



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

Book of abstracts

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ATLAS Business Tourism

CONFERENCE

**BUSINESS TOURISM,
SUSTAINABILITY,
HEALTH AND WELLNESS**

Valencia, Spain

November 25-27, 2024



**Universidad
Europea VALENCIA**

VALENCIA

**Convention
Bureau**

Contents

CONTENTS	2
INTRODUCTION	4
KEYNOTE PRESENTERS.....	5
Antonio Hermosilla	
Jorge Treceño Pachón	
Adem Braco Suljić	
BIOSKETCHES	7
ABSTRACTS.....	11
Green Business Tourism: A Framework for Sustainable Practices in Oman's Business Tourism.....	11
Rufaida AlRawahi	
Zahed Ghaderi	
Quiet vacationing and teleworking: analysis of the impact on the well-being and productivity of millennial and Z generations	12
Jose Tomas Arnau Dominguez	
Vanessa Perez Rodriguez	
Maria Sanchez de Mora Vidal	
Revolutionizing Accessible Business Tourism Through Universal Design and IoT Wayfinding	12
Esther Binkhorst	
The Role of Tourism Destination in Shaping Decision-Making Process Among Conference Participants.....	13
Kitti Boros	
City break as an attractive product of cities for business travelers.....	14
Krzysztof Cieslikowski	
Tourism, Sustainability and Startups: A Systematic Literature Review	14
María Jesús Gadea Moya	
Ana Blasco Ruiz	
Francisco Javier Ribal Sanchis	
Advancing Flavours of Africa at Global Events and its Influence on Entrepreneurship ...	15
Sasi Gangiah	
MICE business tourism and health-related risks in Oman.....	16
Zahed Ghaderi	
Rufaida Al Rawahi	

The Next Generation of Business Tourism: Gen Z’s Business Travel Trends	16
Eran Ketter	
The use of football stadia as venues for meetings and conferences – the case of the United Kingdom	17
Andrew Kirby	
Rob Davidson	
Martial arts tourism: Systematic literature review on study trends and impact of martial arts events.....	18
Hyeon Jin Lee	
Academic conferences attendees’ decision-making process and perception of return on investment.....	19
Joan McLatchie	
Katrín Stefánsdóttir	
Rob Davidson	
The role of wellness activities in transformative business events design and programming.....	20
Ivana Rihova	
Sneha Pandey	
Jane Ali-Knight	
Healthy Hotels: Gimmick or Business Development Option	21
Melanie Smith	
Internal and external influences on individual conference attendees’ outcomes	21
Katrín Stefánsdóttir	
The role of tourism in shaping the business trip experience	22
Natan Uriely	
Orit Unger	

Introduction

A message from Rob Davidson, Visiting Fellow at the University of Greenwich and Managing Director of MICE Knowledge.

On behalf of the ATLAS Business Tourism Special Interest Group, it is my great pleasure to invite you to the 2024 ATLAS Business Tourism conference from 25 to 27 of November 2024 in Valencia, Spain, where our hosts will be Universidad Europea de Valencia.

The ATLAS Business Tourism conference is an annual event, operating under the auspices of ATLAS, The Association for Tourism and Leisure Education and Research. Since 2004, it has become the most important international annual forum for the exchange of ideas and the sharing of best practice in teaching and researching this subject. The theme of this year's conference is:

Business Tourism, Sustainability, Health and Wellbeing

There are many close links between business tourism, sustainability, health and wellbeing. Most obviously, business tourism can have a significant effect on the health of our planet and consequently the wellbeing of its inhabitants through the negative environmental impacts of the travelling undertaken by participants in business events. But business tourism can also create environmental improvements in destinations, for example through the urban clean-up programmes that often accompany the hosting of a major conference; or the construction of conference centres in previously neglected and derelict areas of a city.

Meetings, conferences, incentive travel and other types of business tourism can also have a number of direct impacts on the health and wellbeing of the people who participate in such events. For example, research shows a strong correlation between the frequency of business travel and a wide range of physical and behavioural health risks. Conversely, it is clear that the social benefits arising from participating in conferences can directly improve the mental health of attendees in such events.

The business tourism industry also makes widespread use of health facilities such as spas, which are frequently used as an element of incentive trips, for example. Many hotel venues are chosen by conference planners on account of the spa and health facilities they offer.



Organizing Committee

Amaya Raez Palacios – Valencia Convention Bureau, Spain
Maria Sánchez de Mora – European University of Valencia, Spain

International Scientific Committee

Rob Davidson – MICE Knowledge, United Kingdom
Ivana Rihova – European University of Valencia, Spain
Vanja Pavlukovic – University of Novi Sad, Serbia
Maria Sánchez de Mora – European University of Valencia, Spain

Keynote Presenters

Antonio Hermosilla



Antonio was educated at King's College London, the University of Southern California and Saïd Business School at Oxford University. He worked for several international hotel chains such as Occidental Hotels, HUSA and Barceló in the 90's. He then joined TUI España. In 2004 he started his own boutique DMC, Global Destination Management, still operating with offices in Barcelona & Madrid. In 2010 he went back to lecturing, joining several Barcelona based universities. He was appointed Director of Executive Masters at HTSI in 2011. He is a regular visiting lecturer at several European universities such as IQS, Skema and École Ferrières.

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Jorge Treceño Pachón

I have over twelve years of experience in the MICE sector at an international level. I have held Project Manager, Project Leader Congresses and Freelancer positions in which capacity I have experience and recommendations. I am Spanish native speaker and excellent in English, Italian and French languages, I have actively used in the working environment. Educated to postgraduate level in Environmental Engineer, my professional experience has focused especially on the Hospitality, Meetings, Incentives, Conferences, Events, Environmental Engineering Sector and Eco tourism sector. My education, language skills and a long-standing experience in Customer care and focused services at an international level has allowed me to collaborate and work with the growing Event&Management industry.



Almost five years of work experience in the environmental field as an intern motoring environmental skills in Renewable Energy, Energy Efficiency, Carbon Foot Print and Energy Audits. More than five years of work experience in different positions has given me the ability to work in multidisciplinary teams with productivity and flexibility. I consider myself I have good communication skills, perseverance, self-motivation and the ability to motive others, I have initiative, ability to work in a team as well as a team builder and I am well organized.

In the process of finalising my master's degree, I want to bring my skills to any multinational company, working anywhere in the world or if based in the UK, I am free to travel professionally.

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Adem Braco Suljić



After spending his first 20 years in the international MICE (Meetings, Incentives, Conferences and Exhibitions) industry in various executive roles — including meetings organisation, management, MICE technology, as well as planning infrastructure projects — Adem, commonly known as Braco within the industry, sought to contribute his extensive knowledge and experience on a broader scale. Since 2016 he therefore shifted his focus to MICE consulting, initially targeting destination marketing and MICE market development. Over time, his work expanded to include research, development, and the implementation of innovative trends and processes aimed at fostering sustainable growth and progress within the MICE sector.

A lifelong learner, Braco is passionate about staying at the forefront of industry advancements, building meaningful professional networks, and sharing insights with peers. He regularly engages with the MICE community through public speaking, mentoring, and thought leadership, and is dedicated to driving innovation and knowledge sharing across the sector.

His key roles at present include serving as Co-Founder and Director of MEETEX, where he spearheads one of Europe's Top 10 MICE B2B networking events, as well as being the owner of MICEBOOST Consultancy, which provides strategic consulting services aimed at enhancing the healthy and sustainable development of the global MICE industry.

Biosketches

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Esther Binkhorst is a specialist in Universal Design, holding a Master's Degree from the Universidad Internacional de Catalunya (UIC) in Spain (2022). She earned her Ph.D. in Experience Design from Tilburg University in the Netherlands (2002) and has a Degree in Consumer Sciences with a focus on tourism and research from Wageningen University, the Netherlands. With extensive professional experience in the hospitality sector, both in academia and business, Esther is also the founder of Tip-Top-Tourism, a platform dedicated to fostering creative, inclusive, and sustainable tourism experience design.

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Assistant professor at the Faculty of Sports and Tourism Management at the Academy of Physical Education in Katowice. Doctor of Economics, advisor to public institutions supporting the business tourism market, expert at the National Center for Research and Development in Warsaw. Author of many papers and books (including: Event Marketing, Business Tourism Management), as well as scientific publications and reports. He bases his work on reliable analyses and observations of the contemporary economy, which allows him to build bold business models and create trends in this area. He willingly shares his observations with people trying to develop their business.

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Dr Rob Davidson is a Visiting Fellow at the University of Greenwich, London the Managing Director of MICE Knowledge, a consultancy specialising in research, education and training services for the business tourism industry: Meetings, Incentive Travel, Conferences and Exhibitions. His main areas of expertise are conferences and incentive travel, and he has written seven books on these themes.

He is regularly invited to speak at international conferences on themes linked to business events, in particular to present the results of his ongoing research into conference industry trends.

Gadea Moya, María Jesús

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María Jesús Gadea holds a Bachelor's degree in Business Administration and a Master's in Finance from the Universitat Politècnica de València. Currently pursuing a PhD on startup financing in the Social Economy department at the same university, María Jesús Gadea is a former financial manager at Casfid, a technology company group. Now a professor at the Universidad Europea de Valencia and other institutions, María Jesús Gadea also serves as an independent financial consultant, bringing expertise to individuals, associations, and businesses. She also conforms the governing board of the College of Economists of Valencia, representing the commission of young economists.

Gangiah, Sasi

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Dr Sasi Gangiah is a lecturer in the Department of Hospitality and Tourism at Durban University of Technology, holding a PhD in Quality Management. She has developed numerous module descriptors and guides, focusing on gastronomy and decolonisation in catering. As a Program Team Leader, she introduced practical initiatives and integrated assignments to enhance student learning. She is involved in research and supervises Master's and Doctoral students. She has also authored a book and multiple journal articles. Her contributions to occupational health and safety in kitchen labs is that she has maintained a zero-infection rate since 2020. She is actively involved in organising webinars, workshops, and African food festivals. She is associated with Hospice for fundraising and community service by giving guest lectures on good health, dietary principals and Cancer prevention. She is a recipient of several awards at DUT

1. Dean's Award, 2021 for Doctor of Philosophy
2. PhD Student with most journal publications, 2022
3. Emerging FMS Female in Research (Post-Doctoral under 5 years and below)
4. Teaching and Learning Award (African Food Festival)-14.6.2024

She has successfully presented a paper at a BRICS Conference in China last month and chaired a session.

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Dr. Zahed Ghaderi is attached to the Department of Tourism, College of Arts and Social Science, Sultan Qaboos University, Muscat, Oman. Zahed has over two decades of experience in the field and has published extensively in top-tier tourism and hospitality journals such as Tourism Management, Journal of Travel Research, International Journal of Hospitality Management, Journal of Sustainable Tourism, Current Issues in Tourism, Tourism Management Perspectives, etc. His research interests include cultural aspects of tourism, destination management, organizational learning, host-guest relationship, sustainable tourism, and tourism crisis and disaster management, etc.

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Eran Ketter (PhD) is a senior tourism advisor, and the Head of the Department of Tourism and Hotel Management (KTHM) at Kinneret College. For the last 15 years he has worked with some of the world's leading tourism organizations, including UN Tourism, European Travel Commission, OECD and Atout France, and conducted training and consulting projects for numerous DMOs/ NTBs in Europe, Asia, Africa and the Middle East.

Kirby, Andrew

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Andrew is the Course Leader for the BA (Hons) Stadium and Events Management degree at UCFB Wembley. Prior to his teaching career Andrew worked in international corporate and sporting events for 15 years for a multitude of multi-national brands, professional associations and industry consultancies. Andrew has a keen research interest in the use of sporting venues within the MICE industry and has completed a Master's degree with a specialism in this field.

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Dr Joan McLatchie is a Senior Lecturer within the Tourism & Intercultural Business Communication subject group at Edinburgh Napier University Business School, specialising in Business Event Management and Business Tourism. She has a specific interest in Learning, Teaching & Assessment, and teaches Academic Literacies to international postgraduate students, supporting them in their transition onto a UK MSc degree programme. Joan also teaches internationally on the university's transnational programmes. Her research interests lie in equality, diversity and inclusion. She is particularly interested in transcultural academic practice, including the experience of both students and academics.

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I am a student of the master's degree in Planning and management of tourism systems at the University of Bergamo. Two of my professors are ATLAS members and they recommended me to participate in this conference. I think it is a great opportunity, both for my university career, and for my professional future. Furthermore, I have already had experiences in the tourism sector, working for a B&B and a company that manages tourist facilities throughout Italy, in the role of receptionist and content manager. I hope to become an event manager or hotel manager in the future.

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Dr Melanie Kay Smith is an Associate Professor, Researcher and Consultant whose work focuses on urban planning, cultural tourism, health tourism and the relationship between tourism and wellbeing. She has lectured in the UK, Hungary, Estonia, Germany, Austria and Switzerland as well as being an invited Keynote speaker in many countries worldwide. She was Chair of ATLAS for seven years and has undertaken consultancy work for UNWTO and ETC as well as regional and national projects on cultural and health tourism. She is the author of more than 120 publications.

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My research focus is within business events, with particular interest on conferences and their contribution towards career development opportunities and new learning. In my previous research I focused on the individual attendee's conference journey, developing an understanding of the impacts it creates over a lifetime of multiple conference attendances. One of the research areas I am interested in exploring is the relationship between career progression/development and attendance at business events.

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Natan Uriely is a Professor at the Dept. of Tourism and Leisure Management at Ben-Gurion University of the Negev. He specializes in the area of tourist experience and behavior, mainly from the perspectives of Sociology and Social Psychology.

Abstracts

Green Business Tourism: A Framework for Sustainable Practices in Oman's Business Tourism

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This research uncovers current sustainability trends within the business tourism sector in the Sultanate of Oman. It explores how business tourism practices contribute to the environmental, social, and economic aspects of the host country, aligning with Oman Vision 2040's goals. To measure the potential benefits, the researchers developed a framework that considers the outcomes of the three pillars for business tourism operators and participants, as well as for the residents and the country. This framework is designed to help investigate the factors that influence business owners' decisions to participate in sustainable business tourism practices. The approach used is qualitative, including interviews with business owners and community members to gather data. The framework also investigates the local community's perceptions of business tourism, considering its potential economic, social, and environmental impacts. The community has wholeheartedly embraced this form of tourism, which has had a significant positive impact on the community by creating jobs and generating more significant economic benefits for households and the country. The growth of the country's economy is evident in its development and the establishment of a robust infrastructure that attracts more projects, creating a better living environment for the population. This growth also fosters development not only in tourism but also in education, healthcare, social services, and other areas. The results also indicated the population's commitment to responsibly using natural and environmental resources for their sustainability and to derive benefits from them. These resources form a strong foundation for the development of tourism, supplemented by local products and the purely natural environment, which contribute to sustaining the tourism industry. Furthermore, this helps to strengthen cultural ties between different countries, promote the exchange of cultures, and support the long-term sustainability of tourism by fostering mutual understanding between host and visiting countries. All these factors enhance tourism exchange between the residents of the two countries, providing equal opportunities for development and prosperity.

Quiet vacationing and teleworking: analysis of the impact on the well-being and productivity of millennial and Z generations

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This study investigates the emerging phenomenon of "quiet vacationing" and teleworking among young employees, particularly from the Millennial and Z (post-millennial) generations. The main objective is to understand how these practices affect work well-being and productivity. A quantitative methodology was employed using structured surveys distributed to 200 participants selected through online platforms. The main findings indicate that quiet vacationing are adopted as a response to constant digital connectivity and high work expectations, allowing the workforce to maintain a balance between their personal and professional lives without using formal days off. Additionally, teleworking provides significant flexibility, although it also presents challenges such as difficulty in establishing clear boundaries between work and personal life. The conclusions suggest that labor policies must adapt to foster a work environment that values employee well-being, including the implementation of flexible schedules, the promotion of a well-being culture, and the establishment of digital disconnection policies. These measures would not only improve the mental health of employees but also increase productivity and organizational commitment.

Revolutionizing Accessible Business Tourism Through Universal Design and IoT Wayfinding

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This paper presents an innovative wayfinding solution designed to enhance the mobility and independence of visually impaired individuals. Step-Hear is an Internet of Things (IoT) based system that provides real-time audio guidance to users via Bluetooth-enabled sensors strategically placed in indoor and outdoor spaces. During the Internet of Things Solutions World Congress held at the Fira de Barcelona in May 2024, our team successfully implemented the Step-Hear system in a pilot project. We installed the technology to guide visitors along a predefined route from our Testbed to key facilities, including restrooms and a restaurant. Participants from diverse backgrounds, including individuals from the visually impaired community and representatives from the Spanish National Organization for the Blind (ONCE) experimented with the use of the Step-Hear App. For sighted participants, we provided blindfolds to simulate the experience of navigating with visual impairment. The feedback was overwhelmingly positive, highlighting the system's accuracy, ease of use, and potential to improve accessibility and participation in public and private spaces. Step-Hear is also the first tech partner in the upcoming travel platform for inclusivity, Tip-Top-Tourism.

Our presentation will detail the technical aspects of Step-Hear, its installation process, and the implications for accessibility in travel accommodations, MICE venues, tourist attractions, transportation, etc. By showcasing such solutions, we aim to make the tourism industry more accessible and inclusive, benefiting both supply and demand in the tourism experience value chain. The successful implementation at a major international congress underscores Step-Hear's potential to revolutionize wayfinding for the visually impaired, proving the unlimited power of universal design in the co-creation tourism experience.

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

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The dissertation explores the evolution of decision-making process among participants of in-person academic association conferences, with a specific focus on the role of tourism destination in influencing consumer choice. The research is timely, considering the disruptions caused by the COVID-19 pandemic, which had a significant impact on the business tourism. The study examines how participants select conferences based on the perceived value of the host destination, a dimension that has become increasingly critical in the post-pandemic era. The guiding research question for this academic investigation is: How does the conference selection process of participants in in-person academic association conferences evolve in relation to the tourism destination hosting these events?

The research employs an exploratory sequential mixed-methods approach, beginning with qualitative in-depth interviews to understand participants' motivations and decision-making factors. This is followed by a quantitative survey of participants from conferences held between 2018 and 2023. The PLS-SEM analysis focused on several key factors, including the safety of the destination, extra-conference opportunities, and the destination's overall image. These factors are tested against the multidimensional value framework, which encompasses functional, emotional, and social dimensions of the perceived value.

The findings reveal that the destination plays a crucial role in the selection process, with the destination image emerging as a particularly significant factor. Additionally, satisfaction both with the conference and the destination, have gained prominence in the post-pandemic context. The study highlights the growing influence of trends such as bleisure (business and leisure) tourism, family-friendliness, and sustainability in shaping participant preferences.

This research contributes to the theoretical framework of conference tourism by integrating these emerging trends into a model of participant decision-making. It also offers practical implications for conference organisers and tourism marketers, suggesting strategies for enhancing the appeal of destinations, particularly in Hungary. The study concludes with recommendations for further research, particularly in comparing in-person, virtual, and hybrid conference formats, and in assessing the long-term impacts of sustainability practices within the conference industry.

City break as an attractive product of cities for business travelers.

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Purpose: Identification of key factors of the attractiveness of the city break offer from the point of view of business travelers.

Methodology: Empirical research was carried out using the survey methodology (personal interviews and usage the online version questionnaire) and then the method of analysis of obtained results and synthesis for the final inference process.

Findings: The key findings were that business travelers are keen to use leisure time attractions in the town where they have business talks or group meetings. For this group of tourists, it is important that these attractions are easily accessible by car, that there are many different ones in a relatively small area, and that the opening hours/availability of such attractions are long.

The least important factors were: "information about the city's tourist attractions provided in the process of purchasing transport tickets", "availability of guide services".

Research and conclusions limitations: The research preces concentrating on business travelers, interviews were conducted with respondents in hotels in Katowice. Katowice, as a very important city on business tourism market in Poland, has been trying for many years to invite visitors to longer staying. Generalizing the results for the entire country would require a larger scale of interviews with purposefully selected groups of respondents.

Practical implication). The research presented in the article allows for a preliminary recognition of the role of the city break offer in the process of choosing a business trip destination.

Originality. The research method and research tool construction technique (questionnaire with closed questions and questions in queries using the Likert scale) applied in the paper allowed for the ranking of purposefully selected original features of the city with its leisure time offer according to the level of importance of individual features, as well as for determining the level of fulfillment of these features by Katowice – a city of business tourism.

Type of paper: The article presents the results of empirical research (interviews in person and questionnaire online).

Tourism, Sustainability and Startups: A Systematic Literature Review

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Entrepreneurship stands out as a key driver for growth, essential for generating wealth and improving societal well-being. In particular, technological entrepreneurship emerges as the primary driver of value creation in the economy, as it fosters competitive advantages and offers opportunities for economic development and job creation. Within this context, startups—characterized by scalable and repeatable business models—play a fundamental role in shaping the tourism industry, driving innovation and boosting competitiveness.

Their influence is particularly significant in sustainable tourism, where they contribute to reducing environmental impact and promoting responsible practices. However, these emerging companies face distinct challenges compared to traditional enterprises, face a notoriously high failure rate. Despite their potential to enhance competitiveness, sustainability, and customer experience, the volatility of startups poses significant risks to the tourism sector. Challenges such as inadequate funding, limited market knowledge, and difficulties in scaling effectively often hinder their success.

This study aims to examine the relationship between tourism, startups and sustainability through a systematic literature review. The findings highlight that enabling technologies, through supporting the creation of scalable business models, can strengthen sustainable competitiveness and encourage smart growth. It underscores the importance of collaboration between the tourism sector and other industries in successfully implementing circular economy objectives, aligning these efforts with global sustainability goals.

Advancing Flavours of Africa at Global Events and its Influence on Entrepreneurship

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Indigenous African cuisine remains underrepresented despite its culinary heritage, diverse flavours, and cultural significance. African cuisine has been marginalised from colonisation resulting in Eurocentric dominance across hospitality and catering industries worldwide. The primary focus of this paper is to explore the advancement of African culinary flavours at global events and its influence on entrepreneurial opportunities in the African food industry. To promote these unique culinary traditions, this qualitative study investigates the impact of the decolonisation of menus by evaluating the market reception and consumer perception of African flavours, examining the influence on African food entrepreneurs and small businesses, and assessing options to advance economic and cultural benefits for African nations. A semi-systematic review explores the potential of indigenous African food across a range of international gatherings like rock concerts, trade shows, and international conventions offering global entrepreneurship. It draws on the themes of event catering - banqueting, food stalls, and food product exhibitions of African cuisine and ingredients and their impact on empowering Indigenous communities. It identifies strategies for enhancing the visibility and appeal of African cuisine on the global culinary landscape. This paper finds that integrating African cuisines into mainstream international events provides new perspectives on the continent and identifies the benefits gained by both Indigenous societies and the wider public due to this cultural inclusion. By claiming a seat at the global table, African cuisines can break away from marginalisation and assert their rightful place in the world's culinary heritage. This study will touch upon SDG10 (reduce inequality within and among countries) and highlight the function of international events as stages for global enterprise and culinary diplomacy. It offers a chance for African food entrepreneurs to advance economic and cultural benefits by exhibiting their dishes, connecting with possible business associates, interacting with customers and boosting exposure to increase awareness of African culinary traditions.

MICE business tourism and health-related risks in Oman

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Oman's Vision 2040 aims to attract 11 million international tourists, with a significant emphasis on the business MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism sector as part of its economic diversification strategy. The country boasts modern conference facilities, luxury hotels, and a rich cultural heritage, making it an appealing destination for international events. However, these activities bring health risks that need to be managed to ensure the safety and well-being of participants and host communities. The global experience with the COVID-19 pandemic, including Oman's response, has highlighted the importance of addressing health-related risks in the MICE tourism sector. Despite the numerous studies on the impacts of health-related risks on MICE tourism, there is a lack of empirical research on how health-related risks could be effectively managed during health crises. This study aims to investigate effective measures for managing health-related risks in the MICE tourism business within the context of Oman and to develop a comprehensive framework for managing health-related crises. Semi-structured interviews with MICE business stakeholders and health experts will be conducted using a snowball-sampling tool. The research is significant as it fills an essential gap in the existing literature and offers practical guidelines for policymakers and industry stakeholders. The findings will have practical implications for policy development, crisis management, and the adoption of industry best practices, as well as theoretical implications for framework development, interdisciplinary insights, and comparative analysis. The study will provide valuable insights for ensuring the sustainability and resilience of the MICE tourism sector, contributing to safer and more resilient MICE tourism practices worldwide.

The Next Generation of Business Tourism: Gen Z's Business Travel Trends

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Generation Z, often referred to as "Gen Z" or "iGen," is the youngest cohort of independent travelers, born between 1996 and 2010. Following Gen Y (born 1980-1995) and preceding Generation Alpha, Gen Z comprises 32% of the world's population, making it the largest generational cohort globally. Recognizing the increasing influence of Gen Z in the travel and tourism industry, this study aims to explore their unique consumer behavior and travel demand patterns in business tourism.

Employing qualitative content analysis, this study systematically collects and examines data from academic research publications and industry reports on Gen Z consumers and travelers from the past five years. The analysis reveals five key business travel trends among Gen Z travelers.

First, "bleisure travel," combining business and leisure, is highly favored by Gen Z professionals. This cohort, valuing work-life balance, often extends business trips to explore

new destinations and cultures, using flexible work arrangements and digital tools to integrate work with leisure seamlessly. Second, environmental sustainability is crucial for Gen Z travelers. Their heightened environmental awareness drives them to reduce their carbon footprint and prefer sustainable travel options for both business and leisure.

Third, Gen Z are highly diverse in ethnicity, race, sexual orientation, and gender, and expects hospitality firms to prioritize diversity and inclusion, ensuring all individuals feel welcome.

Fourth, As digital natives, Gen Z travelers rely heavily on social media as their primary information source when traveling, more so than other age cohorts. Fifth, Business travel can be stressful, contributing to the rising incidence of mental health issues such as anxiety and depression among Gen Zers. Consequently, Gen Z travelers prioritize a healthy lifestyle while traveling, incorporating self-care practices like exercise, healthy eating, and relaxation.

This study enhances the academic literature on Gen Z business travel by identifying distinctive micro-trends. By integrating academic research with industry reports, it provides a comprehensive understanding of the travel demand patterns of this critical age cohort, particularly in Europe and North America. This forward-looking study supports scholars and practitioners in comprehending the evolving landscape of business travel and the significant role of Gen Z travelers within it.

The use of football stadia as venues for meetings and conferences – the case of the United Kingdom

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In the past few decades, the diversity of types of venues available to meetings planners and conference organisers has grown considerably throughout the world. In the UK and other countries, this expanded offer has included sports venues such as football stadia. Our research into this phenomenon begins by reviewing demand-side factors that have fuelled the market for venues that create unique and memorable experiences for conference attendees, including the need for novelty, memorability and uniqueness of the participants' experiences. We analyse football stadia as examples of unusual, 'non-traditional' or 'unique' venues, and examine the strengths and weaknesses of such venues in general and football stadia in particular.

We then review the supply-side factors that have contributed to this secondary use of football stadia, including football clubs' strategy of diversifying their offer in order to raise additional financial income streams generated from non-match days activity and sustain year-round commercial activities.

Our research then focuses on the specific example of the offer and the marketing of sports stadia as venues for meetings and conferences, tracing the growth in investment in the design and construction of football stadia that make attractive venues for conferences and other business events.

We also makes several explicit links between the United Nations Sustainable Development Goals and the use of football stadia as meetings venues, using examples from the UK to

illustrate the trend towards more sustainable construction, design and management of such facilities.

Martial arts tourism: Systematic literature review on study trends and impact of martial arts events

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Martial arts have captivated humankind for years and its research has grown rapidly during the last decades due to the increased popularity and strong position of martial arts in the global market. The subject of martial arts tourism has been discussed in various academic disciplines such as social science, business management, and sports science. However, there is a lack of research on conceptualizing martial arts tourism and understanding the current martial arts tourism phenomenon. In this respect, the present study aims to present a holistic review of literature on martial arts tourism through a conceptual lens and provide directions for martial arts tourism research through an analysis of study approach and trends. The review also gives particular attention to the impact of martial arts events on tourist wellbeing benefits and the event destination image. A systematic literature review method was applied in this study, and the research articles published in scientific journals were analyzed. The results of the systematic literature review suggest that major research trends of martial arts tourism approach have been taken as sports tourism due to the tourists' motivation of competitive desire and participation in events and physical activities or visit places related to the martial arts. However, one of noticeable findings is the increasing research approach on martial art tourism in the context of cultural tourism due to the peculiar characteristics of martial arts which embrace tangible and intangible value of the country associated with the arts originated, and represent national identity based on its long history and practices. In terms of wellbeing benefits of martial arts tourists, research findings showed a significantly higher level of subjective wellbeing and especially physical and psycho-social wellness. Lastly, the current study revealed that martial arts events influence in enhancing the destination image which leads to high level of tourists' satisfaction and their intention to revisit the destination.

Academic conferences attendees' decision-making process and perception of return on investment

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Compared with the body of research into the decision-making process of meeting planners in terms of site selection, studies of the decision-making process of attendees in terms of their motivations and choices of which conferences to attend are far fewer (Mair, 2012). This is particularly evident than in the case of academic (also known as 'scientific') conferences attended by university lecturers and researchers. Indeed, academic conferences have received far less attention in the business tourism literature than association and corporate meetings – despite the key role that they play in the professional development of academic staff at all levels.

Potential conference attendees usually have a range of academic conferences in their field to choose from. Attendance is however often restricted by constraints such as time and money. This results in academics having to choose between conferences. Attendance may depend on the perceived value of the conference (Lewis and Kerr, 2012). Very few researchers have investigated academics' motivations / rationale for attending academic conferences. However, Edelheim et al. (2017) have listed them as: Keeping up with changes in my profession; Hearing speakers who are respected experts in the field; Developing new professional relationships through networking, and Learning new skills

In recent years, the decision-making process has become more complex at a time when many academic conferences are now offered on a hybrid basis, opening up the possibility of virtual attendance. In addition, with universities under more financial pressure to economise, many are being more and more cautious with funding attendance at meetings, with some often only providing funding for attendance if the potential participant has a presentation.

This paper examines the decision-making process of academic staff teaching at Scottish universities, to provide insights into their principal motivations for participating in conferences as well as the barriers and constraints they currently face to attending. An online questionnaire was used, and the snowball technique for reaching a wide sample of respondents was employed. The 73 responses were analysed, revealing a wide variety of motivations for participation and a clear preference for face-to-face conferences, but widespread concern over limits to funding for attendance at academic conferences.

It consolidates and builds upon the results of a survey, the findings of which were presented at the 2023 ATLAS Business Tourism SIG in Amsterdam. This paper draws upon a greater volume of responses, allowing for a more complex analysis of the data.

The role of wellness activities in transformative business events design and programming

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Business events are an opportunity for networking, gaining knowledge, and working through issues (Steriopoulos & Wrathall, 2021). But with the rise of the transformation economy (Pine, 2020), business events are increasingly designed for attendees to undergo a transformation through immersion in authentic destinations, engagement in novel activities that take participants out of their comfort zone, and by gaining a sense of belonging (Celuch & Neuhofer, 2024).

A personal transformation is a shift that upends established structures and separates a person's life into a before and after (Gaggioli, 2016). Positive outcomes, such as self-actualization, personal development, and inner fulfilment, are frequently associated with transformative experiences (TEs) (Neuhofer et al., 2020). The design and programming of events is crucial in facilitating personal transformations. To boost participation and provoke strong emotional responses, business event planners need to provide emotionally experiential environments (Neuhofer et al., 2024) as a key TE design mechanism. This can be accomplished by including relaxing rooms, spaces for meditation, and networking spaces that use creative design within the conference area.

Business event planners throughout Europe and North America are increasingly using mindfulness, yoga, meditation, and other wellness practices to address attendee wellness needs, a trend reflected in recent business events reports (Amex GBT, 2023). To improve engagement and foster human interactions, the Amex GBT 2024 study projects attendee well-being as a top priority and emphasises self-care activities, intelligent room design, and extended breaks (Amex GBT, 2023). Authors have previously focused on wellness and yoga-based transformation in tourism contexts (Dillette et al., 2019; Robledo et al., 2023). But academic research linking these activities to TE outcomes in business event contexts specifically has been scarce.

This exploratory study will investigate how UK and Indian business events are programmed and designed with wellness activities such as yoga as a key component for TEs. It is envisaged that through Delphi interviews with approx. 20 business event experts from the UK and India, key trends such as the level of demand for wellness experiences, types of wellness activities, supplier choices, and links to TE outcomes will be illuminated.

Healthy Hotels: Gimmick or Business Development Option?

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Several industry reports have included wellness as a service that is now 'becoming a focal point' for business travellers (Cevent, 2024). However, healthy hotels may differ from wellness hotels as they do not simply add wellness services to their existing facilities. For a hotel to be truly 'healthy', the wellness concept should be integrated into the external and internal design and many of the features may be unseen by the guests. IHG EVEN hotels were some of the first to embrace this idea, then the Delos 'Stay Well' concept focused on creating healthy bedrooms that promote good sleep. Its holistic offerings were even supported by the Cleveland Clinic and Deepak Chopra (Cohan, 2016). In their systematic review of factors that influence the health of consumers in hotels, Jia, Grag and Shi (2024) identify three main areas: hotel environment (e.g. visual features, green design, social atmosphere, quality of air and water), hotel services (e.g. leisure and health services, employee service delivery) and hotel products (e.g. food and drink, linens, bathtubs). These factors can influence guests' mental health, including anxiety or worry, physical health (e.g. quality of rest and sleep) or social health, such as interactions with others. Jia et al. (2024) emphasise the importance of a green atmosphere inside and outside the hotel for relaxation. This corresponds to other findings that a biophilic design with connections to and views of nature is highly desirable (Ramadan & Kamel, 2019). Other researchers have focused on 'empathetic design' (Stamenovic, 2024), which includes spatial layout and ergonomics (e.g. relating to physical wellbeing and comfort), furniture and materials, thermals and airflow, and sensorial stimuli (e.g. colours, lighting, sounds, scents) (Ramadan & Kamel, 2019). This study will use case studies, content and discourse analysis of healthy hotel websites and industry reports to analyse the development and benefits of this phenomenon for business tourism. It will summarize the main features of a healthy hotel and differentiate it from hotels that simply offer wellness services, questioning whether it is merely a gimmick or a realistic and desirable development option.

Internal and external influences on individual conference attendees' outcomes

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Conference attendance can contribute to multiple positive outcomes for the individual attendee – however this does not happen by chance. The traditional focus within conference research has been on a single segment of the conference journey, mostly elements within the decision-making process, and often with a view of the conference host and organiser (e.g.: Mair, 2010). To determine how the individual attendee develops outcomes from their conference attendance, and what those outcomes are, this study explores their holistic conference journey(s) over their career. This builds on literature of the three main stages of the journey, pre-event which are the decision-making studies, during the event which are the experiences at the conference itself (e.g.: Wei & Miao, 2017). Finally, post-event (e.g.: Hansen, Pedersen & Foley, 2020) which have been phrased the non-economic legacies by Tan et al. (2023), whereas in this research they are outcomes, because of the individual attendee lens. This study therefore contributes

with fundamental understanding of multiple influences on attendees, which support the development of several positive outcomes from conference journeys.

A qualitative study was carried out using semi-structured life-world interviews and the data analysed using Braun and Clarke's (2006) thematic analysis technique. Supported by event design thinking (Berridge, 2007; Crowther & Orefice, 2014) the similarities and differences of two types of attendees' journeys, academics and professionals, were compared allowing for identification of the key influences affecting the conference attendees' outcomes.

The meta-framework to be presented summarises the key findings, showing the conference journey throughout a career over a lifetime, building on an original framework of the single conference journey. The presentation will discuss in detail the three major influences on an individual attendee's conference journey throughout their career. Firstly, there are the influences internal to them, secondly their workplace has considerable influence, and finally, the conference creator has a more significant influence than has been recognised and conceptualised in the literature.

This presentation contributes to our understanding of the internal and external influences on individual conference attendees' outcomes, their interrelation, and how different stakeholders can support to maximise the value delivered from the individual delegates' conference attendance.

The role of tourism in shaping the business trip experience

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The literature depicts the business trip as a hybrid type of travel that combines commitments related to work with the pleasures of tourism. Previous studies have indicated that business travelers considered tourism-related pursuits only as a byproduct of their travel. By contrast, recent studies that use the term "bleisure" suggest that pleasurable and recreational experiences emerge as important components of the business trip. To advance this discussion, we inquire the role of tourism in shaping the business travel experience. Specifically, we ask when, where and how the features of tourism shape the business travel experience.

In this paper, we summarize and re-conceptualize the insights of a sequence of studies about Israeli business travelers that were conducted over a decade. In-depth interviews with business travelers were first conducted and analyzed between 2011-2014, and a quantitative survey was distributed and analyzed between 2014-2016. A third phase of research took place at the height of the COVID-19 pandemic, between 2020-2021, when most of the world was under lockdown. Specifically, in-depth interviews were conducted with grounded business travelers who spoke about their trips before the pandemic and about their lives without traveling.

The first insight derived from these studies suggested that "moments of relaxation" and a sense of "time-off" are experienced during the passenger phase of the trip (Unger, Uriely and Fuchs 2016). These experiences appear to reflect needs and desires of the "true self" and, thus, exemplify the pursuit of intra-personal existential authenticity in tourism (i.e., Wang, 1999). The second major insight suggested that the opportunity of business travelers to experience the destination beyond "the tourist environmental bubble" (i.e., Cohen 1972) via their contacts with local colleagues generated a sense of "constructive/symbolic" authenticity (i.e., Wang, 1999). but did not enable inter-personal existential authenticity (Unger, Fuchs and Uriely, 2019). The

third insight suggested that beyond the motivations of the trip and the type spent for tourist-like activities, the significance of tourism-related experiences concerns their role as anchor points for the reconstruction of memories, evaluations and anticipations of business travelers (Unger and Uriely 2022).