



Conference Programme



International Conference on Tourism (ICOT2025)

Regenerative Travel:
Balancing Technology and Sustainability

WEDNESDAY 25 JUNE 2025

17:00-18:00	Registration Campus, University of Dubrovnik (Branitelja Dubrovnika 41, 20000)
18:00 - 20:00	Dubrovnik Walking Sightseeing Tour (meeting point: Campus, University of Dubrovnik, leading to the Welcome Reception)
20:00 - 20:30	Welcome Speeches Faculty of Economics and Business, University of Dubrovnik (Lapadska Obala 7, 20000) Moderator: Maria Alebaki, Agricultural Economics Research Institute, Greece • Nebojša Stojčić, Rector, University of Dubrovnik, Croatia or his representative • Katija Vojvodic, Vice rector, University of Dubrovnik, Croatia • Konstantinos Andriotis, Hellenic Open University - Conference Chair
20:30 - 22:30	Welcome Reception (Faculty of Economics and Business, University of Dubrovnik - address: Lapadska obala 7, 20000)

THURSDAY 26 JUNE 2025			
9.00 – 10:00	Keynote Speech by Prof. Haiyan Song, The Hong Kong Polytechnic University, Hong Kong Title: Generative AI and Tourism Research Moderator: Dimitrios Stylidis, Democritus University of Thrace, Greece (Room 60)		
10:00 – 11:30	Parallel Session I: Room 60	Parallel Session II: Room 161	Parallel Session III: Room 164
Theme	Marketing & Branding in Tourism	Case Studies in Tourism	Special Interest Tourism
Chair	Georgia Zouni	Lindie du Plessis	Efstathios Velissariou
1.	Zouni, G., Katsanakis, I., Kakaraki, A. & Lykoudi, D.M. Traditional vs digital marketing strategies on consumer behavior	du Plessis, E. Close encounters: A safe haven for Rhinos?	Velissariou, E., Amoiradis, C. & Katsanos, P. Wine tourism and wine routes in the region of Eastern Macedonia and Thrace in Greece
2.	Topler, J.P. Travel writing as a sustainable initiative for destination branding	Handler, I. Kyoto at a crossroads: Resident experiences of tourism growth and governance	Schoeman, Y., van der Merwe, P., van der Walt, K. & Huyser, M. Can protected areas thrive through luxury ecotourism products?
3.	Vaduva, B. & Stoica, I.S. Creativity and storytelling in tourism and place branding: A case study of Vang Vieng and Luang Prabang, Laos	Lehlohonolo, M., Slabbert, E. & du Plessis, E. An exploratory content analysis of destination management: The case study of three selected small towns in South Africa	Miočić, B.K. & Jelić, J. Cruise tourism in Zadar: Local residents' perceptions
4.	Lin, P-H. & Fang, C-Y. How memorable rural tourism experiences shape young travelers' destination image, attachment, and satisfaction: An S-O-R theory perspective?	Schoeman, Y. & Oberholster, P. Designing a wild future: An ecotourism living labs blueprint for sustainable ecotourism in rural South Africa	Slabbert, E. Modelling the relationship between green hospitality and the CBBE of star-rated accommodation
11:30 – 12:00	Coffee Break		
11:30 – 12:00	Poster Presentations		
1.	Toubes, D.R., Perez-Acuna, S. & Barreiro-Rio, L. A multidimensional social profitability assessment model for tourism investments: Cost-benefit analysis applied to a thermal tourism destination		
2.	Deng, Z., Jiang, Y. & Wang, R. Enhancing pro-environmental behaviour in hotels: A digital intervention approach using travel live streaming		

12:00 – 13:30	Parallel Session I: Room 60	Parallel Session II: Room 161	Parallel Session III: Room 164
Theme	<i>Special Session: Food and wine tourism in the Balkans: Promoting Interdisciplinary and Cross-regional Dialogues</i>	<i>Sustainable Perspectives in Tourism</i>	<i>Special Session: Transformative Cooperative Processes for Tourism Resilience</i>
Chair	Maria Alebaki and Ilinka Terziyska	Amir Shani	Martin Fontanari & Anastasia Traskevich
1.	Alebaki, M. and Manos, I. Tasting the terroir of crosslocations: Wine tourism in the border regions between Greece and North Macedonia	Shani, A. & Levy, E. Revitalizing Eilat through urban tourism: A path to sustainable economic growth	Fontanari, M. & Traskevich, A. Cooperative networks for destination resilience: Theoretical confidence-model
2.	Terziyska, I. Sustainable food festivals as drivers of rural development: A business model for cultural and creative tourism	Wang, C-C. & Mak, A.H.N. Exploring the path to sustainable tourism development in the Penghu Archipelago	Bampa, V., Zouni, G. & Katsanakis, I. Building resilient and sustainable tourism destinations through education: A theoretical framework for stakeholder learning and engagement
3.	Micevski, M. Sustainable gastronomic tourism in the border region: Challenges and opportunities for Northern Macedonian municipalities	Herrera, G., Ye, Z. & Giralt, S.E. Alcalá de Henares heritage and tourism: Synergies and conflicts to consolidate sustainable cultural tourism	Ghadban, S. & Tsoni, C. Sustainable rural tourism in the context of recurrent crises: Stakeholder engagement and resilience: A case study in Lebanon
4.	Gavrilov, G. Pig ears between culinary symbol and disgust: The case of a festival in Stara Zagora	Viljoen, A. & Kruger, M. Ageing well: Finding generational cohorts at a sustainable lifestyle event	Traskevich, A. & Fontanari, M. How to develop destination resilience through cooperative networks: Empirical investigation
13:30 – 14:30	Wine Tasting and Lunch Break		

14:30 – 16:00	Parallel Session I: Room 60	Parallel Session II: Room 161	Parallel Session III: Room 164
Theme	<i>Current Issues in the Hospitality and Tourism Industry</i>	<i>Consumer Behavior in Tourism</i>	<i>Special Session: Transformative Cooperative Processes for Tourism Resilience</i>
Chair	Marival Segarra-Oña	Ioana S. Stoica	Martin Fontanari & Anastasia Traskevich
1.	Koliotasi, A., Karampela, S., Kostalis, K. & Zafeiropoulos, G. Can you be happy in a crowd? Exploring tourist satisfaction in overcrowded heritage sites	Ayash, O. Cabin Pressure: The effect of the flight experience on passengers' spending at the destination	Jørgensen, M.T., Vegas-Macias, J. & Sørensen, F. CopenPay regenerative tourism experiences: How tourism enterprises foster social value-creating interactions between tourists and residents
2.	Pippirs, C. & Markov, S. "Work force health & tourism": Current working conditions and retention strategies of skilled workers in thermal spa and health destinations - A case study from three German-Austrian cross-border regions	Zhang, L., McCartney, G. & Chen, S.S. The mediating role of empathetic response on destination loyalty towards island destination in China	Ginis, D., Radonic, A.R. & Kaiser, S. Unconventional project building approaches for resilient cross-border partnerships
3.	Woolf, C. Analysing the universal accessibility of the South African hotel sector for tourists with impairments	van der Merwe, P. & Saayman, A. Visitor's perceptions and behaviour in crowded areas of Kruger national park	Gomes, D., Kastenholz, E., Ferreira, A.G. & Dias, F. The power of local community participation to regenerate destinations
4.	Vidi, G., Miočić, B.K. & Klarin, T. Sustainability as a determinant of destination choice, tourist satisfaction, and revisit intentions	Osório, A., Duro, J.A. & Perez-Laborda, A. Overtourism, tight markets and traveling costs: Higher prices and the rise of new tourism destinations	Kaiser, S. & Becker, T. Educational resilience and regional development: Didactical approaches, challenges and prospective opportunities

16:00 – 16:30	Coffee Break		
16:30 – 18:00	Parallel Session I: Room 60	Parallel Session II: Room 161	Parallel Session III: Room 164
Theme	The Hospitality Industry	Food Tourism and the Restaurants' Industry	Current Issues in the Hospitality and Tourism Industry
Chair	Giacomo Del Chiappa	Athena H.N. Mak	Elmarie Slabbert
1.	<i>Katsanakis, I., Kopanaki, E. & Stroumpoulis, A.</i> Evaluation of the TANGO platform: Insights from the smart hospitality pilot	<i>Hsu, Y-T. & Mak, A.H.N.</i> Why visit green restaurants? Exploring the values, motivations, and barriers among generation Y and generation Z consumers	<i>Matiza, T., Woyo, E. & Slabbert, E.</i> Modelling the relationship between green hospitality and the CBBE of star-rated accommodation
2.	<i>Lin, J-Q. & Fang, C-Y.</i> Next-gen hotel experiences: An extended UTAUT2 model on smart service technology, user intention, and customer loyalty	<i>Chang, R.C.Y. & Mak, A.H.N.</i> Table for one: Exploring the dining trajectories of solo diners	<i>Chen, S.S., Law, R., Fong, L.H.N. & Zhang, L.</i> AI algorithms vs. human experts vs. hybrid systems: How temporal perception moderates engagement with tourism recommendations?
3.	<i>Thwala, K.C. & Slabbert, E.</i> Marketing knowledge and skills as the key to transformational challenges of accommodation SMEs	<i>Peiro-Signes, A., Segarra-Oña, M., Trull, O. & Sanchez-Planelles, J.</i> Circular economy self-assessment tool for the food service industry	<i>Stylidis, D.</i> Host-guest quality interaction and its outcomes <i>Karvoll, G., Kwiatkowski, G. & Oklevik, O.</i> Authentic culinary food production, businesses, customers and tourists
4.	<i>Adzinyo, O.A., Dzansi, D.Y. & Strydom, A.J.</i> Service quality factors influencing customer satisfaction, loyalty and retention in the hospitality industry in Ghana: A case study in the Volta Region	<i>Karvoll, G., Kwiatkowski, G. & Oklevik, O.</i> Authentic culinary food production, businesses, customers and tourists	<i>Subasi, S. & Iyikal, O.</i> Revitalizing cultural tourism in Famagusta's walled city through museum restoration and a proposed public library: A Lusignan-Venetian fortified heritage site
18:00 – 19:00	Editor Panel		
	Chair: Ana Portolan, University of Dubrovnik, Croatia		
	Gabby Walters: Co-Editor-in-Chief - Journal of Vacation Marketing Haiyan Song: Editor-in-Chief - Journal of China Tourism Research Giacomo Del Chiappa: Co-Editor-in-Chief - European Journal of Tourism Research Konstantinos Andriotis: Editor-in Chief - Journal of Qualitative Research in Tourism & International Journal of Tourism Policy		

FRIDAY 27 JUNE 2025		
9.00 - 10:00	Keynote Speech by Markus Schuckert, University of New Hampshire, United States - Room 60 <i>Title: What is left of "Peace through tourism"? The bearing of tourism academia in a complex world</i> <i>Moderator: Gabby Walters, University of Queensland, Australia</i>	
10:00 - 11:30	Parallel Session I: Room 60	Parallel Session II: Room 161
Theme	<i>Heritage and Arts in Tourism</i>	<i>Digital Travel & Information Technologies</i>
Chair	<i>Ángel Peiro-Signes</i>	<i>Myria Ioannou</i>
1.	<i>Karampela, S., Papathanasiou, G. & Koliotasi, A.</i> Spray it, say it: Urban art as a travel magnet	<i>Ioannou, M. & Boukas, N.</i> Brand development via online and offline activities: The case of cultural tourism
2.	<i>López Ruiz, S.M.</i> A transatlantic look of the challenges of belonging to UNESCO world heritage list in urban destinations	<i>Ying Liu, Y. & Qiu, R.T.R.</i> Optimising robotics technology in productivity enhancement for the hotel industry
3.	<i>Armin, S.</i> Crisis management and regenerative tourism: A comparative analysis of community-based heritage strategies in Venice and Petra	<i>Lozano Domínguez, M., Hustova, N. & Guevara Plaza, A.</i> Data science platform for blue tourism analysis and online marketing
4.	<i>Fragkoudi, V., Gkritzali, A., Manolitzas, P. & Sarantakou, E.</i> The impact of socially integrated heritage-led urban regeneration on destination identity: Stakeholders' perspective.	<i>Del Chiappa, G., Atzeni, M. & Loriga, A.S.</i> Uncovering the meanings of authenticity in a virtual context: A qualitative approach
11:30 - 12:00	Coffee Break	

12:00 – 13:30	Parallel Session I: Room 60	Parallel Session II: Room 161
Theme	Special Session: Sustainable Development Strategies in the Tourism Industry	Tourist Behaviour
Chair	Beata Pališ and Michal Žemla	Naoum Mylonas
1.	Žemla, M. Managing overtourism in European cities: Systematic literature review results	Matiza, T. Exploring the impact of celebrity influence on travel intention: Do celebrities shape tourist behaviour?
2.	Pališ, B. Sustainable development strategies in the international conference tourism market	Qiu, R.T.R., Jiao, X. & Yu, Y. Tourism market segment formation through individual social interactions: A discrete choice perspective
3.	Almeida, S. The influence of leadership, dynamic capabilities and technology in driving effective sustainability strategies in the hotel sector	Girish, V.G. A perspective on well-being in trail running through the lens of the theory of planned behavior
4.	Singh-Knights, D.D., Hollas, C. & Stearns, S. Innovative marketing strategies to advance sustainable and regenerative agritourism goals	Kruger, M. & Viljoen, A. Staging loyalty: Exploring the experience economy and behavioural intentions at a South African music festival
13:30 – 14:30	Lunch Break	

14:30 – 16:00	Parallel Session I: Room 60	Parallel Session II: Room 161
Theme	Competitiveness in Tourism	Stakeholders' Perspective
Chair	Athinodoros Chronis	Samantha Chaperon
1.	<i>Chronis, A.</i> 'That's incredible!' The commercial production of grandeur in tourism servicescapes	<i>Chaperon, S., Cakar, K. & Cai, W.</i> Regulating UBER in the peer-to-peer economy: A tourism stakeholder salience analysis
2.	<i>Savvinopoulou, M. & Mylonas, N.</i> Dynamic capabilities as levers for growth in wine tourism: The contribution of entrepreneurial and market orientation.	<i>da Silva, M.F., Costa, C., Martins, F. & Pita, C.</i> Do different stakeholders have the same perceptions of a coastal destination and similar behavioural intentions?
3.	<i>Suárez Ordaz, D.I., Rincón Roldán, F.J., Contreras Rubio, I. & Pérez León, V.E.</i> A non-compensatory approach to measuring tourism competitiveness in European destinations	<i>Paraskevaidis, P., Menegaki, A.N., Andriotis, K. & Spyriadis, T.</i> Host volunteers' support for tourism development: A phenomenological study
4.	<i>Hammad, A.</i> Moderating perceived organizational support in the transformational leadership: Employee innovative behavior relationship in Egypt's travel agents during Covid-19	<i>Miyakuni, K.</i> Residents' attitude toward tourism focusing on community attachment and ecocentric attitudes: A Case of the Vicinity of Shuri Castle (World Heritage Sites), Okinawa, Japan
16:00 – 16:30	Coffee Break	
16:30 – 16:40	Awards' Ceremomy / Room 60 Moderator: Maria Alebaki, Agricultural Economics Research Institute, Greece	
16:40 – 16.50	NEXT ICOT CONFERENCE	
16:50 – 17:00	Closing Speeches • Barbara Puh, University of Dubrovnik, Croatia - Conference Chair • Konstantinos Andriotis, Hellenic Open University, Greece - Conference Chair	
20.30 – 00.00	Gala Dinner	

SATURDAY 28 JUNE 2025	
09:00-17:00	Study Tour