



## Consumer Behavior in Tourism Symposium 2016

Bruneck / Brunico, Italy · December 14-17, 2016

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Competence Centre in Tourism Management and Tourism Economics  
(TOMTE)

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Organized by the  
Competence Centre in Tourism Management and Tourism Economics  
(TOMTE)

Conference Chairs: Serena Volo and Oswin Maurer

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Free University of Bozen-Bolzano

**Experiences, Emotions and Memories  
New Directions in Tourism Research**

### Program Overview

#### **Wednesday December 14<sup>th</sup> 2016**

08:00 – 18:00 Registration

08:30 – 11:30 **Doctoral Colloquium I** chaired by **Prof. Andreas Zins**  
and **Dr. Serena Volo**

08:30 – 11:30 **Doctoral Colloquium II** chaired by **Prof. Oswin Maurer**  
and **Prof. Linda Osti**

11:30 – 13:00 **Workshop Prof. Michael Bosnjak**  
"Meta-analysis with R"

Break

14:00 **Opening Address**

14:00 – 15:00 **Keynote session: Prof. Noel Scott**  
"Experiences, Emotions and Memories: A cognitive  
psychology approach"

15:00 – 16.20 Tourism Experiences and Co-Creation

15:00 – 16.20 Experiences, Emotions and Memories I

Coffee break

- 16:40 – 18.00 **Parallel paper sessions**  
Session: Tourism Experiences: Measuring Evidence I  
Session: Memorable Tourism Experiences
- 18:15 – 19:00 Social event "Christkindl-Markt"  
 19:00 – 20:30 Social event "Welcome reception"

### **Thursday December 15<sup>th</sup> 2016**

- 08:00 – 16:30 Registration
- 09:00 – 11:00 **Parallel paper sessions**  
Session: Tourism Experiences: Measuring Evidence II  
Session: Memorable Tourism Experiences: The Role of Hosts, Places and Products I  
Session: Experiences, Quality and Perceptions

Coffee Break

- 09.00 – 10.00 **Keynote session: Prof. Dan Fesenmaier**  
**"Designing Tourism Places: Emotion, Structure and Analytics"**

Break

- 13:30 – 15:30 **Parallel paper sessions**  
Session: Memorable Tourism Experiences: The Role of Hosts, Places and Products II  
Session: Themed Experiences

Coffee break

- 16:00 – 17:20 **Parallel paper sessions**  
Session: Dimensions of Tourism Experiences  
Session: Experiences, Emotions and Memories II

- 17:30 – 19:00 **Workshop Prof. Fevzi Okumus**  
**"Publishing your qualitative research article in a top tier journal"**

- 19:30 Social event "South Tyrolean Dinner"

### **Friday December 16<sup>th</sup> 2016**

- 08:00 – 12:00 Registration
- 09:00 – 10:00 **Keynote session: Prof. Sara Dolnicar**  
**"Measurement in Tourism Research – The Good, the Bad and the Ugly"**

Coffee break

- 10:30 – 12:30 **Parallel paper sessions**  
Session: Tourism Experiences: Measuring Evidence III  
Session: Insights into Winter Experiences

Break

- 14:00 – 15:30 **Research Performance Metrics: Thriving and Struggling among Indicators**  
 Panel session conducted by **Prof. Dalli**  
 Panelists (Sara Dolnicar, Andrea Moretti, Dan Fesenmaier, Fevzi Okumus, Noel Scott)

Christmas Coffee break

- 16:00 – 17:00 **Conclusive debate session:** Prof. Oswin Maurer, Dr. Serena Volo and Keynote Speakers
- 17:00 **Best Conference Paper Awards** offered by the **IJCHM** and **IJCTHR**

### **Saturday December 17<sup>th</sup> 2016**

- 10:00 – 12:00 **Jour Fixe @ Altitude**  
 Discussion with conference chairs, program committee and organizers

- 12:30 – 16:30 **Social event**  
 Skiing at "Kronplatz – Plan de Corones Ski Resort"

- 17:30 Closing Conference meeting and *TOMTE meeting: CBTS2017 Program committee*