

	Tuesday, January 27 (PhD Workshop)		
8.30 - 9.00	Registration & Welcome Coffee in the Large Atrium of Horizon		
9.00- 9.30	Welcome with the PhD Workshop Chairs: Rodolfo Baggio, Jelena Farkic, Katarzyna Minor, Arkadiusz Tomczyk Room Hn0.015		
9.30- 10.00	Keynote: Marco van Leeuwen The Implications of AI for Tourism Research Ethics Room Hn0.015		
10.00- 10.30	Keynote: Katerina Berezina The complexity of doing research in tourism Room Hn0.015		
10.30-11.00	Coffee Break in the Large Atrium of Horizon		
11.00-12.30	Discussion Panel Marta Salvador Almela, Júlia Martí Ochoa, Vivian Medina-Hernandez, María del Pilar Pascual Fraile and Giovanni Baldi - the success factors of doctoral journey ☺ Room Hn0.015		
12.30-13.30	Lunch in the Large Atrium of Horizon		
13.30-15.30	SESSION 1 chair: Jelena Farkic Room 1: Hn 1.001 Marit de Vries: "Revolutionizing Hospitality: AI-Driven Revenue Management Strategies for Future-Proof SMEs" Ruipu Liang: "Evaluate and Design AI-Powered Travel Assistants: A Cross-Disciplinary Framework" Lijuan Chen, Brigitte Stangl and Lorna Wang: "Exploring AI-Enabled Interactive Engagement to Combat Loneliness and Enhance Social Connectedness in Tourism" Sahil Sharma and Roman Egger: "Tourism Data Science Reimagined: AI Agents, LLMs, and the Empirical Turn" Jiajia Liao: "Evaluating the Impact of Visitor Restrictions on Mount Fuji: Causal Evidence from Mobile Phone Big Data" Chiara Di Nolfo, Eva Martin-Fuentes and Juan Pedro Mellinas: "Tourism Online Reviews: Credibility, Bias, and Reputation Standards Across Platforms"	SESSION 2 chair: Arkadiusz Tomczyk Room 2: Hn1.003 Stephanie Zuley Bohorquez-Duran, Eva Martin-Fuentes and Estela Marine-Roig: "Heritage Through the Eyes of Generation Z: Short-Form Video Content and Travel Motivations" Anton Pustovalov: "Experience Economy Dimensions and Guest Satisfaction in Peer-to-Peer Accommodation: Comparative Analysis of Airbnb Reviews in Rome and Paris." Desiree Manzano-Farray, Lidia Aguiar-Castillo and Rafael Perez-Jimenez: "Digital Twins in tourism: contribution to the analysis of acceptance, intention to use, and organizational impact" Muhammad Alif Bin Abdullah: "From Click to Take-Off: Digital Transformation of Corporate Travel Booking in Malaysia's Business Landscape" Moises Segura Cedres, Carmen Lidia Aguiar Castillo, Rafael Perez Jimenez and Victor Guerra Yanez: "Implementation of Ontology-Based Digital Twins for the Optimization of Reception Services in Hotel Environments." Jessie Chen: "Risk Management Among Diabetic Travellers: examining the potential of AI" Jaime Blázquez V., Carmelo León and Eugenio Díaz-Fariña: "Economic Valuation of Tourism Sustainable Policies"	SESSION 3 chair: Katarzyna Minor Room 3: Hs2.027 Chuan Vo Trung An Doan: "An Investigation into the Application of Circular Economy Principles in Small and Medium-Sized Tourism Enterprises (SMTEs): A Case Study of Vietnam" Souzan Esmi: "Elucidating the Smart Transformation Model of Iran's Tourism Ecosysteme" Nagarjun Ragde, Dimitrios Buhalis and Adam Blake: Economics of Smart Tourism Jan Lichota: "European Smart Tourism Capital – analysis of the EU initiative" Veronica Bova: "Bottom-Up Tourism Development in Depopulating Peripheries: Theorizing Community Engagement in Sardinian Contexts" Mireya Y. Morgana-Orellana, Sergio Moreno-Gil and Patricia Picazo-Peral: "Communicating Sustainability in Tourism through Cognitive, Affective and Neurophysiological methods" Iva Kovačević Melinčević: "Psychological Safety and Job Performance of Foreign Workers: The Role of Personal, Organizational, and Technological Factors"
15.30 -16.00	Coffee Break in the Large Atrium of Horizon		
16.00-17.30	Q&A WORKSHOP: DOCTORAL RESEARCH SUCCESS FACTORS: BEGINNING YOUR PHD chair: Katarzyna Minor Room 1: Hn1.001	Q&A WORKSHOP: DOCTORAL RESEARCH SUCCESS FACTORS: MIDDLE OF PHD RESEARCH chair: Arkadiusz Tomczyk Room 2: Hn1.003	Q&A WORKSHOP: DOCTORAL RESEARCH SUCCESS FACTORS: FINISHING YOUR PHD chair: Rodolfo Baggio & Jelena Farkic Room 3: Hs2.027
17.30-18.00	Closing & Awards in the Large Atrium		
20.00 - Late	Social Gathering @Delegates Expenses		

	Wednesday, January 28 (Conference Day 1)			
8:15 -08:45	Registration & Welcome at the Large Atrium at Horizon			
08:45 -09:15	Welcome @ENTER 2026 at the Chapel at Horizon			
9:15 - 10:00	Keynote: Antonio Lopez De Avila (UN Tourism) Room: Horizon Chapel			
10:00 -10:30	Coffee Break in the Large Atrium of Horizon			
10:30 - 11:30	Co-Creation Session Regenerative Tourism & Technology Chair: Yasemin Oruc Room 1: Hn0.015	Co-Creation Session 2 The Future of Tourism Education Chair: Antonio Lopez De Avila Room 2: Hn0.002	Co-Creation Session 3 Digital Transformation Research Collaborations in LTH Chair: Alexander L. Schmidt Room 3: Hn0.003	Co-Creation Session 4 Co-Creating Human-Centric AI Futures in Travel & Tourism Chair: Faizan Ali Room 4: Hn0.006
11:30 -13:00	Full Papers Track #1: Destination Image & Visual Analytics Room 1: Hn0.015 Chair: Nell Schmidt, Barbara Neuhofer and Roman Egger: Looking back to plan forward: A retrospective longitudinal analysis of perceived online destination image in multi-faceted destinations Matthew Sacco, Mark Dalli, Leander Grech, Chantelle Saliba, Martina Mangion and Dylan Seychell: Analysing Visual User-Generated Content for Destination Management Lyndon Nixon: Can AI see like a tourist? An exploration of Vision Language Models for automated photo elicitation Armin Brysch, Diana Chvirova, Robert Keller, Dominik Rebholz and Jana Rudman: Is it Real or AI? How digital natives identify AI-generated images	Full PapersTrack #2: Generative AI: Concepts, Methods & Validation Room 2: Hn0.002 Chair: Ainhwa Carballido-Risco: Generative, Agentic, and Explainable AI: evolution and future in tourism Rosanna Leung: From Analytic Assistant to Scientific Replicator: Testing the Process Fidelity of GAI in Qualitative Tourism Research Peng A: Yang, Heli Hallikainen, Juho Pesonen and Andrei Kirilenko: KPTopic: a topic generator built on the semantic network of key parts of speech Chuan Vo Truong An Doan: From Prediction to Participation: A Framework for Harnessing Generative AI in Regenerative Tourism	Full Papers Track #3: Conversation, Recommendation & Personalisation Room 3: Hn0.003 Chair: Stefan Neubig, Anne Bumiller, Andreas Hein, Robert Keller and Helmut Krcmar: Talking Sustainability: How the Conversational Layer Shapes Recommendation Outcomes in LLM Chatbots Furkan Imamoglu and Wolfgang Wörndt: Progressive Disclosure of User Preferences in a Tourism Recommender System Rasoul Mahdavi, Katerina Berezina, Mahsa Talebi and Halyna Horpynich: Travelers and Generative AI: Understanding Personalization and Task-Technology Fit in Trip Planning Irina V. Gewinner: A LinkedIn Typology for Tourism & Hospitality Leaders	Working Papers Track #1: AI-Powered Tourism Services & Automation Room 4: Hn0.006 Chair: Alex Yang-Chan Hsiao, Samuel Kai Wah Chu, Clara Gabriella Choe and Wei-Che Chien: From Trip Planning to Experience Curation: Designing A Campus AI Travel Assistant Prototype Yu Jiang and Wan Chun-Ying: Navigating the AI Frontier in Travel: When AI Travel Agent Guides Become Trusted Companions Khaoula Akdim, Héctor González-Jimenez and Jungkeun Kim: Human or AI? Navigating contradicting travel recommendations Yves Pouabe, Serena Volo and Oksana Tokarchuk: Consumer Willingness to Pay for Robot-Delivered Services in Tourism and Hospitality: A Critical Reflection Review Yerin Yhee, Kichan Nam and Chulmo Koo: Making Effort Visible: Restoring the AI Source Penalty
13:00-14:00	Lunch in the Large Atrium of Horizon			
14:00-14:45	Academic Keynote: Prof Dimitrios Buhalis (Bournemouth University) Smart Tourism in the AI and Metaverse era Room Fe1.016			
14:45 -15:15	Coffee Break in the Large Atrium of Horizon			

15:15-16:45	<p>Full Papers Track #4: Robots, Automation & Workplace Acceptance Room 1: Hn0.015 Chair:</p> <p>Macarena Jimenez Nogales, Aarni Tuomi and Elina Moreira Kares: The Role of Experience Design in Shaping Outdoor Delivery Robot User Acceptance</p> <p>Aarni Tuomi, Pasi Tuominen, Alexander Lennart Schmidt, Joel Pakalén and Mário Ascensão: Customer Acceptance of Keenon T5 Mobile Robot for Dish Collection in Restaurants: A Field Study</p> <p>Jennie Underwood, Demos Parapanos and Tim Heap: Acceptance or Objection of AI in the Spa Industry: The moderating factor of employee presence</p> <p>Desire Manzano-Farray, Carmen Lidia Aguiar-Castillo, Maria Jerez, Victor Guerra-Yanez and Rafael Perez-Jimenez: Employees and Digital Twins in Hospitality: Adoption Drivers and Contextual Factors</p>	<p>Full Papers Track #5: Human Centred Teaching & Technology Enabled Touch Room 2: Hn0.002 Chair:</p> <p>Georges El Hajal and Yeb Seffinga: Teaching Smarter with AI: A Design-Based Workshop for Faculty Development in Hospitality Education</p> <p>Meng-Mei Chen, Alessandro Inversini, Ametie Keller and Geraldine Assen: Reflection on Technology-Enabled Human Touch</p> <p>Mattia Rainoldi, Adele Ladkin and Dimitrios Buhalis: Digital Nomads Making Boundaries: A Practice-Based Exploration of Human-Technology Interactions</p>	<p>Full Papers Track #6: Revenue, Demand & Forecasting with ML Room 4: Hn0.003 Chair:</p> <p>Carolina Costa and Nuno Antonio: Beyond Rates: Optimizing Hotel Profits with Machine Learning and Simulation</p> <p>Vasco Fontoura and Nuno Antonio: Anticipating Booking Cancellations: Predicting Optimal Interaction Timing to Minimize Loss</p> <p>Hang Nguyen Thanh and Christian Weismayer: Guest Sentiment Parameter Optimization in Occupancy Prediction Models</p> <p>Kaihan Zhang, Fangfang Yu, Caihong Li, Zhiwen Chen, Yi Ding and Xiangquan Gui: Analysis of the Impact of Public Holidays on Urban Tourism Passenger Flow Based on Causal Inference and Machine Learning</p>	<p>Stand-Up Research Presentation Tack #1: AI & Machine Learning in Tourism Operations Room 5: Hn0.006 Chair:</p> <p>Svetlana Stepchenkova and Andrei Kirilenko: AI-Aided Experimental Research: Exploring Authenticity in Service Encounters</p> <p>Liwei Wu: Large-scale Multi-Scene Streaming Learning for Accommodation Ranking at Trip.com Group</p> <p>Päivi Hanni-Vaara, Mikko Pajula and Petra Paloniemi: Artificial Intelligence in Tourism Sales and Marketing – An Adoption in Practical Experiments in Tourism Companies</p> <p>Ismael Gómez-Talal, Carlos Barroso-Moreno, María Teresa Villacé-Moliner and Pilar Talón-Ballesteros: Integrating Multi-Model Learning for Intelligent Upselling in Hospitality</p> <p>Matthew Sacco, Mark Dalli, Leander Grech, Chantelle Saliba and Dylan Seychell: Towards a Voice-of-the-Customer Agent - From Dashboards to Dialogue</p> <p>Luka Bazelmans, Manuel Alector Ribeiro and Erin Chao Ling: When AI Meets Biodiversity: How AI Personalised Information Transforms Tourist Conversation Behaviour</p>
16:45-17:30	<p>Editors Paper Clinic Bring your draft paper, abstract, or idea and pitch it to the Journal Editors in 1 min to get instant feedback Journal of Information Technology and Tourism (JITT) - Matthias Fuchs, Ulrike Gretzel, Wolfram Höpken Journal of Hospitality and Tourism Technology (JHTT) - Cihan Cobanoglu European Journal of Tourism Research & ROBONOMICS: The Journal of the Automated Economy - Stanislav Ivanov Tourism Review - Dimitrios Buhalis Journal of Smart Tourism (JST) - Chulmo Koo Fe1.016</p>			
17:30 - 19:00	Welcome Reception @Large Atrium Horizon Building			
19.00 - late	<p>Social Gathering on Delegates Expenses</p> <p>Recommendation:</p>			

	Thursday, January 29 (Conference Day 2)				
8:30 - 9:00	Registration & Welcome at the Large Atrium at Horizon				
9:00- 10:00	Industry Keynote: Sanne van Let (Netherlands Board of Tourism & Conventions) Digital Vision in Motion: Actions, Impact, and the Journey ahead				
10:00 -10:30	Coffee Break in the Large Atrium of Horizon				
10:30-11:30	Co-Creation Session #5 How will AI change eTourism research Chair: Wolfram Hoepken, Ulrike Gretzel and Matthias Fuchs Room 1: Hn0.015	Co-Creation Session #6 Co-Creating Human-Centric AI Futures in Travel & Tourism Chair: Faizan Ali and Mirko Lalli Room: Hn0.002	Co-Creation Session #7: Challenges in Implementing Digitalisation: An industry perspective Chair: Jos van der Sterren Room 3: Hn0.003	Co-Creation Session #8 Robotics in Tourism Chair Margo van Es and Stanslav Ivanov Room 4: Hn0.006	
11:30-12:30	Full Papers Track #7: Influencers, Social Sharing & Digital Communication Room 1: Hn0.015 Chair: Yue Yin, Xiaoyan Zhang, Yi Yang, Caihong Li, Zhiwen Chen and Xiangquan Gu: The Impact of Influencer Types and Account Attributes on the Promotion of Dunhuang's Tourism Image on Xiaohongshu Johanna Heinonen, Maria Murto and Juho Pesonen: From Search Engine Optimisation (SEO) to Answer Engine Optimisation (AEO) in Website Design Michael Beier and Katrin Schillo: How Relational Incentives Motivate Guests to Post on Social Media about Their Restaurant Experiences Peter O'Connor: A Digital Distribution Assessment Framework for Small and Medium sized Tourism Businesses	Full Papers Track #8: Smart Destinations, Outdoors & Resilience Room 2: Hn0.002 Chair: Liyong Wang: Smart Tourist Experiences in the Era of Smart Destinations: A Systematic Literature Review Oriol Gallardo, Benito Zaragoza, Aaron Gutiérrez and Salvador Anton Clavé: Technologies and resilience in Smart Tourism Destinations: A review of case studies Mauro Gotsch and Michael Beier: Towards a Reconceptualization of the Smart Tourism Framework for Small Destinations: Findings from Five Small Mountain Destinations in Switzerland Anne Bumiller, Dominik Huber and Stefan Neubig: From Vision to Metrics: Quantifying Outdoor-Friendliness in Smart Outdoor Cities	Working Papers - Session 2 "Working Paper Track #2: Virtual & Immersive Technologies (VR/AR/Metaverse) Room 3: Hn0.003 Chair: Andrei Khimenko, Rezvan Eftekhari, Tingjun Chen and Svetlana Stepchenkova: Geomarketer activity in VR tourists under AR with Virtual Atmospheres Lauren Siegel, Athina Ioannou, Yoo Ri Kim and Hyerhim Kim: Virtual Hospitality: Materiality, Fantasy and the Appeal of Spaces in the Metaverse Matteo Lorandi, Marco Mandolfo and Giuliano Noci: VR Experiences Across the Tourism Customer Journey: Evidence from a Multi-Stage Field Study Kai-Yun Fan and Tsz-Wai Lui: Virtual Reality and Women's Solo Travel: A Self-Determination Theory Perspective Ching-Hsuan Lu and Tsz-Wai Lui: Beyond Sight and Sound: Multisensory Virtual Tourism Gozde Turkfarhan and Cihan Cobanoglu: Dancing Beyond Barriers: Exploring Haptic Dance Floors as Inclusive Technologies in Event Experiences	Stand-Up Research Presentation Tack #2 : Generative AI, LLMs & Content Analysis Room 4: Hn0.006 Chair: Yoo Ri Kim, Arthur Huang and Michael Kentz: Exploring the Role of Personalized Generative AI in Entrepreneurship Education: A Case Study Vivian C. Medina-Hernandez, Berta Ferrer-Rosell and Estela Marine-Roig: Cross-Cultural Analysis of Airbnb Reviews in Barcelona: A Large Language Model Approach Maria del Pilar Pascual-Fraile, Ana Isabel Muñoz-Mazón, Ismael Gómez-Talal and Pilar Talón-Ballestero: A systematic review of Generative Artificial Intelligence applied to cultural tourism Estela Marine-Roig, Berta Ferrer-Rosell and Jorge Nieto-Ferrando: Destination image consistency among DMOs, films and online comments: The case of Barcelona Luc Béal, Laurent Bourgras, Pierre-Sylvain Augereau and Ludovic Lacombe: Analyzing Visitor-Resident Relationships using Artificial Intelligence and Online Reviews	Poster & Demo Talks Room: Big Atrium top Chair: Olaf Schlieper: Mixed Reality Experience "UNESCO Heritage Sites in Germany" Ana de Vega-Ventura, Berta Ferrer-Rosell and Eva Martin-Fuentes: Hotel distribution research landscape: trends, gaps and emerging challenges Candela Sol Pelliza, Inés Areosa, Bruno Jardim and de Castro Neto Miguel : A Toolkit for Tourism Accessibility: Characterizing Tourism Proximity and Walkability Patterns in Porto Rita Oliveira, Candela Pelliza, Bruno Jardim and Miguel de Castro Neto: Interactive 15-Minute Accessibility for Tourism Porto, Portugal Yi Yang, Caihong Li, Zhixia Qi, Zhiwen Chen, Lu Liu, Min Li and Zhoufei Gong: Gansu Cultural and Tourism Big Data Decision-Making Platform: An AI-Driven Visualization System for Smart Tourism Governance
12:30-13:30	Lunch + POSTER SESSIONS in the Large Atrium of Horizon				
13:30-14:15	Academic Keynote: Prof: Iis Tussyadiah (University of Surrey) Ethical Leadership in the Agentic Age				

14:15-15:45	<p>Full Papers Track #9: Platforms, Networks & Governance Room 1: Hn0.015 Chair:</p> <p>Diana Chvirova, Lotta Stöbe, Robert Keller and Lorena Pagliuso: Platform Dependency, Multi-Homing, and Local DMO Amplification: Evidence from a German Hotel Ecosystem</p> <p>Volha Herasimovich, Aurkene Alzua-Sorzabal, Basagaltz Guereño-Omit, Peng A: Yang and Juho Pesonen: What is a Tourism Destination Network? Comparing Hyperlink Network Analysis Approaches for Governance</p> <p>Aitziber Pousa-Unanue, Aurkene Alzua-Sorzabal, Volha Herasimovich and Basagaltz Guereño-Omit: Embedding Carbon Calculators in Tourism Governance and Management</p> <p>Sadia Ananya, Peter O'Connor, Rob Hallak and Sameera Mubarak: Embrace, Embed, Exit: Why ICTs Thrive or Die in Small and Medium-sized Tourism Enterprises (SMTes)</p>	<p>Full Papers Track #10: Cultural Heritage, Storytelling & Domain AI Room 2: Hn0.002 Chair:</p> <p>Antonio Lenzo, Adine Gavazzi and Lorenzo Cantoni: Telling stories about a rich heritage destination: Narratives and navigations</p> <p>Matthew Kenely, Matthew Mangion, Mark Bugeja, Dylan Seychell and Jean Gové: From Broadcast to Dialogue: A Design Framework for Conversational AI and Curatorial Insights in Cultural Heritage</p> <p>Ming Ge, Caihong Li, Yi Yang, Zhiwen Chen, Xiangqua Gui and Fangfang Yu: Construction and Evaluation of Large Language Models for the Cultural Tourism Domain via LoRA-Efficient Fine-Tuning</p> <p>Arkadiusz T Tomczyk, Christopher Ferraris and Dario Splendito: How AI Shapes the Cultural Tourism Visitor Experience: A Scoping Review with a Personalisation Lens</p>	<p>Working Papers #3: Demographics, Policy & Specialized Tourism Markets Room 3: Hn0.003 Chair:</p> <p>Juan Carlos Tello Prior: Public Policy and Female Entrepreneurship in Digital Tourism: A Comparative Insight from Mexico and China</p> <p>Pearl Lin and Summer Xia: Beyond Age: Unpacking Chinese Seniors' Travel Dining Motivations through a Socioemotional Selectivity Lens</p> <p>Shihan Ma, Yizhi Fang and Qin Li: Global Mobility of Digital Nomads: Drivers and Visa Policy Effectiveness</p> <p>Aysegul Eda Kop: Use of Digital Technologies in Promoting Medical Tourism from the Perspective of Sustainability</p>	<p>Stand-Up Research Presentation Tack #4: Digital Transformation & Emerging Technologies Room 4: Hn0.006 Chair:</p> <p>Nenden Dianawati, Yuliani Dwi Lestari and Ilma Aulia Zaim: Strategic Digital Transformation: Building Resilient Hotel Industry</p> <p>Xiglong Liang Yiqiong Liang: Blockchain-enabled Hotel Loyalty Programs: Value Co-Creation and Long-Term Ecosystem Sustainability under Web3.0</p> <p>Elina Moreira Kares, Aarni Tuomi and Mark Ashton: Customer Acceptance of Dynamic Price Variance Practices in the Finnish Restaurant Sector: Preliminary Findings</p> <p>Giovanni Baldi and Irem Önder: The Other Side of the Coin: How Bitcoin Communities Shape Destination Engagement</p> <p>Shubin Yu and Jiao Li: Is Smart Tourism Technologies More Effective in Shaping Ski destination image? A Comparative Study</p> <p>Montserrat Penarroya-Farell, Maryam Vaziri and Francesc Miralles: Digital Twins of Tourists: A framework for enhancing personalization and predictive accuracy in advertising campaigns</p>	<p>Stand-Up Research Presentation Tack #5: Social Media, Digital Content & Destination Image Room 5: Hn1.017 Chair:</p> <p>Marta Salvador-Almela and Jordi Arcos-Pumarola: Coexistence or polarisation? Exploring voluntourism discourses and algorithmic power on Instagram</p> <p>Lauren Siegel, Hisashi Masuda and Ihs Tussyadiah: Resident Resistance to the Tourist Gaze in the Mediatized Age</p> <p>Matthew Sacco, Mark Dalli, Leander Grech, Chantelle Saliba and Dylan Seychell: REPUTE Reputation Evaluation for Professionals - Unlocking Tourism Excellence</p> <p>Minni Haanpää: Exploring digital agency in shaping the effective atmospheres of a tourism city</p> <p>Jiao Li and Juhyeok Jang: The Relationship between Social Media Information Formats and Tourists' Intentions in Wellness Tourism</p> <p>Juhyeok Jang: Dual-Pathway Mechanisms of AI Literacy in Tourism Chatbot Use: The Mediating Roles of Trust and Rapport</p>
15:45 - 16:15	Coffee Break in the Large Atrium of Horizon				
16:15 -17:15	<p>Full Papers Track #11: Blockchain, Crypto & Professional Networks Room 1: Hn0.015 Chair:</p> <p>Anna-Katharina Kilp and Nicole Stuber-Berries: Blockchain in Swiss Tourism: An Investigation into the Acceptance of Blockchain-Based Offers</p> <p>Yassine Mountije and Youssef El Archi: Blockchain-based crypto assets adoption in tourism</p> <p>Irina V. Gewinner: A LinkedIn Typology for Tourism & Hospitality Leaders</p>	<p>Working Paper Track #4: Digital Cultural Heritage & Museum Technologies Room 2: Hn0.002 Chair:</p> <p>Shahrukh Karim: AI-Powered Museums: Enhancing Cultural Heritage Through Technology</p> <p>Juan Vicente Calle-Lamelas, Volha Herasimovich, Daniela Thiel-Eltul and Aliziber Pousa-Oñativia: Artificial Intelligence in Museum Apps: Insights from Visitor Surveys in Madrid</p> <p>Angela Antonia Beccanulli, Silvia Biraghi and Rossetta Chiara Gambetti: Zoom Gaze: a netnographic exploration of Zoom screen captures in cultural tourism</p> <p>Angela Antonia Beccanulli and Lorenzo Cantoni: Driving the Tourist Gaze: Exploring Tourism in and Through Racing Video Games</p> <p>André Luiz Vieira Soares, Angela Beccanulli and Silvia Biraghi: Embodiment and Digital Technology: How Tourist Agency Transforms En-Route Spaces</p> <p>Sunyu Kim, Chulmo Koo and Juyeol Kim: Multi-modal detection module for restaurant manipulation review</p>	<p>Working Papers #5: Smart Destinations & Data-Driven Tourism Governance Room 3: Hn0.003 Chair:</p> <p>Liyong Wang: Smart Tourist Experiences in the Era of Smart Destinations: A Systematic Literature Review</p> <p>Natalia Kushneruk: Smart tourism in Finland: welcoming a new generation of travelling</p> <p>Cristina Figueroa-Domecq, Anna de Jong, Teresa Villacé-Molinero and Laura Fuentes-Moraleda: A Territorial Justice Framework for AI and Residents Inclusion in Tourism Destinations</p> <p>Carlos Costa and Nuno Antonio: Detecting Overtourism Signals through User-Generated Content: A Data-Driven Approach to Tourism Governance</p> <p>Cansev Özdemir, Erdinc Çakmak and Elisa van den Heuvel: Digital Nudging for Sustainable Behaviour: Evidence from Tourism SMEs</p> <p>Liyong Wang and Yi Xuan Ong: Exploring the Impact of Translation Technologies on the Tourist Experience</p>	<p>Stand-Up Research Presentation Tack #6: Sustainability, Accessibility & Special Populations Room 4: Hn0.006 Chair:</p> <p>Yunkyoung Jo, Myung Ja Kim and Changsoo Yoo: Tourism Green Growth: Based on the Green Growth Theory</p> <p>Ida Marie Visbech Andersen and Christina Kaab Mosegaard: Sustainability in Cultural Events: The Transformative Role of Digitalisation</p> <p>Ying-Chen Chen and Heather Gibson: From Hesitation to Appreciation: Older Adults' Journeys with Technology and Virtual Reality Travel</p> <p>Juan Manuel Falcón-Ramírez, Javier Hernán Matas-Monroy, Juan M. Hernandez and Rafael Suárez-Vega: Accessibility and Competitiveness of Island Destinations</p>	<p>Research Discussion #1 and #2 Room 5: Hn1.017 Chair:</p> <p>Chin-Kuang Chen: Tracing Sacred Moments: Using Multi-Modal Data to Understand Sport Tourism Experiences</p> <p>Marco Mandolfo, Matteo Lorandi, Katerina Volchek and Sergio Ibáñez-Sánchez: Neuroscientific-based methods for tourism research: a methodological reflection</p>
17:15-17:45	Chapel: IFITT Awards				
17:45-18:30	IFITT AGM (Members only)				
20:00 - Late	<p>ENTER Dinner @The Street Food Club Van Coothplein 17b, 4811 NC Breda</p>				

	Friday, January 30 (Conference Day 3)				
8:30 - 9:00	Industry Keynote: Sergey Patsko (Capgemini) Fe1.016				
9:00- 09:45	Best Paper Award Winner Session Fe1.016				
09:45-10:45	Coffee Break in the Large Atrium of Horizon				
	Co-Creation Session #9 Data Driven Strategy for Resilient Tourism Chair: Anna-Katharina Kilp and Michel Altan Room 1: Hn0.015	Co-Creation Session #10 Gaming in Tourism Chair Jessica Weber Sabil Room 2: Hn0.002	Co- Creation Session #11 Network Analysis in Tourism: Chairs: Juho Personen, Aukene Alzua-Sorzabal and Rodolfo Baggio Room 3: Hn0.003	Co-Creation Session #12 From AI Tools to Living Systems: Co-Creating a Regenerative Future for Travel and Tourism Chairs: Anne-Sofie Engelschien and Eirik Skjærseth Room 4: Hn0.006	
10:45 -11:15					
11:15-12:15	Lunch in the Large Atrium of Horizon				
13:15-14:00	Industry Keynote: Dolores Ordoñez (AnySolution) Data for a sustainable and better Tourism				
14:00-15:30	Full Papers Track #12: Sustainability, Ethics & Futures Room 1: Hn0.015 Chair: Despoina Tsavdaridou, Eirini Papadaki and Alexandros Apostolakis: Bridging Practice and Promotion: Sustainability Communication in Cultural Tourism through Digital Innovation Septi Fahmi Choirisa, Iis Tussyadiah and Erin Chao Ling: Exploring Hospitality Futures for Technology Foresight Stephan Bingemer: Resisting Overdependency and Unlearning: Ethical Postulates for Responsible AI and Automation in Tourism Ashmi Banerjee and Wolfgang Wörndt: Understanding Travelers' Attitudes Toward Sustainability in City Trip Recommendations	Full Papers Track #13: Immersive & Perceptual Experiences Room 2: Hn0.002 Chair: Andrei Kirilenko, Rezvan Eftekhary, Tingjun Chen and Svetlana Stepchenkova: Electrodermal activity in VR tourists under different virtual travel modalities Tharushi Wattewewa and Katerina Volchek: Metaverse or Real Experience: A Tale from Two Tours Melise De Lima Pereira and Bruno Homann Zilli: Modelling the affective image of coastal tourism destinations using microblog data Hsunchi Chu: When one star speaks louder than five: decoding managerial responses using signaling theory and the heuristic-systematic model	Full Papers Track #14: Reviews, Emotions & Cross Cultural Sentiment Room 3: Hn0.003 Chair: Julia Marti-Ochoa, Eva Martin-Fuentes and Juan Pedro Mellinas: Harnessing Generative AI for Comprehensive Analysis of Tourist Reviews Yansong Shi, Feiyu Hu and Jing Sun: Cross-Cultural Sentiment Analysis of Online Hotel Reviews: Language, Culture, and Tourist Satisfaction in Beppu (Japan) and Rotorua (New Zealand) Samia Idbenssi, Aymane Malih, Larbi Safaa and Dalila Perkumié: Exploring Tourist Emotions Through Online Reviews: The Case of Marrakech Attractions on TripAdvisor Muqiu Du, Juho Pesonen and Raffaele Filieri: Can Travel Motivations be Identified from User-Generated Content?	Working Paper Track #6: Generative AI, Digital Content & Social Media Marketing (VR/AR/Metaverse) Room 4: Hn0.006 Chair: Chiara Di Nolfo, Juan Pedro Mellinas and Eva Martin-Fuentes: Adopting Generative AI for Online Reviews: The Role of Incentives Among Gen Z Travellers Stephanie Zuber Bohorquez-Duran, Eva Martin-Fuentes and Estela Marine-Roig: Short-Form Video Narratives and Their Impact on Heritage Tourism Among Generation Z Brenda Tumay Morales, Daniel Belanche, Luis V. Casaló, Carlos Flavián and Sergio Ibáñez-Sánchez: Can a Virtual Influencer act as a region ambassador? Exploring their role in shaping destination image Wael Zokri-Rossi, Berta Ferrer-Rosell and Julia Marti-Ochoa: Exploring effective social media strategies among Low-Cost Airlines Jelena Dorčić, Katarzyna Minor, Katerina Berezina and Katerina Volchek: Trust in AI-Generated Content in Tourism: A Conceptual Framework Montserrat Penarroya-Farell, Maryam Vaziri and Francesc Miralles: Digital Twins of Tourists: A framework for enhancing personalization and predictive accuracy in advertising campaigns	Stand-Up Research Presentation Tack #6: Virtual Reality, AR & Immersive Experiences Room 5: Hn1.017 Chair: Sofia Blanco-Moreno and Sergio Ibáñez-Sánchez: Virtual Travel as Sustainable Experience? Exploring User Perceptions of Google Earth VR Through Steam Reviews Husna Zainal Abidin, Yurika Shibamoto and Yumi Oura: Transforming Tourism Education: How Digital Dome Theatres Can Enhance Student's Learning Rantoniaina Fintitsoa Andrianasolo and Husna Zainal Abidin: Beyond VR and AR: Exploring the Potential of Digital Dome Theatres for Destination Marketing Débora Maria Soares Silva, Anderson Gomes de Souza and Luiz Mendes-Filho: Reembodied Avatars in Tourism Advergimes: Place Identity and Destination Image Formation Débora Maria Soares Silva, Anderson Gomes de Souza and Luiz Mendes-Filho: Place Identity and the Extended Self through Reembodied Avatars in Tourism Simulation Games
15:30 -16:00	Coffee Break in the Large Atrium of Horizon				
16:00-16:30	Academic Keynote: Prof: Chulmo Koo (Kyung Hee University) AI-powered smart tourism 2.0: A 10-year retrospective and updated model				
16:30-17:00	Chapel: Closing and ENTER27				
20:00 - Late	Social Gathering on Delegates Expenses				
	Saturday, January 31				
9:00- 11:00	Storytelling Tour around Breda (with registration)				
11:00 - end	Farewell Coffee in one of the cafes in Breda (at Delegates Expenses)				

	Full Papers	The program is provisional and subject to change. Version 12.0 Date:12/12/2025
	Working Papers	
	Stand-Up Research Presentation	
	Research Discussion	
	Co-Creation Session	
	Keynote	
	Social Program	