

Pre-Conference	April 30,2025 Wednesday	Day 1	May 1, 2025 Thursday	Day 2	May 2, 2025 Friday	Day 3	May 3, 2025 Saturday
09:30-10:15	Workshop #1	07:30	Registration	07:30	Registration	09:00-12:00	Istanbul Historical Peninsula (Old City) Cultural Tour* & Networking Opportunities
10:15-11:00	Workshop #2	09:00-09.15	Opening Speeches	8:30-9:45	Panel #3		
11:00-11:15	Coffee Break*	09:15-10:30	Panel #1	9:45-10:45	Research presentations #4		
11:15-12:00	Workshop #3	10:30-11:00	Coffee Break* Research Presentations #1	10:45-11:00	Coffee Break* Research Presentations	Free day	
12:00-13:00	Lunch**	11:00-12:00	Research presentations #1	11:00-12:00	Research presentations #5		
13:00-13:45	Workshop #4	12:00-13:00	Lunch*	12:00-13:00	Lunch*		
13:45-14:30	Workshop #5	13:00-14:00	Keynote Presentations #1	13:00-14:00	Keynote Presentations #2		
14:30-14:45	Coffee Break*	14:00-14:30	Coffee Break* Research Presentations #2	14:00-14:30	Coffee Break* Research Presentations #3		
14:45-15:30	Workshop #6	14:30-15:30	Research presentations #2	14:30-15:30	Research presentations #6		
15:30-17:00	Editors Panel	15:30-16:45	Panel #2	15:30-16:45	Panel #4		
17:00-18:00	Welcome Reception*	17:00-18:00	Research presentations #3	16:45-17:30	Closing		
📍İstinye University Topkapi		📍Eresin Hotels Topkapi		📍Eresin Hotels Topkapi			
22:00-23:00	Basilica Cistern**	Free evening		20:30-23:00	Bosphorus Dinner Cruise*		

**Notes:** All sessions are plenary except concurrent research presentations; \*Included; \*\* Not included;







📍**İstinye University Topkapi** Address: İstinye Üniversitesi Topkapi Kampüsü, Maltepe, Teyyareci Sami Sk. No:3, 34010 Zeytinburnu/İstanbul

📍**Eresin Hotels Topkapi** Address: Mevlanakapı, Turgut Özal Millet Cd No:186, 34104 Fatih/İstanbul, Türkiye

**April 30, 2025**

<p><b>#1 Workshop</b>   April 30 - Wednesday   09:30 - 10:15   İstinye University Congress Center</p>	<p><b>Mediation and Moderation in Causal Designs</b>  <i>Giampaola Viglia (University of Portsmouth)</i></p>
<p><b>#2 Workshop</b>   April 30 - Wednesday   10:15 - 11:00   İstinye University Congress Center</p>	<p><b>Longitudinal Structural Equation Modeling</b>  <i>Whitney Moore (East Carolina University)</i></p>
<p><b>***Coffee Break (11:00-11:15)***</b></p>	
<p><b>#3 Workshop</b>   April 30 - Wednesday   11:15 - 12:00   İstinye University Congress Center</p>	<p><b>The Role of AI and Immersive Tech in Data Collection and Processing</b>  <i>Carlos Flavian (University of Zaragoza)</i></p>
<p><b>***Lunch (12:00-13:00) on your own***</b></p>	
<p><b>#4 Workshop</b>   April 30 - Wednesday   13:00 - 13:45   İstinye University Congress Center</p>	<p><b>Harnessing Fuzzy Decision-Making Techniques</b>  <i>Sanaz Vatankhah (University of Bedfordshire)</i></p>
<p><b>#5 Workshop</b>   April 30 - Wednesday   13:45 - 14:30   İstinye University Congress Center</p>	<p><b>Research Funding: Hard nut to crack?</b>  <i>Levent Altinay (Oxford Brookes University)</i></p>
<p><b>***Coffee Break (14:30-14:45)***</b></p>	
<p><b>#6 Workshop</b>   April 30 - Wednesday   14:45 - 15:30   İstinye University Congress Center</p>	<p><b>Learning the ART of Empowered Refusal</b>  <i>Vanessa Patrick (University of Houston)</i></p>
<p><b>Meet the Editor Panel</b>   April 30 - Wednesday   15:30 - 17:00   İstinye University Congress Center   Chair: E. Sirakaya-Turk</p>	<p><b>The Publishing Power Hour</b>  <i>Levent Altinay (Service Industries Journal)</i>  <i>Cihan Cobanoglu (Journal of Hospitality &amp; Tourism Technology)</i>  <i>Sara Dolnicar (Annals of Tourism Research)</i>  <i>Giampaolo Viglia (Psychology &amp; Marketing)</i>  <i>Dimitrios Buhalis (Tourism Review)</i>  <b>Chair: Ercan Sirakaya-Turk (University of South Carolina)</b></p>
<p><b>Welcome Reception</b>   April 30 - Wednesday   17:00 - 18:00   İstinye University Congress Center</p>	
<p>Return to the hotel</p>	
<p>***Dinner on your own***</p>	
<p>Visit to the Basilica Cistern</p>	

**May 1, 2025**

<p><b>Panel #1</b>   May 1 - Thursday   9:00 - 10:30   Ballroom            Chair: A. Tasci</p>	<p><b>Managing Tourism Challenges, Issues, and Opportunities Across Continents</b></p> <p><i>Ibrahim Birkan (Atilim University)</i>  <i>Utkan Gülaçtı (Swissotel Bosphorus General Manager)</i>  <i>Cemil Hakan Kılıç (Istanbul Convention &amp; Visitors Bureau)</i>  <i>Valerie Knoblauch (Visit Finger Lakes)</i></p> <p><b>Chair: Asli Tasci (University of Central Florida)</b></p>
<p><b>***Coffee Break (10:30-11:00)***</b></p>	
<p><b>Research Presentations 1</b>   May 1 - Thursday   10:30 - 11:00   Ballroom</p>	<p><b>The Bright and Dark Sides of Social Media Influencers in the Hospitality and Tourism Industry (161)</b>  <i>Yuksel Ekinci (University of Portsmouth); Ali Can (University of Portsmouth); Ammar Javed (University of Dundee); Ercan Sirakaya Turk (University of South Carolina)*</i></p> <p><b>Digital Evolution of Heritage Tourism: Exploring Locals' and Tourists' Perspectives on the Site Visiting Experience through Next-Gen Apps (80)</b>  <i>Ines Hassoumi (University of Manouba); Salma Mahouachi (South Mediterranean University); Nedra Bahri-Ammari (IHEC Carthage)*; Ameni Cherif (IHEC Carthage)</i></p> <p><b>The Role of French-Speaking Tour Guides as Cultural Mediators in Turkey: A Literature Review (173)</b>  <i>Fatma Karagöz (Anadolu University); Sibel Kaçar (Aydın Adnan Menderes University)*</i></p> <p><b>Integrating Personality Profiling into Travel Recommendations: A Path to Personalized Tourism (221)</b>  <i>Chunxu Zheng (Xi'an Jiaotong University)*; Shaolong Sun (Xi'an Jiaotong University)</i></p> <p><b>The Influence of Sustainability Certification on Aquaculture Product Consumption in the Hospitality Industry: A Choice Experiment Approach (231)</b>  <i>Sangchoul Yi (Pukyong National University)*; Dong-Hun Go (Korea Maritime Institute)</i></p> <p><b>Exploring the Development and Market Analysis of the Fly-Cruise Travel Model in Taiwan (167)</b>  <i>Chung Wei Kuo (Feng Chia University)*</i></p> <p><b>Boosting Customer Brand Commitment by Designing Ethical AI Systems in the Hospitality Industry (82)</b>  <i>Mina Milani Sabzevar (Eastern Mediterranean University)*; Razieh Sharifipur Shirazi (Eastern Mediterranean University); Niusha Talebzadeh (Eastern Mediterranean University)*; Hamed Rezapouraghdam (Eastern Mediterranean University)</i></p> <p><b>Creative Tourism: An Exploration in the Heart of Isfahan as a Case Study (159)</b>  <i>Sahar Movahedi (Western Community College); Bahareh Pourafkari (Knowledge First Financial)*</i></p> <p><b>I'm Just Glad No-One was Murdered!': Exploring the Cultural Challenges of Airbnb from a Turkish Host Perspective (136)</b>  <i>Ece Kugululu Cagli (Heriot-Watt University)</i></p>

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Please note that presenting authors are underlined and marked with an asterisk (\*). All paper presentation slots are final and cannot be changed.

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**May 1, 2025**

<p><b>#1 Session</b>   May 1 - Thursday   11:00 - 12:00   Burç    Chair: A. S. Can</p>	<p><b>Conceptualizing and Measuring Tourist Happiness: A Cross-Cultural Study (109)</b>  <i>Fatima Yilmaz (Northumbria University)*; Sameer Hosany (Royal Holloway, University of London); Ibrahim Abosag (SOAS University of London)</i></p> <p><b>Perceived Value, Attachment, and Consumer Well-Being: The Role of the Image of Wine Tourism Destinations (132)</b>  <i>Matthew Coyne (University of Massachusetts Amherst)*; A. George Assaf (University of Massachusetts Amherst); Muzaffer (Muzzo) Uysal (University of Massachusetts Amherst)</i></p> <p><b>Aspects of Hospitality in Carnival at Tourist Destinations in Brazil (135)</b>  <i>Diego Santos (Universidade Anhembi Morumbi); Elizabeth Wada (Universidade Anhembi Morumbi)*; Vanuza Bastos Rodrigues (Universidade Anhembi Morumbi)</i></p> <p><b>Anticipated, Experienced and Remembered Utility: An Investigation from a Special - once in a lifetime – Event (258)</b>  <i>Muhammet Kesgin (Rochester Institute of Technology); Ali Can (University of Portsmouth)*; Kate Russo (Being in the Shadow)</i></p> <p><b>Chair: Ali Selcuk Can (University of Portsmouth)</b></p>
<p><b>#2 Session</b>   May 1 - Thursday   11:00 - 12:00   Otağ    Chair: F. Ali</p>	<p><b>The Impact of Generative AI on the Tourism and Hospitality Industry: In-Depth Insights into Customer Experiences and Industry Transformation (118)</b>  <i>Mehrgan Malekpour (Free University of Bozen-Bolzano)*; Oswin Maurer (Free University of Bozen-Bolzano); Hatice Kizgin (University of Twente)</i></p> <p><b>Chatbots in Hospitality: Exploring Hotel Managers' Approach to Technology Adoption (44)</b>  <i>Faizan Ali (University of South Florida)*; Eda Alphan (Akdeniz University); Aylin Güven Hamurişçi (Akdeniz University)</i></p> <p><b>A Deep Learning-Based Study on Multimodal UGC Perception in Theme Park Tourism (124)</b>  <i>Shangqing Liu (Beijing Jiaotong University)*; Ping Yin (Beijing Jiaotong University); Liying Wang (Beijing Jiaotong University)</i></p> <p><b>Chair: Faizan Ali (University of South Florida)</b></p>
<p><b>#3 Session</b>   May 1 - Thursday   11:00 - 12:00   Tuğra    Chair: H. Osman</p>	<p><b>Spectrum of Social Value of Tourism: Insights from Event-Based Experiences (73)</b>  <i>Adriana Chim-Miki (Federal University of Campina Grande)*; Kettrin Bem Maracajá (Federal University of Campina Grande); Amanda Anselmo Medeiros (Federal University of Campina Grande); Fevzi Okumus (University of Central Florida)</i></p> <p><b>Outcomes of increased participation in protected area tourism policy making (103)</b>  <i>Edieser Dela Santa (University of the Philippines Diliman)*; Bianca Ysabel Trinidad (University of the Philippines Diliman); Adriana Saculo (University of the Philippines Diliman)</i></p> <p><b>Do olive-oil tourists and olive-oil day-trippers behave the same in a destination? (176)</b>  <i>Juan Ignacio Pulido-Fernández (University of Jaén ); Cristina Barzallo-Neira (University of Cuenca); Işıl Arikan Saltık (Muğla Sıtkı Koçman University)*</i></p> <p><b>Sustainable travel: A gender Perspective (49)</b>  <i>Hanaa Osman (Bournemouth University)*; Lorraine Brown (University of Central Lancashire)</i></p> <p><b>Chair: Hanaa Osman (Bournemouth University)</b></p>

**May 1, 2025**

<p><b>#4 Session</b>   May 1 - Thursday   11:00 - 12:00   Atlas    Chair: A. Tasci</p>	<p><b>The Role of Tourism Diplomacy on Destination Branding (10)</b>  <u>Ömer Sarı (Kapadokya University)*; Selma Meydan Uygur (Ankara Hacı Bayram Veli University)</u></p> <p><b>The Shanghai Museum and the Use of New Technology as a Tool of Cultural Diplomacy: China's Soft Power Strategy (223)</b>  <u>Enes Olmez (Aydin Adnan Menderes University)*; Başak Burcu Eke (Aydin Adnan Menderes University)</u></p> <p><b>Towards Conceptualizing Tourism Diplomacy: Memetic Theory Perspective (59)</b>  <u>Mengyao Zhu (The Hong Kong Polytechnic University)*; Dori Davari (The Hong Kong Polytechnic University)</u></p> <p><b>Political Image and Its Influences on Tourist Behavior (64)</b>  <u>Asli Tasci (University of Central Florida)*; Abdullah Uslu (Akdeniz University); Emrullah Erul (Izmir Katip Celebi University); Ady Milman (University of Central Florida); Stephen Pratt (University of Central Florida)</u></p> <p><b>Chair: Asli Tasci (University of Central Florida)</b></p>
<p><b>#5 Session</b>   May 1 - Thursday   11:00 - 12:00   Diba    Chair: K. Dube</p>	<p><b>Exploring Environmental Discourses from a Cross-Cultural Perspective: A Corpus-Assisted Analysis of American and Chinese Tourists' Online Reviews on Malaysia (185)</b>  <u>Ali Jalalian Daghigh (Universiti Malaya)*</u></p> <p><b>Energy-Efficiency and Climate Change Mitigation in the Tourism and Hospitality Industry: A Sustainable Development Goals Perspective (235)</b>  <u>Sisamkele Mdoda (Vaal University of Technology)*; Kaitano Dube (Vaal University of Technology)</u></p> <p><b>Ecological or Economical? Assessing the Environmental Goals of Major Hotel Chains (277)</b>  <u>Melih Aydın (Kilis 7 Aralık University)*</u></p> <p><b>Assessment of Environmental Sustainability Governance and other sustainability standards at selected private lodgings in national parks (90)</b>  <u>Kaitano Dube (Vaal University of Technology)*</u></p> <p><b>Chair: Kaitano Dube (Vaal University of Technology)</b></p>
<p><b>#6 Session</b>   May 1 - Thursday   11:00 - 12:00   Kapadokya    Chair: M. Chauhan</p>	<p><b>Web Augmented Reality (WebAR) Marketing in Museums: Examining its Effect on Visitor Intentions in the Service Industry (6)</b>  <u>Kishokanth Jeganathan (Poznan University of Economics and Business)*; Andrzej Szymkowiak (Poznan University of Economics and Business)</u></p> <p><b>Metaverse as a Strategy for Global Tourism Destinations with Territorial Brand: Digital Tools for Sustainability in Tourism (78)</b>  <u>Giovana Goretti Feijó Almeida (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR)*; Paulo Almeida (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR)</u></p> <p><b>Understanding the Research Dynamics of VR, AR, and Metaverse in Restaurant Context: A Systematic Bibliometric Analysis (123)</b>  <u>Filiz Arslan (Akdeniz University); Eniser Atabay (Akdeniz University)*</u></p> <p><b>An exploration of the use of AI innovations within Mobile Apps on consumer brand loyalty (5)</b>  <u>Monica Chauhan (University of Wolverhampton)*</u></p> <p><b>Chair: Monica Chauhan (University of Wolverhampton)</b></p>

**May 1, 2025**

<p><b>#7 Session</b>   May 1 - Thursday   11:00 - 12:00   Aspendos    Chair: S. Dolnicar</p>	<p><b>Exploring the Interplay between Green Self-identity, Psychological Ownership and Subjective Well-being in Luxury Hotels (2)</b>  <i>Sita Mishra (Institute of Management Technology, Ghaziabad)*</i></p> <p><b>A Framework for Categorizing Public Goods in Nature-Based Tourism (168)</b>  <i>İlker Gül (Vidzeme University of Applied Science)*; Henna Konu (University of East Finland)</i></p> <p><b>Biophilic Design and Sustainability: An Innovative Paradigma or Greenwashing (260)</b>  <i>Büşra Kaya (Ankara Hacı Bayram Veli University)*; Fatma Tüzzehra Albayrak (Kapadokya University); Sinan Baran Bayar (Kapadokya University)*; Mehmet Bahar (Kapadokya University)</i></p> <p><b>Modeling Pro-Environmental Behaviors in Adolescents through Climate Policy Messaging: A Novel Experimental Framework (15)</b>  <i>Ante Mandić (University of Split)*; Ivana Pavlić (University of Dubrovnik); Barbara Puh (University of Dubrovnik); Sara Dolnicar (The University of Queensland)</i></p> <p><b>Chair: Sara Dolnicar (The University of Queensland)</b></p>
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\*\*\*Lunch (12:00-13:00)\*\*\*

<p><b>Keynote Presentation #1</b>   May 1 - Thursday   13:00 - 14:00   Ballroom</p>	<p><b>Practical, Low-Cost Ways Tourism Businesses Can Cut Carbon Without Cutting Guest Satisfaction</b>  <i>Sara Dolnicar (University of Queensland)</i></p> <p><b>Smart Tourism in the Artificial Intelligence Era</b>  <i>Dimitrios Buhalis (Bournemouth University)</i></p>
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\*\*\*Coffee Break (14:00-14:30)\*\*\*

<p><b>Think Tank</b>   May 1 - Thursday   14:00 - 15:15   Ballroom</p>	<p><b>Harnessing Technology for Sustainable Tourism Development</b>    <i>Cihan Çobanoğlu (Virscend University)</i>  <i>Faizan Ali (University of South Florida)</i></p>
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**May 1, 2025**

**Research  
Presentations 2**

May 1 - Thursday

14:00 - 14:30

Ballroom

**Sustainability, Environment and Corporate Social Responsibility Practices of Airline Catering Companies: Website Content Analysis (273)**

*Şule Kaya Ünal (Izmir Kavram Vocational School); Burcu Kaya (Dokuz Eylul University); Seyma Andaş (Dokuz Eylul University)\**

**The Role of Women Entrepreneurs in Sustainable Gastronomy: Sinop Example (35)**

*Rana Şat (Balıkesir University)\*; Ercan Karaçar (Sinop University); Mehmet Sarioğlan (Balıkesir University)*

**AI Travel Influencers in Tourism: The Example of an AI Travel Companion, Emma, by the German National Tourist Board (190)**

*Gülara Alkaçır (Ankara University)\*; Mehmet Ozer (Social Sciences University of Ankara); Alper Özer (Ankara University)*

**Advancing Accessible and Sustainable Tourism Through Generative AI: A Conceptual Framework (31)**

*Paraskevi Theodorou (University of Piraeus)\*; Kleomenis Tsiligkos (University of Piraeus); Apostolos Meliones (University of Piraeus); Michael Sfakianakis (University of Piraeus)*

**Marketing of Street Foods in Türkiye and Around the World (47)**

*Ahmet Nogay (Dumlupınar University)\*; Kansu Gençer (Dumlupınar University)*

**AI-Powered Customer Purchasing Decision: Investigating Tech-Related Factors in the Turkish Airline Market (152)**

*Mustafa Furkan Ates (Bournemouth University)\**

**Gender-Related Problems Faced by Women Managers in Tourism and Work - Life Balance (180)**

*Bilgen Mete (Recep Tayyip Erdoğan University)\**

**Investigating the Impact of Green Supplier Selection and Waste Reduction Practices on Organizational Citizenship Behavior for the Environment with Restaurant Ethical Attitudes as a Mediator (24)**

*Ulker Can (Batman University)\*; Feridun Duman (Batman University)*

**ChatGPT in Tourism and Hospitality Field: A Review and Bibliometric Analysis (81)**

*Serkan Rol (Ankara Hacı Bayram Veli University)\*; Selma Meydan Uygur (Ankara Hacı Bayram Veli University)*

**Telemedicine as a Tool for Enhancing Emergency Response in Tourism-Heavy Areas of Northern Ontario (247)**

*Bahareh Pourafkari (Lulea University of Technology)\*; Sepehr Raeisi Dehkordi (Northern Ontario School of Medicine)*

**Leadership and Conflict Management at five Stars Hotels (95)**

*Sahar Dodeen (The Palestinian Ministry of Tourism and Antiquities)\*; Isa Satar (Mugla Sıtkı Kocaman University); Arzu Akdeniz (Mugla Sıtkı Kocaman University)*

**May 1, 2025**

<p><b>#8 Session</b>   May 1 Thursday   14:30 - 15:30   Burç    Chair: J. Hsieh</p>	<p><b>The Effect of Artificial Intelligence Technologies on Job Satisfaction of Employees in the Hotel Industry (34)</b>  <i>Mehtap Çaticioğlu (İstanbul Beykent University); Meliha Sena Yıldırğan (İstanbul Beykent University)*; Gül Nihan Güven Yeşildağ (İstanbul Beykent University); Ceren Gül Artuner Özder (İstanbul Beykent University)</i></p> <p><b>Revolutionizing Hospitality: Managerial Insights into Digital Transformation in Tourism (42)</b>  <i>Fetine Bayraktar (Eastern Mediterranean University)*; Mine Haktanir (Eastern Mediterranean University)</i></p> <p><b>Navigating Employee Engagement in Hospitality: The Role of Leadership in Addressing Quiet Quitting (138)</b>  <i>Kraiwut Nuchpramool (National Kaohsiung University)*</i></p> <p><b>Exploring Workers' Familiarity, Interest, and Motivation for Micro-Shift Hotel Jobs (30)</b>  <i>Jerrie Hsieh (Rochester Institute of Technology)*; Muhammet Kesgin (Rochester Institute of Technology)*</i></p> <p><b>Chair: Jerrie Hsieh (Rochester Institute of Technology)</b></p>
<p><b>#9 Session</b>   May 1 - Thursday   14:30 - 15:30   Otağ    Chair: E. Erul</p>	<p><b>The Use of Artificial Intelligence Applications in Tourism Education (21)</b>  <i>Nihan Uğur (İstanbul Nişantaşı University)*</i></p> <p><b>Collaboration Between Tourism Education and the Industry in Fostering Digitalization and Entrepreneurship (69)</b>  <i>Portia Pearl Siyanda Sifolo (Tshwane University of Technology)*</i></p> <p><b>Assessing the Impacts on the Delivery of Entrepreneurship Education within Tourism Programmes in UK Higher Education Institutions: Insights into Academic Staff Professional Identities and Organisational Culture (251)</b>  <i>Joshua Whale (University of Wolverhampton) *</i></p> <p><b>Tourism and Hospitality Students' Values in Acceptance of Innovative Technologies: Discussing Holo-Zoo in Tourism Context (36)</b>  <i>Emrullah Erul (Izmir Katip Çelebi University)*; Kevser Cinar (Necmettin Erbakan University); Tuğba Şen Küpeli (Başkent University)</i></p> <p><b>Chair: Emrullah Erul (Izmir Katip Çelebi University)</b></p>
<p><b>#10 Session</b>   May 1 - Thursday   14:30 - 15:30   Tuğra    Chair: E. Torres</p>	<p><b>Exploring Memorable Guest Experiences in Boutique Hotels: Key Dimensions and Practical Implications (100)</b>  <i>Mara Normando (University of Salerno)*; Giuseppina Lo Mascolo (University of Palermo); Zhao Xinyuan (The Macau University of Science and Technology)</i></p> <p><b>A Participant Observation on Tourist-to-Tourist Interaction in a Guided Tour of the Black Sea Region (25)</b>  <i>Serpil Keskin Pulluk (Tokat Gaziosmanpaşa University)*; Serhat Adem Sop (Burdur Mehmet Akif Ersoy University)</i></p> <p><b>Travellers or 'Artivists'? Stickers in Tourism Destinations (215)</b>  <i>Giovanni Baldi (University of Salerno)*</i></p> <p><b>When Two Worlds Collide: Uncovering the Critical Cross-Cultural Encounters Between Tourists and Hospitality Workers (143)</b>  <i>Edwin Torres (Rochester Institute of Technology)*; Muhammet Kesgin (Rochester Institute of Technology); Jerrie Hsieh (Rochester Institute of Technology)</i></p> <p><b>Chair: Edwin Torres (Rochester Institute of Technology)</b></p>




**May 1, 2025**

<p><b>#11 Session</b>   May 1 - Thursday   14:30 - 15:30   Atlas    Chair: G. Baser</p>	<p><b>Digitalization and Renewable Energy for Sustainable Smart Tourism: An Empirical Analysis Using EKC and STIRPAT Model (198)</b>  <u>Elif Senyücel (World Peace University)*</u>  <b>Promoting Balıkdami Wetland as a Birdwatching Tourism Destination: A SWOT and QSPM Analysis (160)</b>  <u>Sanaz Tamimzadeh (Anadolu University)*; Çağıl Hale Özel (Anadolu University)</u>  <b>Extended Self in Tourism Studies (178)</b>  <u>Selcan Keremoğlu (Afyon Kocatepe University)*; Hidayet Kislali (Afyon Kocatepe University)</u>  <b>Revisiting Sustainable Tourist Behavior and Future Research Agenda (38)</b>  <u>Gozdegul Baser (Antalya Bilim University)*</u>  <b>Chair: Gozdegul Baser (Antalya Bilim University)</b></p>
<p><b>#12 Session</b>   May 1 - Thursday   14:30 - 15:30   Diba    Chair: U. Sengel</p>	<p><b>Being a Tourist in the Metaverse: A Netnography and Grounded Theory Adaptive Experiential Research on Virtual Reality (128)</b>  <u>Osman Nurullah Berk (Selcuk University)*; Emel Celep (Selcuk University)</u>  <b>A Study on Tourists' Perceptions of the Metaverse (157)</b>  <u>Ümit Şengel (Sakarya University of Applied Sciences); Merve Işkın (Ordu University); Nilay Puyraz (Sakarya University of Applied Sciences)*; Eylül Bilgin (Ordu University)</u>  <b>The Use of the Metaverse as a Strategy for Hotel Tourism: Potential and Challenges (121)</b>  <u>Maria Gorete Matos Araújo (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR); Giovana Goretti Feijó Almeida (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR); Paulo Almeida (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR)*</u>  <b>Systematic Literature Review on Hospitality in the Context of the Metaverse (66)</b>  <u>José Pereira (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR Leiria)*; Giovana Goretti Feijó Almeida (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR Leiria); Paulo Almeida (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR Leiria)</u>  <b>Chair: Ümit Şengel (Sakarya University)</b></p>
<p><b>#13 Session</b>   May 1 - Thursday   14:30 - 15:30   Kapadokya    Chair: F. Mehraliyev</p>	<p><b>Neuroscience at the Service of Tourism Marketing: A Bibliometric Study (110)</b>  <u>Athina Nella (Hellenic Open University)*</u>  <b>Hospitality And Hospitableness: Implications For the Perception of Well-Being in Health and Aesthetic Establishments (12)</b>  <u>Joana D arc de Saturnino (Universidade Anhembi Morumbi); Elizabeth Kyoko Wada (Universidade Anhembi Morumbi)*; Roseane Marques (Universidade Anhembi Morumbi)</u>  <b>Understanding Attitudes Towards Artificial Intelligence: The Role of Innovativeness, Perceptions, and Uncertainty (137)</b>  <u>Abdul Mannan Arshad Sharif Rana (Istanbul Commerce University)*; Muhammad Junaid Shahid Hasni (University of Trento)</u>  <b>Emotional Structure of Online Hotel Reviews (87)</b>  <u>Fuad Mehraliyev (Roskilde University)*; Amina Damirli (Independent Researcher)</u>  <b>Chair: Fuad Mehraliyev (Roskilde University)</b></p>

**May 1, 2025**

<p><b>#14 Session</b>   May 1 - Thursday   14:30 - 15:30   Aspendos    Chair: M. A. Tumanan</p>	<p><b>Social Innovation in Tourism: Challenges and Enablers for Social Entrepreneurs Driving Value Creation (72)</b>  <i>Rubia Souza (University of Vale do Itajaí - UNIVALI); Sara Gadotti dos Anjos (University of Vale do Itajaí - UNIVALI); <u>Adriana Chim-Miki (Federal University of Campina Grande)*</u>; Rui Costa (Aveiro University)</i></p> <p><b>Scaling Management Priorities: Mountain Tourism in Coastal and Inland Territories (84)</b>  <i>Rui Costa (University of Aveiro)*; Adriana Chim-Miki (University of Aveiro); Inês Rodrigues (University of Aveiro)</i></p> <p><b>Examining Stakeholder Perspectives and Strategies on Motivational and Experiential Aspects of Repeat Tourism (230)</b>  <u>Manisha Agarwal (James Cook University Singapore)*</u></p> <p><b>Tourism Opportunity Spectrum: A Framework for Destination Planning (67)</b>  <u>Mary A Tumanan (University of the Philippines)*</u> <u>Chris Ryan (University of Waikato)</u></p> <p><b>Chair: Mary A Tumanan (University of the Philippines)</b></p>
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
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<p><b>Panel #2</b>   May 1 - Thursday   15:30 - 16:45   Ballroom    Chair: F. Okumus</p>	<p><b>Bridging Tourism Theory and Practice for a Better World</b>  <i>Dogan Gursoy (Washington State University)</i>  <i>Sameer Hosany (Royal Holloway University of London)</i>  <i>Richie Karaburun (New York University)</i>  <i>Valerie Knoblauch (Visit Finger Lakes)</i></p> <p><b>Chair: Fevzi Okumus (University of Central Florida)</b></p>
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<p><b>#15 Session</b>   May 1 - Thursday   17:00 - 18:00   Burç    Chair: S. Hosany</p>	<p><b>How Do Self-Congruence and Parasocial Interaction with Virtual Influencers contribute to Pre-Travel Behavior: The Moderating Role of Anthropomorphism (181)</b>  <u>Ahmed Al Asheq (Maynooth University)*</u>; <u>Rajibul Hasan (EM Normandie Business School)</u>; <u>Joseph Coughlan (Maynooth University)</u></p> <p><b>Digital Cultural Tourism and Territorial Brand: The Sustainable Preservation of the Heritage of the Pyramids of Giza (79)</b>  <u>Giovana Goretti Feijó Almeida (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR)</u>; <u>Paulo Almeida (CiTUR-Polytechnic University of Leiria/Projeto FAST-Agenda ATT-PRR)*</u></p> <p><b>The Utilization of Virtual Reality Technology in MICE Tourism: A Review of Existing Literature and Emerging Trends (250)</b>  <u>Şükrü Fırat Çiftçi (Kirkklareli University)</u>; <u>Duygu Çetintaş (Kirkklareli University)</u>; <u>Nilufer Toylan (Kirkklareli University)*</u></p> <p><b>Generative AI in Tourism: Exploring its Role in Engagement, Value Co-Creation, and Destination Evangelism (75)</b>  <u>Mahnaz Mansoor (University of Bradford)*</u>; <u>Sameer Hosany (Royal Holloway University of London)*</u>; <u>Tariq Iqbal Khan (The Haripur University)</u></p> <p><b>Chair: Sameer Hosany (Royal Holloway University of London)</b></p>
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**May 1, 2025**

<p><b>#16 Session</b>   May 1 - Thursday   17:00 - 18:00   Otağ    Chair: R. Lagiewski</p>	<p><b>Investigation of Information Sharing and Internal Crisis Communication in the Context of the Sri Lankan Hospitality Industry (71)</b>  <u>Madara Balawardhana (University of Bedfordshire)*; Sanaz Vatankhah (University of Bedfordshire); Yanqing Duan (University of Bedfordshire); Khalid Samara (Oryx Universal College)</u></p> <p><b>Empowering DMOs in Crisis through Knowledge (222)</b>  <u>Ewa Stolarek-Muszyńska (Gdańsk University of Technology)*; Malgorzata Zieba (Gdansk University of Technology)</u></p> <p><b>Hospitality Resilience: How Turkish Hotels Innovate in Times of Economic Hardship (94)</b>  <u>Fani Efthymiadou (Bogazici University)*; Ezgi Erkmen (Bogazici University); Ahmet Usakli (Bogazici University)</u></p> <p><b>Hotel Managers' Assessment of Destination Disaster Management: A Comparative Analysis of United States and Türkiye (271)</b>  <u>Richard Lagiewski (Rochester Institute of Technology); Tülay Polat Üzümcü (Kocaeli University)*; Muhammet Kesgin (Rochester Institute of Technology); Jennifer Schneider (Rochester Institute of Technology); Ibrahim Çetin (Akdeniz University)*</u></p> <p><b>Chair: Rick Lagiewski (Rochester Institute of Technology)</b></p>
<p><b>#17 Session</b>   May 1 - Thursday   17:00 - 18:00   Tuğra    Chair: E.Erkmen</p>	<p><b>“Hey! You There... Spare Me Some Change, Will Ya?”: Carnival Street Blocs and Their Relationship with Stakeholders from a Hospitality Perspective (116)</b>  <u>Vanuza Bastos Rodrigues (Universidade Anhembi Morumbi)*; Elizabeth Kyoko Wada (Universidade Anhembi Morumbi); Diego Ribeiro dos Santos (Universidade Anhembi Morumbi)</u></p> <p><b>Labor Leverage: How Does Labor Affect Firm Performance? (175)</b>  <u>Kwanglim Seo (University of Hawaii)*; Jungtae Soh (Singapore Institute of Technology)</u></p> <p><b>Community Leaders' Perceptions on the Level of Community Involvement and Participation in Tourism Precinct Development in Thohoyandou (40)</b>  <u>Pfarelo Manavhela (Tshwane University of Technology)*; Uwe P Hermann (Tshwane University of Technology); Portia Pearl Siyanda Sifolo (Tshwane University of Technology); Acha-Anyi (Walter Sisulu University)</u></p> <p><b>The Effect of Board Members' Background on Firm Operating Efficiency and Risk: Evidence from New Director Appointments in the Hospitality and Tourism Industry (92)</b>  <u>Wenjia Han (Purdue University); Ozgur Ozdemir (University of Nevada); Haowen Luo (Purdue University); Ezgi Erkmen (Boğaziçi University)*</u></p> <p><b>Chair: Ezgi Erkmen (Boğaziçi University)</b></p>

**May 1, 2025**




<p><b>#18 Session</b>   May 1 - Thursday   17:00 - 18:00   Atlas    Chair: Y. Wang</p>	<p><b>The Effects of Exchange Rate Movements (US dollar/Turkish Lira) and Number of the Incoming Tourist on Tourism Revenues in Türkiye (74)</b>  <u>Mine Genç (Central Bank of the Republic of Türkiye)*; Kaplan Uğurlu (Kırklareli University)</u></p> <p><b>Tourism Demand Prediction after COVID-19 in Hawaii Using Google Trends and Transfer Function Models (111)</b>  <u>Samya Bouhaddour (Mohammed V University); Chaimae Saadi (Mohammed V University); Fatima Guerouate (Mohammed V University); Mohammed Sbihi (Mohammed V University)*</u></p> <p><b>Doom Spending Behavior among Generation Z in Türkiye (112)</b>  <u>Zeynep Genç (Kocaeli University); Güliz Coşkun (Sakarya University)*</u></p> <p><b>Analyzing Seasonal Trends in European Cruise Routes Through Data Driven Pattern Analysis (52)</b>  <u>Ahmet Cumhur Öztürk (Aydın Adnan Menderes University)*; Gözde Öztürk (Ministry of Education)</u></p> <p><b>Chair: Yong Wang (University of Wolverhampton)</b></p>
<p><b>#19 Session</b>   May 1 - Thursday   17:00 - 18:00   Diba    Chair: I. Birkan</p>	<p><b>Integrating Blockchain into the Sharing Economy: A Preliminary Study of the Tourism and Hospitality Industry (187)</b>  <u>Senay Boz (İstanbul Gelisim University)* İbrahim Çiççi (İstanbul University)</u></p> <p><b>Leveraging Digitalised Tourism Supply Chains to Promote Value Co-Creation in Small Micro and Medium Enterprises (SMMEs) (61)</b>  <u>Njabulo Ndlovu (Tshwane University of Technology)*; Portia Pearl Siyanda Sifolo (Tshwane University of Technology); Ndivhuwo Tshipala (Tshwane University of Technology); Willie Chinyamurindi (Tshwane University of Technology); Vincent Maduna (Tshwane University of Technology)</u></p> <p><b>Branding the Future: How Smart City Technologies Reshape Tourism and City Branding (16)</b>  <u>Şeyma Filiz (İstanbul University)*</u></p> <p><b>The Innovation Process of a Smart Tourism Model (106)</b>  <u>Giovanna Andrulli (Università degli Studi della Basilicata)*</u></p> <p><b>Chair: İbrahim Birkan (Atılım University)</b></p>
<p><b>#20 Session</b>   May 1 - Thursday   17:00 - 18:00   Kapadokya    Chair: Seza Zerman</p>	<p><b>Enhancing Guest Experience Through Virtual Reality: Implications for Hotel Booking Behavior (193)</b>  <u>Marko Perić (University of Rijeka); Vedran Zubović (University of Rijeka)*; Sandra Ostrogović (PAR University of Applied Sciences)</u></p> <p><b>Trends in Immersive Tourism Research: A Bibliometric Analysis of Emerging Themes and Conceptual Evolution (266)</b>  <u>Paranee Boonchai (Mahasarakham University)*; Potsirin Limpinan (Rajabhat Maha Sarakham University)</u></p> <p><b>Problems and Challenges Faced by Micro-Entrepreneurs Providing Services on the Sharing Economy Platforms in the Tourism and Hospitality Industry: A Preliminary Study (186)</b>  <u>Bariş Çam (Istanbul University)*; İbrahim Çiççi (Istanbul University)</u></p> <p><b>From Archaeological Findings to Touristic Experiences: Neolithic Gastronomy (238)</b>  <u>Mustafa İnanç Kapucuğlu (Sakarya University of Applied Sciences); Uğur Zeren (Sakarya University of Applied Sciences)*; Mehmet Saruşik (Sakarya University of Applied Sciences); Burhanettin Zengin (Sakarya University of Applied Sciences)</u></p> <p><b>Chair: Seza Zerman (Karabuk University)</b></p>

**May 1, 2025**







<p><b>#21 Session</b>   May 1 -Thursday   17:00 - 18:00   Aspendos           Chair: S.Shirazi</p>	<p><b>Women in Airline Corporate Social Responsibility Reports (117)</b>  <u><i>Ferhan Sengur (Eskisehir Technical University)*</i></u>  <b>Gender Comparison of Skills and Gastronomic Practices Among Households in North of Pretoria Area, Gauteng Province (206)</b>  <u><i>Lindiwe Ncube (University of Mpumalanga)*</i></u>  <b>Social Influence and Responsible Behaviour in Eco Tourism (150)</b>  <u><i>Mohammadreza Vatankhah (University of Bedfordshire)*; Maryam Khodaverian (Ravensbourne University London); Jasmine Tehrani (Ravensbourne University London)</i></u>  <b>The Role of International Students' Social Media Posts in Turkey's Tourism Marketing (83)</b>  <u><i>Oya Yıldırım (Mersin University); Khusnul Khotimah (Mersin University)*</i></u>  <b>Chair: Seyedeh Fatemeh Mostafavi Shirazi (University Sains Malaysia)</b></p>
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\*\*\*Free evening\*\*\*

**May 2, 2025**

<p><b>Panel #3</b> <b>Chair: Muzzo Uysal</b>   May 2 - Friday   8:30 - 9:45   Ballroom                   Chair: M. Uysal</p>	<p><b>Transforming Tourism Industry for a Better World</b>   <i>Prashant Pillai (University of Wolverhampton)</i>  <i>Jennifer Schneider (Rochester Institute of Technology)</i>  <i>Vanessa Patrick (University of Houston)</i>  <i>Dimitrios Buhalis (Bournemouth University)</i>   <b>Chair: Muzzo Uysal (University of Massachusetts Amherst)</b></p>
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<p><b>#22 Session</b>   May 2 - Friday   9:45 - 10:45   Burç                  Chair: S. Vatankhah</p>	<p><b>AI and Work-Life Balance for Women in Hospitality: Leveraging Automation to Reduce Job Stress (8)</b>  <i>Vivek Balyan (Central University of Haryana)*; Tushar Jangra (Central University of Haryana)</i>   <b>Experiencing Humanoid Service Robots During Service Interactions: A Systematic Literature Review (214)</b>  <i>H. M. Kamrul Hassan (Maynooth University)*; Joseph Coughlan (Maynooth University)</i>  <i>Rajibul Hasan (EM Normandie Business School)</i>   <b>Bibliometric Analysis of Studies on Artificial Intelligence in Tourism (255)</b>  <i>Güllü Arı (Kütahya Dumlupınar University); Ayşenur Bişiren (Kütahya Dumlupınar University); Havagül Çalışkan (Kütahya Dumlupınar University)*</i>   <b>The Relationship Between Tourism and Technology: Digitization in Sustainable Cultural Tourism - A Study on Virtual Tours (164)</b>  <i>Selen Yalçın (Aydın Adnan Menderes University)*; İrem Ceyda Samancı (Aydın Adnan Menderes University); Onur İçöz (Aydın Adnan Menderes University); İsmail Hayıt (Aydın Adnan Menderes University)</i>   <b>Chair: Sanaz Vatankhah (University of Bedfordshire)</b></p>
<p><b>#23 Session</b>   May 2 - Friday   9:45 - 10:45   Otağ                   Chair: M. Öksüz</p>	<p><b>Evaluation of Food Waste in Catering in Terms of Sustainability: Example of a Catering Company (278)</b>  <i>Aysun Aslan (İstanbul Gedik University)*; Barış Yalınkılıç (İstanbul Gedik University)</i>   <b>Decent Work and Work Meaning in Food &amp; Beverage Sector: The Mediating Role of Job Satisfaction (195)</b>  <i>Nihan Akdemir (Kocaeli University)*; Banu Ünsal Akbıyık (Kocaeli University)</i>   <b>The Use of Carbon Footprint Labels on Restaurant Menus: A Systematic Literature Review (213)</b>  <i>Aypar Satı (Izmir University of Economics)*; Işıl Ozgen (Dokuz Eylül University)</i>   <b>Employees' Food Safety Culture at Selected Meat Processing Plants in the Western Cape Province, South Africa (131)</b>  <i>Nomhle Sithole (University of South Africa); July Sibanyoni (University of Mpumalanga)*</i>   <b>Chair: Merve Öksüz (Baskent University)</b></p>

**May 2, 2025**


<p><b>#24 Session</b>   May 2 - Friday   9:45 - 10:45   Tuğra                    Chair: A. Zatori</p>	<p><b>The Characteristics of the Sustainable Turkish Restaurant with the Michelin Green Star and The Gault &amp; Millau Awards (18)</b>  <u>Betül Öztürk (Izmir Ekonomi University)*</u></p> <p><b>Evaluation of the Gastronomic Image of Türkiye Presented through Gastronomy. GoTürkiye (146)</b>  <u>Zühal Aksakalli Bayraktar (Atatürk University)*</u></p> <p><b>Enhancing the Street Food Experience: Introducing Baklava as an International Sweet on Thailand's Street Food (267)</b>  <u>Supap Nontasan (Mahasarakham University)*; Philaiwan Chompupor (Mahasarakham University); Siriwan Ghuangpeng (Mahasarakham University); Özkan Süzer (Karabük University)</u></p> <p><b>The Ability to Gastronomy Tourism Activities of Lam Pao Dam, Kalasin Province and Impact on Tourists' loyalty in the Online Platform (269)</b>  <u>Khrueachit Charoensaen (Mahasarakham University)*; Harrirak Chantima (Mahasarakham University)</u></p> <p><b>Chair: Anita Zatori (Radford University)</b></p>
<p><b>#25 Session</b>   May 2 - Friday   9:45 - 10:45   Atlas                    Chair: Blerton Hyseni</p>	<p><b>Assessment of Turkish Tourism as of 2024: Strategic Directions and Tourism Policy (225)</b>  <u>Tuğrul Toker (Atılım University)*; İbrahim Birkan (Atılım University)</u></p> <p><b>Sanitizing Legacy Tourism: Sustainable Development Issues and their Policy Challenges (264)</b>  <u>Jerry Kolo (American University of Sharjah)*; Rupert Rhodd (Florida Atlantic University)</u></p> <p><b>Multicultural Stakeholders' Involvement in Sustainable Tourism Destination: Challenges and Opportunities (265)</b>  <u>Seyedeh Fatemeh Mostafavi Shirazi (University Sains Malaysia)*</u></p> <p><b>Sustainable Tourism Revolution: Empowering Visionaries and Inspiring Global Change through Integrating the SDGs into Curriculum Using AI-empowered tools (262)</b>  <u>Mojtaba (Theo) Ammari Allahyari (Emirates Aviation University)*; Blerton Hyseni (Emirates Aviation University); Emel Adamis (Bursa Uludag University)</u></p> <p><b>Chair: Mojaba Ammari (Emirates Aviation University)</b></p>
<p><b>#26 Session</b>   May 2 - Friday   9:45 - 10:45   Diba                    Chair: A. Oriade</p>	<p><b>Exploring the Experiences of Informal Caregivers in Medical Tourism, and Available Support Systems in the Hospitality System: A Critical Reflection Paper (219)</b>  <u>Shayan Raeisi Dehkordi (Queen's University)*; Roya Rahimi (University of Wolverhampton)</u></p> <p><b>A comparison of Women Informal Farm Entrepreneurs and Women Informal Tourism Entrepreneurs in terms of Coping Strategies (147)</b>  <u>Mohammad Sharifi-Tehrani (Art University of Isfahan)*; Mohammad Reza Salehipour (University of Tehran)</u></p> <p><b>The Effect of Workplace Anxiety of Tourism Employees on the Psychological Well-Being: A Cross-Cultural Comparison (60)</b>  <u>Filiz Arslan (Akdeniz University)*; Gülseren Yurcu (Akdeniz University); Zeki Akinci (Akdeniz University)</u></p> <p><b>Sexual Harassment Awareness and Management Practices in Hotels (23)</b>  <u>Ade Oriade (University of Wolverhampton)*; Adesola Osinaike (Canterbury Christ Church University)</u></p> <p><b>Chair: Ade Oriade (University of Wolverhampton)</b></p>

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<p><b>#27 Session</b>   May 2 - Friday   9:45 - 10:45   Kapadokya    Chair: I. A. Saltık</p>	<p><b>Evaluation of ‘TaTuTa’ Farms in Türkiye in the Context of Regenerative Tourism (212)</b>  <u>Feray Yentur (Izmir University of Economics)*</u></p> <p><b>Do The Hotel Circular Economy Practices And Green Attributes Influence The Tourists’ Booking Behaviour? (26)</b>  <u>Aldric Vives (University of the Balearic Islands); Marta Jacob (University of the Balearic Islands)*; Mónica Martínez-Gómez (Universitat Politècnica de València); Carmen Florido (University of Las Palmas de Gran Canaria)</u></p> <p><b>Low-carbon Travel Behavior in Daily and Tourism: Dual Mediating Effects Of Environmental Identity and Moral Licensing (96)</b>  <u>Liyang Wang (Beijing Jiaotong University)*; Ping Yin (Beijing Jiaotong University); Shangqing Liu (Beijing Jiaotong University)</u></p> <p><b>Circular Entrepreneurship Acceptance of Hospitality Employees (199)</b>  <u>Işıl Arıkan Saltık (Muğla Sıtkı Koçman University)*; Jin H. Chan (University of Greenwich)</u></p> <p><b>Chair: Işıl Arıkan Saltık (Muğla Sıtkı Koçman University)</b></p>
<p><b>#28 Session</b>   May 2 - Friday   9:45 - 10:45   Aspendos    Chair: A. Uslu</p>	<p><b>Exploring the Impact of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on Online Purchase Intention and Webrooming Behavior: A Technology Acceptance Model Approach (99)</b>  <u>Birgül Aydın (Dogus University)*; Süleyman Akkaşoğlu (Doğuş University); Ceyhan Akyol (Artvin Çoruh University)</u></p> <p><b>The Determinants of the Sustainable Management System According to the Tourism Sector Leaders (155)</b>  <u>Ezgi Özcan (Girne American University)*</u></p> <p><b>The Role of Social Networks in Promoting Rural Hotel Destinations: Motivations, Decision-Making, and Tourist Reactions (166)</b>  <u>Joanna Krywalski-Santiago (ISEG - Lisbon School of Economics and Management)*</u></p> <p><b>The Influence of Turkish TV Series on Attracting Omanis to Turkey (216)</b>  <u>Ebtihal Al Hatmi (University of Technology and Applied Sciences); Hafidh Al Riyami (Sultan Qaboos University)*</u></p> <p><b>Chair: Abdullah Uslu (Akdeniz University)</b></p>

\*\*\*Coffee Break (10:45-11:00)\*\*\*

**May 2, 2025**

<p><b>#29 Session</b>   May 2 - Friday   11:00 - 12:00   Burç    Chair: L. Altınay</p>	<p><b>Pet-Friendly Tourism in Çeşme: Exploring Hotel Policies (68)</b>  <u><i>İrem Yaman (Dokuz Eylül University)*; Ceren İlayda Başol (Bogazici University); Tayfun Gorkem Yuksel (Istanbul University)</i></u></p> <p><b>Family Travel Planning: Challenges and Opportunities (104)</b>  <u><i>Derya Semiz Celik (Marmara University)*</i></u></p> <p><b>Personalised Journeys with a Purpose: AI's Role in Sustainable Tourism (86)</b>  <u><i>Shiva Ilkhani Zadeh (Bournemouth University)*; Arkadiusz Tomczyk (Bournemouth University); Hande Turkoglu (Bournemouth University); Zanete Garanti (Latvia University of Life Sciences and Technology)</i></u></p> <p><b>Can personal norms impact the pro-sustainable behaviour of heritage site visitors? (209)</b>  <u><i>Sanjar Jumanazarov (Oxford Brookes University)*; Levent Altınay (Oxford Brookes University); Jano Jamenez Barreto (Oxford Brookes University); Zaid Alrawadieh (Oxford Brookes University)</i></u></p> <p><b>Chair: Levent Altınay (Oxford Brookes University)</b></p>
<p><b>#30 Session</b>   May 2 - Friday   11:00 - 12:00   Otağ    Chair: D. Gursoy</p>	<p><b>Gamification in Gastronomy: Applications and Examples (119)</b>  <u><i>Seray Evren (Istanbul Gedik University)*; Büşra Diken Çolak (Istanbul Gedik University); Nihan Yarmacı Güvenç (Istanbul Gedik University)</i></u></p> <p><b>Exploring Similarities in World Cuisine: A ChatGPT Supported Comparative Study (92)</b>  <u><i>Hulisi Binbasioglu (Malatya Turgut Özal University)*</i></u></p> <p><b>The Impact of Unforgettable Restaurant Experiences on Guests' Satisfaction with Businesses and Their Intention to Revisit: A Comparison between Türkiye and the USA (57)</b>  <u><i>Rana Şat (Balıkesir University)*; Mehmet Sarioğlan (Balıkesir University); Shashi Kant Gupta (Eudoxia Research University)</i></u></p> <p><b>Exploring Root Vegetable-Derived Nitrate as a Natural Alternative in Ham Products (268)</b>  <u><i>Thorung Pranil (Mahasarakham University)*; Supaksorn Yotharit (Kalasin University); Supaporn Pumriw (Kalasin University)</i></u></p> <p><b>Chair: Dogan Gursoy (Washington State University)</b></p>
<p><b>#31 Session</b>   May 2 - Friday   11:00 - 12:00   Tuğra    Chair: F. Okumus</p>	<p><b>Reevaluating the Concept of Medical Tourism in Health Tourism: An Analysis of Graduate Studies in Turkey (204)</b>  <u><i>Sibel Uludağ (Izmir Tinaztepe University)*; Songül Gökhan (Izmir Tinaztepe University); Mert Günerergin (Izmir Tinaztepe University)</i></u></p> <p><b>Balancing Empowerment through the prism of Kanter's Theory: Alaska Airlines' Approach to Service Excellence (165)</b>  <u><i>Anna Feldman (Glion Institute of Higher Education)*</i></u></p> <p><b>What do Turkish Airlines' in-flight meal visuals whisper about Turkish culinary culture? A semiotic Approach (245)</b>  <u><i>Ozan Güler (Mersin University); Oğuzhan Topal (Mersin University); Neslihan Simşek (Mersin University)*</i></u></p> <p><b>Performance Measurement of Environmental Sustainability Indicators: The Case of Turkish Airlines (70)</b>  <u><i>Hande Uyar Oğuz (Bartın University)*; Süleyman Alperen Akdoğan (Bartın University)</i></u></p> <p><b>Chair: Fevzi Okumus (University of Central Florida)</b></p>

**May 2, 2025**

<p><b>#32 Session</b>   May 2 - Friday   11:00 - 12:00   Atlas  Chair: K. Çınar</p>	<p><b>Evaluation of Interpersonal Interaction, FOMO and Flow Experience in Virtual Museum Visit Behavior on the Axis of S-O-R Paradigm (232)</b>  <u>Oylum Ekşi (Kocaeli University)*</u>; <u>Bilsen Bilgili (Kocaeli University)</u></p> <p><b>Travel Vlogs Make a Place Wonderland? A Grounded Theory of Tourism Imaginaries (77)</b>  <u>Zifan He (The Hong Kong Polytechnic University)*</u>; <u>Yi Chen (The Hong Kong Polytechnic University)</u>; <u>Jiaqi Yang (The Hong Kong Polytechnic University)</u>; <u>Honggen Xiao (The Hong Kong Polytechnic University)</u></p> <p><b>An Examination of the Impact of Virtual Museum Experiences on Offline Visit Intention in the Context of the Experience Economy (170)</b>  <u>Engin Tengilimoğlu (Selcuk University)*</u></p> <p><b>Engaging Minds and Hearts: The Impact of Gamified Mobile Storytelling on Cultural Learning (220)</b>  <u>Kevser Çınar (Necmettin Erbakan University)*</u>; <u>Abdullah Uslu (Akdeniz University)</u>; <u>Emrullah Erul (Izmir Katip Çelebi University)</u></p> <p><b>Chair: Kevser Çınar (Necmettin Erbakan University)</b></p>
<p><b>#33 Session</b>   May 2 - Friday   11:00 - 12:00   Diba  Chair: E. Wada</p>	<p><b>Women's Entrepreneurial Resilience from the Perspective of Small-Sized Tourism Businesses (182)</b>  <u>Amir Hossein Ghazavi (Art University of Isfahan)</u>; <u>Mohammad Sharifi-Tehrani (Art University of Isfahan)*</u></p> <p><b>A Research on the Problems of Communication Tools Between Tourists and Tour Guides (249)</b>  <u>İrem Ceyda Samancı (Aydın Adnan Menderes University)*</u>; <u>Yakup Erdoğan (Kastamonu University)</u>; <u>Ülker Çolakoğlu (Aydın Adnan Menderes University)</u></p> <p><b>Hospitality and Regeneration: Stakeholders and Activities in Brazil (108)</b>  <u>Alan Guizi (Anhembi Morumbi University)</u>; <u>Elizabeth Wada (Universidade Anhembi Morumbi)*</u>; <u>Donisete Reis (Universidade Anhembi Morumbi)</u>; <u>Fabiola Campos (Universidade Anhembi Morumbi)</u></p> <p><b>Conflict between Satisfaction Based on Conspicuous Consumption and Consumer Regret in Travel Support Service Consumption and Repurchase Behavior (240)</b>  <u>Gözde Kumaş (Balıkesir University)*</u>; <u>Bilsen Bilgili (Kocaeli University)</u></p> <p><b>Chair: Elizabeth Wada (Universidade Anhembi Morumbi)</b></p>
<p><b>#34 Session</b>   May 2 - Friday   11:00 - 12:00   Kapadokya  Chair: E. O. Aksöz</p>	<p><b>The Use of Roquefort Cheese and Chocolate in Product Development Within the Scope of Food Pairing Theory (189)</b>  <u>Koray Güzey (Kocaeli University)</u>; <u>İpek Ekinçi (Kocaeli University)*</u>; <u>Mert Demiral (Kocaeli University)</u>; <u>Emrah Özkul (Kocaeli University)</u>; <u>Selda Uca (Kocaeli University)</u></p> <p><b>The Impact of Instagram Content Appeal on Tourist behaviors (183)</b>  <u>Blend İbrahim (Balıkesir University)*</u>; <u>Cemali Buzlukçu (Balıkesir University)</u>; <u>Ahmad Aljarah (Girne American University)</u>; <u>Ahmet Köroğlu (Balıkesir University)</u></p> <p><b>Does Personalization Help? Value Attitude Behavioral Model Approach in Budget Hotels (261)</b>  <u>Umut Kadir Oguz (Karabük University)*</u>; <u>Seza Zerman (Karabük University)</u>; <u>Selma Yavuz (Karabük University)</u>; <u>Merve Öksüz (Baskent University)</u>; <u>Samet Gökkaya (Karabük University)</u></p> <p><b>The Effect of Digital Incivility on Online Hedonic Buying Behavior (174)</b>  <u>Baran Arslan (Harran University)</u>; <u>E. Ozan Aksöz (Anadolu University)*</u></p> <p><b>Chair: Emre Ozan Aksöz (Anadolu University)</b></p>

**May 2, 2025**

<p><b>#35 Session</b></p> <p> May 2 - Friday</p> <p> 11:00 - 12:00</p> <p> Aspendos</p> <p>Chair: A. Usakli</p>	<p><b>A Study of Metaverse, Virtual Technologies and Artificial Intelligence from the Perspective of Professional Tourist Guides (48)</b> <i>Gözde Özdemir Uçgun (Istanbul Aydın University)*</i></p> <p><b>Marketing Strategy for Tourism Destinations Using PESTLE Analysis, Case Study of SEZ Mandalika Indonesia (145)</b> <i>Triana Manalu (Institute Technology of Bandung)*; Najma Afifa Nurfarah (Institute Technology of Bandung); Pringgo Dwiyanoro (Institute Technology of Bandung)</i></p> <p><b>Examining the Influence of Social Media Influencers on Consumer Purchase Decisions: A Case Study of Packaged Holidays in London (275)</b> <i>Soroosh Abhar (Wolverhampton University)*; Roya Rahimi (Wolverhampton University); Ade Oriade (Wolverhampton University); Kayvan Kousha (Wolverhampton University)</i></p> <p><b>“Throw Out a Sprat to Catch a Mackerel”: Analyzing the Benefits to Tour Operations Provided by Businesses (13)</b> <i>Serpil Keskin Pulluk (Tokat Gaziosmanpaşa University)*; Mert Gürlek (Burdur Mehmet Akif Ersoy University)</i></p> <p><b>Chair: Ahmet Usakli (Boğaziçi University)</b></p>
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<p><b>Keynote Presentation #2</b></p> <p> May 2 - Friday</p> <p> 13:00 - 14:00</p> <p> Ballroom</p>	<p><b>The Future is Here: Embracing Innovation, Sustainability and Human Centric Experiences</b> <i>Kaye Chon (The Hong Kong Polytechnic University)</i></p> <p><b>Stress for Success: The Psychophysiological Benefits of Travel</b> <i>Jim Petrick (Texas A&amp;M University)</i></p>
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\*\*\*Coffee Break (14:00-14:30)\*\*\*

**May 2, 2025**

**Research Presentations**

3

May 2 - Friday

14:00 - 14:30

Ballroom

**Creative Tourism: An Exploration in the Heart of Isfahan as a Case Study**

*Sahar Movahedi (Western Community College); Bahareh Pourafkari (Knowledge First Financial)\**

**A New Area Proposal for Nature Tourism: The Ecotourism Potential of the Lake Van Basin (236)**

*Emine Cihangir (Van Yüzüncü Yıl University)\*; Mehmet Şeremet (Van Yüzüncü Yıl University); Emre Karaduman (Van Yüzüncü Yıl University)*

**A Case Study of Camping and Caravan Tourism in the Lake Van Basin: From Anarchist Understanding to Glamping Tourism in Regenerative Paradigm Era (237)**

*Emre Karaduman ((Van Yüzüncü Yıl University); Emine Cihangir (Van Yüzüncü Yıl University)\*; Mehmet Şeremet (Van Yüzüncü Yıl University)\**

**The Serial Mediating Role of Job Stress and Job Satisfaction in the Effect of Employer Brand on Turnover Intention (252)**

*Ayşen Akbaş Tuna (Ankara Hacı Bayram Veli University); Eylem Taşdağıtıcı (Eskisehir Technical University)\*; Muharrem Tuna (Ankara Hacı Bayram Veli University)*

**Hygiene Issues Faced by Tour Guides (202)**

*Ayşe Arslan Özkan (Aydın Adnan Menderes University)\**

**Price Ending and Price Level: An Investigation in Sustainable Food and Beverage Sector Within the Scope of Greenwashing Philosophy (196)**

*Tarik Doğru (Florida State University); Muhittin Çavuşoğlu (University of South Florida); Üzeyir Kement (Ordu University)\*; Ayşe Şengöz (Akdeniz University)\**

**Printing the Future: How Generations Taste the Tech Revolution (259)**

*Mehtap Yücel Güngör (Aydın Adnan Menderes University); İlayda Zeynep Niyet (Munster Technology University)\*; Seden Doğan (University of South Florida)*

**The Future of Tourism in Florida: Sustainable Strategies in the Face of Urbanization and Climate Change (227)**

*Özlem Küçük (Kocaeli University)\*; Cihan Çobanoğlu (University of South Florida)*

**Examination of Smart City Mobile Applications: The Case of Istanbul Guide by Civitatis (263)**

*Hakan Arslan (Marriott Hotel)\*; Eda Hazarhun (Alanya Alaaddin Keykubat University)\*; Pelin Tuna Arslan (İstanbul Kültür University)*

**Legacies Reimagined: The Role of Emerging Technologies in Transforming Tourism Marketing and Consumer Culture Practices in Developing Countries (125)**

*Dina Bassiouni (The American University in Cairo)\*; Aliaa Bassiouny (Washington and Lee University)*

**Factors Influencing the Adoption of ChatGPT for Tourism Activities: Testing an Integrated Model (184)**



*Mehmet Ozer (Social Sciences University of Ankara)\*; Irem Buran (Ankara University); Esra Genç (Giresun University); Özge Dinçer (Enerji SA)*

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


**May 2, 2025**

<p><b>#36 Session</b>   May 2 - Friday   14:30 - 15:30   Burç    Chair: T. Dogru</p>	<p><b>Customer Lifetime Value Management with RFM Entegration in Hotel Businesses: Development of a Web Based Application (126)</b>  <u>Leyla Atabay (Akdeniz University)*</u>; <u>Beykan Çizel (Akdeniz University)</u></p> <p><b>Redefining Innovation in Hospitality: Exploring the Role of Entrepreneurial Leadership in Shaping Employees' Innovative Behavior through the Lens of Creative Self-Efficacy (58)</b>  <u>Rana Şat (Balıkesir University)</u>; <u>Majid Murad (Jiangsu University)*</u>; <u>Mehmet Sarioğlan (Balıkesir University)</u></p> <p><b>Examining the Impact of STR regulation in the United States: Impacts on Housing Supply and Affordability and Hotel Industry Performance (91)</b>  <u>Kristof Gyodi (University of Warsaw, Boston University)</u>; <u>Makarand Mody (Boston University)</u>; <u>Tarik Dogru (Florida State University)*</u></p> <p><b>Job Creation: Does the Hospitality and Tourism Industry Have a Competitive Edge? (177)</b>  <u>Tarik Dogru (Florida State University)*</u>; <u>Lydia Hanks (Florida State University)</u>; <u>Nathan Line (Florida State University)</u>; <u>Ercan Sirakaya-Turk (University of South Carolina)</u></p> <p><b>Chair: Tarik Dogru (Florida State University)</b></p>
<p><b>#37 Session</b>   May 2 - Friday   14:30 - 15:30   Otağ    Chair: M. Uysal</p>	<p><b>Digital Footprints of Tourism: A Computer Vision Analysis of Istanbul Photographs (191)</b>  <u>Ebru İçigen (Akdeniz University)</u>; <u>Eniser Atabay (Akdeniz University)*</u></p> <p><b>Semiological Analysis of Istanbul's 2024 Tourism Advertising Campaign (17)</b>  <u>Ceren Gül Artuner Özder (İstanbul Beykent University)</u>; <u>İpek Krom (İstanbul Esenyurt University)*</u></p> <p><b>Cooking Classes as a Destination Marketing Tool: The Case of Istanbul (102)</b>  <u>Seray Eyren (İstanbul Gedik University)*</u>; <u>Büşra Diken Çolak (İstanbul Gedik University)</u>; <u>Serkan Şengül (Sakarya Univeristy Applied Science)</u></p> <p><b>Predictors of Net Promoter Scores (NPS) of Recommending Istanbul as a Historical, Cultural, or Vacation Destination (50)</b>  <u>Muzaffer (Muzzo) Uysal (University of Massachusetts Amherst)*</u>; <u>Jiahui Wang (University of Massachusetts Amherst)</u>; <u>Musa Pinar (Valparaiso University)</u>; <u>Faruk Guder (Loyola University Chicago)</u></p> <p><b>Chair: Muzaffer (Muzzo) Uysal (University of Massachusetts Amherst)</b></p>




**May 2, 2025**

<p><b>#38 Session</b>   May 2 - Friday   14:30 - 15:30   Tuğra    Chair: M. Jacob</p>	<p><b>A Meta-Synthesis on Neurogastronomy: A Research on the Evaluation of Current Literature (105)</b>  <i>Ela Nazlı Köz (İstanbul Gedik University)*; Bilge Nur Akin Aşan (İstanbul Gedik University)*</i></p> <p><b>A Comparative Study of Turkish Universities with Gastronomy Programs in UI GreenMetric Lists (280)</b>  <i>Lale Karataylioglu (Istinye University)*; Cagla Ozer (Istinye University); Esra Akdemir (Istinye University); Eyüp Ensar Algan (Istinye University)</i></p> <p><b>Technology-Related Stress Factors in Customers' Food and Beverage Experience: A Literature Review (244)</b>  <i>Gürkan Akdağ (Mersin University); Aykut Göktuğ Soylu (Kayseri University); Fatma Yayla Uyar (Toros University)*</i></p> <p><b>Factors Influencing the Adoption of Artificial Intelligence in Hospitality and Tourism Higher Education: The Student Perspective (279)</b>  <i>Nefike Günden Sorathia (Bilkent University)*; Ahmet Uşaklı (Boğaziçi University); Ayse Collins (Bilkent University)</i></p> <p><b>Chair: Marta Jacob (University of the Balearic Islands)</b></p>
<p><b>#39 Session</b>   May 2 - Friday   14:30 - 15:30   Atlas    Chair: A. Mandić</p>	<p><b>Optimizing Health Tourism Education: Current Curricula, Industry Alignment, and Stakeholder Insights: Case of Türkiye (248)</b>  <i>Ayşe Collins (Bilkent University)*</i></p> <p><b>Adoption of Blended Learning Among Gastronomy and Culinary Art Students: A Technology Acceptance Model Approach (241)</b>  <i>Nihan Akdemir (Kocaeli University)*</i></p> <p><b>Determinants of ChatGPT Adoption in Health Tourism planning: A Digital Transformation Approach (113)</b>  <i>Mana Khoshkam (Islamic Azad University)*; Amir Foroughi (Islamic Azad University)</i></p> <p><b>The Role of Culture in Medical Tourism: Experiences of Dental Tourists Visiting Turkey (226)</b>  <i>Selenay Varvar (Adnan Menderes University)*; Ahu Yazıcı Ayyıldız (Adnan Menderes University); Erdoğan Koc (Bahcesehir Universtiy)</i></p> <p><b>Chair: Ante Mandić (University of Split)</b></p>
<p><b>#40 Session</b>   May 2 - Friday   14:30 - 15:30   Diba    Chair: J. Whale</p>	<p><b>Assessing Digital Technology Affordance and Rural Community-Based Tourism (CBT) Enterprises as a Collaborative Framework for Sustainability (62)</b>  <i>Njabulo Ndlovu (Tshwane University of Technology)*; Portia Pearl Siyanda Sifolo (Tshwane University of Technology); Ndivhuwo Tshipala (Tshwane University of Technology)</i></p> <p><b>Understanding the Impact of Social Media Technology and Social CRM on Customer Loyalty: An Empirical Study of Luxury Hotels in Thailand (270)</b>  <i>Nantana Lapvisadchai (Mahasarakham University)*; Wasutida Nurittamont (Rajamangala University of Technology Suvarnabhumi); Sornnarin Leehuad (Rajamangala University of Technology Suvarnabhumi)</i></p> <p><b>A Bibliometric Analysis of Artificial Intelligence in Tourism Literature (139)</b>  <i>Mehmet Sahin (Istanbul University); Yiğit Yurder (Istanbul University); Tayfun Görkem Yüksel (Istanbul University)*</i></p> <p><b>Chair: Joshua Whale (University of Wolverhampton)</b></p>

**May 2, 2025**

<p><b>#41 Session</b>   May 2 - Thursday   14:30 - 15:30   Kapadokya    Chair: O. İöz</p>	<p><b>Workplace Mindfulness in the Hospitality Industry: A Systematic Literature Review (243)</b>  <u>Burcu Karasakaloğlu (Alanya Alaaddin Keykubat University)*</u></p> <p><b>The Legal Regulative for Rural Tourism Development in Macedonia (272)</b>  <u>Risto Rechkoski (University St. Kliment Ohridski - Bitola)*</u></p> <p><b>The Role of Strategic Resource Entitlements in Value Creation and Appropriation: Insights from Indonesian Tourism (85)</b>  <u>I Made Yoga (Lancaster University)*; Sena Ozdemir (Lancaster University); Stefanos Mouzas (Lancaster University)</u></p> <p><b>A Study on the Evaluation of the Conflict and Cooperation between Last Chance Tourism and Ecotourism (97)</b>  <u>Gözde Saygin (Erciyes University)*; Mehmet Halit Akin (Erciyes University)</u></p> <p><b>Chair: Orhan İöz (Yaşar University)</b></p>
<p><b>#42 Session</b>   May 2   14:30 - 15:30   Aspendos    Chair: H. Bohne</p>	<p><b>Does Community Recognition Vital in Improving Sustainable Tourism Development? Evidence from East African, Kenya (276)</b>  <u>Ruth Nange Yunji (Cyprus West University)*; Nazanin Naderiadib (Cyprus West University); Sedigheh Safshekan (Cyprus West University); Ruth Oluyemi Bamidele (Cyprus West University)</u></p> <p><b>The Essence of Loyalty: Can Emotional Value Exist Independently of Material Incentives? — A Case Study of Langham's "Brilliant" Program (169)</b>  <u>Yiqiong Lucie Liang (Hong Kong Metropolitan University)*</u></p> <p><b>Practices of Sustaining Handicrafts as a Core Tourism Product-A Perspective from Kashan (133)</b>  <u>Ensieh Sharifinejad (Eastern Mediterranean University); Hamed Rezapouraghdam (Eastern Mediterranean University)*</u></p> <p><b>UNESCO Listed Tea Cultures and Their Impact on Regional Tourism: Comparative Analyses of Türkiye, Azerbaijan, China, and East Frisia (114)</b>  <u>Hartwig Bohne (SRH University of Applied Sciences)*; Gulsun Yildirim (Recep Tayyip Erdoğan University); Irena Weber (University of Primorska)</u></p> <p><b>Chair: Hartwig Bohne (SRH University of Applied Sciences)</b></p>

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<p><b>Meet the Editor Panel #4</b>   May 2 - Friday   15:30 - 16:45   Ballroom    Chair: V. Patrick</p>	<p><b>Amplifying Research Influence for a Better World in Tourism Scholarship</b>  <u>Kaye Chon (Journal of Travel &amp; Tourism Marketing; Asia Pacific Journal of Tourism Research)</u>  <u>Dogan Gursoy (Journal of Hospitality Marketing &amp; Management)</u>  <u>Fevzi Okumus (International Journal of Contemporary Hospitality Management)</u>  <u>Jim Petrick (Journal of Travel Research)</u></p> <p><b>Chair: Vanessa Patrick (University of Houston)</b></p>
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\*\*\*Closing (16:45-17:30)\*\*\*

\*\*\*Bosphorus Cruise Dinner (20:30-23:00) Dress Code: Smart Business, please!\*\*\*