

ICTDT2019

IV INTERNATIONAL CONFERENCE ON TOURISM DYNAMICS AND TRENDS

IV INTERNATIONAL CONFERENCE ON TOURISM DYNAMICS AND TRENDS
22-24 October 2019 - Rome, ITALY

New frontiers in the tourism and hospitality industry: digital, social and economic transformations

HOSTED BY

University of Rome Unitelma Sapienza, Italy

A Joint Conference Series of the Akdeniz University-Turkey, University of Seville-Spain,
Sannio University-Italy, University of Swansea-UK and
University of Rome Unitelma Sapienza - Italy



PARTNERS:



INTRODUCTION

The IV International Conference on Tourism Dynamics and Trends (ICTDT2019) will be held at the University of Rome Unitelma Sapienza - Department of Law and Economics. In line with its **interdisciplinary** character, the **Department of Law and Economics of Unitelma Sapienza** will welcome academics from all over the world to address the issue of the impact of digital transformations on economic and social developments in the hospitality and tourism sector.

The main goal of the IV International Conference on Tourism Dynamics and Trends at Unitelma Sapienza is fostering a network of scholars and experts that discuss research ideas and disseminate their knowledge.

“New frontiers in the tourism and hospitality industry: digital, social and economic transformations” is selected as the conference theme of the *IV International Conference on Tourism Dynamics and Trends*. ICTDT2019 wants to shed light on the **digital transformations in tourism and hospitality** that are affecting **social and economic developments**. The conference theme will be interdisciplinary in nature, with various research angles that will be discussed in the plenary sessions.

Organizing Committee

Pasquale Sarnacchiaro - University of Rome Unitelma Sapienza, Italy

Sara Sergio - University of Rome Unitelma Sapienza, Italy

Azzurra Rinaldi - University of Rome Unitelma Sapienza, Italy

Giulio Maggiore - University of Rome Unitelma Sapienza, Italy

Letizia Lo Presti - University of Rome Unitelma Sapienza, Italy

Scientific Committee

A.Akın Aksu - Akdeniz University, Turkey

Tahir Albayrak - Akdeniz University, Turkey

Fabrizio Antolini - University of Teramo, Italy

Maria D. Alvarez - Boğaziçi University, Turkey

Gala Avvisati - INGV Osservatorio Vesuviano, Italy

Robert Bowen - Swansea University, UK

Meltem Caber - Akdeniz University, Turkey

Osman Çalışkan - Akdeniz University, Turkey

Carl Cater - Swansea University, UK

Jenny Cave - Swansea University, UK

Renato Civitillo - University of Sannio, Italy

Antonio Colavecchio - Università di Foggia, Italy

Duane W. Crawford - Kansas State University, U.S.A.

María de la Cruz del Río-Rama - Universidad de Vigo – Ourense, Spain

Giovanni Di Trapani - Istituto di Ricerca su Innovazione e Servizi per lo Sviluppo (IRISS) CNR, Italy

Salvatore Ercolano - Università degli Studi della Basilicata, Italy

Rüya Ehtiyar - Akdeniz University, Turkey

Carmen Díaz Fernández - University of Seville, Spain

Elisa Fiorenza - University of Sannio, Italy

Michele Gallo - Università degli Studi di Napoli L'Orientale, Italy

José Álvarez García - Universidad de Extremadura, Cáceres, Spain

Brian Garrod - Swansea University, UK

Antonio Giusti - University of Firenze, Italy

Doğan Gürsoy - Washington State University, U.S.A.

Özlem Güzel - Akdeniz University, Turkey

Yeşim Helhel - Akdeniz University, Turkey

Mana Khoshkam - School of Hospitality Management and Tourism, Technological University Dublin (TUDublin), Ireland

Eleanor T. Loiacono - Worcester Polytechnic Institute, U.S.A.

Letizia Lo Presti - University of Rome Unitelma Sapienza, Italy

Tiffany Low - Swansea University, UK

Stefania Manfredi - University of Rome Unitelma Sapienza, Italy

Giulio Maggiore - University of Rome Unitelma Sapienza, Italy

Enrica Marotta - INGV – Osservatorio Vesuviano, Italy

Giuseppe Marotta - University of Sannio, Italy

Kurt Matzler - University of Innsbruck, Austria

Roberto Micera - Istituto di Ricerca su Innovazione e Servizi per lo Sviluppo (IRISS) CNR, Italy

Radu Mihailescu - Stenden University, Holland

Josip Mikulić - University of Zagreb, Croatia

Maggie Miller - Swansea University, UK

Alfonso Morvillo - Istituto di Ricerca su Innovazione e Servizi per lo Sviluppo (IRISS) CNR, Italy

Luiz Moutinho - University of Glasgow, Scotland

Fevzi Okumuş - University of Central Florida, U.S.A.

Bahattin Özdemir - Akdeniz University, Turkey

Lina Öztürk - Mersin University, Turkey

Raffaele Palumbo - Dipartimento Sviluppo Cooperazione Italia Brasile

Benedetta Parenti - Università degli Studi di Napoli L'Orientale, Italy

İge Pirnar - Yaşar University, Turkey

Azzurra Rinaldi - University of Rome Unitelma Sapienza, Italy

Maria Rosario González Rodríguez - University of Seville, Spain

Pasquale Sarnacchiaro - University of Rome Unitelma Sapienza, Italy

Nurşah Şengül - Akdeniz University, Turkey

Sara Sergio - University of Rome Unitelma Sapienza, Italy

Violetta Simonacci - Università degli Studi di Napoli L'Orientale, Italy

Biagio Simonetti - University of Sannio, Italy

Massimo Squillante - University of Sannio, Italy

Ebru Tarcan İçigen - Akdeniz University, Turkey

Francesco Vetrò - Università del Salento, Italy

Giampaolo Viglia - Portsmouth University, UK

Yıldırım Yılmaz - Akdeniz University, Turkey



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“New frontiers in the tourism and hospitality industry: digital, social and economics transformations”

Program at a glance

TUESDAY – OCTOBER 22, 2019	
ROOM: AULA MAGNA, UNITELMA SAPIENZA- VIALE REGINA ELENA, 295, ROME	
11: 00 – 14:00	On-site registration desk
14:00 – 14:30	CONFERENCE INAUGURATION – WELCOMING ADDRESSES <ul style="list-style-type: none"> • Antonello Folco Biagini - Chancellor of University of Rome Unitelma Sapienza • Gaetano Napoli - Head of Department of Law and Economics at Unitelma Sapienza • Fabrizio Antolini–Head of Società Italiana di Scienze del Turismo (SISTUR)
14:30 – 15:30	KEYNOTE SPEECH – TOURISM FUTUROLOGY Prof. Luiz Moutinho – University of Suffolk, England
15:30 – 16:00	Coffee Break
16:00 – 17:15	SESSION 1 - SUSTAINABILITY AND TOURISM
17:15 – 18:30	PANEL DISCUSSION (Italian Session) <i>“Le evoluzioni del turismo tra legislazione e amministrazione”</i>
WEDNESDAY – OCTOBER 23, 2019	
ROOM: AULA MAGNA, UNITELMA SAPIENZA- VIALE REGINA ELENA, 295, ROME	
9: 00 – 10:15	SESSION 2 - SOCIAL MEDIA AND TOURISM
10:15 – 10:45	Coffee break
10:45 – 12:00	SESSION 3 - CONSUMER BEHAVIOR AND TOURISM
12:00 – 13:15	SESSION 4 - MANAGEMENT AND TOURISM
13:15 – 14:15	Lunch
14:15 – 15:45	PANEL DISCUSSION (Italian Session) <i>“Camera con vista: una panoramica sul sistema turismo quale leva per lo sviluppo economico italiano”</i>
15:45 – 16:15	Coffee break
16:15 – 17:45	SESSION 5 - INNOVATION AND TOURISM DESTINATION
17:45 – 18:30	ICTDT ASSEMBLY
20:00 – 23:00	SOCIAL DINNER
THURSDAY – OCTOBER 24, 2019	
ROOM: AULA MAGNA, UNITELMA SAPIENZA- VIALE REGINA ELENA, 295, ROME	
9: 00 – 10:15	SESSION 6 - WELLNESS AND TOURISM
10:15 – 10:45	Coffee break
10:45 – 12:00	SESSION 7 - SUSTANABILITY AND TOURISM
12:00 – 13:15	SESSION 8 - TOURISM DEVELOPMENT AND SUSTANABILITY
13:15 – 14:15	Lunch
14:15 – 15:30	SESSION 9 – TOURISM, ECONOMIC AND SOCIAL IMPACT
15:30 – 16:30	FINAL GREETING



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14:00 - 14:30	CONFERENCE INAUGURATION – WELCOMING ADDRESSES
	<p>Prof. Antonello Folco Biagini Chancellor of University of Rome Unitelma Sapienza</p> <p>Prof. Gaetano Napoli Head of Department of Law and Economics at Unitelma Sapienza</p> <p>Prof. Fabrizio Antolini President of “Società Italiana di Scienze del Turismo” (SISTUR)</p>
14:30 - 15:30	KENOTE SPEECH - TOURISM FUTUROLOGY
	<p>Prof. Luiz Moutinho University of Suffolk, England</p> <p>Chiar: Prof. Maria Rosario Gonzalez Rodriguez - University of Seville, Spain</p>
15:30 - 16:00	Coffee Break
16:00 - 17:15	SESSION 1: SUSTAINABILITY AND TOURISM CHAIR: M. Khoshkam
	<ul style="list-style-type: none"> • Risk communication at airports: dealing with public health threats <i>C. Skanavis, C. N. Sardi, L. Vourdougiannis and E. Chariompoli</i> • The role of media in public environmental awareness: The case of Skyros island, Greece <i>E. Arseni, M. K. Selevanti, A. Kounani and C. Skanavis</i> • Locals' views on current environmental issues: The case of Skyros Island, Greece <i>V. Beltsiou, K. E. Alexandrou, M. K. Selevanti, A. Kounani and C. Skanavis</i> • Sustainability and Tourism: the Tourism Observatory of Skyros Island <i>C. Skanavis, K. Antonopoulos, V. Vitalis and V. Plaka</i>
17:15 - 18:30	PANEL DISCUSSION (Italian Session)
	<p><i>Le evoluzioni del turismo tra legislazione e amministrazione</i></p> <ul style="list-style-type: none"> - Prof. Francesco Vetrò – University of Salento - Prof. Antonio Colavecchio – University of Foggia - Prof. Roberta Lombardi – University of Piemonte Orientale - Prof. Sara Sergio – University of Unitelma Sapienza



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9:00 – 10:15	<p>SESSION 2: SOCIAL MEDIA AND TOURISM CHAIR: G. Di Trapani</p> <ul style="list-style-type: none"> • Gap analysis between online destination image and perceived destination image <i>E. Lordanova</i> • New tourism trends: the Instagram case study <i>V. Cocco and M. Brogna</i> • Tourist Experience at Local Restaurants <i>H. A. Karagoz, Z. Alrawadieh, B. Okumus and G. Cetin</i> • Exploring travellers' customer journey: The relevance of Zero Moment of Truth <i>M. D'Arco, V. Marino and R. Resciniti</i>
10:15 – 10:45	Coffee break
10:45 – 12:00	<p>SESSION 3: CONSUMER BEHAVIOR AND TOURISM CHAIR: T. Albayrak</p> <ul style="list-style-type: none"> • Visitors' perceptions in sustainable eco-tourism of Mount Kinabalu, Malaysia <i>M. Khoshkam, A. Marzuki and S. Kiumarsi</i> • The relationship among tourism, social change and gender issues. An anthropological view <i>I. Salerno</i> • Stakeholders Involvement towards protection and sustain ecotourism destination: The case of Social Entrepreneurship trust Mangalajodi ecotourism in India <i>H. R. Kummitha</i> • Tourist approaches to sustainable destination: evidence from eco-kibbutz customer experiences <i>L. Lo Presti, G. Maggiore and M. Mattana</i>



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	SESSION 4: MANAGEMENT AND TOURISM CHAIR: P. Sarnacchiaro
12:00 – 13:15	<ul style="list-style-type: none"> • A STARway to (touristic) heaven? <i>B. Parenti, V. Alfano and S. Ercolano</i> • The Imitation Game: effects of cuisine television on gastronomic tourism <i>S. Ercolano and V. Alfano</i> • Mimic policies in tourist tax in Italy <i>V. Alfano, E. De Simone, M. D'Uva and G. L. Gaeta</i> • E-insurance, a component experiential and innovative of the tourist journey <i>G. Di Trapani</i> • Blogging the Arts or the art of Blogging? A linguistics-based approach to evaluate how museums blogs improve Social Media Engagement <i>M. Guarino, V. Simonacci, J. Monti, M. Gallo</i>
13:15 – 14:15	Lunch
14:15 – 15:45	PANEL DISCUSSION (Italian Session) <i>Camera con vista: una panoramica sul sistema turismo quale leva per lo sviluppo economico italiano</i> Modera: Prof. R. Iannelli – Università degli Studi Unisannio Benevento - Prof.ssa B.N. Romano – Università Federico II, Napoli - Avv. C. Criscione – Esperto Sistemi Network Turistici - Prof.ssa M.T. Cuomo – Università degli Studi di Salerno - Dott.ssa E. David – Consulente Mercato del Turismo - Dott. A. Leon – Valutatore ed esperto sistemi culturali e politiche di intervento comunitarie Società CLES - Dott.ssa N. Pica – Università degli Studi Unisannio Benevento Conclusioni: Dott. G.N. PES – Vice Segretario generale Ente Nazionale Microcredito
15:45 – 16:15	Coffee break



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SESSION 5: INNOVATION AND TOURISM DESTINATION CHAIR: <i>L. Lo Presti</i>	
16:15 – 17:45	<ul style="list-style-type: none">• Budget Accommodation: Social Media and its uses <i>S. Domínguez-Navarro and M. R. González-Rodríguez</i>• Time for carbon neutrality and other emission reduction measures at European airports <i>M. Falk</i>• Cultural heritage expenditure, effective driver of tourism and growth or just a perception? <i>S. Alessandrini, E. Valeriani, A. Billi and A. Bertucci</i>• E-tourism: Chinese and Western competition <i>V. Danneo, L. Battaglia and E. Cedrola</i>• Analysis of mototourists' habits: focus on motoaggregation to develop a touristic product <i>F. Cappelloni, F. Baglioni and S. Staffieri</i>• A tourist tour planning for a smart tourism system in Calabria <i>A. Violi, A. De Maio and F. Santoro</i>
17:45 – 18:15	ICTDT ASSEMBLY
20:00 – 23:00	Social dinner



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THURSDAY – OCTOBER 24, 2019 UNITELMA SAPIENZA, VIALE REGINA ELENA, 295, ROME Room: Aula Magna	
9:00 – 10:15	<p>SESSION 6: WELLNESS AND TOURISM CHAIR: A. Rinaldi</p> <ul style="list-style-type: none"> • Preliminary results regarding estuary: valuation in urban areas from a tourism recreational perspective. The Nahoon Estuary in East London, South Africa <i>R. Mihailescu</i> • Benefits on Human Health of Several Romanian Potato Varieties Riches in Antioxidants Used for Obtaining Valuable <i>C. L. Bădărău; A. Baci, L. Mike, C. Canja, V. Pădureanu</i> • Value co-destruction and regeneration of public value in Tourism Sector: an exploratory analysis in Italy and Turkey <i>P. Esposito, B. Simonetti and L. Ozturk</i> • Investment dynamics of tourism micro level firms...how to support local economic development? <i>R. Costa and C. Costa</i>
10:15 – 10:45	Coffee break
10:45 – 12:00	<p>SESSION 7: SUSTANABILITY AND TOURISM CHAIR: M. R. González-Rodríguez</p> <ul style="list-style-type: none"> • Tourist Vulnerability: Proposing an emic perspective <i>P. Wassler</i> • Overtourism and sustainability: a systematic review <i>S. Mele and G. Buccino</i> • Flow Experience of Scuba Divers: The Case of Kaş, Antalya <i>T. Albayrak and C. Cater</i> • Wine tourists as wine consumers: an application of Benford Law <i>R. Castellano and A. Rinaldi</i>
12:00 – 13:15	<p>SESSION 8: TOURISM DEVELOPMENT AND SUSTANABILITY CHAIR: B. Simonetti</p> <ul style="list-style-type: none"> • Economic size of Italian hotels: dynamics and prospects in the digital age. Trends from a quantitative analysis on balance-sheets. <i>P. Pavone</i> • Accessible tourism in Italy: state of the art and future prospects in the digital age <i>Migliaccio G.</i> • Residents' perceptions towards the impacts on tourism development, evaluation and effects: the case of Matera city destination <i>P. Malafronte, R. Micera and M. R. González-Rodríguez, P. Sarnacchiaro</i> • Economic-financial performance of Italian hotels: a ten-year macro-regional quantitative analysis and future prospects in the digital age <i>G. Migliaccio, S. Simonetti and P. Pavone</i>



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13:15 – 14:15	Lunch
14:15 – 15:30	SESSION 9: TOURISM, ECONOMIC AND SOCIAL IMPACT CHAIR: S. Sergio
	<ul style="list-style-type: none">• La trasparenza nei contratti del turismo organizzato <i>C. Boiti</i>• Il paesaggio ferroviario: tra rigenerazione e valorizzazione turistica <i>A. Quarto and A. Zollo</i>• International tourism and exchange rate: evidence from Italy <i>M. Pedrana and G. Traficante</i>• Local authorities and landing tax in Italy <i>S. Sergio</i>
15:30 – 16:15	FINAL GREETING