

# CBTS 2018 Winter School & Summit

Consumer Behavior & Tourism Analytics: Designing Experiences, Measuring Emotions and Creating Memories

Serena Volo & Oswin Maurer

	10/12/2018	11/12/2018	12/12/2018	13/12/2018	14/12/2018
TIME	Winter School Day 1	Winter School Day 2	Winter School Day 3 - SUMMIT Day 1	SUMMIT Day 2	SUMMIT Day 3
08:30-09:00	Winter School Meet & Greet - Registration	Tutoring Session for Winter School	Tutoring Session for Winter School	Summit Meet & Greet - Registration	Network & Meet the speakers
09:00-10:30	<b>WS_Session 1</b> Consumer behavior & tourism analytics: Designing experiences, measuring emotions and creating memories - Prof. S. Volo	<b>WS_Session 4a</b> Going beyond intentions and measuring actual behavior - Prof. G. Viglia	<b>WS_Session 6</b> Psychophysiological techniques to measure attention and emotional arousal and valence - Prof. N. Scott	<b>SUMMIT</b> Keynote: Tourist experiences: lessons from cognitive psychology - Prof. N. Scott & Open debate	<b>SUMMIT</b> Keynote: Changes in supply, demand, and technology and their impacts on time space activities of tourists - Prof. N. Shoval & Open debate
10:30-11:00	<i>Coffee Break</i>	<i>Coffee Break</i>	<i>Coffee Break</i>	<i>Coffee Break</i>	<i>Coffee Break</i>
11:00-12:30	<b>WS_Session 2</b> Tourism experience: nature and measurement - Prof. N. Scott	<b>WS_Session 4b</b> Going beyond intentions and measuring actual behavior - Prof. G. Viglia	<b>WS_Session 7</b> Advanced tracking technology in tourism - Prof. N. Shoval	<b>SUMMIT Plenary Session A</b> S. Hosany - R. Pera - J. Pesonen - V. Minghetti	<b>SUMMIT Plenary Session C</b> B. Kádár - A. Moretti - R. Komppula - D. Massimo - O. Maurer
12:30-13:00	Tutoring Session for Winter School	Foundamentals of publishing in peer-reviewed Journals. Tips from the Editor-in-Chief of IJCTHR - Prof. S. Volo	Tutoring Session for Winter School		
13:00-14:00	<i>Lunch Time</i>	<i>Lunch Time</i>	<i>Lunch Time</i> <b>SUMMIT Registration &amp; Opening</b>	<i>Lunch Time</i>	<i>Lunch Time</i>
14:00-15:30	<b>WS_Session 3a</b> Digital video storytelling as a research medium of scholarship within the domains of consumer research and tourism - Prof. R. Pera	<b>WS_Session 5a</b> AI and experience design in tourism - Prof. I. Tussyadiah	<b>WS_Session 8a &amp; SUMMIT</b> Digital memories, spatial behaviors and experiences Prof. B. Kádár	<b>SUMMIT</b> Keynote: Stories, emotions and structure: The foundations for tourism design - Prof. D. Fesenmaier & Open debate	<b>SUMMIT</b> Keynote: Nudging for privacy in tourism - Prof. I. Tussyadiah & Open debate
15:30-16:00	<i>Coffee Break</i>	<i>Coffee Break</i>	<i>Coffee Break</i>	<i>Coffee Break</i>	<i>Christmas Coffee Break</i>
16:00-18:00	<b>WS_Session 3b</b> Digital video storytelling as a research medium of scholarship within the domains of consumer research and tourism - Prof. R. Pera	<b>WS_Session 5b</b> AI and experience design in tourism - Prof. I. Tussyadiah	<b>WS_Session 8b &amp; SUMMIT</b> Digital memories, spatial behaviors and experiences Prof. B. Kádár	<b>SUMMIT Plenary Session B</b> A. Irimiás - M. Fuchs - R. Maggi - L. Mich	<b>SUMMIT Plenary Session D</b> F. Kock - A. Scuttari - L. Colm - O. Jensen - R- Filieri - K. Sidali - Discussant Prof. S. Hosany
18:00-19:00	Discussion time chaired by Prof. S. Volo	Discussion time chaired by Prof. O. Maurer	Discussion time chaired by Prof. O. Tokarchuk & Prof. S. Hosany	<b>Wrap-up Session &amp; Discussion</b> A Consumer behavior perspective - D. Dall'i	<b>Wrap-up Session &amp; Discussion</b> An Economic perspective - G. Schamel
19:00-21:00	<i>Free Time</i>	Free Time	<i>SUMMIT Welcome Reception Dinner (including Winter School Participants)</i>	<i>SUMMIT South Tyrolean Dinner (including Winter School Participants)</i>	<i>Concluding Session</i> Serena Volo & Oswin Maurer