

8th International Conference on Tourism Research ICTR 2025 Physical Timetable 24th - 25th April 2025 JAMK University of Applied Science, Jyväskylä, Finland This Programme is in local time UTC+3	
Address: JAMK University of Applied Science, Lutakko Campus, Dynamo Building, Piippukatu 2, 40100 Jyväskylä, Finland	
Wednesday 23 April 2025	
15:15	City Walking Tour - from JAMK University (15:15 Please see Joining Instructions to register)
18:00	Pre-conference Registration and Welcome Drinks (until 19:00) Original Sokos Hotel Address: Hannikaisenkatu 35, 40100 Jyväskylä, Finland
Thursday 24th April 2025	
08:30	Conference Registration and coffee
09:00	Room Dynamo Auditorium (D110) Welcome and Opening of the Conference: Dr Anne Eskola Director of Jamk School of Business Dr Minna Tunkkari-Eskelinen, Jamk University of Applied Sciences
09:20	Keynote Presentation: Prof. Stefan Baumeister University of Jyväskylä, School of Business and Economics <i>The Role of Transportation in Sustainable Tourism</i>
10:05	Conference splits into streams
	Room Dynamo Auditorium (D110) Stream A: Tourism as a Business Chair: Elisabete Nogueira
	Room D206 Stream B: Event and Experience Tourism Chair: Minna Tunkkari-Eskelinen,
10:20	Industrial Tourism in Small and Medium-Sized Industrial Enterprises: Challenges and Opportunities Zulmira Montenegro , Jorge Marques , Universidade Portucalense Infante D. Henrique, Portugal and Cristina Sousa , Iscte – Instituto Universitário de Lisboa, Portugal
	The Role of Film Festivals in Promoting Cultural Identity of Tourism Destinations Alexandra Lavaredas , Dora Gomes , Franciso Dias and Paulo Almeida , Instituto Politécnico de Leiria, Portugal
10:40	The Stakeholders of Voluntourism, Community-Based Tourism, and Regenerative Tourism: An Integrated Framework Minna Tunkkari-Eskelinen and Rositsa Röntynen , Jamk University of Applied Sciences, Finland
	Enhancing Event Quality through Mystery Shopping: Integrating Theoretical and Practical Perspectives Johanna Heinonen and Maria Murto LAB University of Applied Sciences & University of Eastern Finland, Joensuu, Finland
11:00	Action Research Relevance in Service Design Process of Tourism SMEs Minna Tunkkari-Eskelinen and Susanna Nuijanmaa , Jamk University of Applied Sciences, Finland (Presentation)
	Driving transformation: Increasing Customers' Willingness to pay in Transformative Travel Services Henri Karppinen , LAB University of Applied Sciences, Lappeenranta, Finland and Katja Pasanen , University of Eastern Finland, Finland
11:20	Participatory Governance: Providing Tools for Local Communities to Engage in Tourism Management Patricia Esteves , Dora Gomes , Alexandra Lavaredas , and Paulo Almeida , Polytechnic University of Leiria, Portugal/Projeto FAST – Agenda ATT – PRR, Portugal
	Sense of Humour and its Effects on Great Britain's Destination Image Fatemeh Mohamadi , University of Greenwich, London, United Kingdom (Presentation)
11:40	NewStart: Enhancing Tourism with Smart Self-Assessment & Collaboration Imants Zaremba , Lienite Litavniece and Sergejs Kodors , Rezekne Academy of Technologies, Latvia (Presentation)
	Assessing the Impacts of Climate Change on Ski Tourism Hamed Kia Shemshaki and Robert Steiger University of Innsbruck, Innsbruck, Austria, Estela Farias Torbidoni , University of Lleida, Spain (Presentation)
12:00	<i>Lunch</i>
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	Room Dynamo Auditorium (D110) Stream A: Mini Track on Sustainable Tourism and the Circular Economy Chair: Johanna Heinonen
13:00	Dynamic Pricing and Seasonality: Insights From Short-Term Rental Market. Patricio Torres , Pablo Torres , UNIACC, Chile, Esnil Guevara , Universidad Finis Terrae, Chile and Frida Carpio , Universidad Autónoma de Guerrero, México
13:20	Exploring Sustainable Tourism Research Trends: A Literature Review of the Last Decade Elisabete Nogueira and Zulmira Montenegro , Portucalense University, Portugal
13:40	Sustainability of Transformative Tourism Companies; Entrepreneurs' Perspective Minna Tunkkari-Eskelinen and Riitta Koivisto , Jamk University of Applied Sciences, Finland (Presentation)
14:00	Virtual Reality for Responsible Tourism: A Case Study of Jordan's Coral Reef Anita Andziak , Swiss School and Business Management Geneve, Geneve, Switzerland
14:20	Evaluating Current Development and Future Prospects of Agritourism in the Case of Cyprus Stelios Marneros , Cyprus University of Technology, Paphos, Cyprus, Andreas Efstathiades , Nikolaos Boukas and George Papageorgiou European University, Cyprus
14:40	Resource Efficiency and Emission Reduction in Hotels: The Role of Supply Chains – A Systematic Literature Review Sahar Attari and James Hanrahan , ATU Sligo, Ireland (Presentation)
15:00	<i>Refreshments</i>
	Room Dynamo Auditorium (D110) Stream B: The Tourist's Experience Chair: Alexandra Lavaredas
15:20	Memorable Tourism Experience in Hot-Air Ballooning: Its Antecedents and Consequences Yusuf Dündar , Selçuk University, Konya, Türkiye, Cemal Ersin Silik , Ankara Hacı Bayram Veli University and İsa Yayla , Ministry of Culture and Tourism, Türkiye
15:40	Understanding Tourist Experience in Mountain Hotel Accommodation: A Qualitative Assessment of Online Reviews Mehlika Sarac and Çagatan Taskin , Bursa Uludag University, Turkey
16:00	The Influence of Product Placement on Luxury Tourism: An S-O-R Model Approach Anh Dao Kim , Faculty of Management and Economic, Tomas Bata University in Zlin, Czech Republic, Duc Sinh Hoang , International University, National University of Vietnam, Vietnam
16:20	South African Domestic Tourists and Local Foods: Measuring the Four Dimensions of the Experience Economy Hennie Fisher , Gerrie Du Rand , Richard Hay and Zelmari Coetzee , University of Pretoria, South Africa
16:40	Factors influencing Vietnamese Consumers' Decisions Regarding Green Hotels Nga Ha and Hung Truong , Pham Minh Thu Nguyen Tomas Bata University in Zlin, Czech, Czechia
	<i>Close of Conference</i>
19:30	Conference Dinner Sataman Viilu, Satamakatu 10, 40100 Jyväskylä

	Friday 25th April 2025
09:00	Opening Messages Dynamo Auditorium (D110)
09:05	Keynote Presentation: Dr Mari Partanen, Jamk University of Applied Sciences <i>Social Innovations for Inclusive Development in Tourism</i>
09:50	Introduction to ICTR 2026
10:00	Poster Presentations
10:30	Conference splits into streams
	Room Dynamo Auditorium (D110) Stream A: Tourism Research Chair: Henri Karppinen
10:40	The Profile of the Finnish Rural Tourism Developer: An Unexplored Realm Rositsa Röntynen , Jamk University of Applied Sciences, Jyväskylä
11:00	A Model for Monthly, Local Level Airbnb Changes Using Public Dataset Youngjun Park and Dongman Lee , Korea Advanced Institute of Science and Technology, South Korea, Jisun An , Indiana University Bloomington, United States
11:20	Visitor Motives at Alvar Aalto's Architectural Sites Anne-Maija Malmisalo-Lensu , : University of Jyväskylä, Jyväskylä, Finland.(Presentation)
11:40	Looking at Two Decades of Online Travel Agency (OTA) Research: A Bibliometric Approach Kamran Nazmabadi , University of Guelph, Guelph, Ontario, Canada
12:00	Lunch
	Room Dynamo Auditorium (D110) Stream A: Health Tourism and Security Issues Chair: Hennie Fisher
12:45	Development of Health Tourism Promotion: The Case of Kvarner Health Tourism Cluster Hrvoje Jakopović , University of Zagreb, Daniel Zadro and Andrija Petar Bošnjak , University of Rijeka, Croatia
13:05	The Critical Role of Cybersecurity Education in Health Tourism Jyri Rajamäki , Paulinus Ofem , Annika Kallio and Miia Vakkuri Laurea University of Applied Sciences, Espoo, Finland
13:25	Butterfly Effect Shaping the Tourism Ecosystem: A Case Study of Border Security and Tourism from Strandzha Nature Park Rositsa Röntynen and Snezhanka Ovcharova , Varna Free University "Chernorizets Hrabar", Bulgaria
13:45	Award of the best poster Summary of the Conference
14:00	Close of Conference
19:00	Finnish Sauna Evening arranged by JAMK University (19:00)
	Poster Presentations
	<i>Posters will be presented on Friday morning during the coffee break. Please bring your posters to the registration desk on arrival and it will be displayed for you.</i>
	Physical Posters
	An Aromatic Success: The Scent of Sustainable Tourism with Women Entrepreneurs Fatih Varol , Yusuf Dündar , Hasan Suat Aksu , Selçuk University, Türkiye and Hasan Tahsin Kavlak, Sinop University, Türkiye
	Adopting Social Media Influencers in Boutique Hotel Marketing - A Case Study Norman Au and Hailey Shin , School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong
	Invited Posters
	SatisTour: A Digital Tool for Sustainable and Participatory Tourism Governance Patricia Esteves , Alexandra Lavaredas, Fransisco Dias and Paulo Almeida Institut Polytechnique of Leiria, CiTUR, Portugal
	Digital Tools to support Sustainability in Tourism Alexandra Lavaredas , Patricia Esteves , Fransisco Dias and Paulo Almeida , Institut Polytechnique of Leiria, CITUR, Portugal

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16:40	Close of Conference Day		

	Friday 25th April 2025
08:45	Zoom Room 1 opens
09:05	Keynote Presentation: Dr Mari Partanen, Jamk University of Applied Sciences Social Innovations for Inclusive Development in Tourism
09:50	Introduction to ICTR 2026
10:00	Break
	Zoom Room 1 Stream A: Tourism and Hospitality Chair: Alexandra Correia
10:10	When Destination Narratives Promote Visit Intention Luísa Augusto , Sara Santos , Sónia Ferreira , Polytechnic Institute of Viseu, Portugal and Pedro Espírito Santo , Polytechnic Institute of Leiria, Portugal
10:30	The TourX Project Visit to China: A Comprehensive Study on Tourist Perceptions Manuel Au-Yong-Oliveira, University of Aveiro, Aveiro, Portugal, Antonio Gennarelli, EVBB - the European Association of Institutes for Vocational Training, Brussels, Belgium, Roger Heinzel, DEHOGA Brandenburg, Germany, Emanuela Vizzarro, ENAIP, Veneto, Italy and Frederico Branco, UTAD, Vila Real, Portugal
10:50	Green Leadership, Motivation, Commitment and Performance in the Operational Teams of the Portuguese Hospitality Industry Raquel Moura , Carlos Rouco , and Mafalda Patuleia , Lusófona University, Portugal
11:10	Circular Economy in the Restaurant Sector: Do Practices Go Hand in Hand? Susana Silva , António Melo , Daniel Azevedo , CiTUR, ESHT, Instituto Politécnico do Porto, and Goretti Silva , Escola Superior de Tecnologia e Gestão - Politécnico de Viana do Castelo - CiTUR, Portugal
11:30	Break
	Zoom Room 1 Stream A: Poster Session Chair: Michaele Deonarain
11:45	Exploring the Role of Rural Tourism in Sustainable Economic Development: A Marketing Perspective Kelly La Venture, Bemidji State University, Bemidji, United States (Work in Progress) Tourism Through Pop Culture: A Conceptual Model Rooted in Japanese Cultural Events Filipe Segurado Severino , Escola Superior de Hotelaria e Turismo do Estoril; CiTUR - Center for Tourism Research, Development, and Innovation; RESILIENCE - Center for Regional Resilience and Sustainability, Estoril, Portugal Pollution Tourism: A Memory to Preserve or a Past to Consume? Koon Murakami, University of Nagasaki, Japan (invited poster) A Chatbot for Quality Tourism: A Case Study of the Venice Carnival Annunziata de Felice, University of Bari Aldo Moro, Bari, Italy and Angelamaria De Feo, Telematic University Pegaso, Italy (invited poster) Exploring the Cultural Value of Ecosystem Services in Uninhabited Island Environments: Tourism in Ballestas Islands, Peru Cecilia Rivas Medina, Melbourne Polytechnic, Victoria, Australia and Sandra Cherro Osorio, Universidad Peruana de Ciencias Aplicadas, Peru (invited poster) The Positive Effects of Medical Tourism: Ethical and Anticipated Ethical Issues Richard Wilson, Towson University, USA
12:15	Close of Conference