



# 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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Free University of Bozen-Bolzano

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

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

Conference Chairs: Serena Volo and Oswin Maurer

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## 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

11:20 – 12:20 **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*