



**A T H E N A**



# THE INC 2026

Personalisation and Immersive Experiences in Tourism,  
Hospitality and Events

17-19 June 2026

University of Algarve | Faro, Portugal

Conference Programme

## Keynote Speakers



Cathy is a professor at the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, China. Her research foci have been hospitality and tourism marketing, tourist behaviors, resident sentiment and stereotypes, hotel branding, and service quality. She has obtained numerous extramural and intramural grants and has over 300 refereed publications. She has served as a consultant to various tourism organizations, such as the World Tourism Organization, Hong Kong Tourism Board, Garden Hotels in Guangzhou, and Kansas Travel and Tourism Development Division. Professor Hsu is the Editor-in-Chief of Tourism Management and was the Editor-in-Chief of the Journal of Teaching in Travel and Tourism for 16 years. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and International Society of Travel and Tourism Educator’s Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.



David is a professor in event and digital cultures at the University of West of Scotland, United Kingdom. He has two main areas of research expertise. The first focuses on the contemporary significance of events and festivals (sporting and cultural) as markers of identity and mechanisms for the achievement of wider economic, social and cultural externalities. His second expertise is in the affordances of digital and social media in enabling (and containing) participation in civic life, including in educational settings and in democratic processes. He currently acts as the Deputy Editor of the Event Management journal.



Levent is a professor of strategy and entrepreneurship at Oxford Brookes University, UK. He is the Editor-in-Chief of the Service Industries Journal. He sits on the editorial boards of more than twelve journals including Journal of Business Research and Journal of Services Marketing. He is also the Associate Editor, Europe, for Journal of Service Theory and Practice JSTP (formerly MSQ) and International Journal of Contemporary Hospitality Management. Levent enjoys a vast network of international collaborative partnerships with organisations including Hong Kong Polytechnic University, Hong Kong and the L.N Gumilyov Eurasian National University, Kazakhstan. He has strong record of attracting blue chip external funding, including funding from the ESRC (Economic and Social Research Council) and the British Academy.

**A T H E N A**

**ATHENA PANEL**



**Matias Thuen Jørgensen**

Matias Thuen Jørgensen is an Associate Professor and head of the Centre for Tourism Research (cftr.ruc.dk) at Roskilde University, Denmark. Matias is an interdisciplinary researcher working with the tourism phenomenon and industry, which lies in the intersection of business studies, sociology and (human) geography. His research interests are related to the intersections of tourism with sustainability, development, management, community building and the socio-economic impacts of tourism activities. Empirically, his work has focused on the Chinese market and destinations in the Nordics.



**Paula Odete Fernandes**

Paula is a Professor and the Coordinator of UNIAG (Applied Management Research Unit) at the Polytechnic Institute of Bragança, Portugal. She has led and contributed to more than 20 international and national R&D projects. She has over numerous publications (150 with indexing to Scopus/WoS databases). Her current research interest is in Tourism Research, Importance-Performance Analysis, Management, Artificial Neural Network, Entrepreneurship, Econometric Modelling, Marketing and Strategic Management, Market Research, Corporate Social Responsibility and Sustainable, Higher Education Quality and Applied Research Methods



**Jorn Fricke**

Prof. Dr. Jörn Fricke is a professor at the Academy for Leisure and Events (ALE) at Breda University of Applied Sciences (BUAs), holding the professorship in Leisure in a Social Context. His interventive and academic research focuses on community development, resilience, and the profound impact of leisure experiences on increasingly diverse social environments, addressing pressing issues of diversity, inclusion, and social cohesion. He is a published scholar and an active member of the Urban Affairs Association and the International Small Islands Studies Association (ISISA). His post-doctoral research explored experiencescapes and the building of resilience in urban neighborhoods in the Netherlands and Germany, informing his current

work on community-engaged research and asset-based community development. Prof. Dr. Fricke's current work bridges local and international scales, from collaborations with Urban Living Lab Breda and Van Gogh Homeland as regional living labs, to engagement with national networks through CELTH (Centre of Expertise in Leisure, Tourism and Hospitality) and European partnerships through KreativEU. His research aims to create inclusive spaces of engagement that reduce polarization and build more resilient, connected communities in times of societal and environmental change.



**Gary Bosworth**

Gary is a Professor and the Director of EPIC Research Centre at Northumbria University, United Kingdom. As an active researcher in the fields of rural entrepreneurship and regional economic development, he serves on DEFRA's Rural Academic Advisory Panel and on the North East Rural Innovation Steering Group. He is also co-chair of ISBE's Rural Entrepreneurship Network and a Fellow of the Regional Studies Association. His research focuses on geographical dimensions of rural entrepreneurship and innovation, particularly the impacts of growing mobility and interdependence between urban and rural areas, the ways in which rural businesses create social as well as economic value, and their contribution to sustainable living environments.



**Stanislav Ivanov**

Stanislav Ivanov is a Professor in Tourism Economics and Vice-Rector (Research) in Varna University of Management and Director of Zangador Research Institute. He is the founder and the Editor-in-chief of two academic journals: European Journal of Tourism Research (indexed in Scopus and Web of Science) and ROBONOMICS: The Journal of the Automated Economy. He authored over 160 publications (books, book chapters, articles, conference reports, book reviews, and industry reports) in the field of robonomics, robotics, artificial intelligence and service automation, hotel marketing, hotel chains, pricing and revenue management, destination marketing and management, tourism's

impact on economic growth, political issues in tourism.



**Patricia Pinto**

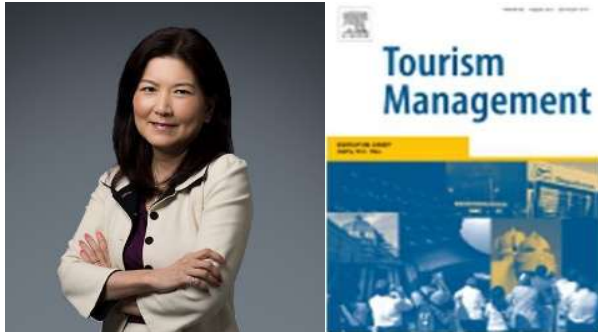
Patricia is a Professor at CINTURS (Research Centre for Tourism, Sustainability and Well-being) and a Vice -Rector at the University of Algarve, Portugal. Patrícia Pinto is a Professor at the Faculty of Economics at the University of Algarve, Portugal, and a researcher at the Research Centre for Tourism, Sustainability and Well-being (CinTurs). She holds a PhD in Quantitative Methods Applied to Economics and Management and has developed extensive research in tourism, particularly applying quantitative and consumer behavior models to understand tourism demand and pro-environmental practices. Her work focuses on tourism economics, consumer behavior, and sustainable tourism, and she has been actively involved

in supervising doctoral research and contributing to the development of tourism research and education in Portugal.

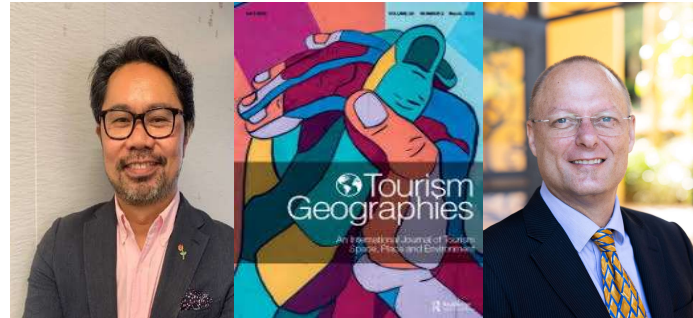


## Editor's Corner

Prof. Cathy Hsu



Prof. Joseph M. Cheer & Prof. Stephen Pratt



Dr Michael Duignan



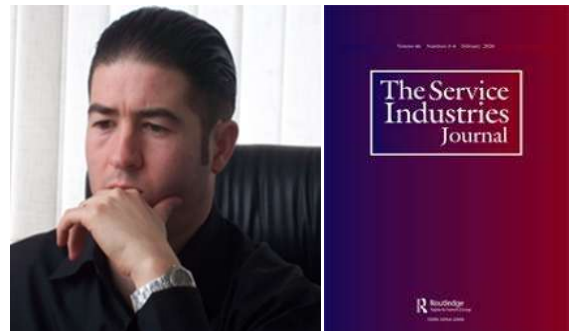
Prof. Nancy G. McGehee



Prof. Fevzi Okumus

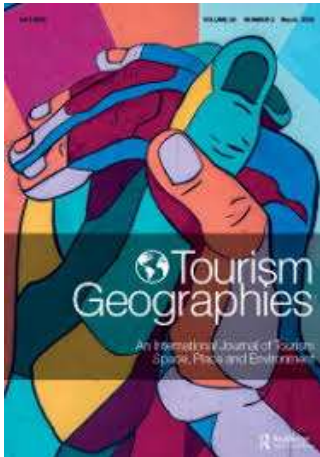


Prof. Levent Altınay



## Special Issues & Supporting Journals

### Special Issues



#### Tourism Geographies

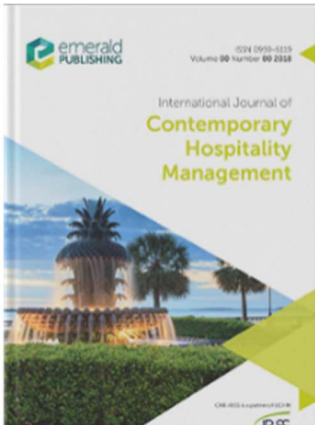
**Tourism Geographies** is the flagship social science journal focused on tourism from a geographic perspective. The journal publishes critical, multidisciplinary work from social science fields such as geography, anthropology, sociology, area studies, urban and regional planning, environmental studies, and geospatial sciences. **Tourism Geographies** is committed to publishing manuscripts based on rich empirical and theoretically rigorous scholarship that engages with and advances tourism geographies knowledge.



#### Event Management

**Event Management**, an International Journal, intends to meet the research and analytic needs of a rapidly growing profession focused on events. This field has developed in size and impact globally to become a major business with numerous dedicated facilities, and a large-scale generator of tourism. The field encompasses meetings, conventions, festivals, expositions, sport and other special events. Event management is also of considerable importance to government agencies and not-for-profit organizations in a pursuit of a variety of goals, including fund-raising, the fostering of causes, and community development.

**Supporting Journals**



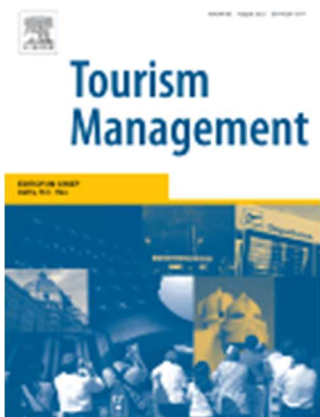
**International Journal of Contemporary Hospitality Management**

The International Journal of Contemporary Hospitality Management (IJCHM) communicates the latest developments and thinking on the management of hospitality and tourism businesses worldwide. IJCHM publishes peer reviewed papers covering issues relevant to strategic management, operations, marketing, finance and HR management. IJCHM encourages an interchange between researchers and managers. Contributors are encouraged to identify clear theoretical and practical implications of their work for hospitality management from single unit concerns to large organizations.



**Journal of Travel Research**

The Journal of Travel Research (JTR) is the premier, peer-reviewed research journal focusing on the business of travel and tourism development, management, marketing, economics and behavior. JTR provides researchers, educators, and professionals with up-to-date, high-quality research on behavioral trends and management theory for one of the most influential and dynamic industries. Founded in 1961, JTR is the oldest of the world's top-ranked scholarly journals focused exclusively on travel and tourism, reflecting the worldwide importance of tourism, both economically and socially.



**Tourism Management**

Tourism Management is the leading scholarly journal focusing on management, including planning and policy, of travel and tourism. The journal takes an interdisciplinary approach in examining international, national and regional tourism as well as specific management issues. The journal's contents reflect its integrative approach - including primary research articles, progress in tourism research, case studies, research notes, discussion of current issues, and book reviews. As a scholarly journal, all papers published should contribute to theoretical and/or methodological advancement, in addition to having specific implications for tourism management/policy. Innovative topics and perspectives that challenge traditional paradigms are welcome to push the knowledge boundary of tourism management.

## Industry Panel

**Célia Meira - Director of Brand & Marketing, Viceroy Ombria Algarve**

<https://www.viceroyhotelsandresorts.com/pt/ombria-algarve>



At Viceroy Ombria Algarve, personalisation is rooted in a strong sense of place and in the people who shape it. Located in southern Portugal, in the heart of the Algarve, Ombria is designed to reveal a more natural, authentic and still undiscovered side of the region, set in the countryside and deeply connected to its territory. The project is built on a collaborative leadership model that brings together different visions and expertise. Pontos Group, as the visionary developer, imagined Ombria as a long-term destination rooted in sustainability and territorial integration. Viceroy Hotels & Resorts joined this vision to operate the hospitality component, introducing its five-star standards defined by quiet luxury, service excellence and a refined sense of elegance, marking its flagship entry into the European market.

Experiences sit at the core of the model. They are not an addition to the stay, they are a key driver of it. By creating meaningful ways to engage with the landscape, local culture and community, Viceroy at Ombria Algarve offers guests more reasons to stay, extending both the depth and the duration of their visit. The new traveller is no longer motivated solely by traditional destination markers such as the beach. There is a growing intention to enrich the escape, to experience something more personal and profound, and to leave with a sense of transformation that lasts beyond the stay. This is achieved through experiences that connect guests to the identity of the place and to the people behind it.

Within this context, community collaborations and a strong ESG commitment reinforce Ombria's ability to offer a more authentic and differentiated perspective of the Algarve, grounded in territory, knowledge and lived experience.

**Jorge Cabaço - Executive Director — Dengun Agency**

<https://www.dengun.com/digital-agency/ai-solutions/>



Artificial Intelligence is reshaping how people discover, experience and interact with destinations, hospitality brands and tourism services. At Dengun Agency, we have been exploring how conversational AI, personalization and immersive digital experiences can create a new generation of customer journeys that are more adaptive, contextual and human-centered.

Through Wizden for Hospitality, our AI-powered conversational platform, we are helping hospitality and tourism brands transform traditional digital touchpoints into intelligent interaction layers capable of guiding guests, answering questions in real time, recommending experiences and supporting commercial operations 24/7. This new generation of AI experiences goes beyond automation. It enables a more personalized relationship between brands and guests, creating digital environments that can anticipate intent, reduce friction and increase engagement across the entire customer journey.

In this panel, Jorge Cabaço will share practical insights from the development and implementation of AI-driven hospitality experiences, discussing how emerging technologies are redefining personalization, guest interaction and immersive tourism ecosystems.



**Elizabeth Silva - Executive Coordinator, Algarvensis UNESCO Global Geopark; Member of the UNESCO Chair Geoparks, Regional Sustainable Development and Healthy Lifestyles, UTAD, Vila Real**  
<https://geoparquealgarvensis.pt/en/>

The Algarvensis UNESCO Global Geopark promotes geotourism as an immersive and place-based experience, connecting geology, landscape, culture, biodiversity and local communities under the concept “One Territory, Several Seas to Discover”. Located in the Algarve region of southern Portugal, the Geopark develops thematic routes and interpretative field experiences that allow visitors to engage with the territory through its geological heritage and cultural identity. From coastal landscapes and fossil dunes to inland villages and including the unique Loulé Rock Salt Mine - the only mine in Portugal open to visitors below sea level - the Algarvensis Geopark offers diverse and personalised experiences that combine scientific interpretation, storytelling and sensory engagement. These initiatives seek to promote sustainable tourism models capable of valuing local identity, reducing seasonality and strengthening the relationship between visitors and territory. Through geotourism, the Algarvensis Geopark contributes to a more conscious, participatory and transformative tourism experience



**João Morais - Member of Caretos de Podence Association**  
<https://www.caretosdepodence.pt/index.php/eventos>

The *Caretos de Podence* represent one of the most vibrant Winter Mask traditions in Portugal, recognized by UNESCO as Intangible Cultural Heritage of Humanity. The focus centers on the key event of the *Entrudo Chocalheiro* (Rattling Carnival), where the village of Podence transforms into a living stage. Covered in colorful fringed suits and tin masks, the *Caretos* invade the streets in an unpredictable bustle, interacting directly with the crowd through the deafening and rhythmic sound of their cowbells, dissolving the barriers between performers and spectators. Visitors do not merely watch the event; they are actively absorbed into a collective, emotional, and timeless performance, demonstrating the powerful role of authentic cultural events in creating deep and participatory tourist experiences. This constant interaction between culture and tradition ultimately drives, in a direct way, the development of the region's gastronomy, hospitality, and the art of warm welcoming.



**Rui Maria - Country Manager**  
<https://www.mirai.com/>

MIRAI seeks to contribute to the evolution of digital experiences by exploring how technology can serve as a bridge for more human and meaningful connections. Through Immerse Events, our focus has been on supporting the creation of gathering spaces that, while digital, strive to maintain the closeness and engagement of a physical event. Complementing this, Mirai Twin serves as a supportive tool for exploring real-world contexts within virtual environments, allowing for an intuitive familiarisation with spaces and processes through digital twins. We believe that technology should be discreet and helpful— a philosophy we apply to the development of Sarai. This AI solution aims simply to make everyone’s journey smoother and more relevant, adapting the finer details of the experience to their actual needs. Rather than pursuing innovation for its own sake, MIRAI’s contribution is rooted in a desire to listen to the user and provide tools that make immersive and personalised experiences an accessible and natural path for everyone.

## Exhibitors & Sponsors



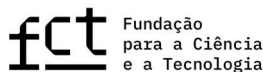
[CABI \(Centre for Agriculture and Biosciences International\)](#) is an international not-for-profit organization that improves people's lives worldwide by providing information and applying scientific expertise to solve problems in agriculture and the environment. Its approach involves putting information, skills and tools into people's hands.



[Goodfellow Publishers](#) is a highly flexible multichannel international academic and professional publisher for Business and related areas. It publishes book and online projects with a range of authors internationally in Hospitality, Leisure, Tourism, Events and more general management.



[Routledge](#) is the world's leading academic publisher in the Humanities and Social Sciences. It publishes thousands of books and journals each year, serving scholars, instructors, and professional communities worldwide. Routledge is a member of Taylor & Francis Group, an informa business.



**Wednesday, 17 June 2026**

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**09:00–09:30** Registration

## **Doctoral Research Forum**

**09:30–09:50** Opening Session: Welcome, goals, evaluation criteria & panel introduction

**09:50–11:50** Student Presentations

**11:50–12:15** Coffee Break

**12:15–13:00** Student Presentations Interactive Mentoring Session 1: Ask the Professor

**13:00–14:00** Lunch

**14:00–16:00** Student Presentations

**16:00–16:15** Break

**16:15–17:00** Interactive Mentoring Session 2: Publishing and Navigating the PhD Journey

## **Industry Symposium**

**17:00–18:15** Panel Discussion

*Need for New Paradigms in Tourism Management: Eco-efficient Growth and Resilience in Tourism*

In the context of increasing climatic and social pressures, this roundtable addresses key challenges facing the tourism sector, with a particular emphasis on resilience and eco-efficiency. The discussion will consider water management in a region affected by scarcity, incentives for reducing ecological footprints, the role of data in decision-making processes, and governance models better suited to vulnerable destinations.

The session adopts a dynamic and interactive format, in which each participant will deliver a brief introductory statement, followed by an open discussion. The total duration is expected to be between 60 and 75 minutes. The roundtable is organised by the AlgSTO – Algarve Sustainable Tourism Observatory, with the support of the Algarve Tourism Board.

## Participants



### **Pedro Lopes, Pestana Group**

Member of the Administration Board of Pestana Group and responsible for the company business activity in the Algarve Region. His function includes the direct management of 9 hotel units with 1,365 rooms/apartments and 5 golf courses in the region. He is also Vice-President of the Algarve Hotels and Tourism Enterprises Association (AHETA), President of the Portimão Tourism Association (ATP), as well as Chairman of the Board of Directors of the Regional Development Agency (Agência de Desenvolvimento do Barlavento), a public-private partnership between five major municipalities of the region and major private companies in the area. His academic background includes a BSc in Management and Business Administration at the Catholic University of Lisbon, an MSc in Economics and Business at the University of Algarve, as well as a certificate in Strategic Management at Cornell University. In the past, and for eight years, he was a member of the Board of Advisors of the University of Algarve.



### **Cláudia Sequeira, University of Algarve**

Professor of Mechanical Engineering at the School of Engineering of the University of Algarve and member of the coordination team of the Centre for Marine and Environmental Research (CIMA). She holds a PhD in Mechanical Engineering from NOVA University Lisbon and develops research in renewable energy, resource efficiency and industrial maintenance, with particular interest in sustainability and adaptation of coastal regions to climate change. She is a member of the Culatra 2030 initiative, dedicated to territorial resilience and climate adaptation in coastal communities, and collaborates with tourism, energy and local governance sectors in the development of sustainable and innovative solutions.



### **Duarte Padinha, Algarve Tourism Board**

With a Tourism Bachelor's degree, and a degree in Marketing, a Master's degree in Tourism Management and Development, and having completed coursework for a PhD in Tourism, he is currently Director of the Tourism Development and Promotion Unit at the Algarve Tourism Board. With this Regional Tourism Authority being a key milestone in his professional career, he has also held positions in the Investor Support Office and the Promotion and Events Division, and has served as Head of the Research and Projects Division, Director of the Marketing Department, Director of the Operations Department and Vice-President. He also played a role in the operational coordination of the Algarve Tourism Association (ATA), where he served as Executive Director and subsequently Vice-President.



### **Helena Lucas, Águas do Algarve, S.A**

Master in Environmental Engineering from the University of Aveiro and Director of Water Operations at Águas do Algarve, S.A., responsible for the operation of the Algarve Multi-Municipal Water Supply System since 2000. She coordinates and monitors in Águas do Algarve, S.A. research and development and innovation actions and projects in the technical areas of water treatment, water supply management, water resources management, climate change adaptation, digitalisation and circular economy



### **Pedro Duarte (Moderator), University of Algarve / NOVA Institute of Communication (ICNOVA), NOVA University Lisbon**

Since 1995, he has worked as a journalist in radio, television, and news agencies; more recently, he has focused on science communication. He has an interest in science communication and journalism and has collaborated on publications related to marine pollution, climate change, European funding and the blue economy, as well as a project linking academia to Algarve schools.



**Maria de Lurdes Carvalho, CCDR Algarve**

Has a degree in Biology from the Faculty of Sciences of Lisbon, a postgraduate degree in Environmental Policy and Law (1991), and completed the curricular component of the PhD in Interdisciplinary Landscape Management, and Valuation of Ecosystem Services (ISA/UE/UA). At Algarve Regional Coordination and Development Commission (CCDR Algarve) since December 2017, started by promoting the Regional Agenda for Circular Economy. In February 2020 was appointed Director of Regional Development Services, with a special focus on innovation in the context of the Smart Specialisation Strategy (RIS3), Algarve Smart Region and Cross-Border Cooperation.



**Armando Silva Afonso, ANQIP**

Full Professor (retired) of Hydraulics at the University of Aveiro. He is a Member Counsellor and Specialist in Sanitary Engineering with the Portuguese Order of Engineers, having served as President of the Regional Council of the Centro Region of the Order of Engineers from 2016 to 2022. He is currently President of the Regional Assembly. He is President of ANQIP, the Portuguese Association for Quality in Building Water Systems, a member of the Board of the Unified Water Label Association (Brussels), Vice-President of the World Federation of Engineering Organisations (WFEO) World Water Committee, and a member of the UN-Water Expert Group on Water Scarcity.

**18:15–18:45** Closing of the day & Wrap up

**19:00–20:30** Welcome Drinks Ceremony

**21:00-late** Optional Social Dinner & Drinks (at delegates' expense)

Place: [Old Tavern](#) – Location: [Map](#)



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**OLD TAVERN – FARO, ALGARVE**  
[https://www.tripadvisor.pt/Restaurant\\_Review-g189116-d14120101-Reviews-Old\\_Tavern-Faro\\_Faro\\_District\\_Algarve.html](https://www.tripadvisor.pt/Restaurant_Review-g189116-d14120101-Reviews-Old_Tavern-Faro_Faro_District_Algarve.html)

**RELAX. CONNECT. ENJOY.**

**Thursday, 18 June 2026**

**08:30–09:00** Registration

**09:00–09:45** Official Welcome & Opening Remarks

**09:45–10:30** Keynote 1

**Prof. Cathy Hsu: From Collective Inquiry to Future Discovery: Three Decades of *Tourism Management* and the Quest to Stay Relevant**

**10:30–10:50** Coffee Break

**10:50–12:50** Parallel Paper Sessions\*

**12:50–13:45** Lunch

**13:45–14:30** Keynote 2

**Prof. David McGillivray: From Collective Ritual to Hyper-Personalisation: Critical Reflections on Emerging Festival and Event Technologies**

**14:30–14:40** Break

**14:40–15:40** ATHENA PANEL

**15:40–16:00** Coffee Break

**16:00– 18.00** Parallel Paper Sessions\*

**21:00-late** Optional Social Dinner & Drinks (at delegates' expense)



OR



**Thursday, 18 June 2026**

**\*10:50–12:50 Parallel Paper Sessions**

**Room 3A: HOSPITALITY SERVICE AND EXPERIENCE DESIGN**

Chair: Anna de Visser Amundson

**Hengyun Li, Wei Zhang & Danting Cai – 787**

Optimal Inconsistency: The Nonlinear Influence of Audio-Visual Emotional Mismatch on Viewer Engagement with Luxury Hotel Short-Form Videos

**Kitti Hiezl, Petra Gyurácz-Németh, Gábor Michalkó- 706**

From Experiencescape to Place Attachment: The Mediating Role of Personalised Hotels

**Yasmine Akkawi- 754**

Leadership in Times of Economic Crisis: Social Competencies and Leadership Practices in Luxury Hotels across Two UK Regions

**Carla Ramires – 794**

More than a meal: relational immersion and the operational challenges of small experiential hospitality

**Robert Jadach – 831**

Perceived Brand Globalness as a Driver of Booking Intention: Evidence from the Hotel Industry

**Charalampos Giousmpasoglou, Judit Arranz Sobrino -633**

Turning Complaints into Opportunities: How Luxury Hotels in Bournemouth Employ Service Recovery Strategies to Build Guest Loyalty

**Room 3B: EVENT AUDIENCES, PARTICIPATION & IMMERSION**

Chair: Martinette Kruger

**Adam Viljoen and Martinette Kruger -632**

The art of affiliation: genre-based segmentation at a South African arts festival

**Walter Wessels- 638**

Investigating factors influencing the purchase of family-friendly live theatre tickets at a National Arts Festival in South Africa

**Adina Letiția Negrușă & Valentin Toader - 708**

Brand equity dimensions and audience loyalty for Film Festivals: An Empirical Study of the Transylvania International Film Festival

**Dimitrios P. Stergiou & Christina Karadimitriou - 644**

In Too Deep? Visitor Experiences of Immersion and Personalisation in an Immersive Event

**Maria Zoi Spanaki & Juila Janfeshar Nobari - 723**

Mitigating Exclusionary Risk: A Critical Evaluation of Personalisation, Immersion, and Responsible Design in the Northeast England Cultural Events

**Nikolaos Pappas- 796**

Experience, Interaction, and Belonging: Configurational Pathways to Future Participation in Cultural Folk Events

**Room 3C: WELLNESS, HEALTH & WELLBEING**

Chair: Néelson de Matos

**Joana Matos Lopes Dias, Célia Ramos, Néelson de Matos- 678**

Wellness Tourism and Cancer Care: A Review and Directions for Oncology Rehabilitation

**Cristina Valente-Pedro, Néelson de Matos, Patrícia Pinto-694**

From Servicescape to Holisticscape: Measuring Holistic Health in Wellness Spa Experiences

**Fumei GUO & Mimi Li – 833**

Exploring the Impact of Mindfulness Interventions within Animal-Based Tourism on Generalized Anxiety Disorder

**Ilze Paris Conceição, Dora Agapito, Patrícia Pinto-732**

The role of destination sensescapes in perceived destination sustainability and well-being

**Natalia Agrel – 689**

Emotional segmentation of professionally organized events

**José de São José, Dora Agapito- 685**

Mapping Ageism in Tourism and Hospitality Research: A Systematic Literature Review

**Room 3D: EXPERIENCE DESIGN, EMOTION & MEANING-MAKING**

Chair: Scott Cohen

**Matthew Stone & Eroze Sthapit-691**

Towards a better understanding of memorable culinary tourism experiences: Focus on emotions and exploration using psychoevolutionary theory

**Manuel Serra, Célia Ramos & Carlos M. Afonso - 724**

Emotional–Sensory Dimensions of Wine Tourism Destination Image: Machine Learning Analysis of Research on Sustainability, Innovation, and Economic Performance

**Raquel Branco, Manuela Guerreiro & Ana Cláudia Campos – 699**

Experiencing Innovative Local Crafts: The Role of Product Design in Brand Attitude and Customer Delight

**Wangoo Lee, Ivaney Turyasingura – 849**

Reclaiming the Reclaim Experience: Passenger Cognitive Offloading via AI Luggage Identification System

**Shiqi Liu, Hengyun Li - 837**

Are Implicit Negative Reviews More Helpful than Explicit Ones? The Role of Curiosity

**Dimitra Margieta Lykoudi, Georgia Zouni & Evangelia Rapti - 809**

Emotional and Self-Developmental catalysts for Intercultural Growth Competence in Urban Destination Marketing

**Room 3E: DIGITAL, SMART & IMMERSIVE EXPERIENCES**

Chair: Demos Parapanos

**María Fernández-Bo, María Concepción Parra-Meroño, Aurora González-Vidal-670**

Evaluation of Smart Technologies at Festivals: Impact on Personalisation, Experiential Immersion and Revisit Intentions

**Susana Imaginário, Eurídice Cristo, Dina Santos, Joana Germano, Sofia Vairinho & Hugo Barros -711**

Coastal Tourism Digital Maturity - Evidence from the DIBEST's project Diagnostic in Algarve's Micro Enterprises

**Oana Cozma & Sílvia Fernandes - 655**

From Digital Guides to Cultural Gatekeepers: Addressing Gaps in Mobile Tourism Apps

**Daniela Buzova, Paula Fierro-Rubio, Silvia Sanz-Blas - 764**

Too Crowded for the Perfect Selfie? When Self-Presentation Concerns and Anticipated Experience Regret Drive Virtual Tourism

**Ying Jin & Hengyun Li – 812**

The Impact Of Generative Ai On Host Marketing Information On Peer-To-Peer Accommodation Platform: Evidence From Airbnb

**Zsófia Márta Papp, Ágnes Raffay-Danyi, Katalin Lőrincz- 780**

The Living Lab Method to Help Community Involvement

**\*16:00- 18.00** Parallel Paper Sessions

**Room 3A: GAMES & GAMIFICATION IN TOURISM**

Chair: Daniela Buzova

**Nuno Carvalho & Luís Silveira – 805**

The Influence of Video Games on Territorial Promotion: From Digital Immersion to Touristic Identity

**Michal Žemla, Andrea Králiková, Kateřina Provazník, Ryglová & Ida Rašovská- 669**

Video Games and the Enhancement of On-Site Visitor Experiences Using the Example of the Kingdom Come: Deliverance 2 Game

**Mario GRASL, Ilona PEZENKA, Christian WEISMAYER, and David BOURDIN-656**

Gamification as a Driver of User Engagement in Digital Tourism Experiences

**Demos Parapanos & Elina Michopoulou – 687**

Tourism, Video Games, and Place Experience: A Systematic Overview

**Katerina Volchek, Sofia Almeida - 853**

The Value of Metaverse in the Hospitality Industry: An Outlook towards 2030

**Daniel Dunlavey – 783**

“You Can Lead a Customer to Immersion, But You Can’t Make Him Invest” - Play, Agency, and Escapism in Immersive Event Design

**Room 3B: DESTINATION DEVELOPMENT, IMAGE & COMPETITIVENESS**

Chair: Erose Sthapit

**Andris Klepers – 828**

Impact of the border with Russia and Belarus on tourism development in the border region. Latgale case study.

**Adrián Moreno-Molina, Paula Antón-Maraña, Luís Lima-Santos & Julio César Puche-Regaliza - 701**

When Banks Leave, Does Tourism Follow? Evidence from Spanish Provinces

**Ana Bender, Manuela Guerreiro, Dora Agapito & Luís Nobre Pereira - 759**

Beyond Setting-Bound Scapes: A Hierarchical Measure of the Destinationscape

**Ana Andrade, Patrícia Pinto & Manuela Guerreiro – 826**

Experiential Destination Image As a Driver of Visitors Loyalty: The Mediating Role of Engagement

**Leanne Townsend & Gary Bosworth-680**

Between performance and pleasure: Outdoor entrepreneurship in rural tourism Experiencescapes

**Evangelia Rapti, Georgia Zouni & Dimitra Margieta Lykoudi – 808**

Managing Cultural Conflict in Urban Destinations: A Tourist-Centred Analysis of Service Skills, Personalisation, and Local Engagement

**Room 3C: SUSTAINABILITY, REGENERATION & RESPONSIBLE TOURISM**

Chair: Elena Cavagnaro

**Katalin Formadi – 727**

Awareness or Sustainability? Reassessing the concept of sustainable consumption and environmental behavior among youth

**Petra Gyurácz-Németh, Ágnes Raffay-Danyi & Nikolett Bosnyák-Simon-693**

Conceptualizing and Measuring Sustainability Awareness: A Multidimensional Indicator-Based Approach

**Ana Gabriela Ramírez Gutiérrez & Vlad Toma - 795**

Towards a regenerative model on the recovery of Food Traditions: A Case Study of Mexico

**Cláudia Henriques, Carlos M. Afonso & Jacqueline Maria Corá – 725**

Sustainable development and the perception of stakeholders: The Case of the Brazilian Amazonia

**Carlo Limatola - 755**

Enterprise and Sustainability in the Provision of Tourism Services

**Miguel Angel Sánchez Jiménez, Nelson de Matos & Marisol Correia- 829**

Perceived Sustainability and Visitor Experience in Mediterranean Coastal Tourism: An Analysis of User-Generated Content from Spanish Beaches

**Room 3D: HOSPITALITY WORK, EXPERIENCE & CONSUMPTION**

Chair: Marisa Cesário

**Muqiu Du- 645**

Beyond National Culture: Investigating Cultural Distance and Traveller Satisfaction in Work Exchange Sharing Accommodation (WESA) Using Large Language Model

**Emmanouil Papavasileiou, Charalambos Giouspasoglou, Lia Marinakou and Nikos Bozionelos- 782**

Is Work to Family or Family to Work Interference Leading to Turnover Intentions? A Test of Two Perspectives among Executive Chefs

**Anton Pustovalov & Oksana Tokarchuk - 742**

Experience Economy Dimensions and Guest Satisfaction in Peer-to-Peer Accommodation: Comparative Analysis of Airbnb Reviews in Rome and Paris.

**Fani Efthymiadou & Anna Farmaki - 712**

Solo Consumption and Women's Empowerment: Insights from Female Solo Dining

**Athina Nella, Evangelos Mavrikakis & Konstantinos Salpasaranis -681**

Contemporary pricing research in tourism and hospitality: asymmetries in perspectives

**Anna de Visser Amundson- 700**

Have it your way, design your own green stay

**Room 3E: EDUCATION, SKILLS & LEARNING EXPERIENCES**

Chair: Maria Zoi Spanaki

**Nuria Ceular-Villamandos, Noel Martín Muniz Rodríguez, M Jesús Vázquez García- 697**

Integration of artificial intelligence (AI) into the design and management of immersive, sustainable, and inclusive tourism initiatives through a role-based experiential learning and co-creation approach

**Irit Shmuel, Paolo Mura & Álvaro Recharte- 702**

Developing Tourist Skills through Mountain Tourism

**Alexandra Gonçalves, Sílvia Fernandes, Jorge Ramos, João Filipe Marques, Maria Inês Galvão, Antónia Correia -696**

Insights into Academia–Industry Knowledge Gaps in Tourism Through innovative Media-Based Dialogues

**Katalin Formadi, Petra Gyurácz-Németh, László Gadár & Eszter Bogdány – 710**

Personalizing the professional path: a persona-based longitudinal analysis of early career graduates

**Erica Wilson, Judith Mair, Yu (Jack) Qin, Damian Fernando, Clare du Plessis & Elizabeth Goode - 807**

Personalised Learning Experiences: A Case Study of an Immersive Block Model at The Hotel School Australia

Friday, 19 June 2026

09:00–11:00 Parallel Paper Sessions\*

11:00–11:20 Coffee Break

11:20–12.05 Keynote 3

**Prof. Levent Altınay: *The Dual Role of AI in Higher Education***

12:05–12.10 Break

12:10–12:50 Industry Round Table

12:50–13:45 Lunch

13:45–15:30 Editors Corner

15:30–15:50 Coffee Break

15:50–17:50 Parallel Paper Sessions\*

17:50–18:05 Geoparks International Agreement

18.10–18:30 & Closing Session

20:30–23:30 Gala Dinner, Awards & THEINC 2028



**Friday, 19 June 2026**

**\*09:00–11:00** Parallel Paper Sessions

<p><b>Room 3A: HERITAGE TOURISM &amp; VISITOR EXPERIENCE</b> Chair: Ana Rita Cruz</p> <p><b>Elaine Scalabrini, Roberto Vaz, Joaquín Garcia, Miguel Garcia, João Paulo Teixeira, Paula Odete Fernandes- 673</b> Cross-border industrial heritage and tourism development in the Duero-Douro region</p> <p><b>Jingxiang Chen, Eusebio C. Leou, Qianyu Wu &amp; Jiarui Liu -714</b> “How’s the Feeling after trying the ‘Must Try’”? A Study of Chinese Tourists’ Gaze and Destination Attribute Experiences to the Portuguese Intangible Heritage Fado</p> <p><b>Tianlian Wang - 718</b> Research on Immersive Interpretation and Personalized Experience Strategies for Digitally Empowered Linear Cultural Heritage: A Case Study of the Badaling Great Wall in China</p> <p><b>Matias Thuen Jørgensen- 661</b> Immersion and local engagement through CopenPay - How tourism enterprises foster social value-creating interactions between tourists and residents</p> <p><b>Camila Campos, Áurea Rodrigues, Renata Vieira, Rafael Prezado – 801</b> Exploring Rural Community Perceptions of Immersive Technologies in Heritage Destinations: A Work in Progress</p> <p><b>Mar Cobeña, Francisco José Ortega-Fraile, Ángeles Oviedo-García &amp; Mario Castellanos-Verdugo – 751</b> Brand Experience in Heritage Railway Tourism: The Case of the Strawberry Train</p>
<p><b>Room 3B: TRANSFORMATIVE NATURE-BASED EXPERIENCES</b> Chair: Ana Cláudia Campos</p> <p><b>Serkan Uzunogullari &amp; Laura Nelson - 746</b> Celestial Encounters: Immersive Dark-Sky Event Experiences and Wellbeing</p> <p><b>Konstantin Gridnevskiy, Catriona Murphy, Simona Staffieri &amp; Elena Cavagnaro - 772</b> Transformative experiences: for the self, for others, for nature?</p> <p><b>António Azevedo - 842</b> Peak experiences narratives in social media: showcasing the “LighthouseWay” (Galicia, Spain)</p> <p><b>Mingjia Chen &amp; Chung-Shing Chan- 705</b> Investigating the transformations within the forest therapy experience– A cumulative process</p> <p><b>Cristina Canoro, Graziella Ferrara &amp; Maria Ferrara – 793</b> A Deep Dive into Seascapes: An Immersive Ethnographic Study of Structuration Processes of Inclusive Underwater Tourism Activities</p>
<p><b>Room 3C: VIRTUAL, AUGMENTED &amp; XR TOURISM EXPERIENCES</b> Chair: Katerina Volcheck</p> <p><b>Annia Valeria Larkins Santibanez, Claudia Henriques &amp; Joao de Silva – 788</b> Virtual Reality or Virtual Tours in Quito’s museums since the pandemic and the post pandemic</p> <p><b>Christina Karadimitriou &amp; Dimitrios Stergiou - 804</b> Spatial Imaginaries of Physically Inaccessible Tourism Spaces in VR: A Configurational Study of Wheelchair Users</p>

**Aurea Rodrigues, Camila Campos, Renata Vieira & Rafael Prezado - 818**

Immersion Without Proximity? Reorganising Presence through XR in Fragile Heritage Landscapes

**Carla Palma, Manuela Guerreiro & Ana Cláudia Campos- 814**

Reconceptualizing Objective Authenticity in AR-Mediated Heritage

**Fizza Asif, Muhammad Ishtiaq Ishaq, Ali Raza & Ali Haider – 799**

From Curiosity to Immersion: Motivational Mechanisms Driving AR Menu Adoption among Tourists and Local Residents

**Room 3D: INCLUSION, ACCESSIBILITY & SOCIAL JUSTICE**

Chair: Elina Michopoulou

**Allan Jepson, Raphaela Stadler & Brian Garrod -752**

Family holidays with autistic children: A study of parents’ emotion work due to service delivery failure

**Caterina Orlando, Manuela Rosa & Marco Belland - 810**

Promoting Mediterranean Diet through Accessible Tourism in the Algarve Region

**Kingsley Adiukwu, Elina Michopoulou, Iride Azara & Xueer Ma – 761**

Personalised Careers, Unequal Immersion: Organisational Justice and Racial Inequality in UK Hospitality

**Stephen Pratt -690**

Would you be willing to share your hotel with the homeless?

**Alyssa Eve Brown, Leon Davis & Serkan Uzunogullari - 747**

Digital Storytelling for Inclusion: Post-Event Narratives of Live Music Attendance Among People with Disabilities

**Evangelia (Lia) Marinakou- 660**

Are hospitality employees ready to serve customers with dementia? Impact on frontline employees’ wellbeing

**Room 3E: IMMERSION & EXPERIENTIAL EVENT DESIGN**

Chair: Adam Viljoen

**Evangelia Marinakou & Ellie Crosby - 672**

Tourists’ motivations and perceptions of destinations that have hosted mega events: The case of Paris 2024 Olympic Games

**Martinette Kruger & Adam Viljoen - 634**

Segmenting the socially conscious festival audience: motivations, transformative outcomes, and loyalty at mtn bushfire

**Virginia Palomas-Gómez, Fernando Navarro-Lucena, Víctor Calderón-Fajardo & Miguel Puig-Cabrera - 784**

When a closed destination hosts its first international world-star concert: a transferable framework for event-led psychic income

**Josh Heyburn - 822**

The Human Interface of Immersion: How briefings, on-shift learning, and micro-personalisation drive front-line delivery in stadium events

**Anastasios Koukopoulos – 823**

Personalization and Immersive Experiences in Festival Contexts: A Bibliometric Analysis

**Rutendo Roselyn Musikavanhu - 767**

Olympic Games Visa Exclusivity: Visa bans and their impact on Emerging Nations

**\*15:50–17:50** Parallel Paper Sessions

**Room 3A: DIGITAL BEHAVIOUR & ONLINE EXPERIENCE**

Chair: Célia Ramos

**Jonathan Rosa, Isabel Teotónio, Rafaela Scheiffer & Manuela Rosa – 813**

Digital Travel Planning during the first Covid-19 Pandemic Crisis

**Rui Maria & Dora Agapito – 827**

Personalisation through technology across the customer journey in hospitality: The cases of Al Sarai Agent and immersEvents

**Magdalena Daszkiewicz & Anetta Pukas - 771**

Cross-Source Credibility of Social and Algorithmic Recommendations: Toward a Hybrid Trust Model in Tourist Decision-Making

**María Fernández-Bo, Maria Concepción Parra-Meroño & Aurora González-Vidal- 765**

Building Event Loyalty Through Smart Festival Experiencescapes: The Role of Personalisation and Immersion

**Miguel Puig, Patrícia Pinto, Margarida C Santos & José Antonio Santos – 760**

When well-being pressures precede smart capability - structural preconditions for tourism transformation

**Kamila Bezova, Eleni Michopoulou & Iride Azara – 729**

From Empty Rooms to Digital Presence: A Reflective Narrative Analysis of Augmented Reality at Lews Castle

**Room 3B: STORYTELLING & NARRATIVE EXPERIENCES IN TOURISM**

Chair: Dora Agapito

**Chung-Shing Chan, Shing Yan Wong, Dora Agapito - 659**

Beyond Information: The Co-creative Power of Storytelling in Transforming Visitor Experience in Yim Tin Tsai, Hong Kong

**Kwo Fung Shek, Dora Agapito & Ana Cláudia Campos - 791**

Exploring the conceptualization of sensory storytelling – a systematic literature review

**Susan Weidmann- 667**

American Horror Story: Immersive storytelling at US Haunted Attractions

**Dewi Evans – 815**

Autotopography and Tour Guiding: Lived Experience and the Local

**Meltem Altınay Özdemir, José António C. Santos, Margarida Custódio Santos, Greg Richards - 847**

The Dynamics of Memorable Creative Tourism Experiences

**Víctor Calderón-Fajardo, Ignacio Rodríguez-Rodríguez & Miguel Puig-Cabrera -789**

Platformed Queer Atmospheres: Affective Micro-Geographies of Airbnb Tourism in Barcelona's Gaixample

**Room 3C: DESTINATIONS, GOVERNANCE & REGIONAL DEVELOPMENT**

Chair: Patrícia Pinto

**Hugo Pinto, Carla Nogueira, André Pacheco, Ana Rita Cruz, Jennifer Elston & Lisa Pace – 762**

Governing Community-Based Tourism in Small Islands: Evidence from Culatra (Portugal)

**Jorge Ramos, Laura Ribeiro, Cristina Pallero Flores, Maria Emília Cunha & José Oviedo - 717**

Linking free-access recreation valuation and tourism in coastal wetland areas: application to Ria Formosa natural park (Portugal)

**D'Aponte Viviana & Carrella Virginia - 773**

Territorial Embeddedness and Personalised Tourism Experiences: inner areas' case study in the Campania Region (Southern Italy)

**Aline de Castro Rezende, Luis Nobre Pereira & Manuela Guerreiro -876**

Bridging Practice and Perception in Sustainable Tourism

**Marcin Semczuk – 776**

The Myth of Universal Tourism Rent: Dynamic Socio-Economic Polarization in National Park Communes

**Larissa Fernanda Lima-Almeida, Rui Augusto da Costa, Sérgio Guerreiro & Fayaz Riaz – 806**

The Role of Sociocultural Assets in Destination Competitiveness - A Framework for Measurement

**Room 3D: HOSPITALITY MANAGEMENT, OPERATIONS & SERVICE SYSTEMS**

Chair: Petra Gyurácz-Németh

**Xinrong Zheng, Yuqian Lyu & Chao Lu - 721**

From Blame to Repair: How Relational Tolerance Serves as the Resilience Cornerstone for an Inclusive Economy in the Hotel Industry

**Sike Hu, Hengyun Li, Yilong Zang - 839**

What factors contribute to the successful revival of a failing restaurant?

**Yilong Zang, Hengyun Li - 834**

A Proximity-aware Dynamic Graph Neural Network Framework for Restaurant Survival Prediction

**Emmanouil Papavasileiou - 781**

Turnover research in restaurants: A systematic literature review and future directions

**Adeniji Mutiu, Marisa Cesário & Silvia C. Fernandes – 653**

Looking for the attributes of sustainable hospitality: A case in Nigeria

**Yassine Mountije, Célia Ramos, Dora Agapito - 878**

Early adopters of hotels' loyalty programmes based on non-fungible tokens

**Room 3E: TRANSFORMATIONS, RISK & GOVERNANCE IN TOURISM**

Chair: João Filipe Marques

**João Filipe Marques-733**

Tourist's negative behaviours: 'liminality' and 'moral disengagement'; The very first steps of a research project...

**Anastasios Koukopoulos & Nikolaos Pappas - 817**

Tracing the Transformation of Tourism Geographies: A Bibliometric Study of Personalisation and Immersion

**Carlos R. Arruda & Nuno António - 778**

When Are Online Reviews Admissible Indicators of Perceived Tourism Pressure for Governance?

**Hanliang Li, Xin Zhu, Yuqi Zhang, Chuliang Ye- 768**

The Paradox of Abundance in Tourism: A Theory of Embodied Deficit and Institutional Redundancy

**André Pedrosa, Rui Costa, Larissa Almeida, Nuno Ribeiro- 824**

Reducing the Data-to-Action Gap in Tourism Municipal Governance: A Forecasting-Based Approach

**Paulina Onyeka, Eleni Michopoulou & Faith Samkange – 704**

Personalised and Adaptive Approaches to Tourism Governance in Emerging Economies

**Room "Professor Leite Pereira": GEOTOURISM EXPERIENCES IN GEOPARKS: FROM TERRITORY TO IMMERSIVE AND PERSONALISED VISITOR ENGAGEMENT**

Chair: Elizabeth Silva & Fatemeh Bagheri

**Farzaneh Sadeghi, Saeed Khadiv Rofougar - 877**

Geotourism in the Experience Economy: The Case of Namakdan Salt Cave

**Margarida Vilas Boas & Hugo Campos - 893**

From Geology to Emotion: Immersive Geotourism Experiences in the Algarvensis UNESCO Global Geopark

**Daniela Rocha**

Exploring the Paiva River: Immersive Experiences in Arouca UNESCO Global Geopark

**Myriam Prieto Labra & Maria Esperanza Garcia Badillo - 894**

Exploring Extraordinary Landscapes: Geotourism Experiences in Granada UNESCO Global Geopark

## Saturday, 20 June 2026

### OPTIONAL LOCAL TOUR

**Brief Description:** This itinerary proposes a practical analysis of integrated destination management, combining nature and geotourism.

The journey begins at Lagoa dos Salgados, an example of excellence in accessibility infrastructure and environmental conservation, where the balance between the protection of sensitive habitats and the experience of birdwatching is observed. After this ecological immersion, the itinerary continues with a visit to Arrifes Beach, where unique geological phenomena that have shaped, and continue to shape, the coastline are evident, preserving a rich fossil heritage. Afterwards, the focus shifts to local economic development with lunch at the Flor da Praça restaurant, located in the heart of the city.

The afternoon is dedicated to heritage interpretation and the creation of new tourism products. A visit to the Algarvensis Geopark Infocenter offers a perspective on geotourism as a tool for sustainable territorial development.

This is followed by an exploration of the Islamic Baths of Loulé and the Barreto Manor House, an award-winning musealization project that demonstrates how archaeology and built heritage can be drivers of urban revitalization.

The route culminates at the historic Café Calcinha, an icon of intangible and literary heritage, providing an opportunity for a final reflection on the importance of preserving local memory and identity in the competitiveness of a modern tourist destination.

### ITINERARY

**09:00**– Departure from Faro

**10:00**–Lagoa dos Salgados International Geological Site (Silves) (seaside)

**11:00**– Departure to Arrifes

**11:30**– Arrifes International Geological Site (Albufeira) (beautiful beach)

**12:00** - Departure to Flor da Praça Restaurant (lunch) or Departure to FARO (1/2-day Tour)



**12:30–14:00** Lunch at Flor da Praça Restaurant (Loulé)

**14:45–** Visit to the Infocenter of Loulé

**15:15–** Visit to the Islamic Baths of Loulé and Barreto Manor House

**16:15–17:15** Café Calcinha (Partner of the Algarvensis UGGp)

**17:30–** Departure from Loulé Bus Terminal to Faro

**18:00–** Arrival in Faro

### Important Notes:

- Delegates may choose either the full-day or half-day tour option.
- The visit to the Islamic Baths will be organised in groups of 25 participants, with each guided tour lasting approximately 25 minutes and provided at no additional cost
- Lunch will be at participants' own expense (est. €20–25 per person).



# RECOMMENDED SOCIAL PROGRAMME

*Connect. Share. Experience.*

**Wed 17<sup>th</sup> June**



**Old Tavern**

*Authentic atmosphere. Local Cuisine. Great for networking*

**Thu 18<sup>th</sup> June**

**Vila Adentro**



OR

**Tertúlia Algarvia**



A T H E N A



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# GALA DINNER

OF

# THE INC 2026

CONFERENCE

AN UNFORGETTABLE EVENING  
OF CONNECTION & CELEBRATION



MARINA VILLAMOURA



FRIDAY, 19 JUNE 2026

*See you there!*

