

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 MTCON
- 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 Konaklioğlu

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

Nihan Sidar

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

17 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

17 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

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**

 **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

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**

#8 Session

April 30 - Thursday

15:30-16:30

Hall: Myra

Chair: Prof. Fevzi Okumus

**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

Atila Yüksel

Erdoğan Koç

**The Role of Social Media Influencer Credibility in Shaping Tourist
Behavior (23)**

Soroosh Abhar

#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 Sharifpur
Hamed Rezapouraghdam

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

Fetine 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 Aydoğdu

**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

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

Azadeh Kazeminia

**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

Çağıl 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 Çatıcıoğlu

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 Büyükdag
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: Asst. Prof. Blend İbrahim

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 Tellioğlu

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

Blend İbrahim
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. Erdoğan Ekiz

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

Oğuzhan Yurtseven

Gülçin Özbay

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. Orhan Uludağ

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

Cihan Yilmaz

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 Büyükdâğ

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 Esenkal

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 - 15:00
 Hall: Olympos

 Chair: Dr. Ade Oriade

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 - 15:00
 Hall: Patara

 Chair: Prof. Paulo Jorge Almeida

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

Ülker Çolakoğlu
Ceyda Işık
Ragıp Uçak
Enes Ölmez

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

MAIS ELWAHIDI

Tourism: The Underrated Giant – Why Is It Still Undervalued? (13)

Ruth O Bamidele
Babatunde S Eweade

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 - 15:00
 Hall: Myra

 Chair: Prof. Ali Şükrü Çetinkaya

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 - 15:00

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)

Aydoğan Aydoğdu
Kaanberk Dalahmetoğlu
Pınar Kadioğlu Ertaş

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 Yilmaz
Ayse Collins

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

Ayşe Collins
Semih Sait Yilmaz
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 MTCON
- Angela Spence – (*University of Wolverhampton, UK*)

VIRTUAL
THURSDAY, April 30, 2026
Zoom: <https://us06web.zoom.us/j/5352322125>

#1 VIRTUAL Session

17 April 30 - Thursday

09:00 - 10:00

! Hall: Room-1 (Türkiye)

! Chair: Lecturer Barak Alkhalidi

Health Tourism to Türkiye as Silent Digital Migration Under The Health Mobility Regime (46)

Deniz YETKIN AKER
Ismail 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 Ozkul

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

Barak Alkhalidi

#2 VIRTUAL Session

17 April 30 - Thursday

10:00 - 11:00

! Hall: Room-2 (Antarctica)

! Chair: Prof. Canan Tanrisever

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

Mary A Tunanan
Edieser Dela Santa

From Crisis to Resilience: Risk and Safety Management in South African Trail Running Events during COVID19 (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

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

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#3 VIRTUAL Session

17 April 30 - Thursday

11:00 - 12:00

📍 Hall: Room-3 (South America)

🎤 Chair: Prof. Osman Nuri Özdoğan

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

Designing Culinary Experiences in Tourism: Creating Unforgettable Gastronomic Experiences (209)
Rana Sat
Mehmet Sarioglan

#4 VIRTUAL Session

17 April 30 - Thursday

12:00 - 13:00

📍 Hall: Room-4 (Europe)

🎤 Chair: Prof. M. Onur Gülbahar

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

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
Aysen Akbar Tuna
Eylem Tasdaglticirde
Funda Aldogan Senol
Ali Keles

From Diagnosis to Delivery: Digital Capacity Building for Women Entrepreneurs in Post-Earthquake Hatay (223)
Halil Burak Sakal
Roya Rahimi

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#5 VIRTUAL Session

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13:00 - 14:00

Hall: Room-5 (Oceania)

Chair: Prof. Lokman Toprak

Stakeholders' perceptions towards the barriers and challenges to Airbnb (139)

Nurullah Agbay
Ismail Uzut
Kadir Cakar

Uncertainty Transmission in Tourism Stock Markets: Evidence from the BIST Tourism Index (74)

Cansu Cilingir Kara
Aslan Aydogdu
Meliha Sena Yildirgan

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

Palesa Motaung
Tafadzwa Matiza

From Algorithmic Transparency to Service Decision Quality: Trust Calibration and Human-AI Complementarity in Airport Service Operations (56)

Victor Olorunsola
Mina Milani Sabzevar
Niuscha Talebzadeh

#6 VIRTUAL Session

April 30 - Thursday

14:00 - 15:00

Hall: Room-6 (North America)

Chair: Prof. Ali Öztüren

Analysing Safety and Security in the Nelson Mandela Bay Metro (NMBM) (78)

Lindi Zenande Christina Gugwana
Lisebo TseaneGumbi
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

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
Lucy Philip

#7 VIRTUAL Session

April 30 - Thursday

15:00 - 16:00

Hall: Room-7 (Africa)

Chair: Prof. Gökçe Yüksek

Willing Hearts, Tied Hands: Constraints to ProEnvironmental 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 Yayli

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 Sharifipour
Ruqhan Kayaman

Future-Ready Tourism and Hospitality Education? A Curriculum Analysis (55)

Emel Gürcü
Ahmet Vatan



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#8 VIRTUAL Session

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16:00 - 17:00

Hall: Room-8 (America)

Chair: Dr. Victor Olorunsola

UNWTO Best Tourism Villages 2025: A Criteria-Based Analysis of Four Villages Selected from Turkey (42)

Meliha Sena Yıldırım
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 Petronella Dube
Tafadzwa Matiza
Elmarie Slabbert

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

Sedigheh Safshekan

#9 VIRTUAL Session

April 30 - Thursday

17:00 - 18:00

Hall: Room-9 (Asia)

Chair: Asst. Prof. Emine Yılmaz

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

Nese Yılmaz
Nilgun Demirel İli
Yagmur Aydın

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

Yasin Karasu
İşıl Arıkan Saltık

What Do Stakeholders Need Digitally and Technologically? A Cross Country Needs Analysis (97)

Engin Yılmaz
Funda On
Nur Celik İlal

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

Grant Altay Taskin

#10 VIRTUAL Session

April 30 - Thursday

18:00 - 19:00

Hall: Room-10 (North Cyprus)

Chair: Prof. Hakan Yılmaz

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 Alta
Asal Ataei
Hamed Rezapouraghdam

Exploring the Key Dimensions of Internal Brand Management in Hotels: An Inductive Approach (98)

Thobelani Nxumalo
Elmarie Slabbert
Tafadzwa Matiza

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

Nazanin Naderi Adib Alpler
Naghme Maaşoğlu

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#11 VIRTUAL Session

April 30 - Thursday

19:00 - 20:00

Hall: Room-11 (Australia)

Chair: Prof. Nuray Türker

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

Elizabeth Wada
Alan Aparecido Guizi
Mariana Freitas Coelho
Filipe Rossato Silva

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)

Mahlatse Morudu
Lisebo TseaneGumbi
Walter vessel

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

Benjamin Osumeje

#12 VIRTUAL Session

April 30 - Thursday

20:00 - 21.00

Hall: Room-12 (Antalya)

Chair: Assoc. Prof. Eda Gürel

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

Adam Viljoen
Martinette Kruger

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

Martinette Kruger
Adam Viljoen

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

Eda Gürel

Womens Empowerment and Community Based Tourism: A Qualitative Case Study of Hormozgan Iran (54)

Mahroo Mohammad Sadeghi Ghavim
Ilkay Yorgancı
Nazenin Ruso