

AIEST's Advances in Tourism Research - Perspectives of Actors, Institutions and Systems

Conference 2014 Registrants are advised that by attending the AIEST International 2014 Conference they may be portrayed by multiple means, including still photography and video recording. They hereby grant AIEST and the local AIEST host the right to use and publish their names, voices, and likenesses forever and for any purpose without AIEST and AIEST Plzen host incurring debts or liabilities of any kind.

SUNDAY, 24 August 2014

Time	Event	Location
16:00	Arrival participants of Pre-Tour at Parkhotel Plzen	Hotel lobby
16:00	Registration for Conference	Hotel lobby
16:30 – 18:30	AIEST Committee Meeting (Committee Members only) Location: Parkhotel meeting room (next to lobby bar) Chair: Keller	
18:30	Conference Welcome: Welcome to Plzeň - Get together dinner Location: Parkhotel - Conferenza Hall Chair: Palatkova Dress code: smart casual	

MONDAY, 25 August 2014 morning: OPENING AND KEYNOTES, SESSIONS

Time	Event
	Breakfast Location: Parkhotel, Emporio Hall
08:30 – 09:00	Registration for Conference Location: AIEST Welcome desk
09:00 – 10:30	Official opening of the 64th AIEST Conference Location: Parkhotel, Conferenza Hall Chair: Palatkova <i>Prof. Dr. Peter Keller, President of AIEST:</i> Welcome and Opening <i>Mrs. Margit Beníčková, Director of Tourism Department (Ministry for Regional Development of the Czech Republic):</i> Welcome speech on behalf of the Ministry for Regional Development <i>Mr. Jan Hergel , Director of the Institute of tourism (CzechTourism):</i> Welcome speech on behalf of the CzechTourism <i>Prof. Dr. Thomas Bieger:</i> Evolution and contribution of tourism research to academia and practice: From insight to impact <i>Mr. Petr Milčický, representative of humanitarian and educational sector, participating on the Czech Movement and organisation “On Own Feet – Centipede”. The organisation was founded by Mrs. Bela Gran Jensen, a laureate of several prestigious Czech and international awards, e. g. Czech in the World 2012.</i> Development of Czech society and education with respect to tourism within international context
10:30 – 11:00	Coffee Break Location: Foyer Conferenza hall

Time	Event	Session 1B: Economics
11:00 – 12:30	<p>Session 1A: Customer value Location: Parkhotel, Room Alto A Chair: Stettler</p> <p><i>Du Plessis, Saayman:</i> Is your wildlife experience value for your money?</p> <p><i>Du Plessis, Saayman:</i> Attributes influencing the experience of airport visitors - The case of an international airport in South Africa</p> <p><i>Wittmer, Wolffson:</i> Customer value of the first class product on long-haul flights – A Kano Analysis</p>	<p>Location: Parkhotel, Room Alto B Chair: Volgger</p> <p><i>Smeral:</i> Urban tourism as a growth engine: A long-term perspective</p> <p><i>Plzáková:</i> The interconnection of the tourism satellite account and cultural satellite account for better understanding of contributions of cultural tourism</p>

MONDAY, 25 August 2014 afternoon: SESSIONS, COMMITTEE MEETING, EXPERT COUNCIL

Time	Event		
12.30 – 13:30	Lunch Location: Emporio Hall		
13:30 – 14.30	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Session 2A: Marketing I Location: Parkhotel, Room Alto A Chair: Zehrer</p> <p><i>Ohe:</i> Educational tourism in agriculture and Identity of farm successors</p> <p><i>Kruger:</i> Getting to the roots of the markets visiting the Kruger National Park</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Session 2B: Governance Location: Parkhotel, Room Alto B Chair: Beritelli</p> <p><i>Volgger, Pechlaner:</i> Governing networks in tourism: What have we achieved, what is still to do and learn?</p> <p><i>Möller Araujo, Araujo:</i> The Tourism Council of Brotas: toward a more democratic process of public policy in the field of tourism in Brazil</p> </td> </tr> </table>	<p>Session 2A: Marketing I Location: Parkhotel, Room Alto A Chair: Zehrer</p> <p><i>Ohe:</i> Educational tourism in agriculture and Identity of farm successors</p> <p><i>Kruger:</i> Getting to the roots of the markets visiting the Kruger National Park</p>	<p>Session 2B: Governance Location: Parkhotel, Room Alto B Chair: Beritelli</p> <p><i>Volgger, Pechlaner:</i> Governing networks in tourism: What have we achieved, what is still to do and learn?</p> <p><i>Möller Araujo, Araujo:</i> The Tourism Council of Brotas: toward a more democratic process of public policy in the field of tourism in Brazil</p>
<p>Session 2A: Marketing I Location: Parkhotel, Room Alto A Chair: Zehrer</p> <p><i>Ohe:</i> Educational tourism in agriculture and Identity of farm successors</p> <p><i>Kruger:</i> Getting to the roots of the markets visiting the Kruger National Park</p>	<p>Session 2B: Governance Location: Parkhotel, Room Alto B Chair: Beritelli</p> <p><i>Volgger, Pechlaner:</i> Governing networks in tourism: What have we achieved, what is still to do and learn?</p> <p><i>Möller Araujo, Araujo:</i> The Tourism Council of Brotas: toward a more democratic process of public policy in the field of tourism in Brazil</p>		
14:00 – ca 17:00	Partner Program: Hidden (and Underground) Treasures of Plzeň (sightseeing) Location: Meeting point (14:00) - Parkhotel lobby		
14:30 – 15:00	Coffee Break Location: Foyer Alto		
15:00 – 16:30	<p>Aiest Expert Council Topic: Potentials and limitations of destination branding Location: Conferenza Hall Chair: Pechlaner</p> <ul style="list-style-type: none"> • Petra Stolba, CEO Austria Tourism, Vienna (Austria), and Chair of Aiest Practitioners' Council • Martina Fundaro, Representation North America, Prague Convention Bureau • Nico Mulder, Marketing Manager, Amsterdam Marketing • Martin Plachy, President, European Spas Association • Harald Zulauf, General Manager, Media Consulta, Berlin and Cologne 		
16:30 – 17:15	Short break (time permitting) and transfer to the Great Synagogue – participants who attend the Aiest General Meeting		
17:15 – 19:15	Aiest General Meeting Location: Great Synagogue (1893) - the second largest synagogue in Europe Chair: Keller		
18:45 – 19:15	Transfer to the Great Synagogue (1893) – participants who DON'T attend the Aiest General Meeting (incl. accompanying persons) Location: Meeting point (18:45) - Parkhotel lobby		

Time	Event
19.15 – 22:00	<p data-bbox="479 248 1200 272">Experience unique mix of traditional Czech and Jewish culture</p> <p data-bbox="479 293 972 317">Dinner: Traditional Czech and Jewish cuisine</p> <p data-bbox="479 338 904 362">Location: the Great Synagogue (1893)</p> <p data-bbox="479 383 1249 461">Program: Personal welcome by Mr. Löwy, the head of Jewish community in Plzeň Short music performance</p> <p data-bbox="479 481 770 505">Dress code: smart casual</p>

TUESDAY, 26 August 2014

Half Day PARTNER PROGRAM AND PARALLEL SESSIONS, SOCIAL PROGRAM

Time	Event	
08:30 – 12:00	<p>Partner Program (half day).</p> <p>Kozel Chateau – a romantic, 18th century hunting chateau built in classicist style with beautiful garden and park</p> <p>Location: Meeting point (08:30) - Parkhotel lobby</p>	
09:00 – 10:00	<p>Session 3A: Marketing II Location: Parkhotel, Room Alto A Chair: Kompula</p> <p>Scaglione, Schegg: Investigation of substitution effects and adoption patterns across hotel distribution channels. A multi generation perspective</p> <p>Miettinen: Social media marketing of tourism products through Russian social media channel Vkontakte: case study from Finland</p>	<p>Session 3B: Management I Location: Parkhotel, Room Alto B Chair: Laesser</p> <p><i>Stettler, Amstad:</i> Hospitality in Tourism – a conceptual framework</p> <p><i>Borodako, Berbeka, Rudnicki:</i> External and internal factors motivating outsourcing of business services by meeting industry companies</p>
10:00 – 10:30	<p>Coffee Break Location: Foyer Alto</p>	
10:30 – 12:00	<p>Session 4A: Marketing III Location: Parkhotel, Room Alto A Chair: Dolnicar</p> <p><i>Jandala, Hercz:</i> The role of the gastronomy in the tourism image of a destination</p> <p><i>Beritelli:</i> Destination logos recognized by visitors? An empirical study with challenging results</p>	<p>Session 4B: Competitiveness Location: Parkhotel, Room Alto B Chair: Crouch</p> <p><i>Zehrer, Hallmann:</i> A stakeholder perspective on the competitiveness of destinations</p> <p><i>Palatkova:</i> Monitoring regional competitiveness: the case of Czech national tourism organisation</p>
12:00 – 13:00	<p>Lunch Location: Parkhotel, Emporio Hall</p>	

Time	Event
13:30 – ca 23:00	Technical excursion (half day): Karlovy Vary spa town and Bečov Castle and Chateau
20:00	<p>Dinner: Czech food incl. presentation of tramping and scouting – special phenomena of domestic tourism in Czech lands. Regional refreshment will be served during the sightseeing.</p> <p>Location: Bečov– Botanic Garden (outside seating – in the open air).</p> <p>Program: Czech tramping and outdoor activities – participants can try out the Bečov Bioferrata in practice (first Bioferrata in the Czech Republic), walking, crafting various products by hand (natural materials), enjoying campfire and roasting the special Czech sausages over the campfire, singing and other outdoor activities typical for tramping and scouting.</p> <p>Dress Code - warmer clothing (the temperature in the evening in August can be 15 – 20 `C) and sports/ walking footwear suitable for outdoor stay and walking in the botanic garden.</p> <p>For the participants trying Bioferrata hiking boots are recommended.</p>

WEDNESDAY, 27 August 2014 SESSIONS, CONFERENCE CLOSING, FAREWELL DINNER

Time	Event		
08:30 – 12:00	<p>Partner Program</p> <p>Točník medieval castle – a royal chateau of Wenceslas IV from the late 14th century, adjusted in the Renaissance and the Baroque styles</p> <p>Location: Meeting point (08:30) - Parkhotel lobby</p>		
09:00 – 10:30	<table border="1"> <tr> <td> <p>Session 5A: Buyer Behaviour Location: Parkhotel Alto A Chair: Hallmann</p> <p><i>Laesser:</i> An alternative (conceptual) process approach to consumer decision making</p> <p><i>Crouch, De Chiappa:</i> On the Choice of Convention Host City by International Associations</p> <p><i>Dolnicar, Gretzel:</i> Tourists who stick to their travel plans, no matter what. A conceptualisation</p> </td> <td> <p>Session 5B: Stakeholder and consumer perception Location: Parkhotel Alto B Chair: Möller</p> <p><i>Hermann, Van der Merwe, Saayman, Coetzee:</i> A visitor perspective of conservation management at a world heritage site and national park in South Africa</p> <p><i>Chen, Kamat, D' Mello, Scaglione, Weiermair:</i> Resident attitudes towards casino tourism development in Goa</p> </td> </tr> </table>	<p>Session 5A: Buyer Behaviour Location: Parkhotel Alto A Chair: Hallmann</p> <p><i>Laesser:</i> An alternative (conceptual) process approach to consumer decision making</p> <p><i>Crouch, De Chiappa:</i> On the Choice of Convention Host City by International Associations</p> <p><i>Dolnicar, Gretzel:</i> Tourists who stick to their travel plans, no matter what. A conceptualisation</p>	<p>Session 5B: Stakeholder and consumer perception Location: Parkhotel Alto B Chair: Möller</p> <p><i>Hermann, Van der Merwe, Saayman, Coetzee:</i> A visitor perspective of conservation management at a world heritage site and national park in South Africa</p> <p><i>Chen, Kamat, D' Mello, Scaglione, Weiermair:</i> Resident attitudes towards casino tourism development in Goa</p>
<p>Session 5A: Buyer Behaviour Location: Parkhotel Alto A Chair: Hallmann</p> <p><i>Laesser:</i> An alternative (conceptual) process approach to consumer decision making</p> <p><i>Crouch, De Chiappa:</i> On the Choice of Convention Host City by International Associations</p> <p><i>Dolnicar, Gretzel:</i> Tourists who stick to their travel plans, no matter what. A conceptualisation</p>	<p>Session 5B: Stakeholder and consumer perception Location: Parkhotel Alto B Chair: Möller</p> <p><i>Hermann, Van der Merwe, Saayman, Coetzee:</i> A visitor perspective of conservation management at a world heritage site and national park in South Africa</p> <p><i>Chen, Kamat, D' Mello, Scaglione, Weiermair:</i> Resident attitudes towards casino tourism development in Goa</p>		
10:30 – 11:00	<p>Coffee Break</p> <p>Location: Foyer Alto</p>		
11:00 – 11.45	<p>Conclusions and Official Conference Closing</p> <p>Location: Bellevue Chair: Keller</p>		
12:00 – 19:00	<p>Technical excursion (half day): Plzeň – capital of culture, birthplace of beer</p> <p>Lunch: Traditional Czech Food in the Pilsner Urquell Brewery</p> <p>Location: Pilsner Urquell Brewery</p> <p>Sightseeing: City of Plzeň Sightseeing incl. visit to the Pilsner Urquell Brewery, the most famous brewery worldwide</p>		
20:00 – ca 23:30	<p>Farewell Dinner: Reception Chair: Palatkova Location: Conferenza Hall Dress code: smart casual</p>		

THURSDAY, 28 August 2014

DEPARTURE OR START OF POST TOUR

Time	Event
	Breakfast Location: Parkhotel, Emporio hall
09:00	Transfer to the Prague Airport at 9:00 or according to individual schedule
09:00	Departure for Post Tour - PRAGUE Location: Meeting point (09:00) - Parkhotel lobby