



**CBTS 2024**  
**Breda, Netherlands**  
**23-26 June 2024**

**DRAFT Programme**



## **Sunday, 23 June 2024**

18.00 Welcome reception and registration - for all delegates to meet while enjoying a drink and snack

*Streetfood Club*

## **Monday, 24 June 2024**

8.30 Registration with coffee

*Horizon Big Atrium*

9.30 Opening  
Oswin Maurer - Free University of Bolzano, Italy  
Corné Dijkman - Breda University of Applied Sciences

*Horizon Chapel*

10.00 Keynote presentation  
Gabby Walters - University of Queensland, Australia  
Responsible Tourism: Why we need a consumer driven approach and what we still need to know

*Horizon Chapel*

10.45 Q&A

Chair: Corné Dijkman

11.15 Coffee Break

*Horizon Big Atrium*

## 11.45 Workshop Session 1

|              | <b>Session 1A</b>   | <b>Session 1B</b>   | <b>Session 1C</b>   |
|--------------|---|---|---|
|              | <b>Methodology 1</b>  | <b>Ethnography and Critical Destinations</b>  | <b>Consumer Behaviour 1</b>   |
| <b>Room</b>  | <b>Horizon Hn0.002</b>  | <b>Horizon Hn0.003</b>  | <b>Horizon Hn0.006</b>  |
| <b>Chair</b> | <i>Erdoğan Çakmak</i>   | <i>Zeynep Calkan</i>  | <i>Oswin Maurer</i>   |
| 11.45        | <b>Ondrej Mitas</b>   | <b>Rokhshad Tavakoli, Paolo Mura</b>  | <b>Samudika Madhushani Perera Weliweriyage</b>                              |
|              | The future of questionnaire research in tourism   | An Ethnography Study of the Iranian Experience of the Visa Policies                               | Understanding the Sustainable Mobility Behaviours of Mountain Bike Tourists |
| 12.15        | <b>Ganna V Demydyuk, Rahul Pratap Singh Kaurav</b>  | <b>Hamideh Shahidi</b>  | <b>Luisa Ehrenzeller, Emanuele Mele, Magali Dubosson, Roland Schegg</b>     |
|              | Beyond the Stars: Unveiling Inconsistencies in Hotel Ratings Through Text Mining Analysis | Understanding Iran's European Cultural Tourists' Decision-Making Process After Iran's 2022 crisis | Aligning Luxury and Sustainability: Insights from Swiss 5-Star Hotel Guests |

## 12.45 Lunch

*Horizon Big Atrium*

## 13.45 Workshop Session 2

|              | <b>Session 2A</b>   | <b>Session 2B</b>  | <b>Session 2C</b>  |
|--------------|---|--|--|
|              | <b>Food, Wine and Dining</b>  | <b>Sustainability and Economics</b>  | <b>Consumer Behaviour 2</b>  |
| <b>Room</b>  | <b>Horizon Hn0.002</b>  | <b>Horizon Hn0.003</b>   | <b>Horizon Hn0.006</b>   |
| <b>Chair</b> | <i>Ondrej Mitas</i>   | <i>Rami Isaac</i>  | <i>Oswin Maurer</i>  |
| 13.45        | <b>Marie Nowak</b>  | <b>Ziqi Yu, Ziqi Wang</b>  | Reshma Sucheran  |
|              | Influencing Pro-Environmental Food Choices in Restaurants: A Field Experiment on Endorsed Environmental Appeals | Place attachment effect on Anime Pilgrims' tourist Pro-Environmental Behavior                    | A Science Mapping of Sustainable Tourism Consumer Behavior: Historical Analysis and Future Research Directions |
| 14.15        | <b>Elisabeth Kastenholtz, Maria João Carneiro, Celeste Eusébio</b>  | <b>Snjezana Boranic Zivoder, Nora Mustać; Izidora Marković Vukadin</b>                           | <b>Hiroki Kamata, Wataru Uehara</b>  |
|              | Diversity in sustainable travel behavior amongst wine route visitors  | Applications of Behavioural Economics in Tourism: Insights and Policy Consideration from Croatia | Motivation for revisit behaviour in tourism  |
| 14.45        | <b>Ziqi Wang, Ziqi Yu</b>   |  |  |
|              | A Bite of Green Star in Macao: Consumers' Experience among Eco-branding dining                                  |  |  |

15.15 Coffee Break

*Horizon Big Atrium*

15.45 Workshop Session 3

|              | <b>Session 3A</b>   | <b>Session 3B</b>   | <b>Session 3C</b>   |
|--------------|---|---|---|
|              | <b>Valuing Holidays</b>   | <b>Mental Health, Quality of Life and Special Needs</b>   | <b>Innovation and Adoption</b>  |
| <b>Room</b>  | <b>Horizon Hn0.002</b>  | <b>Horizon Hn0.003</b>  | <b>Horizon Hn0.006</b>  |
| <b>Chair</b> | <i>Erdoğan Çakmak</i>   | <i>Zeynep Calkan</i>  | <i>Ondrej Mitas</i>   |
| 15.45        | <b>Erose Sthapit, Brian Garrod, Matthew J. Stone, Peter Björk, Hanqun Song</b>          | <b>Celeste Eusébio, Maria João Carneiro, Elisabeth Kastenholz</b>   | Claudia Cozzio, Francisco Javier Santos Arteaga, <b>Oswin Maurer</b>                        |
|              | Towards a better understanding of value co-destruction: Tourism and hospitality context | Heterogeneity in travel behavior of people with special needs: a segmentation approach                              | AI perspectives across hierarchy: Navigating adoption challenges in the hotel industry      |
| 16.15        | <b>Linda Osti, Lorenzo Masiero, Gianluca goffi</b>                                      | <b>Maria João Carneiro, Celeste Eusébio, Elisabeth Kastenholz, Joana Lima, Maria do Rosário Borges, Jaime Serra</b> | <b>Hannes Antonschmidt, Henning Kreis, Ms Phuong Minh Phung</b>                             |
|              | The home-holiday behavioural gap. Are LOHAS tourists walking their "daily life-talk"?   | Heterogeneity of impacts of social tourism programs on seniors' quality of life                                     | Sustainability innovation (non-)adoption in hospitality: A managerial cognition perspective |

Informal Dinner - delegates can group to have dinner (at own expense)

Suggestions on restaurants, which are open on the Monday evening, can be found behind the QR code

## Tuesday, 25 June 2024

9.00 Registration for students PhD Seminar with coffee

**Horizon Big Atrium**

9.15 CBTS-ATLAS PhD Seminar  
Sustainability transformations in leisure and tourism  
PhD Chairs: Ioanna Farsari, Oswin Maurer, Tara Duncan  
For registered PhD students only

**Horizon Hn2.018**

11.15 Coffee Break  
Registration for all CBTS delegates

**Horizon Big Atrium**

11.45 Workshop Session 4

|              | <b>Session 4A</b>   | <b>Session 4B</b>      | <b>Session 4C</b>  | <b>CBTS-ATLAS PhD Seminar</b>                                |
|--------------|---|------------------------|--|--|
|              | <b>Methodology 2</b>  |                        | <b>Consumer Behaviour 3</b>  | <b>Sustainability transformations in leisure and tourism</b> |
| <b>Room</b>  | <b>Horizon Hn0.002</b>  | <b>Horizon Hn0.003</b> | <b>Horizon Hn0.006</b>   | <b>Horizon Hn2.018</b>                                       |
| <b>Chair</b> | <i>Elisabeth Kastenholz</i>   |                        | <i>Linda Osti</i>  | <b>Ioanna Farsari, Oswin Maurer, Tara Duncan</b>             |
| 11.45        | <b>Ariadna Gassiot Melian</b>   |                        | <b>Ganna V Demydyuk</b> , Henrik Vejlggaard, Rahul Pratap Singh Kaurav   | For registered PhD students only                             |
|              | Tourism for all – Understanding the role of constraints from a text-mining approach |                        | "Have a Magic Trip": Examining the Role of Social Rituals in Sustaining Passenger Satisfaction with Disney Cruise Line |  |
| 12.15        | <b>Elizabeth Cooper</b>   |                        | <b>Luisa Ehrenzeller</b>   |  |
|              | The paradox of the nature-motivation in tourism: towards a deeper understanding     |                        | Perception Of Sustainable Tourism: How Do Consumers Themselves Define Sustainable Tourism?                             |  |

12.45 Lunch

**Horizon Big Atrium**

13.45 Workshop Session 5

|              | <b>Session 5A</b>      | <b>Session 5B</b>   | <b>Session 5C</b>  | <b>CBTS-ATLAS PhD Seminar</b>                                |
|--------------|------------------------|---|--|--|
|              |                        | <b>Urban Impacts</b>  | <b>Sustainability and Economic Impact</b>  | <b>Sustainability transformations in leisure and tourism</b> |
| <b>Room</b>  | <b>Horizon Hn0.002</b> | <b>Horizon Hn0.003</b>  | <b>Horizon Hn0.006</b>   | <b>Horizon Hn2.018</b>                                       |
| <b>Chair</b> |                        | <i>Rami Isaac</i>   | <i>Linda Osti</i>  | <b>Ioanna Farsari, Oswin Maurer, Tara Duncan</b>             |
| 13.45        |                        | <b>Judit Zoltan</b>   | <b>Marit Gundersen Engeset, Anne Köchling, Kåre Sandvik, Sabrina Seeler</b>                            | For registered PhD students only                             |
|              |                        | The effect of urban requalification on tourists' perception and behaviour | Factors influencing tourists' willingness to sacrifice for reduced CO2 emissions from transportation   |  |
| 14.15        |                        | <b>Hilal Erkus, Pieter Terhorst</b>                                       | <b>Xueying Li</b>  |  |
|              |                        | Regional Economic Resilience and Climate Imaginaries for Tourism Cities   | Tourism Destination Pricing Governance: Configurations, Performance, Sustainable Competitive Advantage |  |

14.45 Coffee Break

**Horizon Big Atrium**

15.15 Keynote Presentation

Hai Nguyen - University of Greenwich, United Kingdom  
Empowering Local Cultures in Sustainable Tourist Behaviour

**Horizon Chapel**

16.00 Q&A  
Closing

Chair: Oswin Maurer

19.00 Conference Dinner

**The Boathouse**



CBTS

CBTS - ATLAS

Industry Day

Powered by CELTH



SUSTAINABILITY TRANSFORMATIONS IN TOURISM & LEISURE

BREDA NETHERLANDS

WEDNESDAY 26 JUNE 2024



### Wednesday, 26 June 2024

9.00 Registration with coffee

*Horizon Big Atrium*

9.30 Opening

Jorrit Snijder - Breda University of Applied Sciences

Hildegard Assies - Breda Marketing

Menno Stokman - CELTH

Tara Duncan - ATLAS

Chairman of the day: Rens de Jong

*Horizon Chapel*

9.45 Keynote presentation

Frank Radstake - ANVR - Dutch Association of Travel Agents and Tour Operators

On our way to a future-proof travel industry!

10.15 Keynote presentation

Jos Vranken - NBTC - Netherlands Board of Tourism and Conventions

Transition in progress...

10.45 Q&A

11.00 Coffee break

*Horizon Big Atrium*

11.30 **Industry Sessions**

|              | <i>Industry Workshop 1</i>  | <i>Industry Workshop 2</i>                              | <i>Industry Workshop 3</i>   | <i>Industry Workshop 4</i>                                | <i>Industry Workshop 5</i>  | <i>Industry Workshop 6</i>                                | <i>Industry Workshop 7</i>  | <i>Industry Workshop 8</i>             |
|--------------|---|---|--|---|---|---|---|--|
|              | <i>Measuring resident benefits: Exploration of indicators and methodologies</i> | <i>Human capital: Opportunity or biggest challenge?</i> | <i>From Vision to Strategy: operationalizing the Sustainability Vision of the Dutch Outbound Travel Industry</i> | <i>Influence your stakeholders with Behavioral Design</i> | <i>Combining business experience with research insights: paving the way for sustainable tourism in co-creation with consumers</i> | <i>AI-powered recommenders as a cure for overtourism?</i> | <i>City marketing; the strategy behind offline and online platforms</i> | <i>Future of conference organising</i> |
| <b>Room</b>  | <i>Horizon Chapel</i>   | <i>Frontier Fe1.019</i>                                 | <i>Frontier Fe1.020</i>  | <i>Frontier Fe1.023</i>                                   | <i>Frontier Fe1.027</i>   | <i>Frontier Fe1.028</i>                                   | <i>Frontier Fe1.29</i>  | <i>Frontier Fe1.30</i>                 |
| <b>Chair</b> | <i>Jeroen Klijs, Elisa van den Heuvel, Simon Witt</i>                           | <i>Lobke Elbers, Simone Romijn</i>                      | <i>Ko Koens</i>  | <i>Peter Verheijde, Thirza Schaap</i>                     | <i>Stefan Schaap, Chris Barhorst</i>  | <i>Ondrej Mitas, Rajneesh Badal, Jelena Farkic</i>        | <i>Joyce Wijnen</i>   | <i>Tara Duncan</i>                     |
| 11.30        |   | <b>Round 1 - 40 minutes</b>                             | <b>Round 1 - 40 minutes</b>  | <b>Round 1 - 40 minutes</b>                               | <b>Round 1 - 40 minutes</b>   | <b>Round 1 - 40 minutes</b>                               | <b>Round 1 - 40 minutes</b>   | <b>Round 1 - 40 minutes</b>            |
|              | <b>90 minutes</b>   |   |  |   |   |   |   |  |
| 12.15        |   | <b>Round 2 - 40 minutes</b>                             | <b>Round 2 - 40 minutes</b>  | <b>Round 2 - 40 minutes</b>                               | <b>Round 2 - 40 minutes</b>   | <b>Round 2 - 40 minutes</b>                               | <b>Round 2 - 40 minutes</b>   | <b>Round 2 - 40 minutes</b>            |

13.00 Lunch

*Horizon Big Atrium*

14.00 Panel Discussion  
Moderator: Rens de Jong

*Horizon Chapel*

14.00 Destinations perspective  
Jos Vranken - Director Netherlands Bureau for Tourism & Congresses  
Jeroen Klijs - CELTH / Breda University; professor of Societal Impacts of Tourism  
Ionna Farsari - Associate professor in Tourism Studies at Dalarna University Sweden

14.30 Travel Industry perspective  
Floor Bregman - Sustainability manager of tour operator Corendon, the Netherlands  
Frank Radstake - Director of Dutch Association of Travel Agents and Tour Operators  
Ko Koens - Professor of New Urban Tourism; CELTH / InHolland University of Applied Sciences  
Jim Butcher - Senior researcher in political and cultural issues of mass tourism, Canterbury Christ Church University, UK

15.00 Network reception

*Horizon Big Atrium*

19.00 Social Program  
Story Train / Blind Wall Galleries  
OPTIONAL