

# ITHMC

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4th International Tourism and Hospitality  
Management Congress

## Program Schedule

October 17-21 2018

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## PROGRAM OVERVIEW

### 17.Oct.18

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|--|---------------------------------------------------------------------|
|  | Airport transfers (Only for BLUE and GREEN PARTICIPANTS ID HOLDERS) |
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|             |                                                                                             |
|-------------|---------------------------------------------------------------------------------------------|
| 16:00-21:00 | Budapest City Tour (Only for BLUE and ORANGE Package ID Holders) Meeting in the Hotel Lobby |
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### 18.Oct.18

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| 08:00-09:00 | Registrations |
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| 09:00-10:00 | Opening Ceremony |
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| 10:00-10:20 | Coffee Break |
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| 10:20-11:35 | Session 1 |
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| 11:35-12:20 | Lunch (Only for BLUE - GREEN - ORANGE PARTICIPANTS ID HOLDERS) |
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| 12:20-13:50 | Session 2 |
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| 13:50-14:10 | Coffee Break |
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| 14:10-15:25 | Session 3 |
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| 15:40-16:00 | Coffee Break |
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| 16:00-17:30 | Session 4 |
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|             |              |
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| 17:30-17:45 | Coffee Break |
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| 17:45-18:15 | Session 5 |
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|-------------|-----------------------------------------------------------------------------|
| 19:00-20:30 | Dinner in the Hotel Restaurant (Only for BLUE and GREEN PACKAGE ID HOLDERS) |
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### 19.Oct.18

|             |                                                        |
|-------------|--------------------------------------------------------|
| 08:00-09:00 | Breakfast (Only for Blue and Green Package ID Holders) |
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|-------------|----------------------------------------------------------------|
| 12:00-13:30 | Lunch (Only for BLUE - GREEN - ORANGE PARTICIPANTS ID HOLDERS) |
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| 19:30-22:00 | Gala Dinner (Only for BLUE - GREEN - ORANGE PACKAGE ID HOLDERS) MEETING IN THE HOTEL LOBBY |
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### 20.Oct.18

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| <b>Social Program (Esztergom - Visegrad - Szentendre Tours) Only for BLUE and ORANGE PACKAGE ID HOLDERS / Starts at 08:30 - Ends at 21:30</b> |  |
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|-------|--------------------------|
| 08:30 | Departure from the Hotel |
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| 12:30 | Lunch |
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| 19:00 | Dinner |
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| 20:00 | Departure to the Hotel |
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### 21.Oct.18

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|-------|--------------------------------------------------------|
| 08:30 | Breakfast (Only for Blue and Green Package ID Holders) |
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|  | Airport transfers (Only for BLUE and GREEN PARTICIPANTS ID HOLDERS) |
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**18.10.2018****HALL 1****TITLE****AUTHOR(S)****SESSION - I - MODERATORS: Nusret Drešković and Aida Korjenić**

|       |   |                                                                                                                  |                                                                 |
|-------|---|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| 10:20 | 1 | The genius loci and tourism development nexus                                                                    | P. Christou, A. Farmaki, A. Saveriades, E. Spanou               |
| 10:35 | 2 | The Impact of High Performance Work Systems on Greek Tourism                                                     | Dimitrios Mihail, Panagiotis Kloutsiniotis, Ermioni Spyropoulou |
| 10:50 | 3 | The Effects Of Senior Tourists' Characteristics On Travel Motivation And Satisfaction                            | Ana Isabel Moniz, Osvaldo Silva, Teresa Medeiros                |
| 11:05 | 4 | Community Based Tourism Destination Attachment and Re-Visit Intention: Effect of Anthropogenic and Hedonic Value | Teck-Weng Jee, Hui Bun Ting, Mung Ling Voon                     |
| 11:20 | 5 | Physically Active, But Stressed-Mixed Methods To Evaluate Activity Levels and Stress Levels Of Chefs and Waiters | Manuela Tooma, Helmut Simie                                     |
| 11:35 | 6 | The Flowers And The Bees – Engaging Hotel Guests In Sustainable Tourism                                          | Pernille Eskerod, Viktoriya Onopriyenko                         |

**11:50 Lunch (Only for Blue, Green and Orange Package ID Holders)****SESSION - II - MODERATORS: Teck-Weng Jee and Tsutomu Yoshioka**

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|-------|----|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| 12:20 | 7  | Classification of a positioning strategy of Night Markets as Shopping tourist destination                                                                  | Nealnara Wongkerd                              |
| 12:35 | 8  | The Role of Quality of Work Life in Strengthening Organizational Commitment of Employees: An Evaluation of Hotel Establishments                            | Onur Çakır, Ece Doğan, Efsane Bayar            |
| 12:50 | 9  | Determination Of Elective Courses By The Method Of Analytical Hierarchy Process And An Application In Tourism Faculties                                    | Münevver Çicekdagi, Abdullah Karaman           |
| 13:05 | 10 | Stakeholders, Social Responsibility And Remuneration Practices In The Malaysian Tourism Small And Medium-Sized Enterprises                                 | Nurhazani Mohd Shariff And Azlan Zainol Abidin |
| 13:20 | 11 | A Research To Determine The Relationship Between The Organizational Identification Of The Employees In Tourism Establishments And Their Turnover Intention | Rüya Ehtiyar, Akın Aksu, Ömür Uçar             |
| 13:35 | 12 | Market Segmentation is the key to sustainable operation of B&B                                                                                             | Li Zhang                                       |

**13:50 Coffee Break****SESSION - III - MODERATORS: Ranko Mirić and Boris Avdić**

|       |    |                                                                                                                  |                      |
|-------|----|------------------------------------------------------------------------------------------------------------------|----------------------|
| 14:10 | 13 | "The Best Exotic Marigold Hotel": Multiple Associations Between Cinema And Tourism                               | Claudia Astorino     |
| 14:25 | 14 | The influence of sensory destination images on intention to visit: The case of Vietnamese non-visitors to London | Pha Nguyen Hoang Ngo |
| 14:40 | 15 | Rolling kitchens' research ideas navigation: Mapping food truck festival practices in Zeeland                    | Timo Derriks         |
| 14:55 | 16 | A study on the productivity problem of lodging service industry in Japan - referring a case of a business hotel. | Tsutomu Yoshioka     |

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|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| 15:10                                                              | 17                                                                                                | The Special Utilization Of Castles In Tourism – Festivals In The Heritage Sites                                               | Péterfi Judit                                               |
| 15:25                                                              | 18                                                                                                | The analysis of the Hungarian eco-touristic accommodation's labelling in South Transdanubia                                   | Andrea Horváth                                              |
| 15:40                                                              | <b>Coffee Break</b>                                                                               |                                                                                                                               |                                                             |
| <b>SESSION - IV - MODERATORS: Aida Korjenić and Simon Kerma</b>    |                                                                                                   |                                                                                                                               |                                                             |
| 16:00                                                              | 19                                                                                                | Crisis Management In tourism Industry: Sample of Istanbul                                                                     | Yunus ÖZHASAR                                               |
| 16:15                                                              | 20                                                                                                | Effects of ISO 9001 Certification on Performance: Evidence from Turkish Resort Hotels                                         | Feridun Duman, Özgür Özer                                   |
| 16:30                                                              | 21                                                                                                | Protection Motivation Theory and Potential Visitors' Behavior Related to Harmful Algal Blooms (HAB) Outbreak in Florida, U.S. | Ignatius Cahyanto                                           |
| 16:45                                                              | 22                                                                                                | The Relationship Between Organizational Identification And Life Satisfaction: A Study On Travel Agencies                      | Rüya Ehtiyar, Akın Aksu, Ömür Uçar                          |
| 17:00                                                              | 23                                                                                                | Geotourism in Bosnia and Herzgovina - state and development perspectives                                                      | Emir Temimović, Amra Banda, Aida Korjenić, Ahmed Džaferagić |
| 17:15                                                              | 24                                                                                                | Analysis of contemporary trends of tourist movements in Sarajevo Canton - case study of tourists from Arab countries          | Ranko Mirić, Nusret Drešković, Boris Avdić, Edin Hrelja,    |
| 17:30                                                              | <b>Coffee Break</b>                                                                               |                                                                                                                               |                                                             |
| <b>SESSION - V - MODERATORS: Ignatius Cahyanto and Boris Avdić</b> |                                                                                                   |                                                                                                                               |                                                             |
| 17:45                                                              | 25                                                                                                | Tourism destination branding - challenges and possibilities in Bosnia and Herzgovina                                          | Amra Banda, Emir Temimović, Aida Avdić, Lejla Žunić         |
| 18:00                                                              | 26                                                                                                | 2018 FIFA World Cup Russia: 5 host cities' brochures analysis                                                                 | Claudia Astorino                                            |
| 18:15                                                              | 27                                                                                                | Inadequate zoning in protected areas of Bosnia and Herzegovina - case study NP Sutjeska                                       | Edin Hrelja, Nusret Drešković, Ranko Mirić, Boris Avdić     |
| 18:30                                                              | 28                                                                                                | The wine tourism of Hungary from the point of festivals                                                                       | Géza Szabó, Bence Závodi                                    |
| 18:30                                                              | <b>Dinner (Only for Blue and Green Package Participants) Hotel Restaurant</b>                     |                                                                                                                               |                                                             |
| <b>19.10.2018</b>                                                  |                                                                                                   |                                                                                                                               |                                                             |
| 12:00                                                              | <b>Lunch (Only for Blue, Green and Orange Package ID Holders)</b>                                 |                                                                                                                               |                                                             |
| 19:30                                                              | <b>GALA Dinner (Only for Blue, Green, Orange Package Participants) Meeting in the Hotel Lobby</b> |                                                                                                                               |                                                             |

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