DE DROIT, D'ÉCONOMIE ET DE GESTION**
- 3 MUSÉE DES BEAUX-ARTS | [www.musees.angers.fr](http://www.musees.angers.fr)**  
14 Rue du Musée | 49100 Angers | T. 02 41 05 38 00
- 4 CHEZ PONT-PONT | [www.chezpontpont.fr](http://www.chezpontpont.fr)**  
13 Promenade du Bout du Monde | 49100 Angers
- 5 GALERIE DAVID D'ANGERS | [www.musees.angers.fr](http://www.musees.angers.fr)**  
33Bis Rue Toussaint | 49100 Angers | T. 02 41 05 38 90

## DAY-TIME

- 1** ESTHUA building (Tuesday | 08.45 to 18.00)
- 2** Economics, Law and Management building (Wednesday and Thursday | 08.45 to 18.00)

## EVENING

- 3** Musée des beaux-Arts (Tuesday | 18.30 to 19.45)
- 4** Chez Pont-Pont | Bar and Restaurant (Wednesday | 18.30 to 20.30)
- 5** Galerie David d'Angers (Thursday | 19.30 to 23.00)

