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Worldwide network
of tourism experts

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MINISTRY
OF REGIONAL
DEVELOPMENT CZ

CzechTourism

2014 Plzeň
European Capital of Culture

Karlovy VARY°

64th Aiest Conference 2014, Plzen/Czech Republic

Preliminary program

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

August 24 – 28, 2014

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	<p>Aiest Committee Meeting (Committee Members only)</p> <p>Location: Parkhotel meeting room (next to lobby bar)</p> <p>Chair: Keller</p>	
18:30	<p>Conference Welcome: Welcome to Plzeň - Get together dinner</p> <p>Location: Parkhotel - Conferenza Hall</p> <p>Chair: Palatkova</p> <p>Dress code: smart casual</p>	

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

Time	Event		
	<p>Breakfast Location: Parkhotel, Emporio Hall</p>		
08:30 – 09:00	<p>Registration for Conference Location: Aiest Welcome desk</p>		
09:00 – 10:30	<p>Official opening of the 64th Aiest Conference Location: Parkhotel, Conferenza Hall Chair: Palatkova</p> <p><i>Prof. Dr. Peter Keller, President of Aiest:</i> Welcome and Opening</p> <p><i>Mrs. Ing. 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</p> <p><i>Mr. Ing Jan Herget, Director of the Institute of tourism (CzechTourism):</i> Welcome speech on behalf of the CzechTourism</p> <p><i>Prof. Dr. Thomas Bieger:</i> Evolution and contribution of tourism research to academia and practice: From insight to impact</p> <p><i>His Excellency, Monsignor František Radkovský, the first bishop of Plzeň (Diocese of Plzeň)</i> Religious heritage and tourism: case of Plzeň Diocese</p>		
10:30 – 11:00	<p>Coffee Break Location: Foyer Conferenza hall</p>		
11:00 – 12:30	<table border="1"> <tr> <td style="background-color: #f8d7da;"> <p>Session 1A: Customer value Location: Parkhotel, Room Alto A Chair: Stettler <i>Du Plessis, Saayman:</i> Is your wildlife experience value for your money? <i>Du Plessis, Saayman:</i> Attributes influencing the experience of airport visitors - The case of an international airport in South Africa <i>Wittmer, Wolfson:</i> Customer value of the first class product on long-haul flights – A Kano Analysis</p> </td> <td style="background-color: #d4edda;"> <p>Session 1B: Economics Location: Parkhotel, Room Alto B Chair: Volgger <i>Smeral:</i> Urban tourism as a growth engine: A long-term perspective <i>Plzáková:</i> The interconnection of the tourism satellite account and cultural satellite account for better understanding of contributions of cultural tourism</p> </td> </tr> </table>	<p>Session 1A: Customer value Location: Parkhotel, Room Alto A Chair: Stettler <i>Du Plessis, Saayman:</i> Is your wildlife experience value for your money? <i>Du Plessis, Saayman:</i> Attributes influencing the experience of airport visitors - The case of an international airport in South Africa <i>Wittmer, Wolfson:</i> Customer value of the first class product on long-haul flights – A Kano Analysis</p>	<p>Session 1B: Economics Location: Parkhotel, Room Alto B Chair: Volgger <i>Smeral:</i> Urban tourism as a growth engine: A long-term perspective <i>Plzáková:</i> The interconnection of the tourism satellite account and cultural satellite account for better understanding of contributions of cultural tourism</p>
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12.30 – 13:30	<p>Lunch Location: Emporio Hall</p>		

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

Time	Event		
13:30 – 14.30	<table border="1"> <tr> <td data-bbox="343 224 885 616"> <p>Session 2A: Marketing I Location: Parkhotel, Room Alto A Chair: Zehrer <i>Ohe:</i> Educational tourism in agriculture and Identity of farm successors <i>Kruger, Saayman:</i> Getting to the roots of the markets visiting the Kruger National Park</p> </td> <td data-bbox="885 224 1423 616"> <p>Session 2B: Governance Location: Parkhotel, Room Alto B Chair: Beritelli <i>Volgger, Pechlaner:</i> Governing networks in tourism: What have we achieved, what is still to do and learn? <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 <i>Ohe:</i> Educational tourism in agriculture and Identity of farm successors <i>Kruger, Saayman:</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 <i>Volgger, Pechlaner:</i> Governing networks in tourism: What have we achieved, what is still to do and learn? <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>
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14:00 – ca 17:00	<p>Partner Program: Hidden (and Underground) Treasures of Plzeň (sightseeing) Location: Meeting point (14:00) - Parkhotel lobby</p>		
14:30 – 15:00	<p>Coffee Break Location: Foyer Alto</p>		
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	<p>Short break (time permitting) and transfer to the Great Synagogue – participants who attend the Aiest General Meeting</p>		
17:15 – 19:15	<p>Aiest General Meeting Location: Great Synagogue (1893) - the second largest synagogue in Europe Chair: Keller</p>		
18:45 – 19:15	<p>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</p>		
19.15 – 22:00	<p>Experience unique mix of traditional Czech and Jewish culture Dinner: Traditional Czech and Jewish cuisine Location: the Great Synagogue (1893) Program: Personal welcome representative Jewish community in Plzeň Short music performance 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	<table border="1"> <tr> <td> <p>Session 3A: Marketing II</p> <p>Location: Parkhotel, Room Alto A</p> <p>Chair: Komppula</p> <p>Scaglione, Schegg:</p> <p>Investigation of substitution effects and adoption patterns across hotel distribution channels. A multi generation perspective</p> <p>Miettinen:</p> <p>Social media marketing of tourism products through Russian social media channel</p> <p>Vkontakte: case study from Finland</p> </td> <td> <p>Session 3B: Management I</p> <p>Location: Parkhotel, Room Alto B</p> <p>Chair: Laesser</p> <p><i>Stettler, Amstad:</i></p> <p>Hospitality in Tourism – a conceptual framework</p> <p><i>Borodako, Berbeka, Rudnicki:</i></p> <p>External and internal factors motivating outsourcing of business services by meeting industry companies</p> </td> </tr> </table>	<p>Session 3A: Marketing II</p> <p>Location: Parkhotel, Room Alto A</p> <p>Chair: Komppula</p> <p>Scaglione, Schegg:</p> <p>Investigation of substitution effects and adoption patterns across hotel distribution channels. A multi generation perspective</p> <p>Miettinen:</p> <p>Social media marketing of tourism products through Russian social media channel</p> <p>Vkontakte: case study from Finland</p>	<p>Session 3B: Management I</p> <p>Location: Parkhotel, Room Alto B</p> <p>Chair: Laesser</p> <p><i>Stettler, Amstad:</i></p> <p>Hospitality in Tourism – a conceptual framework</p> <p><i>Borodako, Berbeka, Rudnicki:</i></p> <p>External and internal factors motivating outsourcing of business services by meeting industry companies</p>
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10:00 – 10:30	<p>Coffee Break</p> <p>Location: Foyer Alto</p>		
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12:00 – 13:00	<p>Lunch</p> <p>Location: Parkhotel, Emporio Hall</p>		
13:30 – ca 23:00	<p>Technical excursion (half day): Karlovy Vary spa town and Bečov Castle and Chateau</p> <p>Dinner: Czech food incl. presentation of tramping and scouting – special phenomena of domestic tourism in Czech lands.</p> <p>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	Partner Program Točnik medieval castle – a royal chateau of Wenceslas IV from the late 14th century, adjusted in the Renaissance and the Baroque styles Location: Meeting point (08:30) - Parkhotel lobby		
09:00 – 10:30	<table border="1"> <tr> <td style="background-color: #f8d7da;"> Session 5A: Buyer Behaviour Location: Parkhotel Alto A Chair: Hallmann <i>Laesser:</i> An alternative (conceptual) process approach to consumer decision making <i>Crouch, De Chiappa:</i> On the Choice of Convention Host City by International Associations <i>Dolnicar, Gretzel:</i> Tourists who stick to their travel plans, no matter what. A conceptualisation </td> <td style="background-color: #d4edda;"> Session 5B: Stakeholder and consumer perception Location: Parkhotel Alto B Chair: Möller <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 <i>Chen, Kamat, D' Mello, Scaglione, Weiermair:</i> Resident attitudes towards casino tourism development in Goa </td> </tr> </table>	Session 5A: Buyer Behaviour Location: Parkhotel Alto A Chair: Hallmann <i>Laesser:</i> An alternative (conceptual) process approach to consumer decision making <i>Crouch, De Chiappa:</i> On the Choice of Convention Host City by International Associations <i>Dolnicar, Gretzel:</i> Tourists who stick to their travel plans, no matter what. A conceptualisation	Session 5B: Stakeholder and consumer perception Location: Parkhotel Alto B Chair: Möller <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 <i>Chen, Kamat, D' Mello, Scaglione, Weiermair:</i> Resident attitudes towards casino tourism development in Goa
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10:30 – 11:00	Coffee Break Location: Foyer Alto		
11:00 – 11.45	Conclusions and Official Conference Closing Location: Bellevue Chair: Keller		
12:00 – 19:00	Technical excursion (half day): Plzeň – capital of culture, birthplace of beer Lunch: Traditional Czech Food in the Pilsner Urquell Brewery Location: Pilsner Urquell Brewery Sightseeing: City of Plzeň Sightseeing incl. visit to the Pilsner Urquell Brewery, the most famous brewery worldwide		
20:00 – ca 23:30	Farewell Dinner: Reception Chair: Palatkova Location: Conferenza Hall Dress code: smart casual		

THURSDAY, 28 August 2014 DEPARTURE OR START OF POST TOUR

Time	Event
	Breakfast Location: Parkhotel, Emporio hall
9:00	Transfer to the Prague Airport at 9:00 or according to individual schedule

