

**VIRTUAL**

**THURSDAY, April 30, 2026**

**Zoom ID : TBC**

**#1 VIRTUAL Session**

April 30 - Thursday

09:00 - 10:45

Hall: Room-1 (Aspendos)

Chair: Lecturer Barak Alkhaldi

**HEALTH TOURISM TO TÜRKIYE AS SILENT DIGITAL MIGRATION UNDER THE HEALTH MOBILITY REGIME (46)**

Deniz YETKİN AKER

İsmail Turan

**Smart Tourism and the Digital Detox Paradox: A Systematic Literature Review (in-progress research) (68)**

Aziz Sayan

Burhan Sevim

Cansen Can

**The Role of Green Technologies in Sustainable Tourism: A Conceptual Analysis from the Perspective of Smart Destinations (198)**

Sarp Kumlu

Martina Petkovic

Emrah Özkul

**Digital Ethics, Data Governance and Technology Adoption in Tourism and Hospitality (77)**

Barak Alkhaldi

**Measuring What Matters: Tourist Satisfaction in Sustainable Tourism Monitoring in Batanes Islands, The Philippines (61)**

Mary A Tumanan

Edieser Dela Santa

**From Crisis to Resilience: Risk and Safety Management in South African Trail Running Events during COVID-19 (41)**

Dohan Swanepoel

Esmarie Myburgh Marx

**From immersive previews to generative worlds: the strategic role of generative artificial intelligence, augmented reality, virtual reality, and the metaverse in tourism and hospitality (115)**

Sheila Capodanno

Syed Mahmood Ahmed

Claudia De Luca

**Tourism Diplomacy as a Mechanism of Hegemonic Discourse Production: A Multi-layered Analytical Model from the Case of Türkiye (200)**

Çağlar Selçuk

**Examining tourists' awareness, knowledge and perceptions of Marine Protected Areas in South Africa and Mozambique (21)**

Mannscher Meyer

Serena Lucrezi

**Ethical Leadership: Equality of challenges and safety in Management (59)**

Kaneez Selim

**From Experience to a Sense of Belonging: Understanding Cultural Inclusion at a South African Arts Festival (48)**

Martinette Kruger

Adam Viljoen

**Echoes Between Life and Art: Artist Perspectives from Afrikaans Arts Festivals (50)**

Adam Viljoen

Martinette Kruger

**Constraints On Adoption of Green Marketing Strategy by Tour Operators In Eastern Circuit, Tanzania (133)**

Happiness Bupamba

Yang Zhao

Wabwezya Clement Ndole

**Green Leadership and Green Employee Behavior: The Roles of Green Organizational Support and Environmental Consciousness (220)**

Muharrem Tuna

Ayşen Akbaş Tuna

Eylem Taşdağıtıcı İrde

Funda Aldoğan Şenol

Ali Keleş

**#2 VIRTUAL Session**

April 30 - Thursday

10:45 - 12:30

Hall: Room-2 (Beach)

Chair: Asst. Prof. Kaneez Selim



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**#3 VIRTUAL Session**

April 30 - Thursday

13:00 - 14:45

Hall: Room-3 (Golf)

Chair: Dr. Victor Olorunsola

**Stakeholders' perceptions towards the barriers and challenges to Airbnb (139)**  
Nurullah Ağbay  
İsmail Uzut  
Kadir Çakar

**Uncertainty Transmission in Tourism Stock Markets: Evidence from the BIST Tourism Index (74)**  
Cansu Çilingir Kara  
Aslan Aydoğdu  
Meliha Sena Yıldırğan

**Visa regimes and destination choice: Exploring the influence of the South African visa regime on Indian tourists (75)**  
Palesa Motaung  
Tafadzwa Matiza

**Analysing Safety and Security in the Nelson Mandela Bay Metro (NMBM) (78)**  
Lindi Zenande Christina Gugwana  
Lisebo Tseane-Gumbi  
Lindie DuPlessis

**Understanding Conservation Awareness Campaigns in South Africa: Insights from Campaign Role Players (82)**  
Carlin Barnes  
Madeline Huyser  
Engelina du Plessis

**From Event to Ecosystem: Leveraging Birmingham Tech Week as a Catalyst for Knowledge Exchange and Business Tourism (217)**  
Katharine Fuller

**From Algorithmic Transparency to Service Decision Quality: Trust Calibration and Human-AI Complementarity in Airport Service Operations (56)**  
Victor Olorunsola  
Mina Milani Sabzevar  
Niussha Talebzadeh

**#4 VIRTUAL Session**

April 30 - Thursday

14:45 - 16:30

Hall: Room-4 (Kurşunlu)

Chair: Lecturer Ebru Arıcı

**Willing Hearts, Tied Hands: Constraints to Pro-Environmental Practices in South Africa's Accommodation Industry (96)**  
Matildah Kutumela  
Elmarie Slabbert

**Electric Vehicle Travel as an Opportunity to Create New Forms of Tourism (169)**  
Yasemin Sergen  
Ali Yaylı

**Leveraging AI Literacy for Green Competitive Advantage: A Moderated Mediation Model of Employee Green Innovative Behavior and Green Transformational Leadership (24)**  
Uygar Koruk  
Mina Milani Sabzevar  
Razieh Sharifipur  
Rüçhan Kayaman

**Future-Ready Tourism and Hospitality Education? A Curriculum Analysis (55)**  
Emel Gürcü  
Ahmet Vatan

**UNWTO Best Tourism Villages 2025: A Criteria-Based Analysis of Four Villages Selected from Turkey (42)**  
Meliha Sena Yıldırğan  
Ebru Arıcı  
Orhan Batman

**A Bibliometric Analysis of Tourism-Related Gentrification Research: Intellectual Structure, Thematic Evolution, and Emerging Trends (109)**  
Gizem Kavurmacı  
Ebru Günlü Küçükaltan

**Exploring the social marketing and consumer behavioural attitude factors of tourism in nature-protected areas (194)**  
Anele Patronella Dube  
Tafadzwa Matiza  
Elmarie Slabbert

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**#5 VIRTUAL Session**

April 30 - Thursday

16:30 - 18:15

Hall: Room-5 (Perge)

Chair: Asst. Prof. Grant Altay Taşkın

**The Role of Artificial Intelligence-Generated Visuals in Reconstructing the Digital Detox Tourism Experience (154)**

Neşe Yılmaz  
Nilgün Demirel İli  
Yağmur Aydın

**Green Human Resource Management and Turnover Intention in Hospitality: A Preliminary Model Proposal (193)**

Yasin Karasu  
Işıl Arıkan Saltık

**From Information Provider to Meaning Maker: The Role of Storytelling Expertise from the Perspective of Future Tourist Guides (161)**

Grant Altay Taşkın

**AI-Driven Experiences in Cultural Tourism: A Conceptual Framework for Museums and Cultural Heritage Sites (118)**

Eda Gurel

**From Fear to Freedom: Empowerment, Digital Platforms, and Solo Female Travel in the Middle East (47)**

Mina Milani Sabzevar  
Negin Naderi Adib  
İlkay Yorgancı

**The Role of Information Sources in International Students' University Choice: A Qualitative Exploration (53)**

Paria Samadnejad  
Mahroo Mohammad Sadeghi  
Amirali Atta  
Asal Ataei  
Hamed Rezapouraghdam

**Exploring the key dimensions of internal brand management in hotels: an inductive approach (98)**

Thobelani Nxumalo  
Elmarie Slabbert  
Tafadzwa Matiza

**#6 VIRTUAL Session**

April 30 - Thursday

18:15 - 20.00

Hall: Room-6 (Termessos)

Chair: Asst. Prof. Emine Yılmaz

**Hospitality as Social Regeneration: Stakeholder-Driven Landscapes in High-End Tourism (102)**

Elizabeth Wada  
Alan Aparecido Guizi  
Mariana Freitas Coelho  
Filipe Rossato Silva

**What do Stakeholders Need Digitally and Technologically? A Cross-Country Needs Analysis (97)**

Emine Yılmaz  
Funda Ön  
Nur Çelik İlal

**Understanding residents' perceptions of destination attractiveness for the longevity of local tourism sites (149)**

Mulongame Deborah Kalobo  
Elmarie Slabbert

**From cultural assets to sustainable tourism: Using creative tourism as a development approach for rural tourism (166)**

Mahlatsa Morudu  
Lisebo Tseane-Gumbi  
Walter Wessel

**Women's Empowerment and Community-Based Tourism: A Qualitative Case Study of Hormozgan.Iran. (54)**

Mahroo Mohammad Sadeghi Ghavim  
İlkay Yorgancı  
Nazenin Ruso

**A Bibliometric Study on the Role of Sustainability in Destination Management Literature (208)**

Derya Çetinoğlu

**Blockchain Technology as a Catalyst for Tourism Investment in Africa: A Machine Learning Simulation Using Monte Carlo Methods and Reinforcement Learning (155)**

Benjamin Osumaje