

BOOK OF ABSTRACTS

The International
**CONFERENCE
ON TOURISM
AND BUSINESS**

31 August & 1 September 2017

Venue

**LUCERNE UNIVERSITY
OF APPLIED SCIENCES AND ARTS**
Auditorium Lakefront-Center
Inseliquai 12B Lucerne Switzerland

Co-Hosted by

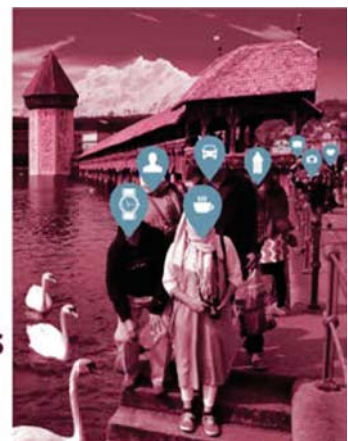
Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Business



Mehidol University
International College



ICTB 2017

PROGRAMME GUIDE



The International
CONFERENCE
ON TOURISM
AND BUSINESS
31 August & 1 September 2017



03 Program overview

31 AUG 2017. THURSDAY

- 08:00 – 09:00** **Registration (Coffee/Tea)**
- 09:00 – 09:30** **Welcome & Opening ceremony**
Assoc. Prof. Phitaya Charupoonphol (Mahidol University International College, Thailand)
Prof. Dr. Jürg Stettler (Lucerne University of Applied Sciences, Switzerland)
- 09:30 – 10:00** **Keynote 1: Tourism, running and events**
Prof. Dr. Jonas Larsen (Roskilde University, Denmark)
- 10:00 – 10:45** **Keynote 2: Rethinking business models for tourism of the future**, Prof. Dr. Christian Laesser (University of St.Gallen, Switzerland)
- 10:45 – 11:00** **Coffee/Tea Break**
- 11:00 – 13:00** **Parallel session 1**

Group 1	Room: Plenum 02	Session: Financial performance & Market volatility
Chair: TBC		
Participant name	Topic	Affiliation
P. Y. Cheng L. Lau	Moderating Effects of Audit Quality on Earnings Quality of Family Firms in Hong Kong	The Open University of Hong Kong, Hong Kong
Woraphon Wattanatorn Sarayut Nathaphan	Revisit the relationship between mutual fund fee and performance - The evidence from bank affiliated funds	Mahidol university international college, Thailand
Kanix Bukkavesa Thanarek Thanakijssombat	Foreign Exchange Volatility and Emerging Market ETFs Abnormal Return	Mahidol university international college, Thailand
Sirithida Chaivisuttangkun Pornsit Jiraporn	The Effect of Co-opted Board on Firm Value	Mahidol university international college, Thailand

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Group 2	Room: Plenum 03	Session: Hospitality trends: cases & examples
Chair: TBC		
Participant name	Topic	Affiliation
Ohnmacht Timo Ponnasureddy Sindhuri	Tourism Mobilities and the Hospitality Industry: From pilgrimage to mass tourism and patterns of encounter between locals and tourists	Lucerne University of Applied Sciences and Arts, Switzerland
Nuanwan Amornpornwivat Supara Kapasuwan	Tourists' Perception on and Intention to Stay at a Capsule Hotel in Bangkok	Mahidol University International College, Thailand
Jürg Stettler Barbara Rosenberg-Taufer Lukas Huck Jürg Schwarz Chanin Yoopetch	Comparing the Satisfaction Level of Hospitality Internationally: the Tourist's Perspective in Switzerland and Thailand	Lucerne University of Applied Sciences and Arts, Switzerland

Group 3	Room: Group room 08	Session: Sustainability & Consumer behaviour
Chair: TBC		
Participant ID	Topic	Affiliation
Rachel Dodds	Willingness to pay vs. Actual behaviour sustainable procurement at festivals	Ryerson University, Canada
Bich Van Phan Hanqun Song	The effect of customer's knowledge and human factors of a restaurant on customer's authenticity perception	University of Huddersfield, United Kingdom
I Wayan Mertha Ni Made Eka Mahadewi Hanugerah Kristiono Liestiandre Ni Made Tirtawati	Tourist willingness to pay for quality destination of Komodo National park	Bali Tourism Institute, Indonesia
Friederike Vinzenz Werner Wirth Julianna Priskin Sindhuri Ponnasureddy Timo Ohnmacht	Perceived Social-Environmental and Emotional Well-Being as a Benefit of Sustainable Tourism Products and Services	University of Zurich & Lucerne University of Applied Sciences and Arts, Switzerland

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Group 4	Room: Plenum 09	Session: Implementation of sustainable destination planning
Chair: TBC		
Participant ID	Topic	Affiliation
Dewa Ayu Made Lily Dianasari	Tourism and the environment: Study of the Implementation of Green Tourism Concept in Jatiluwih Tourism Village, Tabanan-Bali	Bali Tourism Institute, Indonesia
Shohel MD Nafi	Sustainable Tourism in Saint Martin's Island: Current Issues and Guidelines for Development	PATA Bangladesh Dhaka University
Catherine McGuinn Andrew Higgins	An investigation into stakeholder perceptions of destination marketing efforts of County Sligo, Ireland.	Institute of Technology, Sligo
Aleksandra Đukić Branislav Antičić	Territorial Planning as a Creative Tool for the Upgrading of Cultural Tourism in Golubac, Serbia	University of Belgrade , Serbia

13:00 – 14:00 Lunch

14:00 – 16:00 Parallel session 2

Group 1	Room: Plenum 02	Session: Sales performance & consumer intentions
Chair: TBC		
Participant ID	Topic	Affiliation
Angela Steffen	Look what you could reach! How performance information can increase sales productivity – First draft of an ongoing project	Lucerne University of Applied Sciences and Arts, Switzerland
Fabian Driediger Veera Bhatiasavi	Online Grocery Shopping in Thailand: Consumer Acceptance and Usage Behaviour	Mahidol University International College, Thailand
Monika Kriewald	Changing Term "Individualization"	Ostfalia Hochschule, Germany

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Group 2	Room: Plenum 03	Session: Climate change & other impacts at destination
Chair: TBC		
Participant ID	Topic	Affiliation
Chaithawat Siribowonphitak	Effects of Urban Tourism from Urbanization in Khon Kaen Province, Thailand	Khon Kaen University, Thailand
Anna Amacher Hoppler	The development of National Tourist Offices worldwide: An alpine model?	Lucerne University of Applied Sciences and Arts, Switzerland
Philipp Wegelin Thao Vu Thi Widar von Arx	Weather Myths: How Bad is Bad Weather for Day Visits to Outdoor Recreation Destinations?	Lucerne University of Applied Sciences and Arts, Switzerland
Fabian Weber, Barbara Rosenberg Wiebke Unbehaun, Christiane Brandenburg, Alexandra Jiricka Pürner, Christina Czachs, Andrea Prutsch Martina Offenzeller	Perception of the term "Sommerfrische" in times of climate change	Lucerne University of Applied Sciences and Arts, Switzerland

Group 3	Room: Plenum 09	Session: Advertising, Mobile marketing analysis
Chair: TBC		
Participant ID	Topic	Affiliation
Thomas Wozniak Dorothea Schaffner Katarina Stanoevska-Slabeva Vera Lenz-Kesekamp	Mobile Marketing: What factors influence the disclosure of personal data	Lucerne University of Applied Sciences and Arts, Switzerland
Jalaleh Soltani Timothy Gibson	Tourism and destination branding; tourism and marketing in Iran	Sheikh Bahaei University Management Faculty, Iran
Thomas Wozniak Andreas Liebrich	Towards holistic touchpoint management in marketing of cooperatively managed destinations	Lucerne University of Applied Sciences and Arts, Switzerland

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16:00 – 16:15 Coffee/Tea Break

16:15 – 17:15 Parallel session 3

Group 1	Room: Group room 08	Session: Environmental & destination development initiative I
Chair: TBC		
Participant ID	Topic	Affiliation
Luh Yusni Wiarti	Perceived Social Impact of Hosting an Event in a Destination: A Study Case of Buleleng Bali Dive Festival	Bali Tourism Institute, Indonesia
Roger Sonderegger Giovanni Danielli	Landscape protection and indirect tourism policies: The Swiss Case	Lucerne University of Applied Sciences and Arts, Switzerland

Group 2	Room: Plenum 03	Session: Environmental & destination development initiative II
Chair: TBC		
Participant ID	Topic	Affiliation
Manu Broccard Alain Pillet Jérôme Baratelli	Innovation in the concepts of intercultural communication and resistance to changes in responsible organisations.	HES-SO Valais, Switzerland
Bilal Yalçın Çağdaş Turan	Creative cities network for marketing touristic products: an analysis on literary cities	Gümüşhane University, Turkey Maltepe University Vocational School, Turkey

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Group 3	Room: Plenum 02	Session: Sharing economy: cases & examples
Chair: TBC		
Participant ID	Topic	Affiliation
Eliane Bucher Christian Fieseler Christoph Lutz Matthes Fleck	Tales from the Oversharing Economy – The Authenticity Dilemma in Peer-to- Peer Marketplaces	Lucerne University of Applied Sciences and Arts, Switzerland
Dorothea Schaffner Dominik Georgi Susanne Ulrich	Sharing versus booking – Exploring antecedents of usage intentions in the hospitality sector	Lucerne University of Applied Sciences and Arts, Switzerland

From -19:30 **Conference dinner at Restaurant Bellini** ([See map: here](#))

03 Program overview

01 SEP 2017. FRIDAY

- 08:00 – 08:30** **Welcome Coffee/Tea (Welcome Desk)**
- 08:30 – 08:45** **Introduction – Prof. Dr. Julianna Priskin** (HSLU, Switzerland)
- 08:45 – 09:15** **Keynote 3: Climate Change: What business and policy makers need to do**
Prof. Dr. Peter Burns (University of Bedfordshire, UK)
- 09:15 – 09:45** **Keynote 4: Destination Leaders Programme**
Asst. Prof. Dr. Jane Ali-Knight (Edinburgh Institute: Festivals, Events & Tourism, Scotland)
- 09:45 – 10:15** **Coffee/Tea Break & Sandwiches**
- 10:15 – 12:15** **Parallel session 4**

Group 1	Room: Plenum 02	Session: The human factor & business performance
Chair: TBC		
Participant ID	Topic	Affiliation
Prasadini Gamage	Impact of Protean Career Attitude on Career Development, Job Satisfaction and Job Involvement of Executives at Multinational Companies in Sri Lanka	University of Kelaniya, Srilanka
Jesper Dopping	Wayfinding and dwelling in strategizing: Healthy bodies and entertainment in entrepreneurial companies.	Mahidol University International College, Thailand
Lisa Fickel Roland Lymann Anna Wallebohr	Holistic wellness: Appreciation within hoteliers and employees of Swiss wellness hotel	Lucerne University of Applied Sciences and Arts, Switzerland

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Group 2	Room: Plenum 03	Session: Tourism product & development
Chair: TBC		
Participant ID	Topic	Affiliation
Karl Basil Dicen Nantaporn Mingkwan Piyantart Junkrachang Butsayapan Prungkong	The Study of Adventure Tourism Activities and Tourist's Age Group: a Case Study of Chiang Mai	Mae Fah Luang University, Thailand
Yae Fukushige Toshiyuki Maeda	A Case study on medical tourism in Japan using hot-springs resources: From the perspectives of regional revitalization and complementary and alternative	Hannan University, Japan
Chanin Yoopetch Randall Shannon	Environmental Planning for National Park Management and Sustainable Tourism Development	Mahidol University International College, Thailand

Group 3	Room: Plenum 09	Session: Management at destination: cases & examples
Chair: TBC		
Participant ID	Topic	Affiliation
Luh Yusni Wiarti Dewa Ayu Made Lily Dianasari Ida Bagus Putra Negarayana Anom Hery Suasapha	Labuan Bajo: A Quality Tourist Destination in Indonesia? An Exploratory Study on Tourists Perspectives	Bali Tourism Institute, Indonesia
Dorothea Schaffner Timo Ohnmacht Christian Weibel Helmut Schad	How to promote green housing? A dynamic approach to understanding residents' decision-making	Lucerne University of Applied Sciences and Arts, Switzerland
Autthapon Sirivejjabhandu	Enhancing Stakeholders' s Participation in Special Interest Tourism in the Lower Isan Cultural Corridor, Thailand	Sisaket Rajabhat University, Thailand
Frölicher Jonas Widar von Arx Matthias Mahrer	Tourism business performance: Cases & examples.	Lucerne University of Applied Sciences and Arts, Switzerland

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Group 4	Room: Group room 08	Session: Tourism business performance: Cases & examples
Chair: TBC		
Participant ID	Topic	Affiliation
Monika Bandi	Event Performance Index (EPI) as a holistic tool to support cultural and sports events	University of Bern
Egli Alain	Going for Long-term Legacy of Major Sport Events: The FIS Alpine World Ski Championships St. Moritz 2017	Lucerne University of Applied Sciences and Arts, Switzerland
Reinhard Kunz	Qualitative analysis of English translation issues encountered on Swiss tourism websites	Lucerne University of Applied Sciences and Arts, Switzerland
Philipp Luetolf Gabrielle Wanzenried	What Determines the Performance of Mountain Ropeway Companies? Empirical Evidence for Switzerland	Lucerne University of Applied Sciences and Arts, Switzerland

12:15 – 13:00 Lunch - Sandwiches

13:00 – 13:30 Keynote 5: Business Perspective Under the Disruptive Technology
Asst. Prof. Sarayut Nathaphan, (Mahidol University International College, Thailand)

13:30 – 14:15 Closing Remarks & Farewell
Prof. Dr. Christine Böckelmann (Director, HSLU)
Assoc. Prof. Phitaya Charupoonphol (Dean, Mahidol University International College, Thailand)
Prof. Dr. Timo Ohnmacht (HSLU, ICTB Conference committee)

(incl. Best Paper Award for Ph.D. Students) (Auditorium)

15:00 – 17:00 Guided City Tour: Lucerne ([See: Lucerne city guide](#))

Territorial Planning as a Creative Tool for the Upgrading of Cultural Tourism in Golubac, Serbia

Prof. Dr. Aleksandra Djukić

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Abstract

In the contemporary time of abundant and diversified offers of cultural tourism globally, the need for new values, such as creativity, is inevitable. As well as creativity being in the essence of every cultural practice, it is also becoming a tool to link and modernise cultural treasures for tourist consumption today. Its inclusion is also useful in territorial plans, because their strategic role is a driving force for local economies. Creativity can support particularly those sectors which have rich foundations, but suffer from general underdevelopment. Cultural tourism in Golubac town and its surroundings in eastern Serbia is a prime example. Although Golubac is situated on the Danube and has one of the most preserved old fortresses in the region, it has not been positioned as an important spot for cultural tourism. The intention of this paper is to present recent efforts to facilitate this branch of tourism by the application of creative tools in local planning documents. This will be conveyed through a multi-criteria analysis of crucial territorial plans for Golubac. For the establishment of these criteria, the theoretical knowledge which links creativity, cultural tourism and territorial planning will be studied. The implementation of this interlinked knowledge in the analysis will be the backbone of a proposal for improvements in territorial planning which can profoundly facilitate creativity in cultural tourism at a global level.

Keywords

Spatial and urban planning, Serbia, Danube, creativity, cultural tourism, small community

09 List of participants

Title	Surname	First name	Organisation
Ms	Ali-Knight	Jane	Edinburgh Napier University
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Mr	Burns	Peter	University of Bedfordshire
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Mr	Charupoonphol	Phitaya	Mahidol University International College
Mr	Chen	Ka Tat Nixon	Mahidol University International College
Mr	Cheung	Pat Yan	The Open University of Hong Kong
Mr	Danielli	Giovanni	University of Applied Sciences of Western Switzerland
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Ms	Dodds	Rachel	Ryerson university
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