

Thursday - 27th October

Parallel Paper Sessions

Theme: Tourism, Hospitality and Experience

Room F104

Moderator: Brenda Groen

- 14.15-14.45** **The challenges of customer experience measurement in tourism and managerial implications of findings**
Anita Zátori
- 14.45-15.15** **Customer Perceptions of Value Co-Creation: Scale Development and Validation**
Lenna V. Shulga, James A. Busser and Billy Bai
- 15.15-15.45** **Does psychological wellbeing predicts the change perceived after a tourism experience? An exploratory study on young travelers**
Elena Cavagnaro, Simona Staffieri, Alessandra Fermani, Angelo Carrieri and Flavia Stara
- 15.45-16.15** **Images of hospitality: validation of experiential dimensions**
Ruth Pijls-Hoekstra, Brenda H. Groen, Mirjam Galetzka and Ad T.H. Pruyn

Parallel Paper Sessions

Theme: Tourism, Hospitality and Marketing

Room F105

Moderator: Maureen Brookes

- 14.15-14.45** **Effective Marketing Tactics to Optimise Hotel Online Distribution**
Meng-Mei M.M. Chen and Hilary Murphy
- 14.45-15.15** **The power of effective communication: How the corporate value of 'hospitality' can be promoted through intranet news items**
Hilde Hanegreefs, Mark Pluymaekers, Armand Odekerken, Lonneke de Graaf Lonneke, Jackelien Roelofs, Eline Te Velde, Anne Verbeek and Ruben de Winter

15.15-15.45 **Will the Sharing Economy lead to Collaborative Community Marketing?**
Brendan M. Richard, Robert C. Ford, Jamie Murphy and Laurel Horton-Tognazzini

15.45-16.15 **Foreign Nationals' Perception of a Destination's Culture: A Survey of Cultural Categories Associated with Denmark**
Henrik Vejlggaard

Parallel Paper Sessions

Theme: Customer Wellbeing and Experience

Room F106

Moderator: Judit Grotte

14.15-14.45 **Twenty years of customer delight research: What's next?**
Edwin Torres, Giulio Ronzoni and Sheryl Kline

14.45-15.15 **The effect of co-creation experience on the relationship between perceived value and consumers' propensity to participate in peer-to-peer hospitality sharing platforms**
Cindy Yoonjoung Heo

15.15-15.45 **Employing Metaphorical Analysis in Revealing Passengers' Physical and Emotional Well-being Related to Their Airport Experience**
Walanchalee Wattanacharoensil and Markus Schuckert

15.45-16.15 **Experience co-creation in hospitality via immersion in a 'Meetup' group**
Edwin Torres and Marissa Orlowski

Parallel Paper Sessions

Theme: Hospitality and Human Resources

Room F107

Moderator: Ralf Burbach

14.15-14.45 **The Effects of Work Values on Employee Brand Attitude and Behaviour – A Generational Perspective**
Ceridwyn A. King and Hyemi Lee

14.45-15.15 **A Systematic Review of Generation Y and the Hospitality Workplace**
Malinvisa Sakdiyakorn, Pornphan Manokatitham, Sirapat Vongsrivong and Walanchalee Wattanacharoensil

15.15-15.45 **The Formation of Employees' Creative Work Involvement in the Airline Industry**
Kwang-Ho Lee and Dae-Young Kim

15.45-16.15 **How Does Error Management Culture Influence Organizational Citizenship Behaviors? The Mediating Role of Work Engagement**
Priyanko Guchait and Mary Dawson

Parallel Paper Sessions
Theme: Hospitality and Education

Room F205

Moderator: Zarina Charlesworth

14.15-14.45 **How to deal with amotivated students?**
Lohyd Terrier, Arthur Rech, Bénédicte Marfaing, Sebastien Fernandez, Charlotte De Boer

14.45-15.15 **Wellness Tourism: Students' Perception of Importance and Priority**
Meng-Mei M.M. Chen and Hilary Murphy

15.15-15.45 **Understanding Hospitality through Transformative Experiences: Impact of a Service-Learning Approach**
Florian Aubke, Xavier Matteucci and Stefan Dressler

15.45-16.15 **A review of innovative teaching in the context of Technology Enhanced Learning (TEL)**
Zarina M. Charlesworth and Hilary Murphy

Parallel Paper Sessions
Theme: Hospitality Management

Room F206

Moderator: Marketa Kubickova

14.15-14.45 **Investigating the Impact of Workplace Bullying on Employees' Morale, Performance and Turnover Intentions in Five-star Egyptian Hotel Operations**
Ashraf Tag-A. Eldeen Mona O. Barakat, Hesham M. Dar

14.45-15.15 **The role of mindfulness in emotional labour and emotional exhaustion among casino employees**
Woody G. Kim, IpKin Anthony Wong, Jun (Justin) Li and Yun Ji Moon

15.15-15.45

Service Charges and Tipping: A Case Study of the Chinese Hospitality Industry

Ben Dewald, Partrick C. Lee, Rick Y. Wang

15.45-16.15

Restaurant tipping: The rules are not the same everywhere

Sébastien Fernandez, Charlotte De Boer and Lohyd Terrier