

Preliminary Programme TTRA2009
TTRA European Chapter Conference
“Transport and Tourism: Challenges, Issues and Conflicts”
22 – 24 April 2009, The Netherlands

Wednesday 22 April 2009

Venue: InHolland University of Applied Sciences Rotterdam Campus
Posthumalaan 90
Rotterdam



09.00 – 13.00 Registration

12.00 – 13.00 Lunch

13.00 – 13.30 Welcome

Angelique Lombarts (conference chair)
Kaija Lindroth (president TTRA European Chapter)
Hans Uijterwijk (president NHTV Breda University of Applied Sciences)
Geert Dales (president InHolland University of Applied Sciences)

13.30 – 14.00 Keynote on transport and logistics at destinations

The importance of transport and logistics in a service-experience economy
Mai Elmar (chief marketing officer Municipality of Rotterdam)

14.00 – 15.00 Sessions A

Session A1 - Public transport and tourist destinations

A vital link at the end of the chain: buses in UK tourist destination areas
Guiver, Jo / Lumsdon, Les (University of Central Lancashire, United Kingdom)

Successful public transport supply for leisure and tourism: some reflections on frame conditions and influencing factors based on case studies from Germany
Kagermeier, Andreas (University of Trier, Germany)

Inter-railing: extended train journeys as tourist experience
Johnson, James (University of Sunderland, United Kingdom)

Session A2 - Transport systems and networks

Great highway networks and territory
Cvjetko Jerkovic, Sanja (Delft Technical University, Netherlands)

We like to walk: walkability and the tourist experience of the city
Maitland, Robert (University of Westminster, London)

Recreational vehicle travel in China
HuiminGu (International Studies University, Beijing) /
Turner, Lindsay (Victoria University, Melbourne)

Session A3 - ICT innovation and data analysis for tourism

Opening the world of RFID to the tourism industry
Smit, Bert (NHTV Breda University of Applied Sciences, Netherlands)

Sightseeing and sense of place and (in) virtual environments: vicarious outsidersness and Edward Relph's place theory
Tjostheim, Ingvar (Norwegian Computing Centre, Norway) / Go, Frank (Erasmus University, Netherlands)

Spatial distribution of tourism activity in Sicily
Ferrante, Mauro / De Cantis, Stefano (University of Palermo, Italy)

15.00 – 15.30 Coffee / tea break

15.30 – 17.00 Sessions B

Session B1 - Strategy making and marketing

Common and unique image dimensions: identifying images to assert a different destination positioning strategy
Frochot, Isabelle (CEMAGREF, France) / Kreziak, Dominique (Université de Savoie, France)

Regional identity in destination development
Ritalahti, Jarmo (Haaga-Helia University of Applied Sciences, Finland)

Marketing strategies used by the tourism industry to distribute the demand over the year
Agaraj, Xhiliola (University Ismail Qemali, Albania)

Brand personality of Albanian tourism destinations
Pjero, Elenica (University Ismail Qemali, Albania)

Session B2 - Networks and logistics

Service innovation in tourism: investigating the impact of leadership behaviour and network ties

Prosser, Gary / Reedy, Eileen / Kenny, Breda (Tipperary Institute, Ireland)

A carbon footprint assessment of tourism logistics transport

Kanyoke, Eric Lwanga / Becken, Susanne / Saunders, Caroline (Lincoln University, New Zealand)

Optimization of technological processes for cargo handling in Latvian ports

Urbahs, Aleksandrs / Urbaha, Margarita / Petrovskis, Pavels (Riga Technical University, Latvia)

The logistics of effective quality transportation networks on Nigerian tourism growth

Olomo, Jerome Abiola (Federal Polytechnic Ede Osun State, Nigeria)

Session B3 - Transport planning and policies for regions and events

An analysis of the transport security preparations for the 2010 Football World Cup hosted in South Africa

Clifford, Donovan / Johannesson, Jokull (Swiss Hotel Management University, Switzerland)

The lack of EU harmonization in indirect taxes and subsidies for international tourism passenger transport and conflicts with climate policies

Piket, Pieter (NHTV Breda University of Applied Sciences, Netherlands)

Transport planning in South Africa: a technical analysis after 15 years of democracy

Schoeman, Carel (North-West University, South Africa)

Urban public transport reformation in Bali, Indonesia

Munawar, Ahmad (Gadjah Mada University, Indonesia)

Session B4 - Tourism and transport in South and South East Asia

Analyzing the impacts of tourism in the Philippine economy using a CGE model

Duong Que Nhu (Cantho University, Vietnam)

Loyalty card promotion and the impact of a loyalty card program on customer retention: a case study of Seoul, South Korea

Moon Kyeong Choi / Johannesson, Jokull (Swiss Hotel Management School, Switzerland)

Tourists' satisfaction in India, with special reference to Uttar Pradesh

Malviya, AK (University of Allahabad, India)

Estimating tourists' preferences for tourist ferry services: evidence from Taiwan

Ya-Ling Kao / Ching Fu Chen (National Cheng Kung University, Taiwan)

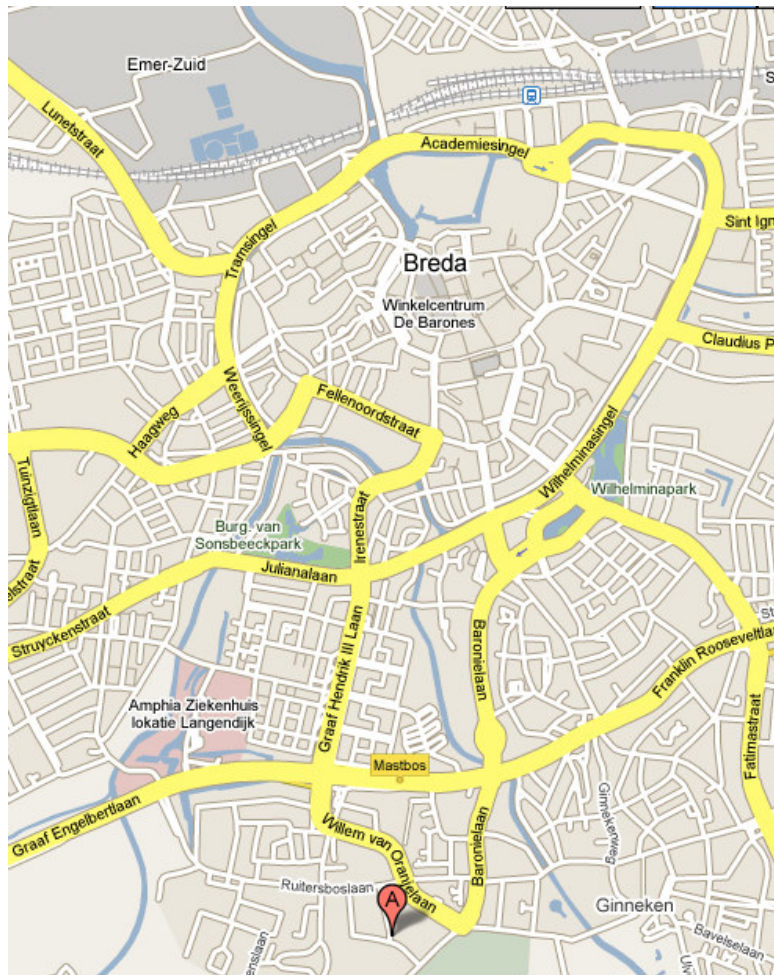
17.00 **End of first day**

18.00 - 20.00 **Get-together (hosted by Mayor and Aldermen Municipality of Rotterdam)**

Thursday 23 April 2009

Venue:

NHTV Breda University of Applied Sciences
Sibeliuslaan Campus
Sibeliuslaan 13
Breda



08.30 Departure by bus from Rotterdam
(only for full conference delegates; those delegates that have only registered for Thursday 23 of April, will have to travel on their own to the venue in Breda; see also the website, http://www.ttra-europeconference.com/conference_venue.htm).

08.30 -10.30 Registration (at venue in Breda)

10.00 Arrival at NHTV Sibeliuslaan campus in Breda

10.00 – 10.25 Coffee / tea break

10.25 – 10.30 Welcome (conference chair)

10.30 – 11.15 Keynote on global transport developments

Connecting and conserving the globe: dilemmas for the airline industry
Jaap de Wit (professor of transport economics University of Amsterdam)

11.15 – 12.15 Sessions C

Session C1 - Airlines and airports

Impact of macro-environmental forces on airline business models: a case study of the influence of fuel pricing and fuel supply on airline business strategies
Keup, Mady (CERAM Business School, Nice)

Airline competition: patterns of passenger preferences
Moreira, Pedro (Institute for Tourism Studies, Macau)

Frequent flyer programmes and the reproduction of mobility
Nilsson, Jan Henrik / Gössling, Stefan (Lund University, Helsingborg)

Session C2 - Transport planning and infrastructure development

Tourism infrastructure as a development strategy for regions
De Jong, Lars / Duffhues, Jan (Movares, Netherlands)

The tourist transport center: an innovation pattern of China's individual tourist service system and its experiences
Xu Jufeng (Beijing Union University, China)

Transport infrastructure investment and economic development: the impact on tourism development in Southern Albania
Vela, Fioralba (University Ismail Qemali, Albania)

Session C3 - Leisure travel

Sustainable tourism mobility scenarios: the end-user portrayed
Verbeek, DHP / Bargeman A (Tilburg University, Netherlands)

The state-of-the-art in cruise tourism: an analysis of 66 international journal articles
Lohmann, Gui (University of Hawaii, USA) / Vinicius Oscar Oliveira, Marcus
(University of São Paulo, Brazil)

Source credibility and trip satisfaction
Zins, Andreas (MODUL University, Vienna)

Session C4 - Transport and destination development

The role of transport for tourists and visitors in rural areas in Baden-Wuerttemberg
Ganter, Hans-Dieter (Heilbronn University of Applied Sciences, Germany)

Leisure traffic from an economic prosperity perspective

Korteweg, Jaap Anne / Jorritsma, Peter (KiM Netherlands Institute for Transport Analysis, Netherlands)

Air access as key determinant of tourism destination competitiveness: the KwaZulu-Natal example

Seymour, James (Tourism KwaZulu-Natal, South Africa)

12.15 – 13.15 Lunch

13.15 – 14.15 Keynotes on ethical issues and sustainable development

Tourism, transport and climate change: ethical issues between ineffective and unwanted solutions

Paul Peeters (associate professor of sustainable tourism and transport NHTV Breda University of Applied Sciences)

Travelife and sustainable tourism (working title)

Chris Thompson (Federation of Tour Operators)

14.15 – 15.45 Sessions D

Session D1 - Emission reduction and lifestyles

Adapting tourism for a lower carbon future: a slow travel approach
Dickinson, Janet (Bournemouth University, United Kingdom)

Voluntary carbon offsets a solution for reducing tourism emissions: assessment of communication aspects and mitigation potential

Eijgelaar, Eke (NHTV Breda University of Applied Sciences, Netherlands)

Tourism and transport: the challenge of a sustainable leisure lifestyle

Nawijn, Jeroen (NHTV Breda University of Applied Sciences, Netherlands)

Menvielle, Loick (EDHEC Business School, Nice)

Medical tourism: paradoxes of globalization and ethical issues

Session D2 - ICT and tourism services

Global e-readiness of airline company websites
O'Connor, Peter (ESSEC Business School, France)

Adaptable virtual tourism companies based on semantic web services
Herrero Carcel, German / Altuna Palacios, Ander (Atos Origin SAE, Spain)

Integration and visualization of dynamic information for multi-nodal navigation based on web services
Yueqin Zhu / Liqiu Meng / Liu Lu (Technical University of Munich, Germany)

Language barriers and tourism services in Sicily: customer opinions in hotel reviews and travel blogs online

Vaccina, Alessandro (University of Palermo, Italy)

Determinants of spending by Danish travellers

Marcussen, Carl Henrik (Centre for Regional and Tourism Research, Denmark)

Session D3 - Airlines and airports

Flying for a buck or two: low-cost carriers in Australia and New Zealand

Gross, Sven (Harz University of Applied Sciences, Wernigerode) / Lück, Michael (AUT University, Auckland)

Regional airports as gateways to tourism: Volos Airport, Greece as a case study

Arvanitis, Pavlos / Papatheodorou, Andreas (University of the Aegean, Greece)

Tourism growth versus environmental capacity of airports: an application of Ramsey pricing to Spanish tourist airports

Rendeiro Martin-Cejas, Roberto (University of las Palmas, Gran Canaria)

21st Century airports: from non-places to business tourism destinations

Dos Santos Goncalves, Susana (Estoril Higher Institute for Tourism and Hotel Studies, Portugal)

Session D4 - Transport systems and networks

Accessibility to the Gold Coast hinterland: the role of space perception on the development of transport systems

Bonneau, Marie-Christine (Université d'Angers, France)

Road traffic capacity: a bottleneck for Tirolean winter tourism

Zehrer, Anita (Management Center, Innsbruck)

Reconciling visitor and resident travel demands in a national park

Kirkbride, Alistair (Friends of the Lake District, United Kingdom) / Guiver, Jo (University of Central Lancashire, United Kingdom)

15.45 – 16.15 Coffee / tea break

16.15 – 17.45 Sessions E

Session E1 - Corporate social responsibility and policy making

Low cost but not at any cost: corporate social responsibility among low fares airlines flying to and from the UK

Coles, Tim / Rader, Emily (University of Exeter, United Kingdom)

Communication, risk and sustainability in tourism organizations

Bouzon, Arlette / Devillard, Joëlle (Université de Toulouse, France)

Planning approaches to achieve a more sustainable travel industry for tourism in the UK: a case study

Robbins, Derek / Dickinson, Janet (Bournemouth University, United Kingdom)

Between sustainability tourism and sustainable mobility: how can they become connected

Hoyer, Karl Georg (Oslo University College, Norway)

Session E2 - Climate change

The role of climate change in the travel decisions of UK tourists

Hares, Andrew (Bournemouth University, United Kingdom)

Climate change mitigation and the tourism industry: an analysis of interests

Amelung, Bas (Maastricht University, Netherlands)

Assessing the greenhouse gas emissions from the travel of French tourists: methods and results

Ceron, Jean-Paul (Université de Limoges, France) / Ghislain Dubois (Université de Versailles- Saint-Quentin-en-Yvelines, France)

Session E3 - Airlines and airports

Destination development in airports

Vujicic, Sanja / Wickelgren, Mikael (University of Gothenburg, Sweden)

The effect of destination transport mode choice on regional dispersal of low-cost carrier leisure arrivals Koo, Tay / Wu, Richard / Dwyer, Larry (University of New South Wales, Australia)

The importance of low cost carriers in the second home tourism market: the case of Algarve

Ribeiro de Almeida, Claudia (University of Algarve, Portugal) / Ferreira, Ana Maria (University of Algarve, Portugal) / Costa, Carlos (University of Aveiro, Portugal)

17.45 End of second day

17.45 – 18.30 Annual business meeting for TTRA members

18.30 – 21.00 Conference dinner

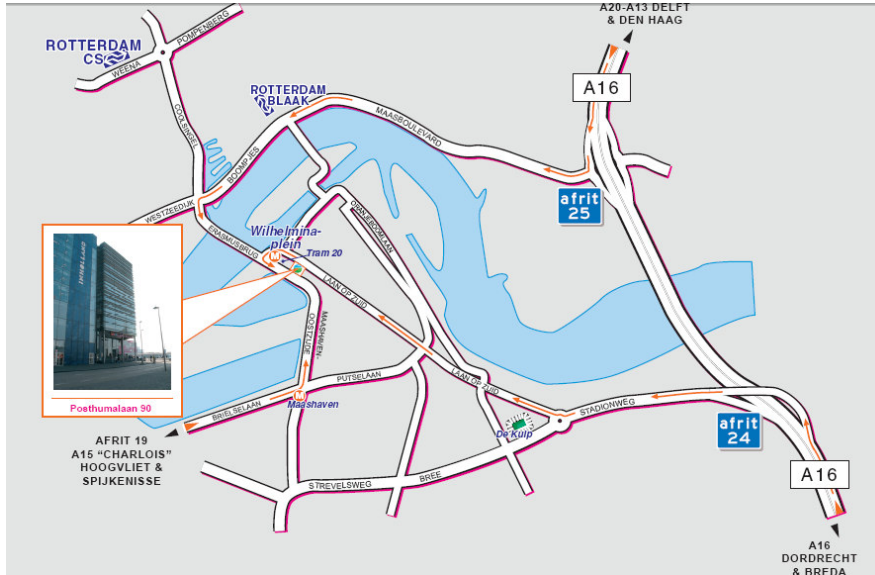
Dinner speaker: Noel Sweeney (managing director Tourism & Transport Consult International)

21.15 Return to Rotterdam (only for full conference delegates!).

Friday 24 April 2009

Venue:

InHolland University of Applied Sciences Rotterdam Campus,
Posthumalaan 90,
Rotterdam



08.30 – 09.30 Registration

09.00 – 09.30 Keynote on ICT in tourism and transport

9292 - A Case Study in Journey Experience: How we enhance customer experience and entice people to use public transport with travel information?
Gert Staal (Managing Director and CEO of 9292 | REISinformatiegroep B.V.)

09.30 – 11.00 Sessions F

Session F1 - ICT and tourism management

Upwardly mobile: the next step for travel management
Dunton-Tinnus, Christine (Amadeus / ACTE, Germany / France)

Developing the destination management system of Iran: opportunities and challenges for destination management organizations
Safari, Sara (Université de Savoie, France)

Measuring tourism competitiveness: ICT as innovation tool
Alzua-Sorzabal, Aurkene / Lamsfus, Carlos (Cooperative Research Center for Tourism, Spain)

Management perspectives on the impact of hotel information systems (HIS) on customer management relationships: a case study of a hotel in Seoul, South Korea
Ji Yeon Kim / Johannesson, Jokull (Swiss Hotel Management School, Switzerland)

Session F2 - Community development and ecotourism

Empowerment in perspective: exploring the role of power and empowerment in community based tourism projects

Simons, Ilja / De Groot, Ellen (NHTV Breda University of Applied Sciences, Netherlands)

Ecotourism, sustainability and cultural survival in Ecuador
Davidov, Veronica (Maastricht University, Netherlands)

Trains, planes and wheelchairs in the bush: attitudes of people with mobility-disabilities to enhanced motorised access in remote natural settings
Lovelock, Brent (University of Otago, New Zealand)

Session F3 - Alpine destinations

The Alpine Pearls holiday practice
Verbeek, DHP / Bargeman A (Tilburg University, Netherlands)

The paradigm of transport and tourism: Alpine destination development and the evolution of transport systems under a long term perspective
Schuckert, Markus (Chur University of Applied Sciences, Switzerland) / Boksberger, Philipp (University of Applied Sciences, Switzerland) / Wittmer, Andreas (University of St. Gallen, Switzerland)

Applying actor-network theory to understanding innovation processes in tourism destinations: the case of a winter resort SME
Paget, Elodie (Université de Grenoble) / Dimanche, Frédéric (CERAM Business School, Nice)

11.00 – 11.30 Coffee / tea break

11.30 – 12.15 Panel discussion:

Setting the research agenda for the transport and tourism interface and priorities.

Facilitator: Associate professor Angelique Lombarts (Inholland University)

Panel:

- Frank Oostdam (Director ANVR, the Dutch Tour operator organisation)
- Prof. Lesly Lumsdon (Director of The Institute of Transport and Tourism, UCLAN)
- Gui Lohman (PhD, Assistant Professor in Transportation and Tourism School of Travel Industry Management (TIM); not yet confirmed)
- Representative from Rotterdam Airport
- Helmut Brall (CEO of Treinsreiswinkel, a travel agency specialised in rail based tourism)

12.15 – 12.20 Closure

Frédéric Dimanche (president TTRA European Chapter)

12.20 – 12.25 Welcome to TTRA European Chapter Conference 2010: László Puczkó

12.30 Light lunch