

Tourism for a better world

mtcon

Conference Program

April 1-3, 2021
Virtual

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MARCH 31, 2021

RESEARCH ACADEMY

RESEARCH ACADEMY

March 31, 2021

Time: 15.00-22.50 (TRT /UTC+3)

Access: MAIN HALL

FACILITATORS



Prof. Cihan Cobanoglu
University of South Florida



Asst. Prof. Faizan Ali
University of South Florida

HOST



Asst. Prof. Seden Dogan
Ondokuz Mayıs University

EDT /UTC-4

08.00-09.50am

TRT /UTC+3

15.00-16.50

TOPIC

- Identifying and presenting research gaps
- Smart literature review
- Basics of research design and methodology
- Basics of data analysis-Quantitative tools
- Basic mistakes in research and how to avoid them
- Pitching your research ideas
- An overview of SmartPLS – Hands on example

10.00-11.50am

17.00-18.50

12.00-01.50pm

19.00-20.50

02.00-03.50pm

21.00-22.50

The time shown in the program is based on the local time in Turkey



APRIL 01, 2021

OPENING SPEECHES (TURKISH)

PLENARY SESSION-I

SCIENTIFIC SESSION-I

OPENING SPEECH (ENGLISH)

PANEL on HIGH TOUCH vs HIGH TECH? or BOTH?

OPENING SPEECHES (TURKISH)*(Açılış Konuşmaları – Türkçe)***April 01, 2021****Time: 09.00-09.45 (TRT /UTC+3)****Access: MAIN HALL****KONUŞMACILAR/SPEAKERS**

Prof. Ebru Günlü Küçükaltan
*Dokuz Eylül Üniversitesi
Kongre Eş-Başkanı/Co-chair*



Prof. Muharrem Tuna
*Ankara Hacı Bayram Veli Üniversitesi
TUADER Yönetim Kurulu Başkanı
Kongre Onursal Başkanı/Honorary President*

SUNUCU/HOST

Arş. Gör. Filiz Dalkılıç Yılmaz
Nevşehir Hacı Bektaş Veli Üniversitesi
The time shown in the program is based on the local time in Turkey

PLENARY SESSION-1**April 01, 2021****Time: 10.00-10.45 (TRT /UTC+3)****Access: MAIN HALL****MODERATOR****SPEECH****KEYNOTE SPEAKER**

Prof. Ebru Günlü Küçükaltan
Dokuz Eylül University, Turkey

**Planning for sustainable
development: The importance of
resident well-being**



Prof. Larry Dwyer
University of Technology, Sydney

HOST







Eda Hazarhun
Dokuz Eylül University
The time shown in the program is based on the local time in Turkey

SCIENTIFIC SESSION-1







April 01, 2021-Session 1

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room ANİ |
|--|--|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Mustafa Tepeci  HOST Yusuf Acar Grant Altay Taşkın ani@mtcon.org | ◆ Assessing Brand Image in Luxury Hotels across Two Destinations: The Role of Gender in Tourists' Perceptions <i>Maja Seric</i> |  Maja Seric |
| | ◆ Examining brand equity in restaurant firms: A gender approach among young consumers <i>Maja Seric - Durdana Ozretic Dosen</i> |  Maja Seric |
| | ◆ An approach to UX and UI as key elements in the user experience improvement. The Barcelona hotels case study <i>Ainhoa Carballido Risco - Noelia González Macià</i> |  Ainhoa Carballido Risco |
| | ◆ The importance of understanding destination and event images based on the type of event and demographic factors <i>Mohammed Riyad Al-Dweik</i> |  Mohammed Riyad Al-Dweik |
| The time shown in the program is based on the local time in Turkey | | |

April 01, 2021-Session 1

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room ÇATALHÖYÜK |
|--|---|--|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Zafer Öter  HOST Onur Çelen Eda Hazarhun catalhoyuk@mtcon.org | ◆ Academic tourism in Spain: An analysis of the accommodation offers in Barcelona <i>Laura Cruz - Montserrat Iglesias - Emma Perez - Marta Poy</i> |  Montserrat Iglesias |
| | ◆ Covid-19: The tourism impact and significances for UAE <i>Asad Hammad Aburumman - Saleh Muhammad Zeki Mehmood</i> |  Asad Hammad Aburumman |
| | ◆ Exploring the association among intention to study abroad, destination brand awareness, WOM, and destination choice of international students of North Cyprus <i>Foad Irani - Sima Rahimzhan</i> |  Foad Irani |
| | ◆ Door of return festival quality' and the relationship between social media, festival satisfaction and revisiting intension: the perspectives of African Americans visiting Nigeria <i>Hüseyin Araslı - Maryam Abdullahi - Tuğrul Günay</i> |  Maryam Abdullahi |
| The time shown in the program is based on the local time in Turkey | | |

April 01, 2021-Session 1

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room EPHEBUS |
|--|---|--|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Ebru Günlü Küçükaltan  HOST Beyza Uyanık Havva Cıvın ephesus@mtcon.org | ◆ Brand symbolism and customer citizenship behavior: An investigation in a café setting <i>Ahmad Aljarah - Bassam Dalal - Blend İbrahim</i> |  Ahmad Aljarah |
| | ◆ Employee perception of corporate social responsibility in ecotourism destinations <i>Shiva Ilkhanizadeh - Uzoma Ogbolime</i> |  Shiva Ilkhanizadeh |
| | ◆ The role of perceived tourist's susceptibility on perceived tourist's covid-19 infectability among tourist arrival in North Cyprus <i>Foad Irani - Sina Vahedi</i> |  Sina Vahedi |
| | ◆ Is it automation and IT replacing the workforce? <i>Arjeta Hallunovi</i> |  Arjeta Hallunovi |
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April 01, 2021-Session 1

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room GORDION

MODERATOR

Prof. Dr.
Atila Yüksel



HOST

İpek İtir Can
V.Öğuz Kiper
gordion@mtcon.org

PAPER & AUTHOR(S)

- ◆ Using the theory of planned behavior to explore tourist's intention to stay in green hotels
Ahmed Chemseddine Bouarar - Smail Mouloudj - Kamel Mouloudj
- ◆ The impact of covid-19 on tourism industry in Montenegro
Sanida Sabotic - Natalija Drekalovic
- ◆ Tourism mobility and the challenges of coronavirus (covid-19) in Nigeria
Adetola Omitola
- ◆ Tourism industry in the face of covid-19 pandemic: Current perspectives from Pakistan
Asif Ali - Syed Zaki Abbas Shah - Osman Khan

PRESENTER



Ahmed Chemseddine Bouarar



Sanida Sabotic



Adetola Omitola



Asif Ali

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April 01, 2021-Session 1

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room GÖBEKLİTEPE

MODERATOR

Prof. Dr.
Osman M. Karatepe



HOST

Bahadır Sezer
Başak Özyurt
gobeklitepe@mtcon.org

PAPER & AUTHOR(S)

- ◆ Significance of social media for the revival of tourism in Pakistan: A qualitative approach
Zaira Maamoor
- ◆ The Impact of corporate social responsibility and corporate reputation on consumer-company identification and loyalty: The mediating role of trust
Rizwana Hameed - Naeem Akhtar
- ◆ Transformational leadership, social exchanges, and innovative work behavior in Swat Valley Pakistan
Shahbaz Sharif - Rab Nawaz Lodhi - Gainiya Tazhina
- ◆ A qualitative study to identify the strategies of city branding: A case of Lahore City of Pakistan
Arifa Jannat - Rab Nawaz Lodhi - Shahbaz Sharif

PRESENTER



Zaira Maamoor



Rizwana Hameed



Shahbaz Sharif



Arifa Jannat

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April 01, 2021-Session 1

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room HALIKARNASSOS

MODERATOR

Prof. Dr.
Osman Nuri Özdoğan



HOST

Muhammet Üstün
Engin Pulluk
halikarnassos@mtcon.org

PAPER & AUTHOR(S)

- ◆ How corporate social responsibility helps hotels and restaurants of Pakistan to elevate brand loyalty and consumer satisfaction
Ibrar Mansoor - Fawad Ali
- ◆ Digital transformation in small tourism firms: A managerial perspective on firms' adoption practices and barriers
Tehreem Ali - Muhammad Usman - Osman Khan
- ◆ Heal the world: Wellness tourism and market readiness in post corona travel
Smitha Vasudevan
- ◆ Learned helplessness among people with disabilities in the tourism context: An empirical study
Shampy Kampoj - Bijoylaxmi Sarmah

PRESENTER



Ibrar Mansoor



Tehreem Ali



Smitha Vasudevan



Bijoylaxmi Sarmah

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April 01, 2021-Session 1

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room HATTUSA

MODERATOR

Prof. Dr.
Onur Gülbahar



HOST

Şule Ardıç Yetiş
Zeynep Çokal
Kübra Aylan
hattusa@mtcon.org

PAPER & AUTHOR(S)

- ◆ Urban tourism towards urban development: evidence from Guwahati city, Assam
Rajdeep Deb
- ◆ Drivers of e-trust on travel websites
Ankita Sharma - Swati Sharma
- ◆ Identification of the unique attributes of London museums from online reviews
Swati Sharma - Aryaman Sharma
- ◆ Motivations of young tourists for spiritual travel in India
Snigdha Kainthola - Rahul Pratap Singh Kaurav - Pinaz Tiwari

PRESENTER



Rajdeep Deb



Ankita Sharma



Swati Sharma



Rahul Pratap Singh Kaurav

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April 01, 2021-Session 1

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room CAPPADOCIA

MODERATOR

Prof. Dr.
İbrahim Birkan



HOST

Serkan Aylan
Gökhan Yılmaz
Burak Atasoy
cappadocia@mtcon.org

PAPER & AUTHOR(S)

◆ International vs domestic tourism: Does the effect of childhood residence type differ?
Shlomit Hon Snir - Sharon Teitler Regev

◆ Satisfaction level and technology by fit tourists
Shlomit Hon Snir - Sharon Teitler Regev - Anabel Lifszyc-friedlanderb

◆ Heritage tourism in Israel during the covid-19 pandemic
Nicole Benaim - Alan Hartman

◆ Measuring service quality and customer satisfaction: The case of hotels in Jordan
Mukhles Al-Ababneh

PRESENTER



Shlomit Hon Snir



Sharon Teitler Regev



Nicole Benaim



Mukhles Al-Ababneh

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April 01, 2021-Session 1

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room PATARA

MODERATOR

Prof. Dr.
Güney Çetin Gürkan



HOST

Merve Ofluoğlu
Nilgün Demirel
patara@mtcon.org

PAPER & AUTHOR(S)

◆ Impact of covid-19 on the on-demand-food delivery, restaurant and hospitality industry
Mohammad Imtiaz Hossain - Ong Tze San - Siow May Ling - Ridzwana Binti Mohd Said

◆ The Impact of empowerment on organizational commitment
Ali Şükrü Çetinkaya

◆ Operational transformations caused by covid-19 in airline transportation: A selected study in EU Zone, China, and Turkey
Mustafa Özer Alpar - Mustafa Tez - Dila Ateş

◆ Tourism technologies and creating an archaeotourism destination: Digital to physical
Hasan Ali Erdoğan

PRESENTER



Mohammad Imtiaz Hossain



Ali Şükrü Çetinkaya



Mustafa Tez



Hasan Ali Erdoğan

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April 01, 2021-Session 1

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room TRUVA

MODERATOR

Prof. Dr.
Ali Öztüren



HOST

Filiz Dalkılıç Yılmaz
Övgü Demiral
truva@mtcon.org

PAPER & AUTHOR(S)

◆ Land art as a new alternative market for Turkish tourism
Filiz Köse Barlas

◆ What is smart restaurant? An index of smart restaurant
Serap Özdemir Güzel - Yonca Nilay Baş

◆ Boating tourism in Halfeti: Problems in the perspective of tour guides
Sonay Kaygalak Çelebi - Burçin Kırklar Can - Mehmet Ertaş

◆ Perceived quality, perceived value, customer satisfaction and intention to revisit in medical tourism: A research on patients from the Balkans
Başak Özyurt - Güney Çetin Gürkan - Gülşel Çiftçi - Ali Can Molla

PRESENTER



Filiz Köse Barlas



Serap Özdemir Güzel



Sonay Kaygalak Çelebi



Başak Özyurt

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OPENING SPEECH (ENGLISH)

(Açılış Konuşması – İngilizce)

April 01, 2021

Time: 19.00-19.30 (TRT /UTC+3)

Access: MAIN HALL

SPEAKER



Prof. Cihan Cobanoglu
University of South Florida
Conference Co-chair

HOST



Asst. Prof. Seden Dogan
Ondokuz Mayıs University

The time shown in the program is based on the local time in Turkey

PANEL on HIGH TOUCH vs HIGH TECH? or BOTH?

April 01, 2021

Time: 20.00-21.30 (TRT /UTC+3)

Access: MAIN HALL

SPEAKERS



Assoc. Prof. AJ Aluri
West Virginia University



Prof. Ulrike Gretzel
*University of Southern
California*



Prof. Stanislav Ivanov
*Varna University of
Management*



Prof. Iis Tussyadiah
University of Surrey

MODERATOR



Prof. Cihan Cobanoglu
University of South Florida
Conference Co-chair

HOST



Asst. Prof. Seden Dogan
Ondokuz Mayıs University

The time shown in the program is based on the local time in Turkey



APRIL 02, 2021

SCIENTIFIC SESSION-2

PLENARY SESSION-2

PLENARY SESSION-3

EXPERIENCE CONVERSATION-I

SCIENTIFIC SESSION-2






April 02, 2021-Session 2

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room ANI |
|--|--|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Kemal Birdir  HOST Yusuf Acar Grant Altay Taşkın ani@mtcon.org | ♦ Perceived tourism impacts and support for tourism development: The inclusion of affective impacts <i>Binh Nghiễm-Phú - Thu Hương Kiều - Thị Thu Trang Hoàng - Hồng Long Phạm</i> |  Binh Nghiễm-Phú |
| | ♦ Conceptualizing a sustainable digital business model Canvas for hospitality and tourism industry in a covid-19 pandemic age <i>Samuel Adeyinka-Ojo</i> |  Samuel Adeyinka-Ojo |
| | ♦ Stranded tourists amid covid 19 pandemic in San Fernando, La Union <i>Dorothy Maryed Rimpillo - Rafael David - Maegan Rose Pascua - Angelica Quejado</i> |  Dorothy Maryed Rimpillo |
| | ♦ To be or not to be in hotel industry: A study of Malaysian Muslim community college students <i>Rozila Ahmad - Muhd Aminuddin Azizan</i> |  Rozila Ahmad |
| The time shown in the program is based on the local time in Turkey | | |

April 02, 2021-Session 2

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room ÇATALHÖYÜK |
|--|--|--|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Salih Kuşlivan  HOST Onur Çelen Eda Hazarhun catalhoyuk@mtcon.org | ♦ Local community perception towards shopping complex at Petaling Street <i>Normaziana Hassan - Ahmad Albattat - Basitah Taif</i> |  Normaziana Hassan |
| | ♦ Modelling and forecasting of visitors arrived in Taiwan for pleasure purpose using big data and economic factors <i>Yi Hui Liang</i> |  Yi Hui Liang |
| | ♦ Inflight meals service attributes to customer satisfaction and loyalty in commercial airline industry <i>Liyana Che Laidin - Ahmad Albattat - Jeong Chun Phuoch</i> |  Ahmad Albattat |
| | ♦ The Viability of Penang as smart tourism destination in Malaysia <i>Muhammad Azim Zikry Zawawi - Johanna Adlin Ahmad - Azila Azmi</i> |  Muhammad Azim Zikry Zawawi |
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April 02, 2021-Session 2

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room EPHEUS |
|--|--|--|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Beyza Uyanık Havva Civgin ephesus@mtcon.org | ♦ Customer engagement in value co-creation for branding in tourism <i>Huong Trang Pham - Hồng Long Phạm</i> |  Huong Trang Pham |
| | ♦ Bio-parks: A responsible practice for the transition of rural tourism <i>Bipithalal Balakrishnan Nair</i> |  Bipithalal Balakrishnan Nair |
| | ♦ Psychosocial safety climate and burnout among Penang hoteliers: The mediating role of job demands <i>Kok Ban Teoh</i> |  Kok Ban Teoh |
| | ♦ Understanding the challenges and the "new normal" of restaurant industry during covid-19 pandemic: The case of Macau <i>Un Teng Zoe Tam - Sow Hup Joanne Chan</i> |  Un Teng Zoe Tam |
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April 02, 2021-Session 2

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room GORDION |
|--|---|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Hasan Kılıç  HOST İpek İtir Can V.Öğuz Kiper gordion@mtcon.org | ♦ Terengganu and Kelantan States as potential Muslim friendly destinations in Malaysia <i>Zulaipa Ruzulan - Mohammad Aizat Jamaludin - Khairusy Syakirin Has - Yun Hashim - Hanifah Musa Fathullah Harun</i> |  Zulaipa Ruzulan |
| | ♦ Instructors' experiences of distance education at universities: Tourism and hospitality management programs <i>Hanım Kader Şanlıöz Özgen- Ebru Günlü Küçükaltan</i> |  Hanım Kader Şanlıöz Özgen |
| | ♦ Comparison of airline co-branded credit card programs via frequent flyer money saver analysis for full-service U.S. carriers <i>Bora Suavi Ünsal</i> |  Bora Suavi Ünsal |
| | ♦ The effects of the mediating role of behavioral intention on attitude using technology: A study on tourism academics <i>Vahit Oğuz Kiper - Mustafa Çevrimkaya - Ümit Şengel</i> |  Vahit Oğuz Kiper |
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April 02, 2021-Session 2

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room GÖBEKLİTEPE |
|---|--|--|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Emrah Özkul  HOST Bahadır Sezer Başak Özyurt gobeklitepe@mtcon.org | ♦ Marketing strategies used during crisis situations: A case of hotel group in Istanbul <i>Özen Kırant Yozcu</i> |  Özen Kırant Yozcu |
| | ♦ Understanding food consumption motivations: An interpretivist approach using user-generated content <i>Davut Kodaş</i> |  Davut Kodaş |
| | ♦ The evaluation of the perception of local administrators in the Vangölü basin towards outdoor festivals with word association test <i>Sağbetullah Meriç</i> |  Sağbetullah Meriç |
| | ♦ Determining the food experiences of tourists visiting Istanbul through online reviews <i>Zekeriya Aksoy - Betül Kodaş</i> |  Zekeriya Ak |
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April 02, 2021-Session 2

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room HALIKARNASSOS |
|---|---|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Yüksel Ekinci  HOST Muhammet Üstün Engin Pulluk halikarnassos@mtcon.org | ♦ Mobbing at workplace and reactions against <i>Ali Şükrü Çetinkaya</i> |  Ali Şükrü Çetinkaya |
| | ♦ Izmir's industrial heritage museum's role in urban tourism <i>Gizem Demirci- Zeynep İlayda Niyet</i> |  Zeynep İlayda Niyet |
| | ♦ Tourism in the regional plans of western black sea development agency: A content analysis <i>Hande Uyar Oğuz - Ahmet Aslan</i> |  Hande Uyar Oğuz |
| | ♦ Virtual museum tours: Visitors' perspectives <i>Handan Aytekin - Gürhan Aktaş</i> |  Handan Aytekin |
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April 02, 2021-Session 2

| Time: 13.00-14.00 (TRT  /UTC+3) | | Access: Breakout Room HATTUSA |
|---|--|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Orhan İçöz  HOST Şule Ardıç Yetiş Zeynep Çokal Kübra Aylan hattusa@mtcon.org | ♦ The Potential of touristic activities as self-related information provider <i>Çağrı Erdoğan</i> |  Çağrı Erdoğan |
| | ♦ Bibliometric analysis of articles on casino tourism with science mapping technique: Case of Scopus database <i>Serkan Aylan</i> |  Serkan Aylan |
| | ♦ Examination of public place visits through tourism-based open access databases in the covid-19 pandemic <i>Gizem Dinç - Atıla Gül</i> |  Gizem Dinç |
| | ♦ Covid-(Mis)Infodemic as a nascent concept for tourism and the case of Epitweetr <i>Seda Sökmen - Figen Sevinç - Medet Yolal</i> |  Figen Sevinç |
| The time shown in the program is based on the local time in Turkey | | |

April 02, 2021-Session 2

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room CAPPADOCIA

MODERATOR

Prof. Dr.
Nuray Türker

HOST

Serkan Aylan
Gökhan Yılmaz
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PAPER & AUTHOR(S)

- ◆ Children and holiday decision making: A study on Turkish families on ski holidays
Sinan Şener
- ◆ Conceptualization of homestay within the framework of the sharing economy
Melih Aydın- Şafak Ünüvar
- ◆ The projection of Turkish 'hospitality' in international films
Sinan Şener - Zehra Gökçe Sel - Zeynep Egeli - Handan Aytekin - Gürhan Aktaş
- ◆ Consequences of covid-19 on tourism guidance students
Sinan Cana

PRESENTER

-  Sinan Şener
-  Melih Aydın
-  Sinan Şener
-  Sinan Cana

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April 02, 2021-Session 2

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room PATARA

MODERATOR

Prof. Dr.
Suavi Ahipaşaoğlu

HOST

Merve Ofluoğlu
Nilgün Demirel
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PAPER & AUTHOR(S)

- ◆ Evaluation of the tourism values of Çanakkale province in terms of recreational tourism potential
Buket Buluk Eşitti
- ◆ The investigation of Tavşan Mountain's (Amasya/Merzifon) ecotourism potential
Abdurrahman Dinç - Suat Ulusoy
- ◆ The critical role of recreative games in preschool curricula in terms of sustainability of intangible cultural heritage
Mustafa Karakaya - Bilgehan Gülcan

PRESENTER

-  Buket Buluk Eşitti
-  Suat Ulusoy
-  Mustafa Karakaya

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April 02, 2021-Session 2

Time: 13.00-14.00 (TRT /UTC+3)

Access: Breakout Room TRUVA

MODERATOR

Prof. Dr.
Derman Küçükaltan

HOST

Filiz Dalkılıç Yılmaz
Övgü Demiral
truva@mtcon.org

PAPER & AUTHOR(S)

- ◆ Otizm spektrum bozukluğu olan çocuğa sahip ailelerin tatil deneyimleri (Holiday experiences of families with a child with autism spectrum disorder)
Refika Atalay- Kevser Çınar
- ◆ Instagram'da destinasyon pazarlamasında kullanılan gastronomik ürünlerin incelenmesi: "Go Turkey" örneği (Examination of gastronomic products used in destination marketing on Instagram: The case of "Go Turkey")
Fatih Ercan
- ◆ Turizm kooperatifliği sürdürülebilir finansman sorununun çözümü müdür? Kemaliye özelinde örnek model değerlendirmesi (Could tourism cooperatives be the solution to the sustainable financing problem? An example model evaluation for Kemaliye)
Fatma Aldırmaz Akkaya
- ◆ Yavaş şehir sakinlerinin yavaş şehir olma tutumu, sosyal değişim ve yaşam kalitesi algıları üzerine bir araştırma (A study on the attitude of slow city residents being a slow city, perceptions of social change and quality of life)
Olca Özışık Yapıcı - Şafak Ünüvar

PRESENTER

-  Refika Atalay
-  Fatih Ercan
-  Fatma Aldırmaz Akkaya
-  Olca Özışık Yapıcı

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PLENARY SESSION-2

April 02, 2021

Time: 15.00-16.00 (TRT /UTC+3)

Access: MAIN HALL

MODERATOR

SPEECH

KEYNOTE SPEAKER



Assoc. Prof. Gürhan Aktaş
Dokuz Eylül University

Re-shifting tourism in a transformed world. The unprecedented opportunity to integrate the sustainable approach into the sector



Prof. Rut Gomez Sobrino
Universidad CEU San Pablo

HOST



Dr. Gözde Türktarhan
University of South Florida

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PLENARY SESSION-3

April 02, 2021

Time: 17.00-18.00 (TRT /UTC+3)

Access: MAIN HALL

MODERATOR

SPEECH

KEYNOTE SPEAKER



Asst. Prof. Muhittin Çavuşoğlu
Northern Arizona University

COVID-related Research Opportunities



Steve Hood
Senior Vice President of Research, STR
Founding Director of the SHARE Center
Director of Industry Relations, ICHRIE Board

HOST



Res. Asst. Başak Özyurt
Trakya University

The time shown in the program is based on the local time in Turkey

EXPERIENCE CONVERSATION-1

(Deneyim Söyleşisi 1)

April 02, 2021

Time: 20.00-21.30 (TRT /UTC+3)

Access: MAIN HALL

GUESTS



Asst. Prof. Katerina Berezina
University of Mississippi



Asst. Prof. Lisa Cain
Florida International University



Asst. Prof. Minwoo Lee
University of Houston

MODERATOR



Asst. Prof. Faizan Ali
University of South Florida

HOST



Res. Asst. Ipek Itr Can
Anadolu University

The time shown in the program is based on the local time in Turkey



APRIL 03, 2021

SCIENTIFIC SESSION-3

SCIENTIFIC SESSION-4

EXPERIENCE CONVERSATION-2

SCIENTIFIC SESSION-5







EXPERIENCE CONVERSATION-3

SCIENTIFIC SESSION-6







BEST PAPER AWARD & CLOSING SPEECHES

SCIENTIFIC SESSION-3







April 03, 2021-Session 3

| Time: 08.30-09.30 (TRT  /UTC+3) | | Access: Breakout Room ANI |
|---|---|--|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Ali Yaylı  HOST Yusuf Acar Grant Altay Taşkın ani@mtcon.org | ♦ Approaches of local people towards the development of gastronomy tourism in Adana <i>Oya Yıldırım</i> |  Oya Yıldırım |
| | ♦ Journey into history with augmented reality technology the evaluation of the museums in Turkey <i>Eda Avcı</i> |  Eda Avcı |
| | ♦ The role that intangible cultural heritage national elements in in-family recreation activities might take during covid-19 pandemic <i>Damla Erdem - Bilgehan Gülcan</i> |  Damla Erdem |
| | ♦ Bibliometric analysis of articles made in the field of tourism and gender <i>Neşe Çullu Kaygısız</i> |  Neşe Çullu Kaygısız |
| The time shown in the program is based on the local time in Turkey | | |







April 03, 2021-Session 3

| Time: 08.30-09.30 (TRT  /UTC+3) | | Access: Breakout Room ÇATALHÖYÜK |
|---|---|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Cafer Topaloğlu  HOST Onur Çelen Eda Hazarhun catalhoyuk@mtcon.org | ♦ An approach to determining the evaluation criteria of cultural heritage sites in terms of heritage values <i>Atıla Gül- Hatice Eda Gül</i> |  Hatice Eda Gül |
| | ♦ History of meerschaum as a tourism product <i>Aysel Kaya</i> |  Aysel Kaya |
| | ♦ The moderating role of aesthetic experience on authenticity and satisfaction in the context of culture tourism <i>Volkan Genç - Seray Gülerterkin Genç</i> |  Seray Gülerterkin Genç |
| | ♦ A sustainable local development model: Home of aromatic plants <i>Köyceğiz Nur Çelik İlal - Emine Yılmaz</i> |  Emine Yılmaz |
| The time shown in the program is based on the local time in Turkey | | |

April 03, 2021-Session 3

| Time: 08.30-09.30 (TRT  /UTC+3) | | Access: Breakout Room EPHEBUS |
|--|--|--|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Şafak Ünüvar  HOST Beyza Uyanık Havva Cıvgın ephesus@mtcon.org | ♦ Investigation of the relationship between attitudes of healthy nutrition and trend kitchen approaches: İzmir city center <i>Derman Küçükaltan - Hande Demirci - Derya Saygılı - Onur Özden - Özge Elmas Günaydın</i> |  Özge Elmas Günaydın |
| | ♦ An evaluation in the context of the strategic experiential modules phenomenal for the experiences of the dark tourism visitors: Example of Ulucanlar prison museum <i>Yusuf Bayraktar- İsmail Bayram- Serhan Oral</i> |  Yusuf Bayraktar |
| | ♦ Determining the criteria of the sinkholes to be considered as tourism destination: An application with best worst method <i>Münevver Çiçekdağı - Halil İbrahim Çiçekdağı</i> |  Halil İbrahim Çiçekdağı |
| | ♦ Gastronomic experience and its importance for destinations <i>Günay Erol</i> |  Günay Erol |
| The time shown in the program is based on the local time in Turkey | | |

April 03, 2021-Session 3

| Time: 08.30-09.30 (TRT  /UTC+3) | | Access: Breakout Room GORDION |
|--|---|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Osman Eralp Çolakoğlu  HOST İpek İtir Can V.Öğuz Kiper gordion@mtcon.org | ♦ Environmental sustainability practices of global cruise lines <i>Gökçe Tuğdemir Kök - Görkem Akgül - Didem Özer Caylan</i> |  Gökçe Tuğdemir Kök |
| | ♦ A local Turkish food: Iğdır Taş köftesi <i>Gülşen Bayat</i> |  Gülşen Bayat |
| | ♦ Outdoor usage of women: Bartın-Amasra <i>Gizem Cengiz Gökçe - Sebahat Açıksöz</i> |  Gizem Cengiz Gökçe |
| | ♦ A new experience design proposal in cultural tourism: Edutainment <i>Akif Gökçe</i> |  Akif Gökçe |
| The time shown in the program is based on the local time in Turkey | | |

April 03, 2021-Session 3

Time: 08.30-09.30 (TRT /UTC+3)

Access: Breakout Room GÖBEKLİTEPE

MODERATOR

Prof. Dr.
Celil Çakıcı

zoom HOST

Bahadır Sezer
Başak Özyurt
gobeklipe@mtcon.org

PAPER & AUTHOR(S)

◆ A Comparative analysis of hotel businesses' social media shares
Zeynep Yamaç Erdoğan

◆ The Impact of hotel business managers' innovation abilities on perceptions of industry 4.0
Ebru Kemer

◆ A Research on hotels' corporate websites as a communication tool in accordance with digital transformation
Bahar Türkay - Füsün İstanbullu Dinçer - Mithat Zeki Dinçer

◆ A case study on Twitter user's perception for a F&B company's CSR initiative after the disaster
İrem Enser - İlgaç Feray Demirağ

PRESENTER



Zeynep Yamaç Erdoğan



Ebru Kemer



Bahar Türkay



İrem Enser

The time shown in the program is based on the local time in Turkey

April 03, 2021-Session 3

Time: 08.30-09.30 (TRT /UTC+3)

Access: Breakout Room HALIKARNASSOS

MODERATOR

Prof. Dr.
Gökalp Nuri Selçuk

zoom HOST

Muhammet Üstün
Engin Pulluk
halikarnassos@mtcon.org

PAPER & AUTHOR(S)

◆ Evaluation of gastronomy festivals: Perspectives of professional tourist guides
Aybüke Özsoy- Nilgün Demirel

◆ Tourism demand and recognition analysis according to Google trends data
Münevver Çiçekdağı

◆ Review of youth's leisure activities and their reasons to participate according to socio-demographic variables
Tuba Türkmendağ

◆ The impact of job autonomy on psychological ownership in hotel businesses
Duygu Bora

PRESENTER



Nilgün Demirel



Münevver Çiçekdağı



Tuba Türkmendağ



Duygu Bora

The time shown in the program is based on the local time in Turkey

April 03, 2021-Session 3

Time: 08.30-09.30 (TRT /UTC+3)

Access: Breakout Room HATTUSA

MODERATOR

Prof. Dr.
Burhanettin Zengin

zoom HOST

Şule Ardıç Yetiş
Zeynep Çokal
Kübra Aylan
hattusa@mtcon.org

PAPER & AUTHOR(S)

◆ Determination of behavior-based work-family life conflict levels of employees in marina business
Murat Yorulmaz- Figen Sevinç

◆ Determining the travel patterns of ecotourists: A study on Yusufeli, Artvin
Zafer Türkmendağ

◆ The effects of university student's perception of corporate reputation on the identification and satisfaction: The case of Bülent Ecevit University
Said Kınır - Abdullah Uslu - İbrahim Alper Gedik

◆ Investigation of tourism education staff in terms of resistance to change during the pandemic process
Tuba Şahin Ören - Veli Erdiñç Ören

PRESENTER



Figen Sevinç



Zafer Türkmendağ



İbrahim Alper Gedik



Veli Erdiñç Ören

The time shown in the program is based on the local time in Turkey

April 03, 2021-Session 3

Time: 08.30-09.30 (TRT /UTC+3)

Access: Breakout Room CAPPADOCIA

MODERATOR

Prof. Dr.
Cavit Yavuz

zoom HOST

Serkan Aylan
Gökhan Yılmaz
Burak Atasoy
cappadocia@mtcon.org

PAPER & AUTHOR(S)

◆ ICH as an experiential tourism product in Turkish tourism
Seda Erkekli - Bilgehan Gülcan

◆ Some traditional fermented foods in Turkish cuisine and its evaluation in terms of health and gastronomy
Abdullah Badem

◆ Viewing museums from a distance: An assessment on the future of virtual museums
Özge Eryücel - Ahmet Çelik

◆ A research on the impact of the covid-19 pandemic on tourism and the future of tourism from a business and consumer perspective
Serhat Karaoğlan

PRESENTER



Seda Erkekli



Abdullah Badem



Ahmet Çelik



Serhat Karaoğlan

The time shown in the program is based on the local time in Turkey

April 03, 2021-Session 3

Time: 08.30-09.30 (TRT  /UTC+3)

Access: Breakout Room PATARA

MODERATOR

Prof. Dr.
Abdullah Tanrısevdi



HOST

Merve Ofluoğlu
Nilgün Demirel
patara@mtcon.org

PAPER & AUTHOR(S)

- ◆ Determination of kitchen staff working in 4- and 5-star hotels in Konya province on HACCP system knowledge
Cenk Murat Koçoğlu- Ayşe Nur Uslu- Özlem Yıldırım Uğurlu
- ◆ Ecotourism potential of Ersizlerdere Village (Kastamonu / Kure)
Abdurrahman Dinç- Esmâ Solak
- ◆ Evaluation of health tourism market in Turkey by means of SWOT analysis in terms of health care free zone and health living campuses
Tuğçe Saygılı- Oğuz Diker
- ◆ Opportunity to develop ICH-based recreative product towards nightlife in Konya tourism Barana entertainment
Cansu Özkazanç - Bilgehan Gülcan

PRESENTER

-  Ayşe Nur Uslu
-  Esmâ Solak
-  Tuğçe Saygılı
-  Cansu Özkazanç

The time shown in the program is based on the local time in Turkey Turkey

April 03, 2021-Session 3

Time: 08.30-10.00 (TRT  /UTC+3)

Access: Breakout Room TRUVA

MODERATOR

Prof. Dr.
Murat Doğdubay



HOST

Filiz Dalkılıç Yılmaz
Övgü Demiral
truva@mtcon.org

PAPER & AUTHOR(S)

- ◆ National intangible cultural heritage elements as a product source of mini club in all-inclusive hospitality businesses
Duygu Akbulut- Bilgehan Gülcan
- ◆ The effect of occupational barriers perceived by tourist guides on the intention to quit
Filiz Dalkılıç Yılmaz- Zeynep Çokal- Gaye Deniz
- ◆ Recreation supply linked to van's cultural heritage and participation of Iranian visitors in recreational activities related to cultural heritage
Avşin Ayhan Kaya - Bilgehan Gülcan
- ◆ Cooperative business in future tourism: Cases from turkey and the world
Gülüm Burcu Dalkıran
- ◆ Coğrafi bilgi sistemi kullanılarak Uşak ilinin turizm envanterinin oluşturulması (Preparation of the tourism inventory of Uşak province using the geographical information system)







PRESENTER

-  Duygu Akbulut
-  Filiz Dalkılıç Yılmaz
-  Avşin Ayhan Kaya
-  Gülüm Burcu Dalkıran
-  Hüseyin Berk Türker







The time shown in the program is based on the local time in Turkey

SCIENTIFIC SESSION-4







April 03, 2021-Session 4

| Time: 10.30-11.30 (TRT  /UTC+3) | | Access: Breakout Room ANI |
|---|--|--|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Atilla Akbaba  HOST Yusuf Acar Grant Altay Taşkın ani@mtcon.org | ◆ Güvenli tatil fırsatı olarak izole turizm uygulamaları: Artvin ili seyahat acenteleri üzerine bir araştırma (Isolated tourism practices as a safe holiday opportunity: A research on travel agencies in Artvin) <i>Burcu Kıvılcım</i> |  Burcu Kıvılcım |
| | ◆ Turist memnuniyeti ve hizmet kalitesinin tekrar ziyaret etme niyeti ile ilişkisi: Kültürel miras alanı çalışması (Relationship between tourist satisfaction and service quality with revisit intention: A cultural heritage site study) <i>Seda Süer</i> |  Seda Süer |
| | ◆ Yiyecek içecek işletmelerinde tüketim duyguları: Restoran müşterilerine yönelik bir araştırma (Consumption emotions in food and beverage business: A study for restaurant customers) <i>Erdem Temeloğlu - Şeyma Nur Üzüm</i> |  Şeyma Nur Üzüm |
| | ◆ Turist rehberliği meslek odalarının covid-19 pandemi dönemindeki faaliyetlerinin incelenmesi: Instagram örneği (Examining the activities of tourist guidance professional chambers during the covid-19 pandemic period: The example of Instagram) <i>Özge Güdü Demirbulat - Gencay Saatci</i> |  Özge Güdü Demirbulat |
| The time shown in the program is based on the local time in Turkey | | |

April 03, 2021-Session 4

| Time: 10.30-11.30 (TRT  /UTC+3) | | Access: Breakout Room ÇATALHÖYÜK |
|---|--|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Ahmet Aktas  HOST Onur Çelen Eda Hazarhun catalhoyuk@mtcon.org | ◆ Çukurova ekoturizm bölgesi geliştirme potansiyeli üzerine bir araştırma (A research on the development potential of the Çukurova ecotourism region) <i>Yunus Topsakal- Abdurrahman Dinç</i> |  Yunus Topsakal |
| | ◆ Türkiye'de turizm ve gastronomi alanında coğrafi işaretler ile ilgili araştırmaların bibliyometrik analizi (Bibliometric analysis of research on geographical indications in tourism and gastronomy in Turkey) <i>Duran Cankül - Anil Kurt - Aysucan Aydın - Rukiye Erşahin</i> |  Aysucan Aydın |
| | ◆ Covid-19 pandemisi yeni normal/normalleşme sürecinde şehir otelleri üzerine bir araştırma (A Research on city hotels in the new normal/normalization process of covid-19 pandemic) <i>Halil İbrahim Karakan - Okan Çolak</i> |  Halil İbrahim Karakan |
| | ◆ Üniversite öğrencilerinin gıda israfı tutumları üzerine ampirik bir araştırma (An empirical research on undergraduate students' attitudes to food waste) <i>Ömer Akgün Tekin - Semiha Yüce - Ebru Ergümbüz</i> |  Ömer Akgün Tekin |
| The time shown in the program is based on the local time in Turkey | | |

April 03, 2021-Session 4

| Time: 10.30-11.30 (TRT  /UTC+3) | | Access: Breakout Room EPHEBUS |
|---|---|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Cevdet Avcıkurt  HOST Beyza Uyanık Havva Cıvgin ephesus@mtcon.org | ◆ Artvin yöresinde coğrafi işaretli ürünler (Geographical indications products in Artvin region) <i>Yener Oğan</i> |  Yener Oğan |
| | ◆ Kişiselleştirilmiş turistik mekân öneri sistemi (Individualized touristic venue suggestion system) <i>Gökhan Acar - Tuğrul Taşçı</i> |  Gökhan Acar |
| | ◆ Türkiye'de alışveriş turizmi: Potansiyel ve zorluklar (Shopping tourism in Turkey: Potential and challenges) <i>Yasemin Asile Alkan</i> |  Yasemin Asile Alkan |
| | ◆ Ayazini örenyeri kültürel miras değerlerinin GZFT analizi ile değerlendirilmesi (Evaluation of Ayazini ruins cultural heritage values with SWOT analysis) <i>Gamze İçlek - Atıla Gül</i> |  Gamze İçlek |
| The time shown in the program is based on the local time in Turkey | | |

April 03, 2021-Session 4

Time: 10.30-11.30 (TRT /UTC+3)

Access: Breakout Room GORDION

MODERATOR

Prof. Dr.
Oktay Emir

 **HOST**
İpek İtir Can
V.Öğuz Kiper
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PAPER & AUTHOR(S)

◆ Ağrı ilinin turizm gizilgücü: Faydacı yaklaşımlar ve iktisat politikaları (Tourism potential of Ağrı province: Pragmatic approaches and economic policies)
İrfan Kalaycı

◆ Koronavirüs günlerinde X ve Y kuşaklarının gıda tüketimlerinin incelenmesi (Examining the food consumption of generations X and Y in coronavirus days)
Çinuçen Okat - Songül Özer - Merve Uçkan Çakır

◆ Gezi ve iş amaçlı seyahatlerde fiyat adaleti ve tüketim duygularının olumlu yorum yapma niyeti üzerine etkisi (Effect of price justice and consumption emotions on PWOM intentions in travel and business travels)
Engin Tengilimoğlu - Yüksel Öztürk

◆ Sosyal ağların gastronomi ürünlerinin pazarlanmasında kullanımı: Instagram örneği (The use of social networks in marketing of gastronomy products: The example of Instagram)
Görkem Teyin

PRESENTER



İrfan Kalaycı



Merve Uçkan Çakır



Engin Tengilimoğlu



Görkem Teyin

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April 03, 2021-Session 4

Time: 10.30-11.30 (TRT /UTC+3)

Access: Breakout Room GÖBEKLİTEPE

MODERATOR

Prof. Dr.
Düriye Bozok

 **HOST**
Bahadır Sezer
Başak Özyurt
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PAPER & AUTHOR(S)

◆ Covid-19 salgını turizm eğitimi nasıl etkiledi? Turizm akademisyenleri perspektifinden bir değerlendirme (How covid-19 outbreak affected tourism education? An evaluation from the perspective of tourism academics)
Safa Kaya - Yeliz Pekerşen

◆ Dijitalleşme sürecinde ortaya çıkan bir kavram: Dijital detoks tatili (A concept arising in the digitalization process: Digital detox holiday)
Levent Selman Göktaş - Abdullah Ülkü

◆ The Platform filminin insan, gıda paylaşımı ve kapitalizm bağlamında incelenmesi (An analysis of the platform film in the context of human, food sharing and capitalism)
Osman Çavuş - Nagihan Bozal

◆ Turizm ve kadın olgusu: Web of science veri tabanına dayalı bibliyometrik bir analiz (Tourism and woman phenomenon: A bibliometric analysis based on a web of science database)
Ezgi Kırıcı Tekeli - İrem Bozkurt - Gülsüm Tabak

PRESENTER



Safa Kaya



Levent Selman Göktaş



Nagihan Bozal



Ezgi Kırıcı Tekeli

The time shown in the program is based on the local time in Turkey

April 03, 2021-Session 4

Time: 10.30-11.30 (TRT /UTC+3)

Access: Breakout Room HALIKARNASSOS

MODERATOR

Prof. Dr.
Umut Avcı

 **HOST**
Muhammet Üstün
Engin Pulluk
halikarnassos@mtcon.org

PAPER & AUTHOR(S)

◆ Destinasyon pazarlama sürecinde resmî web sitelerinin gastronomi turizmi açısından değerlendirilmesi (Evaluation of official websites in terms of gastronomy tourism in the destination marketing process)
Duran Cankül - Emre Altıntaş

◆ Profesyonel mutfaklarda kadın olmak: Aşçılık eğitimi alan kadın öğrenciler üzerine bir araştırma (Being a woman in the professional kitchens: A study on female students studying in culinary program)
Cansu Solmaz - Mevlüt Uyar

◆ İşgörenlerin duygusal emek davranışlarının incelenmesi: Afyonkarahisar'daki beş yıldızlı termal otel işletmelerinde bir uygulama (Investigation of employees' emotional labor acts: An implementation at five-star thermal hotel enterprises in Afyonkarahisar)
Neslihan Kan Sönmez

◆ Örgütsel güvenin ve inovasyonun iç girişimcilik etkisi: Turizm işletmeleri üzerine bir araştırma (The effect of organizational trust and innovation on intrapreneurship: A study on tourism enterprises)
Bekir Eşitti - Cemile Özdemir

PRESENTER



Emre Altıntaş



Cansu Solmaz







Neslihan Kan Sönmez



Cemile Özdemir

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April 03, 2021-Session 4

| Time: 10.30-11.30 (TRT /UTC+3) | | Access: Breakout Room HATTUSA |
|---|---|--|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Şenol Çavuş | ◆ Koşul bağımlılık kuramı bağlamında covid-19 krizi: Otel yönetimleri örneği (Covid-19 crisis within the context of contingency theory: A case study on hotel managements) <i>Arif Akpınar - Çağlar Selçuk</i> |  Çağlar Selçuk |
| | ◆ Sosyal sermaye kavramının turizm sektörü açısından incelenmesi (Investigation of the concept of social capital in terms of tourism sector) <i>Ayhan Karakaş - Ahmet Aslan</i> |  Ahmet Aslan |
| | ◆ Üniversite öğrencilerinin ulusal gastronomiye yönelik görüşleri (University students' views on national gastronomy) <i>Merve Işkın</i> |  Merve Işkın |
| | ◆ Dijital göçebe turistlerinin yeni konaklama trendi: Ortak yaşam otelleri (The new accommodation trend of digital nomad tourists: CoLiving hotels) <i>Serpil Kocaman</i> |  Serpil Kocaman |
| The time shown in the program is based on the local time in Turkey | | |

April 03, 2021-Session 4

| Time: 10.30-11.30 (TRT /UTC+3) | | Access: Breakout Room CAPPADOCIA |
|---|---|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Fügen Durlu Özkaya | ◆ İstanbul yemek turlarının içerik analizi yöntemiyle değerlendirmesi (Examining of Istanbul culinary tours by content analysis) <i>Fazıl Kaya - Pelin Nasöz - İsmail Kızılırmak</i> |  Fazıl Kaya |
| | ◆ Kişilik özellikleri, psikolojik güçlendirme ve iş tatmini ilişkisi: Konaklama işletmeleri personeli üzerine bir araştırma (The relationship between personal traits, psychological empowerment and job satisfaction: A study on the personnel of hospitality enterprises) <i>Fatih Çavuşoğlu</i> |  Fatih Çavuşoğlu |
| | ◆ 2010-2020 yılları arasında yaratıcı turizm konusunda yapılan yayınların incelenmesi (Investigating publications on creative tourism between 2010-2020) <i>Mehmet Polat</i> |  Mehmet Polat |
| | ◆ Türkiye'de çevresel etki değerlendirmesi (ÇED) Yönetmeliği'nin turistik alanlara etkisi (Environmental impact assessment in Turkey (EIA) effect of regulation's tourist area) <i>Meral Akyüz - Mehmet Akyüz</i> |  Mehmet Akyüz |
| The time shown in the program is based on the local time in Turkey | | |

April 03, 2021-Session 4

| Time: 10.30-11.30 (TRT /UTC+3) | | Access: Breakout Room PATARA |
|---|---|---|
| MODERATOR | PAPER & AUTHOR(S) | PRESENTER |
| Prof. Dr. Yusuf Ayman | ◆ Yöresel restoranların algılanan hizmet kalitesinin müşteri memnuniyeti, tutum ve davranışsal niyet üzerindeki etkisi (The effect of perceived service quality of local restaurants on customer satisfaction, attitude and behavioral intention) <i>İbrahim Çekiç</i> |  İbrahim Çekiç |
| | ◆ Turizm fotoğraf keşfinde kullanılan yenilikçi yöntemlere panoramik bir yolculuk (A panoramic journey to innovative methods used in tourism photography discovery) <i>Eniser Atabay - Ebru Tarcan İçigen</i> |  Eniser Atabay |
| | ◆ Presenteeism (işte varolamama) ve aidiyet duygusu üzerine kavramsal bir inceleme (A conceptual investigation on presenteeism and sense of belonging) <i>Havva Çıvgın - Eren Aytemir</i> |  Eren Aytemir |
| | ◆ Şanlıurfa'nın UNESCO yaratıcı şehirler ağı programı gastronomi turizmi potansiyeli açısından değerlendirilmesi (Evaluation of Şanlıurfa in terms of its gastronomy tourism potential for UNESCO creative cities network program) <i>Mahmut Barakazi</i> |  Mahmut Barakazi |
| The time shown in the program is based on the local time in Turkey | | |

April 03, 2021-Session 4

Time: 10.30-12.00 (TRT/UTC+3)

Access: Breakout Room TRUVA

MODERATOR

Prof. Dr.
Öğuz Türkay

HOST
Filiz Dalkılıç Yılmaz
Övgü Demiral
truva@mtcon.org

PAPER & AUTHOR(S)

◆ Türkiye'de gastronomi müzelerinin ve web site içeriklerinin incelenmesine yönelik bir araştırma (A study on examining gastronomy museums and their website contents in Turkey)
Gülser Yavuz- Nasibe Uluk

◆ Aşçılık mesleğinde bilgi ifşası (Whistleblowing) (Disclosure of information (whistleblowing) in the culinary profession)
Engin Pulluk

◆ Covid-19 pandemisi ile ilgili turizm alanında yapılan çalışmaların bibliyometrik analizi (Bibliometric analysis of studies on tourism and covid-19 pandemi)
Mehmet Umur - Süreyya Akçay

◆ ARAS yöntemi ile restoran personel seçimi: Kapadokya (Restaurant personnel selection with ARAS method: The case of Cappadocia)
Emrah Örgün - Ali Solunoğlu

◆ Covid-19 günlerinde Airbnb: Leximancer yardımıyla nitel bir analiz
Derya Demirdelen Alrawadieh

PRESENTER



Gülser Yavuz



Engin Pulluk



Süreyya Akçay



Ali Solunoğlu



Derya Demirdelen Alrawadieh

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EXPERIENCE CONVERSATION-2

(Deneyim Söyleşisi 2)

April 03, 2021

Time: 13.00-14.30 (TRT /UTC+3)

Access: MAIN HALL

KONUKLAR



Prof. Dr. Kemal Birdir
Mersin Üniversitesi



Prof. Dr. Azize Tunç Hassan
Ankara Hacı Bayram Veli Üniversitesi



Prof. Dr. Öcal Usta
İstanbul Kent Üniversitesi

MODERATÖR



Dr. Öğr. Üyesi Gaye Deniz
Nevşehir Hacı Bektaş Veli Üniversitesi

SUNUCU



Dr. Nilgün Demirel
Iğdır Üniversitesi

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SCIENTIFIC SESSION-5

April 03, 2021-Session 5

Time: 15.30-16.30 (TRT/UTC+3)

Access: Breakout Room ANİ

MODERATOR

Prof. Dr.
Murat Yeşiltas

HOST

Yusuf Acar
Grant Altay Taşkın
ani@mtcon.org

PAPER & AUTHOR(S)

◆ Kadın denizcilerin mesleki zorlukları (Career challenges of woman seafarers)

Selin Uyanık - Arzu Gürdoğan

◆ Influencer'ların maruz kaldıkları siber zorbalık ve covid-19 sürecinde çevrimiçi kendini açma davranışları (Cyberbullying influencers are exposed to and self-disclosure behaviors during the covid-19 process)

Gökçe Yasemin Ersöz

◆ Covid-19 pandemisi sürecinde yayımlanan turizm reklam filmlerinin analizi (Analysis of tourism advertising films released during the covid-19 pandemic)

Makbule Civelek

◆ Coğrafi işaretli gıda ürünleri ile ilgili bilgi düzeyleri ve menüde yer almasına yönelik tutumlar: Mutfak şefleri üzerine bir araştırma (Knowledge levels of geographically indicated food products and attitudes to inclusion on the menu: A study of kitchen chefs)

Deniz Kaya - Nihan Akdemir

PRESENTER



Selin Uyanık



Gökçe Yasemin Ersöz



Makbule Civelek



Deniz Kaya

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April 03, 2021-Session 5

Time: 15.30-16.30 (TRT/UTC+3)

Access: Breakout Room ÇATALHÖYÜK

MODERATOR

Prof. Dr.
Meryem Akoğlan Kozak

HOST

Onur Çelen
Eda Hazarhun
catalhoyuk@mtcon.org

PAPER & AUTHOR(S)

◆ Turizmde paylaşım ekonomisi uygulamaları üzerine bir araştırma (A research on sharing economy practices in tourism)

Yıldırım Gürbüz - Onur Çelen - Azize Hassan

◆ TR Dizin'de taranan dergilerde yayınlanan rekreasyon konulu makalelerin bibliyometrik analizi (Bibliometric analysis of articles on recreation published in journals scanned in tr index)

Gül Güneş- Fatih Varol- Hasan Suat Aksu

◆ E-ticaretten e-turizmde covid-19 yansımaları sektörel bir değerlendirme (A sectoral evaluation of covid-19 reflections from e-commerce to e-tourism)

Necibe Şen - Asiye Nurcihan Dereli

◆ Presenteeism konulu lisansüstü tezlerin bibliyometrik analizi (2010-2020) (Bibliometric analysis of graduate theses on presenteeism (2010-2020))

Çağla Ashı Gülduran - Arzu Gürdoğan

PRESENTER



Yıldırım Gürbüz



Fatih Varol



Asiye Nurcihan Dereli



Çağla Ashı Gülduran

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April 03, 2021-Session 5

Time: 15.30-16.30 (TRT/UTC+3)

Access: Breakout Room EPHEUS

MODERATOR

Prof. Dr.
Elbeyi Pelit

HOST

Beyza Uyanık
Havva Cıvgin
ephesus@mtcon.org

PAPER & AUTHOR(S)

◆ Türk turistlerin destinasyon genel yorumlarının belirlenmesine yönelik bir araştırma: Yunanistan-Gürcistan-Bulgaristan karşılaştırması (A study on determining the destination general comments of Turkish tourists: Comparison of Greece-Georgia-Bulgaria)

Aydın Ünal - Sinan Baran Bayar - Onur Çelen - Muharrem Tuna

◆ Covid-19 Korkusu ve tükenmişlik ilişkisinde psikolojik dayanıklılığın moderatör rolü: Turizm sektörü çalışanları üzerinde ampirik bir çalışma (The moderator role of psychological resilience in the relationship of covid-19 and burnout: An empirical study on tourism sector employees)

Engin Üngüren - Merve Yıldız

◆ Turizm işletmelerinde kullanılan otomasyon programları: Otel işletmeleri üzerinden bir değerlendirme (Automation programs used in tourism businesses: An evaluation on hotel managements)

Ceyhan Akyol

◆ Yoksul yanlısı turizm konulu çalışmalar üzerine bibliyometrik bir inceleme (A bibliometric review of pro-poor tourism studies)

Hatice Sarı Gök

PRESENTER



Sinan Baran Bayar



Engin Üngüren



Ceyhan Akyol



Hatice Sarı Gök

The time shown in the program is based on the local time in Turkey

April 03, 2021-Session 5

Time: 15.30-17.00 (TRT/UTC+3)

Access: Breakout Room GORDION

MODERATOR

Prof. Dr.
Beykan Çizel

HOST
İpek İtir Can
V.Öğuz Kiper
gordion@mtcon.org

PAPER & AUTHOR(S)

- ◆ Yiyecek-içecek işletmelerinde çalışan kadınların karşılaştıkları sorunların sınıflandırılmasına yönelik bir araştırma: Antalya örneği (An investigation on the classification of the problems of the comparisons of female working in tourism and kitchen sector: Case of Antalya)
Özkan Erdem - Adem Arman
- ◆ Kış turizmi kapsamında palandöken kayak merkezine yönelik ziyaretçi deneyimlerinin incelenmesi: Google haritaları örneği (Examination of visitor experiences for Palandöken ski center in the scope of winter tourism: Case of google maps)
Fatmanur Kübra Aylan
- ◆ Belediyelerin stratejik yüklenim ifadelerinin içerik analizi ve turizme yaklaşımı (Content analysis of strategic commitment statements of municipalities and their approaches to tourism)
Binali Kılıç
- ◆ İklim değişikliğinin turizm destinasyonlarına yönelik etkilerinin turizm türlerine göre sınıflandırılması (Classification of the effects of climate change on tourism destinations according to tourism types)
Burçin Özkan - Nalan Işık
- ◆ Lisans öğrencilerinin covid-19 salgını ortamında çevrimiçi öğrenmeye hazır bulunuşluk düzeylerinin belirlenmesi (Determining the level of undergraduate student's readiness to online learning in the amid of covid-19)
Seher Konak

PRESENTER



Özkan Erdem



Fatmanur Kübra Aylan



Binali Kılıç



Burçin Özkan



Seher Konak

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EXPERIENCE CONVERSATION-3

(Deneyim Söyleşisi 3)

April 03, 2021

Time: 17.00-18.30 (TRT /UTC+3)

Access: MAIN HALL

KONUKLAR



 **Prof. Doğan Gürsoy**
Washington State University

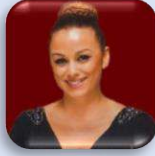


 **Prof. Osman M. Karatepe**
Eastern Mediterranean University



 **Asst. Prof. Bendegül Okumuş**
University of Central Florida

MODERATÖR



 **Doç. Dr. Gökçe Yüksek**
Anadolu Üniversitesi

SUNUCU



 **Arş. Gör. Merve Ofluoğlu**
Harran Üniversitesi

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SCIENTIFIC SESSION-6

April 03, 2021-Session 6

Time: 21.45-22.45 (TRT /UTC+3)

Access: Breakout Room ANİ

MODERATOR

Prof. Dr.
Cevat Tosun



HOST

Yusuf Acar
Grant Altay Taşkın
ani@mtcon.org

PAPER & AUTHOR(S)

◆ The role of tourist delight and satisfaction on tourists' loyalty in tourism services

Eduardo Roque Mangini - Andreia Amorim Fascine - Leonardo Aureliano-Silva - Cristiane Sales Pires - Viviane Carmona

◆ Testing the Kuznets curve hypothesis between tourism and income inequality: A comparative analysis of high-, middle-, and low-income countries

Junwook Chi

◆ Carbon footprint of tourism sector in Portugal – Study case of a 3 stars hotel

Marco Fernandes - Pedro Neves - Patricia Araujo - Isabel Bras - Maria Elisabete Ferreira Silva

◆ Geo-ecotourism attraction for the brand Guadalajara Guadalajara. La barranca del Rio Santiago

José G. Vargas-Hernández

PRESENTER



Eduardo Roque Mangini



Junwook Chi



Maria Elisabete Ferreira Silva



José G. Vargas-Hernández

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April 03, 2021-Session 6

Time: 21.45-22.45 (TRT /UTC+3)

Access: Breakout Room ÇATALHÖYÜK

MODERATOR

Prof. Dr.
Kurtuluş Karamustafa



HOST

Onur Çelen
Eda Hazarhun
catalhoyuk@mtcon.org

PAPER & AUTHOR(S)

◆ Residents' insights of industrial tourism growth opportunity: São João da Madeira case study

Tania Marina Ferreira Guerra - Maria Pilar Moreno Pacheco - António Sérgio Araújo de Almeida

◆ The relationships of migration, development and tourism: The case of Kilis

Melih Aydın - Muharrem Tuna

◆ The tourism sector virtualizing with covid 19: An evaluation on virtual tours with the technology acceptance model

Nilüfer Vatansever Toylan

◆ A tale of two countries: Destination management organizations in Switzerland and Japan

Miriam Scaglione - Yasuo Ohe - Colin Johnson

PRESENTER



Tania Marina Ferreira Guerra



Melih Aydın



Nilüfer Vatansever Toylan



Colin Johnson

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BEST PAPER AWARDS



CLOSING SPEECHES

April 03, 2021

Time: 23.00-23.30 (TRT /UTC+3)

Access: MAIN HALL

SPEAKERS



Prof. Cihan Cobanoglu
University of South Florida
Conference Co-chair



Prof. Ebru Günlü Küçükaltan
Dokuz Eylül University
Conference Co-chair

HOST



Asst. Prof. Seden Dogan
Ondokuz Mayıs University

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