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Monday, 13 May

09:30–13:00	Kick-off Social Networking Programme	
	Innsbruck Nordkette (Address: Rennweg 3, 6020 Innsbruck)	
	<p>Informal Welcome by Christian Maurer & Hubert Siller (ISCONTOUR 2019 Conference Chairs)</p> <p>Ascend with the Hungerburg funicular and the cable car to the Nordkette mountain Lunch at Seegrube Restaurant (Online registration required!)</p>	
13:00 – 13:30	Conference Registration (MCI I – Address: Universitätsstraße 15, 6020 Innsbruck)	
	Research Methodology Workshops	
	Room: MCI I	Room: MCI I
13:30-15:00	<p>Session 1:</p> <p>Instruments for Measuring Economic Impact in Tourism (Alina Schoenberg, IMC University of Applied Sciences Krems, Austria)</p>	<p>Session 2:</p> <p>How to Determine How Much a Consumer Is Willing to Pay? (Dan McCole, Michigan State University, USA)</p>
15:00-15:30	Coffee Break	
15:30-17:00	<p>Session 3:</p> <p>Observation Methods for Tourism Research (Claus Ebster, University of Vienna, Austria)</p>	<p>Session 4:</p> <p>Of Categories, Items, and Scales: The Dos and Don'ts in Questionnaire Development (Nils Mevenkamp, MCI Innsbruck, Austria)</p>
18:00-23:00	Social Networking Programme: Buffet Dinner at MCI I (Universitätsstraße 15, 6020 Innsbruck)	

Tuesday, 14 May

08:00-08:45	Registration (MCI III - Address: Weiherburggasse 8, 6020 Innsbruck)		
	Room: Aula MCI III		
09:00-10:30	<p align="center">Official Conference Opening Christian Maurer & Hubert Siller (ISCONTOUR 2019 Conference Chairs)</p> <p align="center">Andreas Altmann, Rector of the MCI Innsbruck</p> <p align="center">Keynote Presentations</p> <p align="center">Liquid Tourism or the Art of Managing a Destination Frank Cuypers (Destination Think!, The Netherlands)</p> <p align="center">Family Firms – Backbone of the Tourism Economy Anita Zehrer (MCI Innsbruck, Austria)</p> <p align="center">Moderator: Hubert Siller</p>		
10:30-11:00	Coffee Break		
	Presentation of ISCONTOUR 2019 Research Papers		
	Room: MCI III	Room: MCI III	Room: MCI III
11:00-12:30	<p>Research Focus: Destination Management Moderator: Janosch Untersteiner</p> <p>Leadership networks in community-based destinations: Determining factors and co-opetitive environments (<i>Rebecca Junker, MCI Innsbruck, Austria</i>)</p> <p>Mitigating overtourism with the help of smart technology solutions – an investigation of visitor streams in European city destinations (<i>Mario Schmid & Sarah Skeli, Hochschule Kempten, Germany</i>)</p> <p>Inbound, Intra- and Outbound travel: Placing Africa on the map (<i>Armand Viljoen, Andrea Saayman & Melville Saayman, North-West University South Africa</i>)</p> <p>Destination identity and destination image of residents and guests: The case of Mayrhofen-Hippach (<i>Katharina Anna Aschenwald, MCI Innsbruck, Austria</i>)</p>	<p>Research Focus: Augmented and Virtual Reality Moderator: Christian Maurer</p> <p>Application of Augmented Reality for enhancement of visitor experiences at the Salzburger Zoo (<i>Jennifer Wohlgamuth, Anastasia Gribanova, Simon Spitzbart & Adrian Torres, Salzburg University of Applied Sciences, Austria</i>)</p> <p>The Perception of Virtual Destination Images and Their Influence on the Purchase Behaviour – The Case of the Generation Y (<i>Iris Oberkalmsteiner, MCI Innsbruck, Austria</i>)</p> <p>Investigating the effect of presence in multisensory VR on travel recommendation (<i>Jasmin Hopf, Melina Scholl, Sarah Lulay & Manish Gautam, Salzburg University of Applied Sciences, Austria</i>)</p>	<p>Research Focus: Hospitality Management Moderator: Stephanie Tischler</p> <p>Lifestyle brands in the hotel industry – Critical success factors for Generation Y at the Moxy Frankfurt East (<i>Marina Minner & Mihir Nayak, Hochschule Fesenius, Germany</i>)</p> <p>A brief review of the current Chinese hotel industry (<i>Xiazhao Chen, University of Plymouth, United Kingdom</i>)</p> <p>How do accommodation providers in Austria use Revenue Management? (<i>Christian Furtner, Salzburg University of Applied Sciences, Austria</i>)</p> <p>The Effects of CSR on Job Satisfaction in the Hotel Industry: Does Casino Element Play a Role? (<i>Hio Kuan Wong & Yueying Xu, Institute of Tourism Studies, Macao</i>)</p>
12:30-13:30	Networking Lunch		

	Room: MCI III	Room: MCI III	Room: MCI III
13:30-15:00	<p>Research Focus: ICT User Behaviour</p> <p>Moderator: Barbara Neuhofer</p> <p>Conceptual Process Model for Instagram Caption Analysis in the Case of the Destination Ischgl (<i>Tereza Cip, Jelena Pindzo, Viktoria Münch & Laura Scharnagl, Salzburg University of Applied Sciences, Austria</i>)</p> <p>A spatial and sentiment analysis of tourism related tweets in Romania (<i>Cristina Lupu & Oana Mihaela Stoleriu, Alexandru Ioan Cuza University, Romania</i>)</p> <p>ICT usage of Chinese senior tourists: the perspective of social demographics (<i>Tao Xu, University of Plymouth, United Kingdom</i>)</p>	<p>Research Focus: Tourism Product Innovation</p> <p>Moderator: Maria Katelieva</p> <p>Identification of Contemporary Challenges of Popular Soviet-time Resorts of Georgia: The case of Tsagveri and Tskaltubo (<i>Tatiana Sitchinava, Ivane Javakhsivili Tbilisi State University, Georgia</i>)</p> <p>Determining the size and scope of agri-tourism in South Africa (<i>Christelle Van Zyl & Melville Saayman, North-West University, South Africa</i>)</p> <p>Planning and Development of Family Owned Wine Cellars in Kakheti Region: Challenges and Opportunities (The case of Georgia) (<i>Salome Shavgulidze, Ivane Javakhsivili Tbilisi State University, Georgia</i>)</p>	<p>Research Focus: Consumer Behaviour</p> <p>Moderator: Max Schachner</p> <p>The profile and travel motives of visitors to South African beaches (<i>Michelle Eagleton & Engelina du Plessis, North-West University, South Africa</i>)</p> <p>Motivation based segmentation of South African surfers. A descriptive analyses (<i>Chiree Jacobs & Engelina du Plessis, North-West University, South Africa</i>)</p> <p>Psychological Pricing with an “Asian” mindset – Impact of 8 and 9 ending prices (<i>Sun Yijia, Institute for Tourism Studies, Macao</i>)</p>
15:00-15:30	Coffee Break		
	Room: MCI III	Room: MCI III	Room: MCI III
15:30-17:00	<p>Research Focus: Sustainable Tourism Management</p> <p>Moderator: Irfan Arikan</p> <p>Regaining French Millennial Skiers with a Sustainable Mountain Image (<i>Fruzsina Lantos, International Business School, Hungary</i>)</p> <p>Evaluation of the Cultural Resources in Oshakan Community, Armenia in the Context of Sustainable Tourism (<i>Elya Harutyunyan, Armenian State Pedagogical University after Khachatur Abovyan, Armenia</i>)</p> <p>Landscape potential, ecosystem service and geoecological characteristics of the tourist development of the borough Tsaghveri and adjacent areas (<i>Bakur Jinoria, Ivane Javakhsivili Tbilisi State University, Georgia</i>)</p> <p>Challenges and Opportunities in Planning of City Tourism toward Sustainable Development (The Case of Tbilisi) (<i>Mariam Kokilashvili & Levan Khasaia, Ivane Javakhsivili Tbilisi State University, Georgia</i>)</p>	<p>Research Focus: ICT for Hospitality Management</p> <p>Moderator: Tanja Hörtnagl-Pozzo</p> <p>Robotics in hospitality: Exploring factors facilitating trust building in human-robot frontline teams through Lego Serious Play (<i>Olga Simon, Maruša Neuberg & Anas Tissawi, Salzburg University of Applied Sciences, Austria</i>)</p> <p>Role of OTAs and MSEs in individual hotels’ distribution policy in the Central Moselle (<i>Michelle Willmert & Mihir Nayak, Hochschule Fresenius, Germany</i>)</p> <p>Technology in Tourism: How Voice Assistants influence the Hospitality Industry (<i>Lukas Grundner, Bianca Magnus, Thomas Bittendorfer, David Riedel, Thomas Salzlechner & Jeroen Bunt, Salzburg University of Applied Sciences, Austria</i>)</p>	<p>Research Focus: Marketing Innovations</p> <p>Moderator: Maria Katelieva</p> <p>Assessing performing artist brand equity (<i>Bianca van Rensburg & Elmarie Slabbert, North-West University, South Africa</i>)</p> <p>Assessment of innovative marketing activities of West Highland Sailing Company (<i>Kimberley Turner, University of Plymouth, United Kingdom</i>)</p> <p>South Africa as competitive tourist destination from a demand side (<i>Daniëlle Cronjé & Engelina du Plessis, North-West University, South Africa</i>)</p>
	Room: Aula MCI III		
17:00-17:45	<p>Best ISCONTOUR Paper Award (Sponsored by incert and Farmholidays Austria)</p> <p>Best ICT-related Paper Award (Sponsored by IFITT)</p>		

	Conference Closing and Outlook to ISCONTOUR 2020
19:30-late	Social Networking Programme Get-together at Restaurant Stiftskeller Innsbruck (Address: Stiftgasse 1-7, 6020 Innsbruck)

Important Addresses:

- Innsbrucker Nordkettenbahnen (Funicular Base Station) – Rennweg 3, 6020 Innsbruck
- Management Center Innsbruck I (MCI I) – Universitätsstraße 15, 6020 Innsbruck
- Management Center Innsbruck III (MCI III) – Weiherburggasse 8, 6020 Innsbruck
- Restaurant Stiftskeller – Stiftgasse 1-7, 6020 Innsbruck

Important Telephone Numbers:

- Ambulance: +43-144
- Police: +43-133
- Emergency Telephone Number: +43-112
- Taxi Innsbruck: +43-(0)512-5311