

6th World Conference for Graduate Research in Tourism, Hospitality and Leisure

24 - 29 April 2012, Fethiye, Turkey

Conference Program



From The Third International Tourism Cartoon Competition..

Abbas-NAASERI - Iran



GENERAL PROGRAMS OF CONFERENCES

Date	Time	A	B	C	D	E	F	G	H	
24 April 2012 Tuesday	SEMINARS									
	HALL A				HALL B					
	09.30 – 11.30	Sara Dolnicar, <i>University of Wollongong, Australia</i> Market Segmentation: Typical Conceptual and Methodological Pitfalls				Arch Woodside, <i>Boston College, USA</i> <i>Quantitative and Qualitative Case Study Research - Methods and Practice</i>				
	11.30 – 13.00	Lunch								
	13.00 – 15.00	Alan Fyall, <i>Bournemouth University, UK</i> Conducting Case Study Research: Dispelling the Myths				Arch Woodside, <i>Boston College, USA</i> <i>Quantitative and Qualitative Case Study Research - Methods and Practice</i>				
	15.00 – 15.30	Coffee Break								
	15.30 – 17.30	Soo Cheong (Shawn) Jang, <i>Purdue University, USA</i> Interdisciplinary Study: An Approach to Tourism and Hospitality Management				Arch Woodside, <i>Boston College, USA</i> <i>Quantitative and Qualitative Case Study Research - Methods and Practice</i>				
	18.00 – 19.00	WELCOME COCTAIL (Convention Centre)								

25 April 2012 Wednesday	09.00 – 10.00	REGISTRATION								
	10.00 – 10.30	OPENING CEREMONY								
	10.30 – 12.00	PANEL: Future of Tourism Education and Research: Opportunities and Challenges Hall – Yunus Emre Rick Perdue, <i>Virginia Tech, USA</i> - Jafar Jafari, <i>University of Wisconsin-Stout, USA</i> Chris Ryan, <i>University of Waikato, New Zealand</i> – Alan Fyall, <i>Bournemouth University, UK</i>								
	12.00 – 14.00	Lunch								
	14.00 – 15.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	
	15.30 – 16.00	Coffee Break								
	16.00 – 17.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	-	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	

	09.00 – 10.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	
	10.30 – 11.00	Coffee Break								
	11.00 – 12.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	

26 April 2012 Thursday	12.30 – 14.00	Lunch								
	14.00 – 15.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	
	15.30 – 16.00	Coffee Break								
	16.00 – 17.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Graduate Conference	Interdisciplinary Conference	

27 April 2012 Friday	09.00 – 10.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	
	10.30 – 11.00	Coffee Break								
	11.00 – 12.30	PANEL: Is the Study of Tourism Interdisciplinary or is it beyond disciplines? Hall - Yunus Emre John Urry, <i>University of Lancaster, UK</i> - Jafar Jafari, <i>University of Wisconsin-Stout, USA</i> Arch Woodside, <i>Boston College, USA</i> - Allan M. Williams, <i>University of Surrey, UK</i>								
	12.30 – 13.30	Lunch								
	14.00 – 18.00	LOCAL TOUR (KAYAKÖY)								

28 April 2012 Saturday	09.00 – 18.00	LOCAL TOUR (SAKLİKENT - TİLOS)								
	20.00 – 23.00	GALA DINNER (Convention Centre)								

Keynote Speakers



Richard R. Perdue (*perduerr@vt.edu*) is the R.B. Professor of Hospitality and Tourism Management and Head of the Department at Virginia Tech, USA; Elected fellow, former president and board chair of the International Academy for the Study of Tourism; 1st Vice President on the Board of Directors of the Travel and Tourism Research Association; Editor of the Journal of Travel Research; Research interests on sustainable tourism development and marketing in resort environments.



Jafar Jafari (*jafari@uwstout.edu*) is a faculty member of University of Wisconsin-Stout, USA. Founding Editor, *Annals of Tourism Research*; Chief Editor, *Tourism Social Science Series*; Chief Editor, *Encyclopedia of Tourism*; and Founding President, International Academy for the Study of Tourism. A cultural anthropologist, with an honorary doctorate from the Universitat de les Illes Balears.



Chris Ryan (*caryan@waikato.ac.nz*) is Professor of Tourism at the University of Waikato New Zealand; Editor of *Tourism Management*; Recipient of a lifetime award from the Taiwan Recreation and Leisure Studies Association; Co-winner of the 5 Year Awards given to best research by the Beijing Social Sciences and Philosophy Committee.



Alan Fyall (*AFyall@bournemouth.ac.uk*) is Professor in Tourism and Deputy Dean in the School of Tourism, Bournemouth University, UK; Co-editor of the *Journal of Destination Marketing & Management*; Co-editor of *Contemporary Cases Online*; Serving on editorial boards of *Annals of Tourism Research*, *Journal of Heritage Tourism*, *International Journal of Tourism Research*, and *Anatolia*.



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24 May 2010, Tuesday

Session : **Seminar I**
Hall : **A**

09:30 - 11:30 **Market Segmentation: Typical Conceptual and Methodological Pitfalls**
Sara Dolnicar, *University of Wollongong, Australia*

11:30 - 14:00 **Lunch**

Session : **Seminar II**
Hall : **A**

13:00 - 15:00 **Conducting Case Study Research: Dispelling the Myths**
Alan Fyall, *Bournemouth University, UK*

15:00 - 15:30 **Coffee Break**

Session : **Seminar III**
Hall : **A**

15:30 - 17:30 **Interdisciplinary Study: An Approach to Tourism and Hospitality Management**
Soo Cheong (Shawn) Jang, *Purdue University, USAK*

24 May 2010, Tuesday

Session : **Seminar VI**
Hall : **B**

09:30 - 10:30 **Quantitative and Qualitative Case Study Research - Methods and Practice**
Arch Woodside, *Boston College, USA*

11:30 - 14:00 **Lunch**

Session : **Seminar VI**
Hall : **B**

13:00 - 15:00 **Quantitative and Qualitative Case Study Research - Methods and Practice**

15:00 - 15:30 **Coffee Break**

Session : **Seminar VI**
Hall : **B**

17:00 - 17:30 **Quantitative and Qualitative Case Study Research - Methods and Practice**
Arch Woodside, *Boston College, USA*

24 May 2010, Tuesday

Session : **Welcome cocktail**
Hall : **Convention Centre**

18:00 - 19:00 **Welcome cocktail**



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25 April 2012, Wednesday

09:00 - 10:00 **Registration**

10:00 - 10:30 **Opening Ceremony**

10:30 - 12:00 **PANEL: Future of Tourism Education and Research: Opportunities and Challenges**

Panel Members:

Rick Perdue, *Virginia Tech, USA*

Jafar Jafari, *University of Wisconsin-Stout, USA*

Chris Ryan, *University of Waikato, New Zealand*

Alan Fyall, *Bournemouth University, UK*

09:00 - 10:00 **Lunch Break**



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25 April 2012, Wednesday

Session : **Masters I**
Chair : Ebru Günlü, *Dokuz Eylül University, Turkey*
Date : 25 April 2012
Hall : **A**

- 14:00 - 14:15** **An Empirical Investigation of the Relationship between Corporate Social Responsibility and Financial Performance in the Airline Industry**
Ya-Chih Hsu, *Chinese Culture University, Taiwan*
- 14:15 - 14:30** **The Creation of a Backpacker Tourism Space: The Planned Methodology of a Case Study from the Colombian Caribbean Coast**
Juliane Thieme, *King's College London, UK*
- 14:30 - 14:45** **Review of the Development of Tourism in Neyshabur: Challenges and Solutions**
Mahdi Azim-Mezerji, *University of Tabriz, Iran*
- 14:45 - 15:00** **Evaluating Sustainability of Tourism Development in Kish Island, Iran**
Mohanna Nikbin, *Islamic Azad University, Iran*
- 15:00 - 15:30** **Discussion**

Session : **PhD 1**
Chair : Sara Dolnicar, *University of Wollongong, Australia*
Date : 25 April 2012
Hall : **B**

- 14:00 - 14:15** **Pictorial and Experiential Image in Lake Destinations: Alqueva Lake as a Case Study**
Ana Isabel Rodrigues, *Polytechnic Institute of Beja, Portugal*
- 14:15 - 14:30** **Visitor Perceptions of the Hong Kong Global Geopark of China**
Charmaine Kai Wing Fung, *University of Hong Kong, Hong Kong*
- 14:30 - 14:45** **Differences between Western and Vietnamese Eco-tourists: Evidence from Cat Tien National Park, Vietnam**
Huong Do, *Griffith University, Australia*
- 14:45 - 15:00** **Wildlife Watching and Hunting as Tourist Experiences**
Jarno Suni, *University of Eastern Finland, Finland*
- 15:15 - 15:10** **The 'Positive Tourism' Linkage: A Study of Motivations, Flow and Benefits of Spa Experiences in Southeast Asia**
Jenny H. Panchal, *James Cook University, Australia*
- 15:15 - 15:30** **Discussion**



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25 April 2012, Wednesday

Session : **Tourist Behavior**
Chair : Seyhmus Baloglu, *University of Nevada-Las Vegas, USA*
Date : 25 April 2012
Hall : **C**

- 14:00 - 14:15** **Tourist Shopping Behaviour towards Malaysia as a Shopping Destination**
Noor Laili Binti Mohd Sohaili - Siti Hanim Binti Hamiruddin - Noriah Binti Jaafar - Nor'ain Binti Othman, *University Technology Mara, Malaysia*
- 14:15 - 14:30** **Influence of Seasonal Fluctuation on Visitors' Recreation Motivation: A Case Study of Lalashan Forest Reserve, Taiwan**
E-Ling Huang, *Chinese Culture University, Taiwan*
Tzeng-Hua Yang, *Chinese Culture University, Taiwan*
I-Ching Huang, *Yung Ta Institute of Technology, Taiwan*
- 14:30 - 14:45** **How Do Volunteer Experiences Impact Future Travel Behavior and Intentions?**
Anne Cecilie Lasa-Gonzalez, *Aalborg University, Denmark*
Tatjana Schiwiek, *Aalborg University, Denmark*
- 14:45 - 15:00** **Discussion of the Leisure and Health-preserving Industry: Case Study of Tibetan Medicine Foot Spa in Tainan City, Taiwan**
Huai Chen Wang, *Tainan University of Technology, Taiwan*
Yu Ting Yeh, *Tainan University of Technology, Taiwan*
Kuan Ying Chen, *Tainan University of Technology, Taiwan*
- 15:00 - 15:15** **Investigating the Degree of Visitors' Satisfaction in a Museum**
Giacomo Del Chiappa - Maria Gabriela Ladu - Marta Meleddu - Manuela Pulina, *University of Sassari, Italy*
- 15:15 - 15:30** **Discussion**

Session : **Sustainable Tourism**
Chair : Norain Othman, *Universiti Teknologi MARA, Malaysia*
Date : 25 April 2012
Hall : **D**

- 14:00 - 14:15** **An International Winter School for the Cultural Tourism in Albania: Strategies for the Management and Development**
Paola Zanovello - Elda Omari, *Padua University, Italy*
- 14:15 - 14:30** **Analysis of the Hospitality of the Local Community in Ecotourism**
Fariba Yousefi - Mahnoosh Kasiri, *Islamic Azad University, Iran*
Mehri Azani, *Islamic Azad University, Iran*
- 14:30 - 14:45** **Strategic Planning of Tourism Development**
Sedigheh Kiani Salmi, *Isfahan University, Iran*
Farahnaz Abolhasani, *Danesh Pazhouha, Iran*
Seyed Eskandar Seidaei, *Isfahan University, Iran*
Asghar Norouzi Avergani, *Zarrin Shahr University, Iran*
- 14:45 - 15:00** **Surveying Biological Situation of Anzali Pond and Its Custody Management Strategies along with Ecotourism Area**
Parvane Azizi - Reza Pourali - Fatemeh Zali, *Islamic Azad University, Iran*
Amir Rohi Maleki, *University of Tabriz, Iran*
- 15:00 - 15:15** **Local Cultural Heritage and Tourism Management: Key Issues for Sustainable Heritage Tourism – An Italian Perspective**
Mara Cerquetti, *University of Macerata, Italy*
- 15:15 - 15:30** **Discussion**



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25 April 2012, Wednesday

Session : **Masters 2**
Chair : Levent Altınay, *Oxford Brookes University, UK*
Date : 25 April 2012
Hall : **A**

- 16:00 - 16:15** **Relationships among Corporate Social Responsibility, Corporate Image and Consumer Identification in the Hotel Industry**
Chia-Jung Tsai, *Chinese Culture University, Taiwan*
- 16:15 - 16:30** **Factors That Have an Impact on the Development of an Urban Tourism Area Strategic Marketing Plan: The Case of Mangaung Tourism Area in South Africa**
Malefane Stephen Monyane, *Tshwane University of Technology, South Africa*
- 16:30 - 16:45** **Investigation of Elderly Expectations and Leisure Places in Isfahan**
Shiva Ghanbarian Azad *University of Najaf Abad Branch, Iran*
- 16:45 - 17:00** **Investigation into the Hotel Brand Consciousness of Religious and Leisure Travellers in Saudi Arabia**
Sultan M. Al Saeed, *Al Madinah Al Munwarah, Saudi Arabia*
- 17:00 - 17:30** **Discussion**

Session : **PhD 2**
Chair : Arch Woodside, *Boston College, USA*
Date : 25 April 2012
Hall : **B**

- 16:00 - 16:15** **Pro-Poor Tourism for Rural Poverty Alleviation in Setiu Wetland, Malaysia: Unlocking the potential of Tourism using Value Chain Analysis**
Norhazliza Abd Halim, *University of Tasmania, Australia*
- 16:15 - 16:30** **Implementing Customer Relationship Management (CRM) in Chain Hotels Corporation: A Comparative Study**
Roya Rahimi, *Dokuz Eylul University, Turkey*
- 16:30 - 16:45** **Factors that Influence the Purchase of Travel Online – A Holistic Approach**
Suzanne Amaro, *Polytechnic Institute of Viseu, Portugal*
- 16:45 - 17:00** **Labour Process in the Service Sector - the Case of Tourism Service Workers in Holiday Villages in South Coast of Turkey, 1980-2010**
Hüseyin Yener Erköse, *Boğaziçi University, Turkey*
- 17:00 - 17:15** **Use of Brand Equity and Brand Value in the Hospitality Industry: Implications and Possibilities**
Mats Carlbäck, *University of Gothenburg, Sweden*
- 17:15 - 17:30** **Discussion**



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25 April 2012, Wednesday

Session : **Tourist Behavior**
Chair : Arie Reichel, *Ben-Gurion University of the Negev, Israel*
Date : 25 April 2012
Hall : **C**

- 16:00 - 16:15** **Heritage Tourist's Perceived Authenticity in Revisiting Heritage Tourism Destination in Malaysia**
Zaharah Mohamed Rani - Nor'ain Haji Othman, *University Technology MARA, Malaysia*
- 16:15 - 16:30** **Adventure Tourism: The Thrill of Risk, or the Search for Tranquility**
Arie Reichel - Galia Fuchs - Amir Shani, *Ben-Gurion University of the Negev, Israel*
- 16:30 - 16:45** **Improving Consumer Experience at Food Festivals**
Daniel Dasouqi - Diana Sokurova - Manuel Marabese - Tina Jørgensen - Anette Therkelsen, *Aalborg University, Denmark*
- 16:45 - 17:00** **Internet versus Travel Agencies: A Latent Gold Segmentation in the Context of Italy**
Giacomo Del Chiappa, *University of Sassari, Italy*
María-del-C. Alarcón-del-Amo, *University of Castilla-La Mancha, Spain*
Carlota Lorenzo-Romero, *University of Castilla-La Mancha, Spain*
- 17:00 - 17:15** **Tourists' Risk Aversion and Willingness to Take Risks: The Case of Tourists Visiting Egypt after 25th January Revolution**
Dalia Amara - Ahmed El Samadicy - Mohamed Ragheb, *Arab Academy for Science and Technology and Maritime Transport, Egypt*
- 17:15 - 17:30** **Discussion**

Session : **Types of Tourism**
Chair : Antonia Correia, *University of Algarve, Portugal*
Date : 25 April 2012
Hall : **D**

- 16:00 - 16:15** **Effective Factors for Attracting Medical Tourism in Iran**
Zahra Pishgahi Fard, *Islamic Azad University, Iran*
Rahim Moshiri, *Islamic Azad University, Iran*
Shabnam Nemat, *Islamic Azad University, Iran*
Mehdi Shafaghati, *Payame Noor University, Iran*
- 16:15 - 16:30** **Bookenarium: The Rise of New Opportunities in Literary Tourism**
Giammarco Tosi, *INSEAD MBA Alumni, Italy*
- 16:30 - 16:45** **Tourists Evaluation of Wellbeing Tourism in Portugal**
João Ferradeira, *University of Algarve, Portugal*
Antónia Correia, *University of Algarve, Portugal*
Adriano Pimpão, *University of Algarve, Portugal*
- 16:45 - 17:00** **Republic of Macedonia, a New Wine Tourism Destination – Is It Possible?**
Milena Taleska, *Sts. Cyril and Methodius University, Macedonian*
- 17:00 - 17:15** **What Is This Thing Called Medical Tourism?**
Vinayaraj Mothiravally, *Taylor's University, Malaysia*
- 17:15 - 17:30** **Discussion**



6th World Conference for Graduate Research in Tourism, Hospitality and Leisure

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26 April 2012, Thursday

Session : **Masters 3**
Chair : Hamid Zargham, *Allameh Tabatabaee University, Iran*
Date : 26 April 2012
Hall : **A**

- 09:00 - 09:15** **Measuring the Acceptable Level of Negative Social Impacts of Tourism on Local Communities of Iran: A Case Study of Parishan Wetland Local Communities**
Pooneh Torabian, *University of Waterloo, Canada*
- 09:15 - 09:30** **Socio-Cultural Sustainability of Tourism Destinations in Iran: A Comparative Study of Abyaneh and Masouleh**
Ali Mostolizadeh, *University of Tehran, Iran*
- 09:30 - 09:45** **Leisure Constraints and Stress Coping Processes of Adolescent Donjinshi Writers, Caricaturist and Costume Players**
An-Ni Hsu, *National Dong Hwa University, Taiwan*
- 09:45 - 10:00** **Vancouver Island Local Tourism Initiative**
Laurel Sliskovic, *Vancouver Island University, Canada*
- 10:00 - 10:15** **Impact of Climate Change on Winter Tourism: A Case of Turkish Ski Resort**
O. Cenk Demiroğlu, *Western Norway Research Institute, Norway*
- 10:15 - 10:30** **Discussion**

Session : **PhD 3**
Chair : Chris Ryan, *University of Otago, New Zealand*
Date : 26 April 2012
Hall : **B**

- 09:00 - 09:15** **Effectiveness of Airlines and Airports in Converting Stopover Passengers into Future Stayover Tourists at Hub Cities - Evidence from Singapore**
Chuanzhong Tang, *Griffith University, Australia*
- 09:15 - 09:30** **Value Creation During Family Visits to Heritage Visitor Attractions**
John Melvin, *Nottingham University, UK*
- 09:30 - 09:45** **Reputational Capital and Olympic Events: A Case Study of Whistler Live!**
Massimo Morellato, *Università degli Studi di Milano, Italy*
- 09:45 - 10:00** **Role of Social Tourism in Self-efficacy and Job-seeking Activity of Unemployed Family Members**
Kostas Kakoudakis, *University of Nottingham, UK*
- 10:00 - 10:15** **The Impact of an Open Sky Policy on Small Developing Island States: A Case Study of Mauritius**
Namasoondrum P. Mootien, *University of Technology, Mauritius*
- 10:15 - 10:30** **Discussion**



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26 April 2012, Thursday

Session : **Tourism Economics**
Chair : Norain Othman, *Universiti Teknologi MARA, Malaysia*
Date : 26 April 2012
Hall : **C**

- 09:00 - 09:15** **Free Economic Zones as a Factor of the Development of Tourist Business**
Aigul Uchkampirova, *Eurasian National University, Kazakhstan*
- 09:15 - 09:30** **Destinations as Loosely Coupled Modular Structures**
Alexander Thomson, *State Radio Engineering University of Ryazan, Russia*
- 09:30 - 09:45** **Tourist Attraction Development in Denmark and its Impact on Regions**
Jie Zhang, *Center for Regional and Tourism Research, Denmark*
- 09:45 - 10:00** **Economic Impact of Cultural Event: Evidence from Thaipusam Festival Visitors' Spending**
Mohd Hafiz Mohd Hanafiah - Nor'ain Othman - Mazlina Madzhar
Universiti Teknologi MARA, Malaysia
- 10:00 - 11:15** **Panemet Circenses: Agriculture in Travel and Rural Tourism**
György Angelkott Bocz, *Swedish University of Agriculture, Sweden*
Andrés Rodríguez Martínez, *University of Valladolid, Spain*
- 11:15 - 11:30** **Discussion**

Session : **Tourism Management**
Chair : Shawn K. Davis, *Colorado State University, USA*
Date : 26 April 2012
Hall : **D**

- 09:00 - 09:15** **Trends in Innovative Behaviour of the Estonian Tourism Industry**
Heli Müristaja, *University of Tartu Pärnu College, Estonia*
Grete Kukk, *Pärnu City Government, Estonia*
- 09:15 - 09:30** **Influence of Place Attachment on Resident Perceptions of Tourism**
Shawn K. Davis, *Colorado State University, USA*
Maureen Donnelly, *Colorado State University, USA*
Jerry Vaske, *Colorado State University, USA*
- 09:30 - 09:45** **Evaluation of Competitiveness of Tourist Services LLP "Sayat"**
Armiyash Nurmagambetova, *Eurasian National University, Kazakhstan*
- 09:45 - 10:00** **Cross-Cultural Service Encounter: A Study in Hotels in Karbala-Iraq**
Elham Alshaibani, *Buckinghamshire New University, UK*
Ali Bakir, *Buckinghamshire New University, UK*
- 10:00 - 10:15** **Business Effectiveness in Tourism Rural Areas: The Case of Greece**
Anestis K. Fotiadis, *General Hospital of Katerini, Greece*
Chris A. Vassiliadis, *University of Macedonia, Greece*
Tzung-Cheng (T.C.) Huan, *National Chiayi University, Taiwan*
- 10:15 - 10:30** **Discussion**



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26 April 2012, Thursday

- Session : **Masters 4**
 Chair : Arie Reichel, *Ben-Gurion University of the Negev, Israel*
 Date : 26 April 2012
 Hall : **A**
- 09:00 - 09:15** **Crew Resource Management for Safety Training in the South African Adventure Industry**
 Dewald Venter, *Tshwane University of Technology, South Africa*
- 09:15 - 09:30** **Branding and Total Quality Management in Chain Hotels: Research in Kazakhstan**
 Galimzhan Seilov, *Istanbul University, Turkey*
- 09:30 - 09:45** **Organizational Structure of the Sales-Marketing Department in Customer-Oriented Five Star Hotels**
 Hanim Kader Şanlıöz, *Akdeniz University, Turkey*
- 09:45 - 10:00** **Responsiveness of Tshwane University of Technology's Undergraduate Tourism Management Programme to Tourism Industry Employers' Needs**
 Philisiwe Lorraine Molefe, *Tshwane University of Technology, South Africa*
- 10:00 - 10:30** **Discussion**

- Session : **PhD 4**
 Chair : Jafar Jafari, *University of Wisconsin-Stout, USA*
 Date : 26 April 2012
 Hall : **B**
- 09:00 - 09:15** **Understanding Interdependencies and Tensions around Cultural Tourism in City Destinations: The Case of Nanjing, China**
 Rui Su, *Sheffield Hallam University, UK*
- 09:15 - 09:30** **Sexuality on the Beach: Understanding Empowerment and the Fluidity of Power in the Experiences of African American Women on Jamaican Holiday**
 Nicole Files-Thompson, *Howard University, USA*
- 09:30 - 09:45** **Reutilization of Agricultural Buildings, Tourism and Sustainability in the Swedish Periurban Context**
 György Ángelkott Bocz, *Swedish University of Agriculture, Sweden*
- 09:45 - 10:00** **Role of Media in the Formation of Destination Images**
 Masood Khodadadi, *Glasgow Caledonian University, UK*
- 10:00 - 10:30** **Discussion**



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26 April 2012, Thursday

- Session : **Tourism Management**
 Chair : Ebru Günlü, *Dokuz Eylül University, Turkey*
 Date : 26 April 2012
 Hall : **C**
- 11:00 - 11:15** **Prominent Elements for Providing Quality in Thermal Hotel Enterprises from the Perspective of Managers**
 Oktay Emir, *Anadolu University, Turkey*
 Sensoy Kılıçkaya, *M. Ozdilek Tourism Vocational High School, Turkey*
 H. Rafet Yüncü, *Anadolu University, Turkey*
- 11:15 - 11:30** **Congress Tourism: An Application of Destination Benchmarking to Strategy Development**
 Galimzhan Seilov, *Eurasian National University, Kazakhstan*
- 11:30 - 11:45** **Managing Tourist Destinations: Different Approaches to Destination Management in Italy**
 Tonino Pencarelli, *Università degli Studi di Urbino 'Carlo Bo', Italy*
 Simone Splendiani, *Università degli Studi di Urbino 'Carlo Bo', Italy*
- 11:45 - 12:00** **Eco-Hotels: A New Approach to Hospitality Industry**
 Mehrdad Karami, *Allame Tabataba'i University, Iran*
 Mohanna Nikbin, *Islamic Azad University, Iran*
- 12:00 - 12:15** **Consequences of Workplace Romance for Women's Turnover Intention at Hotels: The Role of Sexual Harassment**
 Simge Kömürçü, *Izmir Katip Celebi University, Turkey*
 Ebru Günlü, *Dokuz Eylül University, Turkey*
- 12:15 - 12:30** **Discussion**
- Session : **Tourist Behavior**
 Chair : Antonia Correia, *University of Algarve, Portugal*
 Date : 26 April 2012
 Hall : **D**
- 11:00 - 11:15** **Finnish Hunters' Push Motivations - Similarities and Differences When Hunting in Local and Non-local Hunting Grounds**
 Jarno Suni, *University of Eastern Finland, Finland*
- 11:15 - 11:30** **Comparisons of Customer Perceptions and Expectations of the Products and Services at the Innibos Arts Festival**
 Lisa Welthagen, *Tshwane University of Technology, South Africa*
 Sue Geldenhuys, *Tshwane University of Technology, South Africa*
- 11:30 - 11:45** **How Perceived Global Brands Influence Consumers' Purchasing Behavior of Starbucks**
 Murat Kayak, *Asia University, Taiwan*
 Metin Kozak, *Mugla University, Turkey*
 Massoud Moslehpour, *Asia University, Taiwan*
- 11:45 - 12:00** **Experiences of Authenticity at World Heritage Sites: From Cultural Distances to Behavior Intentions**
 Odete Paiva, *Coimbra University, Portugal*
 José Luís Abrantes, *Polytechnic Institute of Viseu, Portugal*
 Fernanda Cravidão, *Coimbra University, Portugal*
- 12:00 - 12:15** **Gathering and Processing Information: The Case of Foreign Tourists in Portugal**
 Yusuf Islam Köse - Antónia Correia, *University of Algarve, Portugal*
- 12:15 - 12:30** **Discussion**



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26 April 2012, Thursday

Session : **Tourism Management**
Chair : Meral Korzay, *Bogazici University, Turkey*
Date : 26 April 2012
Hall : **A**

- 14:00 - 14:15** **Moderating Effect on Information, Familiarity and Reference Price on Hotel Pricing Policies: The Case of Chinese Customers**
Kitsun Lau, , *Hong Kong Polytechnic University, Hong Kong*
Basak Denizci Guillet, *Hong Kong Polytechnic University, Hong Kong*
- 14:15 - 14:30** **Perceived Tourism Impacts and the Desire for Tourism**
Shawn K. Davis - Maureen Donnelly - Jerry Vaske
Colorado State University, USA
- 14:30 - 14:45** **A Study of Tourism Market Segmentation in Tabriz Case Study: Tabriz Bazaar as a Tourist Attraction**
Roshan Kooshaneh, *University of Tabriz, Iran*
- 14:45 - 15:00** **Testing Segment Quality in Rural Tourism**
Kim H. Williams - Pamela A Kennett-Hensel - Harsha E. Chacko
University of New Orleans, USA
- 15:00 - 15:30** **Discussion**

Session : **PhD 5**
Chair : Başak Denizci Guillet, *Hong Kong Polytechnic University, Hong Kong SAR*
Date : 26 April 2012
Hall : **B**

- 14:00 - 14:15** **Key Factors Influencing Foreign Direct Investment in the Tourism Sector in Portugal**
Cristina Barroco, *Polytechnic Institute of Viseu, Portugal*
- 14:15 - 14:30** **What influences sustainable tourism?**
Cihangir Kolukisa, *Université Lille Nord de France, France*
- 14:30 - 14:45** **Developing a Management Model for Good Quality Service: The Case of O. R Tambo International Airport**
Liezal du Plessis, *Tshwane University of Technology, South Africa*
- 14:45 - 15:00** **The Problematique of Climate Change within the Geography of Winter Tourism**
O. Cenk Demiroğlu, *Istanbul University, Turkey*
- 15:00 - 15:30** **Discussion**



6th World Conference for Graduate Research in Tourism, Hospitality and Leisure

24 - 29 April 2012, Fethiye, Turkey



26 April 2012, Thursday

Session : **Tourism Marketing**
Chair : Alain Decrop, *University of Namur, Belgium*
Date : 26 April 2012
Hall : **C**

- 14:00 - 14:15** **An Evaluation of Tabriz Market Segmentation: Case Study of Bazaar**
Alireza M. Kouchehbagh - Roshan Kooshaneh - Behnam Baghbani
University of Tabriz, Iran
- 14:15 - 14:30** **Innovation in Branding Meetings Tourism Destinations**
Burcu Karakaş, *Aalborg University, Denmark*
- 14:30 - 14:45** **Developing and Promoting Domestic Shopping Tourism at Aqaba, Jordan**
Khalid Magabli - Fakhrieh Darabseh, *Yarmouk University, Jordan*
Hani Abdulhameed, *Halwan University, Egypt*
- 14:45 - 15:00** **Key Issues in Marketing Rural Tourism Routes: A KwaZulu-Natal Perspective**
Linde McLaren - Ernie Heath, *University of Pretoria, South Africa*
- 15:00 - 15:15** **Effects of Adventure Education Activities on Self-Efficacy and Interpersonal Communicational Competence: A Perspective of Experiential Marketing**
Shao Liang Chang, *Asia University, Taiwan*
Yu Ting Yeh, *Tainan University of Technology, Taiwan*
Kuan Ying Chen, *Tainan University of Technology, Taiwan*
Huai Chen Wang, *Tainan University of Technology, Taiwan*
- 15:00 - 15:15** **Tourism Demand in Portugal: Market Perspectives**
Jaime Serra - Antónia Correia, *Universidade de Évora, Portugal*
Paulo M. M. Rodrigues, *Universidade Nova de Lisboa, Portugal*
- 15:15 - 15:30** **Discussion**

Session : **Sustainable Tourism**
Chair : Seyhmus Baloglu, *University of Nevada-Las Vegas, USA*
Date : 26 April 2012
Hall : **D**

- 14:00 - 14:15** **Problems of Tourism Development in Kazakhstan**
Bahytzhama Zhumatayeva, *Eurasian National University, Kazakhstan*
Bibigul Isayeva, , *Eurasian National University, Kazakhstan*
- 14:15 - 14:30** **Comparisons of Customer Perceptions and Expectations of the Products and Services at the Innibos Arts Festival**
Heydar Lotfi - Fatemeh Zali - Reza Pourali, *Islamic Azad University, Iran*
- 14:30 - 14:45** **Tourism Development and Growth Challenges Facing Tokologo Municipality Area in the Free State Province**
Malefane Stephen Monyane, *Tshwane University of Technology, South Africa*
- 14:45 - 15:00** **Ecotourism Capacity and Potential of Dashti Salt Dome in Iran**
Maryam Feizollahi - Sahar Movahed, *Najafabad Islamic Azad University, Iran*
- 15:00 - 15:15** **Identification of Tourism Infrastructure Obstacles of Iran Using a Delphi Technique**
Mehdi Karamidehkordi, *Islamic Azad University, Iran*
Khalil Kalantari - Mohammadamin Khorasani, *University of Tehran, Iran*
- 15:15 - 15:30** **Discussion**



6th World Conference for Graduate Research in Tourism, Hospitality and Leisure

24 - 29 April 2012, Fethiye, Turkey



26 April 2012, Thursday

Session : **Tourist Behavior**
Chair : Rick Purdue, *Virginia Tech, USA*
Date : 26 April 2012
Hall : **A**

- 16:00 - 16:15** **Relationships among Tourism Image, Perceived Quality, Place Attachment, Tourist Satisfaction, and Revisit Intentions: A Case of International Tourists in Thailand Tourism Night Market**
Shirley Kuo, *Maejo University, Thailand*
- 16:15 - 14:30** **Cruising or Not? Factors that Influence the Decision to Undertake or Not a Cruise**
Rita Peres, *Estoril Higher Institute for Hotel & Tourism, Portugal*
Antonia Correia, *University of Algarve, Portugal*
Miguel Moital, *Bournemouth University, UK*
- 14:30 - 16:45** **Passenger Preferences for Whale Watching Tour Attributes in Tofino, British Columbia**
Sandra Warren - Wolfgang Haider, *Simon Fraser University, Canada*
- 16:45 - 16:00** **The Development of a Heritage Visitor Scale of Motivation: Research in Progress at New Zealand Sites of Heritage and Cultural Interest**
Kim H. Williams - Pamela A Kennett-Hensel - Harsha E. Chacko
University of New Orleans, USA
- 16:45 - 17:00** **Factors Moderating the Acceptance to Determine Preferences of Malay Kuih among Malay Ethnic**
Mohd Nor A. Mohd Sanip, *Universiti Teknologi MARA, Malaysia*
Shahariah Ibrahim, *Universiti Teknologi MARA, Malaysia*
- 17:00 - 17:30** **Discussion**

Session : **Types of Tourism**
Chair : Anestis K. Fotiadis, *General Hospital of Katerini, Greece*
Date : 26 April 2012
Hall : **B**

- 16:00 - 16:15** **Mountain Adventure Tourism: Effect of Personal Value over Constraint for its Growth**
Ndoh Elomba Marie, *Kangwon National University, South Korea*
Lee Seung Koo, *Kangwon National University, South Korea*
- 16:15 - 14630** **The Development of Cultural Tourism: Socio-economic Aspects**
Rina Agybetova, *Eurasian National University, Kazakhstan*
- 16:30 - 16:45** **Is Stagnation a Symptom of Decline in Băile Tinca Spa (Western Romania)?**
Tătar Corina-Florina - Ilieș Dorina-Camelia - Stupariu Marius
University of Oradea, Romania
- 16:45 - 17:00** **Agri-Tourism as a Factor of Economic Development of Rural Areas of the Republic of Kazakhstan**
Ainur Kenebayeva, *Eurasian National University, Kazakhstan*
- 17:00 - 17:15** **Do Wellbeing Tourists Expect Memorable Experiences?**
Raija Komppula - Henna Konu, *University of Eastern Finland, Finland*
- 17:15 - 15:30** **Discussion**



6th World Conference for Graduate Research in Tourism, Hospitality and Leisure

24 - 29 April 2012, Fethiye, Turkey



26 April 2012, Thursday

Session : **Sustainable Tourism**
Chair : Muammer Tuna, *Mugla University, Turkey*
Date : 26 April 2012
Hall : **C**

- 16:00 - 16:15** **Studying the Geo-tourist Effects of Gavkhuni Marsh on Development of Sustainable Tourism**
Athar Nourmohammadi, *NajafAbad Islamic Azad University, Iran*
Hajar Norouzi, *NajafAbad Islamic Azad University, Iran*
- 16:15 - 16:30** **Contemporary Trends in the Development of Tourism in the Polish-Slovak Borderland – Two Decades after the Transformation**
Bartosz Piziak, *Jagiellonian University, Poland*
Robert Pawlusiński, *Jagiellonian University, Poland*
- 16:30 16:45** **Identification of Tourism Financial and Capital Obstacles of Chehar-Mahal and Bakhtiari Province, Iran**
Mostafa Karbasioun, *University of Shahrekord, Iran*
Mehdi Karamidehkordi, *Islamic Azad University, Iran*
- 16:45 - 17:00** **Summer Tourism and Climate Change in the Alpine Region: Is a Viagra-effect Likely to Happen? - An Overview on Research Findings in Austria**
Ulrike Pröbstl - Katharina Greil - Veronika Wirth
University of Natural Resources and Life Sciences, Austria
- 17:00 - 17:15** **Sustainability of Tourism Development: Maurice Ile Durable as a Model for the Future of Tourists Receiving Countries**
Namasoondrum P. Mootien, *University of Technology, Mauritius*
- 17:15 - 17:30** **Discussion**

Session : **Tourism Education & Sociology**
Chair : Sara Dolnicar, *University of Wollongong, Australia*
Date : 26 April 2012
Hall : **D**

- 16:00 - 16:15** **Understanding the Influence of Interpersonal Relationships on Tourism Mobility**
Julia Hibbert, *Bournemouth University, UK - Linnaeus University, Sweden*
- 16:15 - 16:30** **Hostelling in China: An Ethnography of Youth Hostels**
Hai Xiao, *The Chinese University of Hong Kong, Hong Kong*
- 14:30 - 16:45** **Innovation & Cooperation: Learning Tourism & Hospitality on Working Place**
Dmitrieva Alexandra Ivanovna, *Ural Federal University named after the first President of Russian Federation B.N.Yeltsyn, Russia*
- 16:45 - 17:00** **Strategies for Innovation Implementation in the Tourism Education at Tshwane University of Technology**
Malefane Stephen Monyane, *Tshwane University of Technology, South Africa*
- 17:00 - 17:15** **Thoughts of Postgraduate Tourism Education in Turkey**
Metin Kozak, *Mugla University, Turkey*
Nazmi Kozak, *Anadolu University, Turkey*
- 17:15 - 17:30** **Discussion**



6th World Conference for Graduate Research in Tourism, Hospitality and Leisure

24 - 29 April 2012, Fethiye, Turkey



26 April 2012, Thursday

Session : **Tourism Management**
Chair : Levent Altınay, *Oxford Brookes University, UK*
Date : 26 April 2012
Hall : **G**

- 16:00 - 16:15** **Representations of Çeşme as a Seaside Resort in Popular Culture**
Gökçe Özdemir Bayrak, *Yasar University, Turkey*
Ceren Miral, *Dokuz Eylul University, Turkey*
Özge Adan, *Yasar University, Turkey*
- 16:15 - 16:30** **An Assessment of College Students' Knowledge of Nutrition and its Effects on Eating Behaviors in Surabaya**
Sienny Thio, *Petra Christian University, Indonesia*
Regina Jokom, *Petra Christian University, Indonesia*
- 16:30 - 16:45** **Antecedents of Employee Turnover: The Case of Turkish Boutique Hotels**
Zeynep Karsavuran - Ramazan Ovalı - Ezgi Çağlar - Kıvanç İnелmen
Boğaziçi University, Turkey
- 16:45 - 17:00** **Tourism, Governance and Networks: A Theoretical Study**
F(bia Trentin, *Fluminense Federal University - Coimbra University, Brazil*
- 17:00 - 17:15** **The Impact of Effective Employee Performance Appraisal System (EEPAS) On Quality of Customer Service in Hotel Operations**
Ashraf Tag-Eldeen - Mohamed Kamal Abdien, *International University of Applied Sciences, Germany & Alexandria University, Egypt*
- 17:15 - 17:30** **Discussion**



6th World Conference for Graduate Research in Tourism, Hospitality and Leisure

24 - 29 April 2012, Fethiye, Turkey



27 April 2012, Friday

Session : **Information Technology & Tourism**
Chair : Cody Morris Paris, *Middlesex University, UAE*
Date : 27 April 2012
Hall : **A**

- 09:00 - 09:15** **A Cultural Consensus Analysis of Backpackers in South East Asia: Comparison of Backpackers from South East Asia and Australia and New Zealand**
Cody Morris Paris, *Middlesex University, UAE*
Ghazali Musa, *University of Malaysia, Malaysia*
Thinaranjency Thirumoorathi, *University of Malaysia, Malaysia*
- 09:15 - 09:30** **Internet Pushed Features of Mountain Resorts Stepping Aside or Joining the Crowd**
Daniel Tixier, *ESSEC Business School, Paris - Singapore*
- 09:30 - 09:45** **Travel 2.0. Iran: Travel Blogs Building the Destination Image of Iran**
Diana Condrea, *Aalborg University, Denmark*
- 09:45 - 10:00** **Application of SEM on Acceptance Factors of u-Ticket Service in Tourist Destinations**
Mincheol Kim - Gi-moon Ko - Jae-eun Kang
Jeju National University, South Korea
- 10:00 - 10:15** **Usage of QR Code in the Tourism Industry**
Mehmet Emek, *Doğuş University, Turkey*
- 15:15 - 10:30** **Discussion**

Session : **Tourism, Recreation & Leisure**
Chair : Meral Korzay, *Boğaziçi University, Turkey*
Date : 27 April 2012
Hall : **B**

- 16:00 - 16:15** **Perception of Young University Women about the Recreation Activities Influence on the Student Life Style**
Malefane Stephen Monyane, *Tshwane University of Technology, South Africa*
- 16:15 - 16:30** **A Conceptual Study on Recreational Leadership**
Onur Çakır - Meryem Akoğlan Kozak, *Anadolu University, Turkey*
- 16:30 - 16:45** **Gender in Golf: Heterogeneity in the Participation of Women**
Helena Reis - Antónia Correia, *University of Algarve, Portugal*
- 16:45 - 17:00** **Leisure Constraints in Six Taiwan Cities**
Yi-Chung Hsu, *National Dong Hwa University, Taiwan*
Chi-Ming Hsieh, *National Dong Hwa University, Taiwan*
Garry Chick, *Pennsylvania State University, USA*
Chih-Kuei Yeh, *National Dong Hwa University, Taiwan*
Sung Hee Park, *University of Science and Technology, Macau*
- 17:15 - 17:30** **Discussion**



27 April 2012, Friday

Session : **Sustainable Tourism & Planning**
Chair : Seonyoung Kim, *Sheffield Hallam University, UK*
Date : 26 April 2012
Hall : **C**

- 16:00 - 16:15** **Tourism and Urban Regeneration: Separate or Integrated Policy Fields, Actors and Networks?**
Seonyoung Kim, *Sheffield Hallam University, UK*
- 16:15 - 14:30** **Harvester Ant Colonies as a Geomorphosite Maker: Case Study of Ant Nests on Southern Slope of Azay-Tapah**
Davood Mokhtari, *University of Tabriz, Iran*
- 14:30 - 16:45** **Features of the Development of Innovative Processes in Tourism PhD Students of the Eurasian National University ENU**
Zhansagimova Ajagoz Erzhanovna, *The Euroasian National University, Kazakhstan*
- 16:45 - 16:00** **Development of a Sustainable Tourism Management Framework for Mapungubwe National Park**
Uwe P Hermann, *Tshwane University of Technology, South Africa*
Peet van der Merwe, *North-West University, South Africa*
Willem J.L. Coetzee, *Tshwane University of Technology, South Africa*
Melville Saayman, *North-West University, South Africa*
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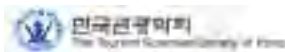
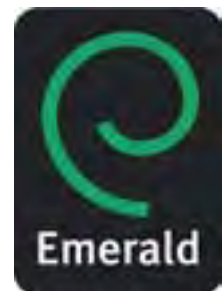


27 April 2012, Friday

Session : **Tourist Behavior & Tourism Environment**
Chair : Alain Decrop, *University of Namur, Belgium*
Date : 27 April 2012
Hall : **D**

- 09:00 - 09:15** **Online Reviews Credibility: Implications on Traveller's Decision Making**
Romeu Lopes, *Instituto Politécnico da Guarda, Portugal*
José Luís Abrantes, *Instituto Politécnico da Guarda, Portugal*
Elisabeth Kastenholz, *Universidade de Aveiro, Portugal*
- 09:15 - 09:30** **Effects of Relationship Quality on the Justice - Revisit Intentions Relationship**
Tsai-Fa Yen, *Fortune Institute of Technology, Taiwan*
Tang-Chung Kan, *National Kaohsiung University of Hospitality and Tourism, Taiwan*
Shih-Yun Hsu, *Asia University, Taiwan*
Shu-Hsiang Chen, *Maejo University, Thailand*
- 09:30 - 09:45** **Assessment and Analysis of the Factors Affecting Tourism Development Using the SWOT Strategic Model**
Seyyed Assadollah Hejazi - Abolfazl Ghanbari - Mohammad Ghanbari
University of Tabriz, Iran
- 09:45 - 10:00** **Environmental and Socio-Cultural Dysfunctions Generated by Mass Tourism: The Case of Mazuria Lakes - Poland**
Anna Dłuzewska, *Kazimir the Great University of Bydgoszcz, Poland*
- 10:00 - 10:15** **Assessment Geomorphotourism Potentials in Karstic Regions: The Case Study of Tazeh Kand Village of Maragheh Township**
Mehmet Emek, *Doğuş University, Turkey*
- 15:15 - 10:30** **Discussion**

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