

**Proceedings of the**  
**5th International Conference on**  
**Tourism Research**  
**ICTR 2022**

**Hosted By**  
**The School of Hospitality and Tourism**  
**(ESHT)**  
**Polytechnic Institute of Porto**  
**Portugal**

**19-20 May 2022**

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## Preface

These proceedings represent the work of contributors to the 5<sup>th</sup> International Conference on Tourism Research (ICTR 2022), hosted by The School of Hospitality and Tourism, of Polytechnic Institute of Porto, Portugal on 19-20 May 2022. The Conference Co-Chairs are Prof. Cândida Silva, and Prof. Mónica Oliveira and the Programme Chair is Prof. Susana Silva, all from School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT/P.PORTO), Portugal.

ICTR is a well-established event on the academic research calendar and now in its 5<sup>th</sup> year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

The opening keynote presentation is given Dr. Luís Araújo, President of Turismo de Portugal on the topic of *Tourism: Time to act*. The second day of the conference will open with an address by Professor Marianna Sigala, University of Piraeus, Greece, who will talk about *Advertising Tourism During COVID-19: Marketization of compassion or re-setting tourism*.

With an initial submission of 128 abstracts, after the double blind, peer review process there are 57 Academic research papers, 7 PhD research papers, 3 Masters Research papers and 5 work-in-progress papers published in these Conference Proceedings. These papers represent research from Austria; Bulgaria; Canada; China; Cyprus; Czech; Finland; Greece; Ireland; Italy; Japan; Peru; Poland; Portugal; Romania; Slovakia; South Africa; Spain; Switzerland; Turkey; UAE; UK; USA; Vietnam.

We hope you enjoy the conference.

Prof. Cândida Silva, Prof. Mónica Oliveira and Prof. Susana Silva

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Portugal  
May 2022

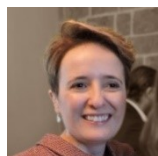
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## Biographies

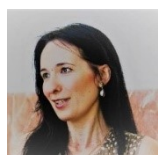
### Conference and Programme Chairs



**Cândida Silva** is a Professor of Technologies and Information Systems at School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT/P.PORTO), Portugal. President of Technical-Scientific Council and Head of International Relations of ESHT/P.PORTO and was Director of Department of Informatics and Mathematics of ESHT/P.PORTO. Her PhD was in Information Systems and Technologies, Master in Industrial Engineering, and a Degree in Computer Science Engineering, all by School of Engineering of University of Minho. Cândida is a principal researcher of CiTUR – Centre for Tourism Research, Development and Innovation. Researcher and a collaborator in the group of Information Systems and Technologies for the Transformation of Organizations and Society (ISTTOS) at the Algoritmi Centre of the University of Minho. She is an active member the organization committee of several national academic seminars and conferences, reviewer of several international conferences and journals, and has several scientific papers and communications.



**Mónica Oliveira** holds the title of Specialist in Hotel and Restaurant studies, Vice-President and professor at School of Hospitality and Tourism of the Polytechnic of Porto. She developed the training, coordination, educational guidance for Turismo de Portugal from 1998 to 2017 and was nominated by Turismo de Portugal to prepare their exams and be a member of the evaluation jury. She was also appointed as a representative of Turismo de Portugal for evaluation of the Final Assessment Tests of some Professional Courses in active service. Both her professional and research experience in Tourism and Hospitality since 1991, gives her the ability to critically analyse market needs and future trends.



**Susana Silva** is a full professor at School of Hospitality and Tourism of Polytechnic Institute of Porto (ESHT/P.PORTO), with master and PhD degrees in Psychology. She teaches in the degree and master courses of restaurant management, tourism, and hospitality. Currently, she is the President of Pedagogical Council and Head of Communication Office at ESHT/P.PORTO. Member of the Unit of eLearning and Pedagogical Innovation of P.PORTO (EIPP/P.PORTO) As researcher, she integrates as principal researcher CEOS.PP – Centre of organizational and social studies and as research collaborator CiTUR – Centre for Tourism Research, Development and Innovation. Her research interests are in the field of social sustainability, human resources management, leadership, communication, hard and soft skills, research methodologies, customer behaviour applied to the field of tourism and hospitality. She has been member of the organization and scientific committee of several national and international academic seminars and conferences, and has several scientific papers and communications.

### Keynote Speakers



**Luis Araújo** has been the President of Turismo de Portugal (Portuguese National Tourism Authority) since February 2016. He is also President of ETC – European Travel Commission, a role he took on in September 2020 and President of NEST – Tourism Innovation Center in Portugal. He has a background in Law, and he started his career in the Legal Department of the Pestana Group. He has worked both with the Pestana Group and held roles on their boards specializing in Hispanic America hotels operations (Argentina, Venezuela, Colombia and Cuba) for many years. He served the Portuguese Government as Head of the Cabinet of the Portuguese Secretary of State for Tourism between 2005 and 2007.



**Marianna Sigala** is a Professor at the University of Piraeus, Greece. She previously held the position of the Professor of Tourism and the Director of the Centre for Tourism & Leisure Management at the University of South Australia (2015 – 2021). She has also been an academic staff at the University of Strathclyde and Westminster University (UK), and the University of the Aegean (Greece). Her academic credentials are combined with her professional experience in the tourism industry. Her interests include services and experience management, Information and Communication Technologies (ICT) in tourism and hospitality, as well as wine tourism. She is a widely published and multi-awarded authority: nine books, numerous papers in academic journals, and (keynote) presentations in international conferences.

### **Mini Track Chairs**



**Daniel Binder** studied Health Management in Tourism and teaches in German and English as a senior lecturer at FH JOANNEUM University of Applied Sciences in the fields of marketing, tourism research, destination development as well as communication and digitalization. His responsibilities also include the development of study programs and the management of research projects in (health-)tourism education and training, and (digital-)tourism research.



**Ana Caldeira** holds a PhD in Tourism from the University of Aveiro and is an Assistant Professor at the Department of Geography and Tourism, University of Coimbra. Her research focuses on spatiotemporal tourist behaviour and on the management of tourist experiences in heritage attractions and urban destinations. She coordinated the "Evaluation study of the implementation of the Action Programmes of PROVERE in the Centro Region (2016-2018)" and currently integrates the research teams of the FCT project "TWINE - Co-creating sustainable Tourism & WINE Experiences in rural areas".



**Fernanda A. Ferreira** is a full Professor at the School of Hospitality and Tourism of Polytechnic of Porto, Portugal. She is Director of the Department of Information Systems and Mathematics. She holds a M.Sc. (in 2002), and a PhD in Applied Mathematics from the University of Porto (in 2007). A researcher and coordinator of UNIAG (Applied Management Research Unit, since 2013), her publications, more than 120, cover her main research interest areas Tourism Research, Hospitality Management, Industrial Organization, and Operational Research. (ORCID ID: [orcid.org/0000-0002-1335-7821](https://orcid.org/0000-0002-1335-7821)).



**Carlos Cardoso Ferreira**, PhD in Geography (Regional and Local Planning) from the University of Lisbon. He is assistant Professor in the Department of Geography and Tourism, University of Coimbra, Portugal. He has coordinated several national and international projects, on tourism in coastal areas; social tourism; territorial and tourism planning and development. He is a member of the Alliance on Training and Research in Social and Fair Tourism. His research interests include geography(s) of tourism; social and inclusive tourism; regional and local planning and development; tourism analytics.



**Malgorzata Lesniak-Johann** is a social-economic geographer and an environmentalist. Her dissertation was on "The Competitiveness of Polish – German Borderland". Currently She is working at University of Business in Wroclaw Poland (Assistant Professor, Chair of Tourism and Recreation). She's responsible for teaching students in the field of political and economic aspects of tourism development in regions. She cooperates with many NGO-s and Local Governments from The Lower Silesian Region supporting them with professional analysis and participating in the common projects. Malgorzata has written four

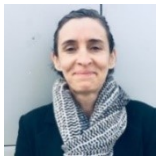
books and many papers on relation on Polish-German Borderland and tourism as a development factor of regions.



**Jorge Marques** is Assistant Professor at the University Portucalense (UPT), researcher at REMIT - Research in Economics, Management and Information Technologies and CEGOT - Centre of Studies on Geography and Spatial Planning. He holds a PhD in Tourism, Leisure and Culture, from the University of Coimbra (Portugal). Over the last few years, he has developed research in the area of events, more specifically in the area of business events (Business Tourism)



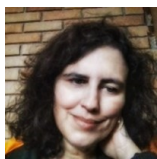
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