

**ATLAS SIG Business Tourism Conference**  
**Business Tourism, Sustainability, Health and Wellness**  
**Valencia, Spain**  
**November 25-27, 2024**



**Provisional Program**  
(Version 2024-11-25)

**The address of the conference venue is:**

Universidad Europea de Valencia  
Campus Turia  
C/Guillem de Castro, 175  
46008 Valencia

<https://maps.app.goo.gl/1c6XHcveRM9VeQBK9>

Telephone: +34 961043883

**Monday November 25<sup>th</sup>, 2024**

17.00      Welcome Reception  
                 Chapel of the Campus Turia Building

## Tuesday November 26<sup>th</sup>, 2024

9.30 Registration

10.00 Welcome to Universidad Europea de Valencia  
Room VG26  
Chair of the day: Rob Davidson

10.15 Keynote Speech  
Jorge Treceño Pachón – Legacy Manager, Madrid Convention Bureau

11.00 Coffee Break – VG14

11.30 **Workshop Session 1: Health – Wellness – Business Tourism Destinations**

Room: VG26

Workshop Chair: Joan MacLatchie

11.30 Zahed Ghaderi; Rufaida Al Rawahi

MICE business tourism and health-related risks in Oman

12.00 Kitti Boros

The Role of Tourism Destination in Shaping Decision-Making Process Among Conference Participants

12.30 Natan Uriely; Orit Unger

The role of tourism in shaping the business trip experience

13.00 Lunch – VG14

14.00	<b>Workshop Session 2: Luxury Hotels – Health – Wellness</b>
	Room: VG18
	Workshop Chair: Eran Ketter
14.00	Melanie Smith
	Healthy Hotels: Gimmick or Business Development Option?
14.30	Ivana Rihova; Sneha Pandey; Jane Ali-Knight
	The role of wellness activities in transformative business events design and programming

15.00 Coffee Break – VG14

15.30	<b>Workshop Session 3: Green – Sustainability</b>
	Room: VG18
	Workshop Chair: Sasi Gangiah
15.30	Rufaida AlRawahi; Zahed Ghaderi
	Green Business Tourism: A Framework for Sustainable Practices in Oman's Business Tourism
16.00	María Jesús Gadea Moya
	Tourism, Startups and Sustainability: A Systematic Literature Review

16.30 Keynote Speech – VG18  
 Adem Braco Suljic – Co-Founder and Director of MEETEX, Croatia  
 Managing a national trade show for the meetings industry: the case of MEETEX, Croatia

17.00 Excursion to the City of Arts and Sciences

20.00 Conference Dinner  
 Rocalla Restaurant  
 Av. de l'Institut Obrer de València, nº20, Quatre Carreres, 46013 València  
<https://maps.app.goo.gl/5uqgMpcfjBs5s33e9>

## Wednesday November 27<sup>th</sup>, 2024

10.00 Opening second conference day at Universidad Europea de Valencia  
Room VG26  
Chair of the day: Rob Davidson

10.15 Keynote Speech  
Antonio Hermosilla – CEO, Global Destination Management DMC, Barcelona

11.00 Coffee Break – VG13

11.30	<b>Workshop Session 4: Work – Teleworking – Workcation</b>
	Room: VG26
	Workshop Chair: Katrin Stefandottir
11.30	Jose Tomas Arnau Dominguez; Vanessa Perez Rodriguez; Maria Sanchez de Mora Vidal
	Quiet vacationing and teleworking: analysis of the impact on the well-being and productivity of millennial and Z generations
12.00	Krzysztof Cieslikowski
	City break as an attractive product of cities for business travelers
12.30	Andrew Kirby; Rob Davidson
	The use of football stadia as venues for meetings and conferences – the case of the United Kingdom

13.00 Lunch – VG13

14.00	<b>Workshop Session 5: Trends – Innovations</b>
	Room: VG30
	Workshop Chair: Krzysztof Cieslikowski
14.00	Esther Binkhorst
	Revolutionizing Accessible Business Tourism Through Universal Design and IoT Wayfinding
14.30	Eran Ketter
	The Next Generation of Business Tourism: Gen Z's Business Travel Trends
15.00	Hyeon Jin Lee
	Martial arts tourism: Systematic literature review on study trends and impact of martial arts events

15.30 Coffee Break – VG13

16.00	<b>Workshop Session 6: Entrepreneurs – Small Businesses – Conferences</b>
	Room: VG30
	Workshop Chair: Melanie Smith
16.00	Sasi Gangiah
	Advancing Flavours of Africa at Global Events and its Influence on Entrepreneurship
16.30	Katrin Stefansdottir
	Internal and external influences on individual conference attendees' outcomes
17.00	Joan McLatchie; Katrin Stefansdottir; Rob Davidson
	Academic conferences attendees' decision-making process and perception of return on investment

Closing  
**Rob Davidson** - MICE Knowledge