

## Pre Conferences

April 29, 2026

15.30 - 16.15  
Workshop #1

16.15 - 17.00  
Workshop #2

## Day 1

April 30, 2026

09.20 - 09.40  
Opening Speeches

09.40 - 10.00  
Keynote #1

10.00 - 11.00  
Panel

11.00 - 11.15  
Coffee Break

11.15 - 12.15  
Research Presentations #1

12.15 - 13.00  
Lunch

13.00 - 13.45  
Workshop #3

13.00 - 13.45  
Workshop #4

13.45 - 14.00  
Coffee Break

14.00 - 14.45  
Workshop #5

14.45 - 15.30  
Workshop #6

15.30 - 16.30  
Research Presentations #2

16.30 - 17.30  
Research Presentations #3

## Day 2

May 01, 2026

10.00 - 11.00  
Research Presentations #4

11.00 - 11.15  
Coffee Break

11.15 - 12.15  
Research Presentations #5

12.15 - 13.30  
Lunch

13.30 - 14.00  
Keynote #2

14.00 - 15.15  
Research Presentations #6

15.15 - 16.30  
Editors Panel

19.00  
Gala Cocktail / Closing

## Day 3

May 02, 2026

09.00 - 12.00  
City Tour


Free Day




**Pre-Conference Workshops  
Wednesday, April 29, 2026**

 **Innvista Hotels Belek**

**#1 Workshop**


 15:30 – 16:15


 Place: Aspendos

**Research Funding: Hard nut to crack?**

Prof. Levent Altınay (*Oxford Brookes Business School, UK*)

**#2 Workshop**

 16:15 – 17:00

 Place: Aspendos

**Leveraging Gen AI for Research Paper Development**

Prof. Faizan Ali (*University of Galway, IE*)

**Conference Day 1  
Thursday, April 30, 2026**

**Opening**

🕒 09:20 – 09:40

📍 Place: Aspendos

**Conference Opening - Welcome and Opening Speeches**

- Prof. Muharrem Tuna - President of TUADER
- Prof. Hasan Kılıç – Rector of Eastern Mediterranean University
- Prof. Roya Rahimi – Co-Chair of MTCO
- Assoc. Prof. Semra Boğa Şahin – (*Doğuş University*)
- Angela Spence – (*University of Wolverhampton, UK*)

**Keynote #1**

🕒 09:40 – 10:00

📍 Place: Aspendos

**Keynote**

Prof. David A. Fennell (Brock University, CA)

**Panel**

🕒 10:00 – 11:00

📍 Place: Aspendos

**Bridging the Gap Between Theory and Practice**

**Moderator:** Prof. Jafar Jafari (*University of Wisconsin-Stout, USA*)

**Speakers:**

- Prof. Fevzi Okumuş (*University of South Carolina, USA*)
- Prof. David A. Fennell (*Brock University, CA*)
- Leslie Vella (*Deputy CEO and Chief Officer Strategic Development, Malta Tourism Authority, MT*)

🕒 11:00 – 11:15 Coffee Break

**#1 Session**

📅 April 30 - Thursday

🕒 11:15 - 12:15

📍 Hall: Olympos

👤 Chair: Prof. Levent Altınay

**Community-Based Tourism and Rural Empowerment (RE) as an Economic Driver for Local Development: A Case Study of Cape Town, South Africa (SA). (9)**

Ruth Yunji Nange

**From Culinary Heritage to a Technology-Enabled Living Gastronomy Laboratory: Experimental Food Practices, Community Co-Creation, and Regenerative Gastronomic Tourism Systems in the Troy Region (60)**

Mehmet Çekirge

**A Web Content Analysis of Resort Hotels in Northern Cyprus': Observing Digital Sustainability Communication Strategies (124)**

Dorsa Bayat

Negin Esmaeili Shirkouhi

Hamed Rezapouraghdam

**Ecotourism Awareness of Tourists Visiting Manavgat (Antalya, Türkiye) (203)**

Zeynep Dilber Özer

Arya Kutbay

Güney Deniz Gök

Pınar Kaya Dinçtürk

**Conference Day 1  
Thursday, April 30, 2026**

**#2 Session**

April 30 - Thursday

11:15 - 12:15

Hall: Patara

Chair: Prof. Faizan Ali

**Immersive Digital Tourist: Comparison between the Colosseum, Eiffel Tower and Château de Versailles Metaverses in the context of e-Tourism (19)**

Giovana Goretti Feijó Almeida  
José Marques Pereira  
Paulo Almeida

**The Knowledge Spiral: Analyzing the Evolution of the Spanish Smart Tourism Destination Model through an Evidence-Based Policy Lens (32)**

Giovana Goretti Feijó Almeida  
José Luis Jiménez-Caballero  
Paulo Almeida

**A Hybrid Approach to Tour Guiding Services: The Tasks Human Tour Guides Prefer to Delegate to AI to Enhance Job Performance (49)**

Burak DÜZ

**Cultural Festivals as Narrative Infrastructure: Invented Tradition, Place Branding and Identity-Building (165)**

Elaine Rust

**#3 Session**

April 30 - Thursday

11:15 - 12:15

Hall: Myra

Chair: Prof. Jenni Jones

**When Service Attributes Fail: Customer Dissatisfaction in Airline Services (66)**

Mehrgan Malekpour  
Mohsen Nikzadask

**Media Framing of the 2021 Turkish Wildfires: A Comparative Critical Discourse Analysis on Destination Image and Social Identity (70)**

Furkan Karacabey  
Ece Konaklıoğlu

**The Sound of Silence: A Comparative Analysis of Silence-Based Tourism in Finland and Türkiye (80)**

Nihan Sıdar  
Çağla Aslı Gülduran  
Gökhan Kenar  
Nihat Akburak

**The Effect of Food Neophobia and Food Involvement on Local Food Consumption Value: A Comparison of Domestic and Foreign Tourists (167)**

Müge Çevik  
Nihan Akdemir

**Conference Day 1  
Thursday, April 30, 2026**

**#4 Session**

April 30 - Thursday

11:15 - 12:15

Hall: Lymra

Chair: Assoc. Prof. Serpil Kocaman

**Decoding Tourist Experience at Crowded Attractions Using Large Language Models: Evaluating the Explanatory Power of Theories (158)**

Anita Zatori  
Akshaya Pawar  
Spencer Leamy

**Analysis of the Intellectual Structure of Tourism Policy and Planning Literature: Co-Word Analysis (86)**

Cemal Artun

**Sporting Events, Impacts, and Key Stakeholders: A Bibliometric Analysis (104)**

Marko Perić  
Vedran Zubović

**Is zero waste management in Amalfi fostering the destination image? (132)**

Fani Efthymiadou

**#5 Session**

April 30 - Thursday

11:15 - 12:15

Hall: A La Carte Restoran

Chair: Prof. İbrahim Birkan

**Surveying Recreational Fishing Catch from Charter Boats in South Korea: A Methodological Overview (182)**

Dong-Hun Go  
Seong-woo Koo

**Designing a National Survey for Marine Recreational Fishing Efforts and Expenditures: A Methodological Framework from South Korea with Comparisons to the U.S. NOAA Approach (183)**

Dong-Hun Go  
Seong-woo Ko

**Digital Energy Transparency in TRNC Tourism: Consumer Awareness and Green Choices (163)**

Elif Senyücel

**New Forms of Slavery? Living in Staff Accommodation as a Tourism Worker: A Metaphor Analysis (94)**

S. Cilem Kaya  
Arzu Toker



**Conference Day 1  
Thursday, April 30, 2026**

🕒 12:15 - 13:00 Lunch

**Workshop #3**

🕒 13:00 - 13:45

📍 Place: Aspendos

**Infusing Ecological Validity in our Research**  
Prof. Giampaolo Viglia (University of Portsmouth)

**Workshop #4**

🕒 13:00 - 13:45

📍 Place: Olympos

**Developing Conceptual Articles in Tourism**  
Prof. Sameer Hosany (University of London)

🕒 13:45 - 14:00 Coffee Break



**Conference Day 1**  
**Thursday, April 30, 2026**

**Workshop #5**

🕒 14:00 – 14:45

📍 Place: Aspendos

**Mentoring as a Tool for Teaching and Research Excellence**  
**Participants:**

- Jenni Jones (*University of Wolverhampton Business and Law School, UK*)
- Sanaz Vatankhah (*University of Bedfordshire, UK*)
- Damla Sönmez (*Montana State University, USA*)

**Workshop #6**

🕒 14:45 – 15:30

📍 Place: Aspendos

**The Good, the Bad, and the Ugly of Mixed Methods: Assumptions, Best Practices, and Why Papers Get Rejected**  
Babak Taheri (*Texas A&M University, USA*)



**Conference Day 1  
Thursday, April 30, 2026**

**#6 Session**

📅 April 30 - Thursday

🕒 15:30 - 16:30

📍 Hall: Olympos

🗣️ Chair: Prof. Mithat Zeki Dinçer

**From Concept to Policy: Pathways of Community-Based Tourism Based on Brazilian Experiences (65)**

Rodrigo Oliveira-Ribeiro

Adriana Chim-Miki

Carla Pasa Gómez

Teresa Borges Tiago

**When Intangible Cultural Heritage Meets Festival: The Strategic Role and Analysis of Festival Management in Sustaining Destination Identity (145)**

Figen Sevinc Basol

Tülay Güzel

**Formulating Development Strategies for Community-Based Agritourism in Pujon Kidul Village, Malang Regency Using an AHP-SWOT Framework (146)**

Nirwikara Widhiwidhana Prasetyanto

Lucyana Trimo

Iwan Setiawan

Endah Djuwendah

Suhartini Suhartini

**Service Ecosystem in the Age of Twin Transition: on Wellness Tourism from the Perspective of Artificial Intelligence Ethics and Sustainability (85)**

Dilbar Guliyeva

Mithat Zeki Dinçer

Fatma Füsün İstanbullu

**#7 Session**

📅 April 30 - Thursday

🕒 15:30-16:30

📍 Hall: Patara

🗣️ Chair: Prof. David A. Fennell

**The nexus between advertising and financial performance: The role of ESG performance (192)**

Ezgi Erkmen

Ahmet Uşaklı

**From the Tourist Gaze to Platform-Mediated Gaze: Reconceptualizing Tourism Experience through the Case of Rumi's Mausoleum (127)**

Atefeh Jamaloo

Neriman Gonca Güzel Şahin

**AI-Integrated Blockchain Traceability in Food Systems Derived from Smart Aquaculture: Applications in the Hospitality and Tourism Industry (181)**

Dong-Hun Go

Sangchoul Yi

**Uncovering the Motivational Factor Structure of Recreational Fishing Tourism: A Case of Korean Tourism Market (177)**

Sangchoul Yi

**Conference Day 1  
Thursday, April 30, 2026**

**#8 Session**

April 30 - Thursday

15:30-16:30

Hall: Myra

Chair: Prof. Fevzi Okumus

**Influence of Artificial Intelligence Service Quality on Perceived Usefulness, Customer Satisfaction, and Electronic Loyalty in Online Food Delivery Platforms (213)**

Muharrem Tuna  
Damla Kılıç  
Eyüp Uyanık

**Building Soft Power Through Taste: An Analysis of Türkiye's Gastronomy Cities in the UNESCO Creative Cities Network from a Gastrodiplomacy Perspective (170)**

Asli Eren  
Süreyya Akçay  
Yaren Demirel

**Study On Customer Purchase Intention of Medical Tourism Services in TÜRKİYE (184)**

Fatma Özge Baruönü  
Seyed Momenzadeh

**From Message Framing to Communication Strategy: A Conceptual Framework Based on Communication Model for Effective Sustainability Communication in Tourism (207)**

Adem Kahraman  
Yılmaz Akgündüz  
Atıla Yüksel  
Erdoğan Koç

**#9 Session**

April 30 - Thursday

15:30-16:30

Hall: Lymra

Chair: Assoc. Prof. Burcu Gülsevil Berber

**A New Paradigm in Higher Tourism Education: Analyzing the Integrated Tourism and Gastronomy Management Model in Türkiye (215)**

Melih Aydın

**Tourism Destination Carrying Capacity and Sustainability: A Study on the Case of Manavgat (205)**

Mehmet Bahar  
İzzet Bekir

**NAVIGATING THE SUSTAINABLE TOURISM PARADOXES FOR SMEs IN TÜRKİYE: MEDIATION OF MICRO-LEVEL SURVIVAL AND MACRO -LEVEL ENVIRONMENTAL PROTECTION (206)**

Mehmet Bahar  
Tuğçe Sönmez Çakmakçı

**Authenticity in Tourism Studies (116)**

Selcan Keremoğlu



**Conference Day 1  
Thursday, April 30, 2026**

**#10 Session**

17 April 30 - Thursday

15:30-16:30

Hall: A La Carte Restaurant

Chair: Dr. Damla Sonmez

**Consequences of Environmental Corporate Social Irresponsibility on Hotel Customers' Sustainable Behavioral Intentions: The Mediating Role of Environmental Self-Efficacy (25)**

Uygar Koruk  
Mina Milani  
Razieh Sharifipur  
Hamed Rezapouraghdam

**From Theory to Practice in Hospitality Research: The Value of Qualitative Case Study for Understanding Digital Transformation (58)**

Fetene Bayraktar  
Mine Haktanir

**Illuminating Antiquity: The Impact of Night Museology on Visitor Numbers in Ephesus (62)**

Nihat Akburak  
Serpil Kocaman

**Repeat or Not Repeat? Beyond the Algorithm: Decoding Guest Loyalty Signals with Explainable AI and Bayesian Networks (168)**

Leyla Atabay  
Eniser Atabay  
Ebru İçigen  
Beykan Çizel

**#11 Session**

17 April 30 - Thursday

16:30-17:30

Hall: Olympos

Chair: Prof. Ezgi Erkmen

**Mapping the Conceptual Evolution of Creative Tourism (89)**

Larissa Lima-Almeida  
Rui Costa  
Adriana Chim-Miki

**Beyond Indicators: Assessing Community Participation In Tourism Observatory Governance (91)**

Larissa Lima-Almeida  
Rui Costa  
Andre Pedrosa  
Sergio Guerreiro

**Municipal Tourism Demand Forecasting in Portugal: A Time-Series Approach (95)**

Rui Costa  
Andre Pedrosa  
Larissa Almeida  
Nuno Ribeiro


**Forecasting Tourism Demand in Türkiye (164)**


Seda Süer  
Aydoğan Aydoğan





**Conference Day 1  
Thursday, April 30, 2026**

**#12 Session**

 April 30 - Thursday

 16:30-17:30

 Hall: Patara

 Chair: Prof. Giovana Goretti Feijó Almeida

**Crafting luxury online: brand identity and differentiation in hospitality (17)**

Sofia Almeida

Ricardo Bonacho

**Integration of Renewable Energy Sources into Sustainable Tourism Policies: International Models and Strategic Insights (93)**

Neşra Baykan

Özlem Küçük

**Green Robotics: Examining the Role of Artificial Intelligence and Automation in Achieving Sustainability Goals in Holiday Villages (123)**

Dilbar Guliyeva

**Conference Day 2  
Friday, May 1, 2026**

**#13 Session**

May 1 - Friday

10:00 - 11:00

Hall: Olympos

Chair: Prof. Babak Taheri

**Environmental Concern, Destination Sustainability Perception, Ecorecreational Attitude, and Destination Brand Equity as Predictors of Behavioral Intentions (153)**

Sanaz Tamimzadeh

Çağrı Hale Özel

**Homecoming turned popular tourism phenomenon: Do residents and hospitality workers support 'Detty December'? (138)**

Adah-Kole Emmanuel Onjewu

Saeyeon Roh

Yong Wang

Ade Oriade

**The Role of the Tourism Sector in Employment of the Mediterranean Region (143)**

Guray Karacil

Hüseyin Keleş

Nesrin Tuncay

**GenAI vs. Human-Tour Guides: Competition or Complementarity? (43)**

Emrullah Cansu

**Conference Day 2  
Friday, May 1, 2026**

**#14 Session**

May 1 - Friday

10:00 - 11:00

Hall: Patara

Chair: Prof. Hasan Evrim Arıcı

**Algorithmic Trust for Sustainable Travel: How Information Quality, Ease of Adoption, Environmental Concerns, and Personal Values Shape Intentions to Follow Generative AI Recommendations (64)**

Laiba Ali  
Faizan Ali

**A Bibliometric Analysis of Digitalization and Smart Tourism Applications in Tourism (84)**

Oktay Karaca  
Gonca Güzel

**Reframing Phygital Tourism Experience through Digital Twin Technology: A Conceptual Framework (100)**

Hülya Akdemir Cengiz  
Mahmood Khan

**Do our ratings and feelings echo the same? Unmasking the Rating-Sentiment Gap in Robot-Staffed Service Counters (218)**

H M Kamrul Hassan  
Joseph Coughlan  
Rajibul Hasan

**#15 Session**

May 1 - Friday

10:00 - 11:00

Hall: Myra

Chair: Prof. Elif Eşiyok Barut

**Guest perceptions of ESG shared online: What ESG means for hotel guests and does it affect satisfaction? (52)**

Fuad Mehraliyev  
Mehmet Yigitcan  
Ulku Gunhan

**Territorial brand and tourism competitiveness: A Systematic Literature Review 2013-2025 (83)**

José Pereira  
José Luis Jiménez-Caballero  
Giovana Goretti Feijó Almeida  
Paulo Almeida

**Burdur and Sports Tourism in the Media: A Study via the Google News Tab (88)**

Barış Şen  
Özlem Güncan

**Visitor Engagement Under Differentiated Incentive Designs: Marketing Evidence from Monetary and Gamified Destination Campaigns (90)**

Mehtap Çaticioğlu  
Mehmet Altuğ Şahin  
Şahin Akifli

**Conference Day 2  
Friday, May 1, 2026**

**#16 Session**

May 1 - Friday

10:00 - 11:00

Hall: Lymra

Chair: Prof. Marko Perić

**Decent Work in Food and Beverage Services: An Interdisciplinary Approach to Effective Legal Actions (120)**

H. Kader Şanlıöz Özgen

Sevgi Usta

H. Canan Sümer

**Designing Effective Gamified Onboarding: Why Trainer Involvement Matters More Than Game Type (202)**

Damla Sonmez

Scott Taylor Jr.

Drew Martin

**How Do Restaurant Service Failures Shape Tipping Behaviour? An Experimental Model Based on Failure Magnitude and Customer Satisfaction (137)**

Naci Büyükdağ

Aysegül Acar

Muhittin Çavuşoğlu

Cihan Çobanoğlu

**Swiftflation: The Impact of Taylor Swift's Eras Tour on London Hotel Prices (152)**

Tuğba Şen Küpeli

Burçhan Sakarya

**#17 Session**

May 1 - Friday

10:00 - 11:00

Hall: A la carte Restoran

Chair: Prof. Dimitrios Buhalis

**Embracing market opportunities and claiming entitlements to networked resources: Insights from small firms in Indonesian tourism (71)**

I Made Yoga

Sena Ozdemir

Stefanos Mouzas

**A New Paradigm in Wellness Tourism: Blue Zones and Türkiye's Potential (73)**

Vildan Yılmaz

Salih Tellioglu

**Examining the role of Instagram Reels in shaping Travel Desire (141)**

Blend Ibrahim

Sameer Hosany

**Why Do We Consume Coffee? Is Coffee Drinking a Culture or a Form of Consumption? (172)**

Seçkin Eser Gürsoy

Afitap Bulut

Gizem Özgürel

**Conference Day 2  
Friday, May 1, 2026**

🕒 11:00 - 11:15 Coffee Break

**#18 Session**

📅 May 1 - Friday

🕒 11:15 - 12:15

📍 Hall: Olympos

🗣️ Chair: Prof. Orhan İçöz

**Do Experience-Based Sustainability Practices Matter More? A Comparative Study of Green Airline Image and Sustainable In-Flight Catering Perception (179)**

Sedigheh Safshekan

**An Evaluation Of Traditional Products That Failed To Survive In Turkish Cuisine Through Academic Literature (67)**

Mustafa Akturfan

Dilek Karakaş

Vildan Tüysüz

Serkan Semint

**Dark Gastronomy: Food in Times of Sadness and Famine (189)**

Gülsüm Yurtseven

**Examining the Differences in Chatbot Usage Among Tourism Employees Based on Demographic Variables (147)**

Filiz Arslan

Gülseren Yurcu

**#19 Session**

📅 May 1 - Friday

🕒 11:15 - 12:15

📍 Hall: Patara

🗣️ Chair: Prof. Çağıl Hale Özel

**The Effect of Hotel Kitchen Workers' Robotic Systems Risk Awareness on Job Insecurity, Perceived Usefulness and Intention to Use (12)**

Sezer Yersüren

Mesut Murat Adabalı

**Mapping Artificial Intelligence (AI) Adoption Among Culinary Chefs: A Field Study in İzmir's Gastronomy Sector (126)**

Feray Yentur

**From Service Robot Interaction Experience (HGRIE) to Behavioral Intention: The Mediating Role of the Technology Acceptance Model (204)**

Necibe Şen

**Space Gastronomy in the Context of Space Tourism: A Literature Mapping (142)**

Eda Alphan

Gülçin Karataş Baran

**Conference Day 2  
Friday, May 1, 2026**

**#20 Session**

May 1 - Friday

11:15 - 12:15

Hall: Myra

Chair: Prof. Ali Şükrü Çetinkaya

**Monitoring Tourist Satisfaction Across Accommodation Services:  
A Three-Year Comparative Study (119)**

Cihan Yılmaz

Yavuz Selim Balcioglu

**Comparative Analysis of Online Interest in Motorized and Non-  
Motorized Air Sports in Turkey Using Google Trends Data (125)**

Adile Bebek Yeşilkaya

Bora Pınar

**Unveiling the Power of Voiceover Type: Experimental Evidence on  
Consumer Perception and Hotel Booking Intention (180)**

Naci Büyükdağ

Burak Türten

Aysegül Acar

Muhittin Çavuşoğlu

Cihan Çobanoğlu

**Is it worth telling? The Effect of Perceived Price and Service Value  
on Digital Storytelling Experience, Satisfaction, and Revisit  
Intention (186)**

Seza Zerman

Merve Oksuz Taner

Umut Kadir Oguz

**#21 Session**

May 1 - Friday

11:15 - 12:15

Hall: Lymra

Chair: Prof. Mustafa Tepeci

**Evaluating Generative Artificial Intelligence in Destination  
Marketing: A Case Study on the Promotional Film "Türkiye: The  
Eternal Bridge (An AI Dream)" (130)**

Murat Yurtlu

**The Effect of Teamwork Practices on Workplace Relationships:  
Evidence from the Food Sector (173)**

Ali Şükrü Çetinkaya

**Generative AI and Robotics in the Hospitality Workforce: Mapping  
the Intellectual Structure and Developing a Policy-Oriented  
Research Agenda (144)**

Nurgül Boz

**Digital Twin Technology in the Sustainability of Fragile Cultural  
Heritage: A Conceptual Model Proposal for the Cappadocia Region  
(151)**

Selcen Balkı

Burcu Gülsevil Belber

**Conference Day 2  
Friday, May 1, 2026**

**#22 Session**

May 1 - Friday

11:15 - 12:15

Hall: A la carte Restoran

Chair: Prof. Kadir Corbaci

**Travel Bucket List Meaning: Conceptualization and Measurement (92)**

Jiahui Wang  
Yifeng Liang  
Muzaffer Uysal  
George R. Milne

**Barriers and Enablers to UK Market Entry for Colombian Service Providers: A Case Study of Green Trails in the Luxury Tourism Sector (103)**

Dhanashree Bandiwadekar  
Chiara Donegani

**Tourists' Emotional Intelligence as an Antecedent of Emotional Solidarity with Residents: Evidence from Alanya, Türkiye (128)**

Emrullah Erul  
Aslı Taşçı  
Abdullah Uslu  
Kevser Çınar

**Tourism as Drawn by Children: A Semiotic Analysis of Tourism Perception Through Visual Representation (201)**

Füsün Esenkale

12:15 - 13:30 Lunch

**Keynote #2**

13:30 - 14:00

Place: Olympos

**Keynote**

Prof. Dimitrios Buhalis (Bournemouth University)

**Conference Day 2  
Friday, May 1, 2026**

**#23 Session**

May 1 - Friday  
14:00 - 15:15  
Hall: Olympos

Chair: Prof. Orhan Uludağ

**Sustainable Tourism Practices in the Azores: The Role of Intangible Cultural Heritage and Community Involvement (107)**

Teresa Borges-Tiago  
Sonia Avelar  
Flavio Tiag

**From Tourist Waste to Sustainable Destination Practices (76)**

Sónia Avelar  
Teresa Borges-Tiago  
Fevzi Okumus

**An Investigation of the Digital Activities of Health Tourism Intermediary Organizations in Turkey (197)**

Sibel Uludağ  
Songül Gökhan  
Mert Güneregin

**State, Governance and Tourism Economics: A Political Analysis from a Sustainable Development Perspective (214)**

Ali Kaan Kesen  
Nagehan Kaşıkçı

**#24 Session**

May 1 - Friday  
14:00 - 15:15  
Hall: Patara

Chair: Prof. Paulo Jorge Almeida

**How Airline Social Media Communications Shape Destination Perceptions: The Case of Turkish Airlines (159)**

Nazanin Naderiadib Alpler

**Impact of AI-Driven Marketing Tools on SME Growth and Competitive Advantage in Germany (190)**

MAIS ELWAHIDI

**Policymaking As Part of Place Identity Dialogue: the Case of Mazandaran Province in Iran (221)**

Azadeh Kazemina

**How 360-Degree Virtual Tours Shape Hotel Booking Intentions through Immersion, Trust, and Risk Perception (212)**

Elif Esiyok Barut

**#25 Session**

May 1 - Friday  
14:00 - 15:15  
Hall: Myra

Chair: Dr. Ade Oriade

**Designing Culinary Experiences in Tourism: Creating Unforgettable Gastronomic Experiences (209)**

Rana Şat  
Mehmet Sarioğlan

**Strategic Human Resource Management and Innovation Performance: Evidence From Food Manufacturing Firms (148)**

Ali Şükrü Çetinkaya

**Layered Retail Architectures in Airline Distribution: Interface-Level Coordination in the Era of Modern Airline Retailing (135)**

Burcu Sakiz

**Examining the Relationship Between Organizational Commitment and Job Satisfaction in the Hospitality and Tourism Industry Through Meta-Analysis (185)**

Hüseyin Çelik  
Mustafa Tepeci

**Linking Tourist Lifetime Value to Destination Strategy: An Integration of Customer Lifetime Value in Bena Traditional Village, Ngada Regency, East Nusa Tenggara (11)**

Engelbertin Gole

**Conference Day 2  
Friday, May 1, 2026**

**#26 Session**

May 1 - Friday

14:00 - 15:15

Hall: Lymra

Chair: Asst. Prof. Mehmet Altuğ Şahin

**Where Space Meets People: Unpacking the Role of Airport Servicescapes in Passenger Loyalty (33)**

Erdogan Ekiz  
Orhan Uludag

**Tourism, Benefits, and Well-Being: Residents' Views from New Hasankeyf (36)**

Mehmet Emin Öztürk  
Feridun Duman  
Erdogan Ekiz  
Orhan Uludag

**Evaluation of the Social, Economic, and Environmental Impacts of Rural Tourism Activities in the Canyon Region from the Perspectives of Hosts and Visitors (162)**

Aydoğın Aydoğdu  
Kaanberk Dalahmetođlu  
Pınar Kadiođlu Ertaş

**A Comparative Analysis of Tourists' Perceptions of Turkey Across Different Nationalities (15)**

Ülker Çolakođlu  
Ceyda Işık  
Ragıp Uçak  
Enes Ölmez

**Neuroethics in Digital Tourism: A Conceptual Roadmap for Responsible Innovation in Experience Design (191)**

Ömer Sarı  
Büşra Kaya  
İrem Toprak  
Selma Meydan Uygur

**#27 Session**

May 1 - Friday

14:00 - 15:15

Hall: A La Carte Restoran

Chair: Prof. Murat Yeşiltaş

**From Surface Acting to Deep Acting: An Embodied Emotion Regulation Perspective on Emotional Labor and Burnout in Tourism Employees (211)**

Ahsen Besguzel

**From AI Interaction to Revisit Intention: Examining WhatsApp-Based AI Concierge Services in Hotels (108)**

Nefike Gunden Sorathia  
Semih Yılmaz  
Ayse Collins

**Generation Z and the Ethics of Dark Tourism: Interpreting Perceptions Through Virtue Ethics, Deontology, and Consequentialism (188)**

Ayse Collins  
Semih Sait Yılmaz  
Nefike Gunden Sorathia

**The Transformative Effect of Video Games and Immersive Technologies on Tourist Behavior: A Conceptual Review (106)**

Ziyad Guliyev

**Exploring Aesthetic Labor in the Profession of Tourist Guiding: A Qualitative Research (57)**

Serpil Keskin Pulluk  
Mert Gürlek



**Conference Day 2  
Friday, May 1, 2026**

**Editors Panel**

🕒 15:15 - 16:30

📍 Place: Olympos

**Meet the Editors Panel**

- Prof. Cihan Çobanoğlu (Journal of Hospitality & Tourism Technology)
- Prof. Fevzi Okumuş (International Journal of Contemporary Hospitality Management)
- Prof. Dimitrios Buhalis (Tourism Review)
- Prof. Levent Altınay (Service Industries Journal)
- Prof. Giampaolo Viglia (Psychology & Marketing)

**Chair :** Prof. Asli D.A. Tasci (University of Central Florida, USA)

**Gala Cocktail / Closing**

🕒 19:00

📍 Place: Olympos

**Cocktail & Tourism Academy Leader Award**

- Prof. Hasan Kılıç – Rector of Eastern Mediterranean University
- Prof. Roya Rahimi – Co-Chair of MTCO
- Angela Spence – (University of Wolverhampton, UK)