Monday, January 26 (Social Evening)

20.00 - Late	Social Gathering (Delegate Expenses) @ **Beers & Barrels** at Ceresstraat 151 A, Breda

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 and the IFITT President Jacques Bulchand Gidumal 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 at the Horizon North Buidling
11.00-12.30	Discussion Panel - the success factors of your doctoral journey ⏎ Marta Salvador Almela, Júlia Martí Ochoa, Vivian Medina-Hernandez, María del Pilar Pascual Fraile and Giovanni Baldi ⏎ ENTER2025 PhD Thesis of the year presentation: Vivian Medina Hernández- Is There Life Beyond Airbnb? Dynamics of P2P Accommodation Platforms in Spain Room Hn0.015
12.30-13.30	Lunch at the Frontier Canteen (Vouchers given)

13.30-15.30	SESSION 1 Chair: Jelena Farkic Room 1: Hn 1.001 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" Muhammad Alif Bin Abdullah: "From Click to Take-Off: Digital Transformation of Corporate Travel Booking in Malaysia's Business Landscape" 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" Jan Lichota: "European Smart Tourism Capital - Analysis of the EU Initiative- Missing of the list but no comms about it."	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" 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 Truong An Doan: "An Investigation into the Application of Circular Economy Principles in Small and Medium-Sized Tourism Enterprises (SMTEs): A Case Study of Vietnam" Yves Pouabe: "Choosing Between Human and AI Drivers: How Perceived Risks and Unfamiliarity Shape Tourist Willingness to Pay and Visit Intentions" 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 at the Horizon North Buidling		
16.00-16:45	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
16.45-17.15	Closing & Awards in the Large Atrium		
20.00 - Late	Social Gathering (Delegate Expenses) @ **Humphreys** at Catharinastraat 1-3		

Wednesday, January 28 (Conference Day 1)			
8.15 -08:45	Registration & Welcome at the Large Atrium at Horizon North Building		
08:45- 09:15	**Welcome by the Conference Chairs of ENTER 2026, the IFITT President and the President of the Executive Board of Breda Univerity of Applied Sciences** at the Chapel at Horizon South Building		
9:15 - 10:00	**Keynote: Antonio Lopez De Avila (UN Tourism)** Tech, Tourism and Education: The UN Tourism Vision Horizon South Building in the Chapel		
10:00 -10:30	Coffee Break in the Large Atrium at the Horizon Building		
10:30 - 11:30	**Co-Creation Session #1** **Regenerative Tourism & Technology** Chair: Yasemin Oruc Room 1: Hn0.015	**Co-Creation Session #2** **The Future of Tourism Education** Chair: Antonio Lopez De Avila and Lorenzo Cantoni Room 2: Hn0.002	**Co-Creation Session #3** **Emerging Digital Tourism Job Profiles** Chair: Jessika Weber Sabil and Lobke Elbers Room 3: Hn0.003	**Co-Creation Session #4** **Interventions of Overtourism in Copenhagen** Chair: Ondrej Mitas and Wilco Boode Room 4: Hn1.001, Hn1.002, Hn1.003, Hn1.004
11:30-13:00	**Full Papers Track #1: Destination Image & Visual Analytics** Room 1: Hn0.015 Chair: Licia Calvi **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: Wolfram Höpken **Ainhoa 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 **Chuan Vo Truong An Doan:** From Prediction to Participation: A Framework for Harnessing Generative AI in Regenerative Tourism **Bendjedid Rachad Sanoussi, Omar Benjelloun Andaloussi and Mohamed Amine Marhraoui:** Understanding AI Adoption in Tourism Extending UTAUT2 with Trust	**Full Papers Track #3: Conversation, Recommendation & Personalisation** Room 3: Hn0.003 Chair: Berta Ferrer-Rossell **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 Wörndl:** Progressive Disclosure of User Preferences in a Tourism Recommender System **Irina V. Gewinner**: A LinkedIn Typology for Tourism & Hospitality Leaders **Rasoul Mahdavi, Katerina Berezina, Mahsa Talebi and Halyna Horpynich:** Travelers and Generative AI: Understanding Personalization and Task-Technology Fit in Trip Planning	**Working Papers Track #1: AI-Powered Tourism Services & Automation** Room 4: Hn0.006 Chair: Stansilav Ivanov **Alex Yang-Chan Hsu, Samuel Ian Chavarria,, Clara Gabriella Choc and Wei-Che Chien:** From Trip Planning to Experience Curation: Designing A Campus AI Travel Assistant Prototype **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 at the Horizon North Building		
14:00-14:45	**Academic Keynote: Prof Dimitrios Buhalis (Bournemouth University)** Smart Tourism in the AI and Metaverse Era Frontier in Auditorium Fe1.016		
14:45 -15:15	Coffee Break in the Large Atrium at the Horizon North Buidling		

15:15-16:45	**Full Papers Track #4: Robots, Automation & Workplace Acceptance** Room 1: Hn0.015 Chair: Aarni Tuomi **Macarena Jimenez Nogales, Aarni Tuomi and Elina Moreira Kares:** The Role of Experience Design in Shaping Outdoor Delivery Robot User Acceptance **Aarni Tuomi, Pasi Tuominen, Alexander Lennart Schmidt, Joel Pakalén and Mário Ascenção:** Customer Acceptance of Keenon T5 Mobile Robot for Dish Collection in Restaurants: A Field Study **Jennie Underwood, Demos Parapanos and Tim Heap:** Acceptance or Objection of AI in the Spa Industry: The moderating factor of employee presence **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	**Full Papers Track #5: Human Centred Teaching & Technology Enabled Touch** Room 2: Hn0.002 Chair: Phil Xiang **Georges El Hajal and Yeb Seffinga:** Teaching Smarter with AI: A Design-Based Workshop for Faculty Development in Hospitality Education **Meng-Mei Chen, Alessandro Inversini, Amelie Keller and Geraldine Assen:** Reflection on Technology-Enabled Human Touch **Mattia Rainoldi, Adele Ladkin and Dimitrios Buhalis:** Digital Nomads Making Boundaries: A Practice-Based Exploration of Human-Technology Interactions **Peng A: Yang, Heli Hallikainen, Juho Pesonen and Andrei Kirilenko:** KPTopic: a topic generator built on the semantic network of key parts of speech	**Full Papers Track #6: Revenue, Demand & Forecasting with ML** Room 4: Hn0.003 Chair: Carlos Flavian **Carolina Costa and Nuno Antonio:** Beyond Rates: Optimizing Hotel Profits with Machine Learning and Simulation **Vasco Fontoura and Nuno Antonio:** Anticipating Booking Cancellations: Predicting Optimal Interaction Timing to Minimize Loss **Hang Nguyen Thanh and Christian Weismayer:** Guest Sentiment Parameter Optimization in Occupancy Prediction Models **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	**Stand-Up Research Presentation Tack #1: AI & Machine Learning in Tourism Operations** Room 5: Hn0.006 Chair: Arkadiusz Tomczyk **Svetlana Stepchenkova and Andrei Kirilenko:** AI-Aided Experimental Research: Exploring Authenticity in Service Encounters **Liwei Wu:** Large-scale Multi-Scene Streaming Learning for Accommodation Ranking at Trip.com Group **Päivi Hanni-Vaara, Mikko Pajula and Petra Paloniemi:** Artificial Intelligence in Tourism Sales and Marketing – An Adoption in Practical Experiments in Tourism Companies **Ismael Gómez-Talal, Carlos Barroso-Moreno, María Teresa Villacé-Molinero and Pilar Talón-Ballesteros:** Integrating Multi-Model Learning for Intelligent Upselling in Hospitality **Matthew Sacco, Mark Dalli, Leander Grech, Chantelle Saliba and Dylan Seychell:** Towards a Voice-of-the-Customer Agent - From Dashboards to Dialogue **Luka Bazelmans, Manuel Alector Ribeiro and Erin Chao Ling:** When AI Meets Biodiversity: How AI Personalised Information Transforms Tourist Conversation Behaviour
16:45-17:30	**Editors Paper Clinic** Horizon in Big Atrium top of library Chair: Miren Aurkene Alzua Sorzabal 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 **International Journal of Consumer Studies** - Carlos Flavián			
17:30 - 19:00	**Welcome Reception @Large Atrium at the Horizon Building** Welcome by the IFITT President, the Academy Directors of Tourism, Leisure and Hospitality and the Alderwoman of Breda for Economie, Labour, Digitalisation and Internationalisation Carla Kranenborg - van Eerd 3 Free Drinks and Hors d'oeuvre			
19.00 - late	**Social Gathering (Delegates Expenses)** **@ Ciao Belli**, Grote Markt 20 or **Mr Moos**, Grote Markt 40-42			

	Thursday, January 29 (Conference Day 2)				
8:30 - 9:00	Registration & Welcome at the Large Atrium at Horizon				
9:00- 09:45	Industry Keynote: Sanne van Let (Netherlands Board of Tourism & Conventions) Digital Vision in Motion: Actions, Impact, and the Journey ahead Horizon South Building in the Chapel				
09:45 -10:00	Coffee Break in the Large Atrium at the Horizon North Buidling				
10:00-11:00	Co-Creation Session #5 How will AI change eTourism research Chair: Wolfram Hoepken 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: Marvin van Diemen and Stansilav Ivanov Room 4: Hn0.006	
11:00-12:30	**Full Papers Track #7: Smart Destinations, Outdoors & Resilience** Room 1: Hn0.002 Chair: Jelena Farkic **Oriol Gallardo, Benito Zaragozí, 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 **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)	**Full Papers Track #8: Platforms, Networks and Governance** Room 1: Hn0.015 Chair: Katerina Volchek **Diana Chvirova, Lotta Stöbe, Robert Keller and Lorena Pagliuso:** Platform Dependency, Multi-Homing, and Local DMO Amplification: Evidence from a German Hotel Ecosystem **Volha Herasimovich, Aurkene Alzua-Sorzabal, Basagaitz Guereño-Omil, Peng A. Yang and Juho Pesonen:** What is a Tourism Destination Network? Comparing Hyperlink Network Analysis Approaches for Governance **Irina V. Gewinner:** A LinkedIn Typology for Tourism & Hospitality Leaders **Melise De Lima Pereira and Bruno Homann Zilli:** Modelling the e-WOM affective image of coastal tourism destinations	**Working Paper Track #2: Virtual & Immersive Technologies (VR/AR/Metaverse)** Room 3: Hn0.003 Chair: Dimitrios Buhalis **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 **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: Rosanna Leung **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 **María 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: Peter O'Connor **Ana de Vega-Ventura, Berta Ferrer-Rosell and Eva Martin-Fuentes:** Hotel distribution research landscape: trends, gaps and emerging challenges **Candela Sol Pelliza, Inês 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 **Margriet Heessels and Kees Kerstens:** The Heart Beat of the City: Digital Twins for accessibilities in Events
12:30-13:00	Lunch + POSTER SESSION in the Large Atrium at the Horizon North Building JITT Editorial Board Meeting (invite only) Room Hn0.002				
13:00-13:45	Academic Keynote: Prof: Iis Tussyadiah (University of Surrey) Ethical Leadership in the Agentic Age Horizon South Building in the Chapel				
13:45-15:15	**Full Papers Track #9: Influencers, Social Sharing & Digital Communication** Room 1: Hn0.015 Chair: Sergio Ibanez Sanchez **Yue Yin, Xiaoyan Zhang, Yi Yang, Caihong Li, Zhiwen Chen and Xiangquan Gui:** 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 #10: Cultural Heritage, Storytelling & Domain AI** Room 2: Hn0.002 Chair: Lyndon Nixon **Antonio Lenzo, Adine Gavazzi and Lorenzo Cantoni:** Telling stories about a rich heritage destination: Narratives and navigations **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 **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 **Arkadiusz Tomczyk, Christopher Ferraris and Dario Splendito:** How AI Shapes the Cultural Tourism Visitor Experience: A Scoping Review with a Personalisation Lens **Tharushi Wattewewa and Katerina Volchek:** Metaverse or Real Experience: A Tale from Two Tours	**Working Papers #3: Policy & Specialized Tourism Markets** Room 3: Hn0.003 Chair: Carlos Costa **Pearl Lin and Summer Xia:** Beyond Age: Unpacking Chinese Seniors' Travel Dining Motivations through a Socioemotional Selectivity Lens **Shihan Ma, Yizhi Fang and Qin Li:** Global Mobility of Digital Nomads: Drivers and Visa Policy Effectiveness **Kai-Yun Fan and Tsz-Wai Lui:** Virtual Reality and Women's Solo Travel: A Self-Determination Theory Perspective	**Stand-Up Research Presentation Tack #4: Digital Transformation & Emerging Technologies** Room 4: Hn0.006 Chair: Roland Schegg **Nenden Dianawati, Yuliani Dwi Lestari and Ilma Aulia Zaim:** Unveiling Digital Transformation: A Qualitative Exploration of Hotel Practice and Pressure in Indonesia **Xigiong Liang Yiqiong Liang:** Blockchain-enabled Hotel Loyalty Programs: Value Co-Creation and Long-Term Ecosystem Sustainability under Web3.0 **Elina Moreira Kares, Aarni Tuomi and Mark Ashton:** Customer Acceptance of Dynamic Price Variance Practices in the Finnish Restaurant Sector: Preliminary Findings **Giovanni Baldi and Irem Önder:** The Other Side of the Coin: How Bitcoin Communities Shape Destination Engagement **Shubin Yu and Jiao Li:** Is Smart Tourism Technologies More Effective in Shaping Ski destination image? A Comparative Study **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 #5: Social Media, Digital Content & Destination Image** Room 5: Hn1.017 Chair: Kasha Minor **Marta Salvador-Almela and Jordi Arcos-Pumarola:** Coexistence or polarisation? Exploring voluntourism discourses and algorithmic power on Instagram **Lauren Siegel, Hisashi Masuda and Iis Tussyadiah:** Resident Resistance to the Tourist Gaze in the Mediatized Age **Matthew Sacco, Mark Dalli, Leander Grech, Chantelle Saliba and Dylan Seychell:** REPUTE: Reputation Evaluation for Professionals - Unlocking Tourism Excellence **Minni Haanpää:** Exploring digital agency in shaping the effective atmospheres of a tourism city **Juhyeok Jang:** Dual-Pathway Mechanisms of AI Literacy in Tourism Chatbot Use: The Mediating Roles of Trust and Rapport
15:15 - 15:30	Coffee Break in the Large Atrium at the Horizon North Buidling				

15:30-17:00	**Full Papers Track #11: Blockchain, Crypto & Sustainability** Room 1: Hn0.015 Chair: Gözde Türktarhan **Anna-Katharina Kilp and Nicole Stuber-Berries:** Blockchain in Swiss Tourism: An Investigation into the Acceptance of Blockchain-Based Offers **Yassine Mountije and Youssef El Archi**: Blockchain-based crypto assets adoption in tourism **Jose F. Perles Ribes, Josep A. Ivars-Baidal and Ana B. Ramón-Rodríguez:** Smart sustainability: a waste generation measurement perspective for coastal destinations **Aitziber Pousa-Unanue, Aurkene Alzua-Sorzabal, Volha Herasimovich and Basagaitz Guereño-Omil:** Embedding Carbon Calculators in Tourism Governance and Management	**Working Paper Track #4: Digital Cultural Heritage & Museum Technologies** Room 2: Hn0.002 Chair: Jessika Weber Sabil **Shahrukh Karim**: AI-Powered Museums: Enhancing Cultural Heritage Through Technology **Juan Vicente Calle-Lamelas, Volha Herasimovich, Daniela Thiel-Ellul and Aliziber Pousa-Oñativia**: Artificial Intelligence in Museum Apps: Insights from Visitor Surveys in Madrid **Angela Antonia Beccanulli, Silvia Biraghi and Rossella Chiara Gambetti:** Zoom Gaze: a netnographic exploration of Zoom screen captures in cultural tourism **Angela Antonia Beccanulli and Lorenzo Cantoni:** Driving the Tourist Gaze: Exploring Tourism in and Through Racing Video Games **André Luiz Vieira Soares, Angela Beccanulli and Silvia Biraghi**: Embodiment and Digital Technology: How Tourist Agency Transforms En-Route Spaces **Stephanie Zuber Bohorquez-Duran, Eva Martín-Fuentes and Estela Marine-Roig:** Short-Form Video Narratives and Their Impact on Heritage Tourism Among Generation Z	**Working Papers #5: Smart Destinations & Data-Driven Tourism Governance** Room 3: Hn0.003 Chair: Chulmo Koo **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 **Carlos Costa and Nuno Antonio:** Detecting Overtourism Signals through User-Generated Content: A Data-Driven Approach to Tourism Governance **Cansev Özdemir, Erdinc Çakmak and Elisa van den Heuvel**: Digital Nudging for Sustainable Behaviour: Evidence from Tourism SMEs **Liyong Wang and Yi Xuan Ong:** Exploring the Impact of Translation Technologies on the Tourist Experience	**Stand-Up Research Presentation Tack #6: Sustainability, Accessibility & Special Populations** Room 4: Hn0.006 Chair:Julia Neidhardt **Yunkyoung Jo, Myung Ja Kim and Changsok Yoo: Tourism Green Growth:** Based on the Green Growth Theory **Ida Marie Visbech Andersen and Christina Kaab Mosegaard:** Sustainability in Cultural Events: The Transformative Role of Digitalisation **Ying-Chen Chen and Heather Gibson: From Hesitation to Appreciation:** Older Adults' Journeys with Technology and Virtual Reality Travel **Juan Manuel Falcón-Ramírez, Javier Hernán Matas-Monroy, Juan M. Hernandez and Rafael Suárez-Vega:** Accessibility and Competitiveness of Island Destinations	**Research Discussion #1 and #2** Room 5: Hn1.017 Chair: Rodolfo Baggio **Chin-Kuang Chen:** Tracing Sacred Moments: Using Multi-Modal Data to Understand Sport Tourism Experiences **Marco Mandolfo, Matteo Lorandi, Katerina Volchek and Sergio Ibáñez-Sánchez:** Neuroscientific-based methods for tourism research: a methodological reflection
17:00-17:45	**IFITT Awards** Horizon South Building in the Chapel				
17:45-18:30	**IFITT AGM (Members only)** Horizon South Building in the Chapel				
20:00 - Late	**ENTER Dinner @The Street Food Club (only with Full Tickets IFITT/non-IFITT members)** Van Coothplein 17b, 4811 NC Breda				

Friday, January 30 (Conference Day 3)

Time					
8:30 - 9:00	**Registration & Welcome at the Large Atrium at Horizon**				
9:00 - 09:45	**Industry Keynote: Sergey Patsko (Capgemini)** Frontier in Auditorium Fe1.016				
9:45 - 10:30	**Best Paper Award Winner Presentations** Chair: Peter O'Connor Frontier in Auditorium Fe1.016				
10:30-11:00	Coffee Break in the Large Atrium at the Horizon North Buidling				
11:00-12:00	**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** **Planning for Resilient Destinations with a Serious Game Intervention** Chair Jessika Weber Sabil Room 2: Hn0.002	**Co- Creation Session #11** **Network Analysis in Tourism** Chairs: Juho Personen, Aurkene 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 Engelschiøn and Eirik Skjærseth Room 4: Hn0.006	
12:00-12:45	**Industry Keynote: Dolores Ordoñez (AnySolution)** Data for a sustainable and better Tourism Frontier in Auditorium Fe1.016				
12:45-13:30	Lunch in the Large Atrium at the Horizon North Building				
13:30-15:00	**Full Papers Track #12: Sustainability, Ethics & Futures** Room 1: Hn0.015 Chair: Montserrat Penarroya-Farell **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 Wörndl:** Understanding Travelers' Attitudes Toward Sustainability in City Trip Recommendations	**Full Papers Track #13: Immersive & Perceptual Experiences** Room 2: Hn0.002 Chair: Jacques Bulchand Gidumal **Andrei Kirilenko, Rezvan Eftekhary, Tingjun Chen and Svetlana Stepchenkova:** Electrodermal activity in VR tourists under different virtual travel modalities **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: Alessandro Inversini **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 Dalia Perkumiené:** 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** Room 4: Hn0.006 Chair: Cihan Cobanoglu **Chiara Di Nolfo, Juan Pedro Mellinas and Eva Martín-Fuentes:** Adopting Generative AI for Online Reviews: The Role of Incentives Among Gen Z Travellers **Wael Zokri-Rossi, Berta Ferrer-Rosell and Julia Martí-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 **Sunyul Kim, Chulmo Koo and Juyeol Kim:** Multi-modal detection module for restaurant manipulation review **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	**Stand-Up Research Presentation Tack #6: Virtual Reality, AR & Immersive Experiences** Room 5: Hn1.017 Chair: Juho Pesonen **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 Advergames: 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
15:00-15:30	Coffee Break in the Large Atrium at the Horizon North Buidling				
15:30-16:15	**Academic Keynote: Prof Chulmo Koo (Kyung Hee University)** AI-powered smart tourism 2.0: A 10-year retrospective and updated model Horizon South Building in the Chapel				
16:15-17:00	**Closing and ENTER27** Horizon South Building in the Chapel				
20:00 - Late	**Social Gathering (Delegates Expenses)** @ **Bar Lucca** or **Brasserie Bardot** both on the Van Coothplein				

	Saturday, January 31
9:00- 11:00	**Storytelling Tour around Breda (with registration),** Meeting Point Grote Kerk Breda
11:00 - end	**Farewell Coffee/ Lunch at De Boterhal (Delegate Expenses)** Grote Markt 19, Breda

Legend	
Full Papers	
Working Papers	
Stand-Up Research Presentation	
Research Discussion	
Co-Creation Session	
Keynote	
Social Program	

The program is provisional and subject to change.

Version: 25.0

Date: 26/01/2026