



## **III International Conference on Tourism Dynamics and Trends X Scientific Meeting SISTUR**

Conference Place

Department of Law, Economics, Management and Quantitative Methods – University of Sannio

Via delle Puglie, 82, Benevento, Italy

Room: Aula Magna

## **Scientific Programme**

The conference's programme (still subject to changes and updates) can be found below

Updated November 13, 2018



**November 14, 2018**

**08:30-10:00 Registration**

**10:00-10:30 Opening Conference**

Filippo de' Rossi (Rector, University of Sannio, Italy)

Giuseppe Marotta (Director of the Department DEMM, University of Sannio, Italy)

Clemente Mastella (Mayor of Benevento, Italy)

Antonio Giusti (SISTUR President, Italy)

Fabrizio Antolini (SISTUR General Secretary, Italy)

Tahir Albayrak (Akdeniz University, Turkey)

M. Rosario González-Rodríguez (University of Seville, Spain)

Biagio Simonetti (Campania Regional Delegate SISTUR, University of Sannio, Italy)

**10:30-11:15 Keynote speaker**

Chair: Tahir Albayrak (Akdeniz University, Turkey)

*Places for pleasure: Past present and future*

Christopher Cooper (Leeds Beckett University, UK)

**11:15-11:30 Coffee Break**

**11:30-12:30 Scientific Sessions - Cultural Heritage**

Chair: Meltem Caber (Akdeniz University, Turkey)

*Cultural heritage, sustainable tourism and local development. The case of Tunisia*

Nicola Boccella, Irene Salerno (University of Rome La Sapienza, Italy)

*Ex ante cost-benefit valuation of investments aimed at avoiding damages to cultural heritage: a case study based on the Calci Charterhouse (Italy)*

Salvatore Ercolano (CNR, Italy), Giuseppe Lucio Gaeta (University of Napoli L'Orientale, Italy)

Patrizia Lattarulo IRPET, Italy), Benedetta Parenti (University of Napoli L'Orientale, Italy)

*Industrial heritage and corporate museums in Italy: exploring the relationship between strategic orientation and performance*

Angelo Riviezzo (University of Sannio, Italy), Michela C. Mason (University of Udine, Italy),

Maria Rosaria Napolitano, Antonella Garofano (University of Sannio, Italy)

*Cultural and heritage tourism in Italy: the socio-economic impact of Cultural and Creative Industries (CCI)*

Rossella Del Prete (University of Sannio, Italy)



**12:30-13:30 Scientific Sessions Urban Areas**

Chair: Roberto Micera (National Research Council, Italy)

*Reflections on overtourism effects on the urban places of Florence*

Patrizia Romei, Federico Martellozzo (University of Florence, Italy), Antonello Romano (University of Rome La Sapienza, Italy)

*Bergamo Quest. Report on an urban gamification initiative*

Roberto Peretta, Polina Baskakova, Daniela Desperati (University of Bergamo, Italy), Yulia Sidorova (University of Milan, Italy)

*The resilience of the museum system for the resilience and sustainable tourism development of the Marche's "seismic crater" (Italy)*

Mara Cerquetti, Eleonora Cutrini (University of Macerata, Italy)

*Social Entrepreneurship and co-creation value in tourism enterprises: the case of Narkoy*

Birgul Aydin, Emre Ozan Aksoz (Anadolu University, Turkey)

**13:30-14:45**

**Lunch**

**14:45-15:30 Scientific Sessions – Hospitality Management**

Chair: Meltem Caber (Akdeniz University, Turkey)

*Testing Benford law within tourism data in Romania*

Claudiu Herteliu (Bucharest University of Economic Studies, Romania)

*The communication of the stakeholder engagement processes: a cross-country analysis in the Hospitality industries*

Antonio Iazzi, Amedeo Maizza, Simone Pizzi (University of Salento, Italy)

*Contemporary Business Challenges and Management Innovation in Tourism Sector: the case of Virtual Museums*

Paolo Esposito, Biagio Simonetti (University of Sannio, Italy), Lina Öztürk (Mersin University, Turkey)



**15:30-16:30 Scientific Sessions – Quantitative analysis**

Chair: Michele Gallo (University of Napoli L'Orientale, Italy)

*An analysis of the requirements impact on the wages in the tourism industry*

Andrea Marletta, Paolo Mariani (University of Milano-Bicocca, Italy), Lucio Masserini (University of Pisa, Italy), Mariangela Zenga (University of Milano-Bicocca, Italy)

*Identification of the cruise tourists motivation*

Meltem Caber, Tahir Albayrak (Akdeniz University, Turkey)

*Investigating the relationship between local knowledge and tourism attractiveness of local territories*

Caterina De Lucia, Pasquale Pazienza (University of Foggia, Italy), Pasquale Balena (University of Bari, Italy), Vincenzo Vecchione (University of Foggia, Italy), Diana Caporale (University of Bari, Italy)

*Experiences of Hybrid-Travelers: A Glance to VFR, Business and Political Tourism*

Natan Uriely (Ben-Gurion University of the Negev, Israel)

**16:30-16:45 Coffee Break**

**16:45-17:45 Scientific Sessions – Tourism Experience**

Chair: Fabrizio Antolini (University of Teramo, Italy)

*Nautical tourism and marinas: A proposal of benefit segmentation for the customers of marinas*

Riccardo Spinelli, Clara Benevolo (University of Genoa, Italy)

*Co-creation and customers' mindfulness in tourism experiences*

Christelle Traboulsi, Francesca Cabiddu (University of Cagliari, Italy)

*A project for the increase and diffusion of the knowledge of cultural heritage: Mereasy mobile app-*

Enrico La Malfa (Mystart, Italy), Marco Platania (University of Catania, Italy)

*Different ways to understand tourism: the consistency and incoherence of data*

Emilio Becheri (New Mercury Tourism Consulting, Italy), Michela Ciccarelli (University of Rome La Sapienza, Italy)

**17:45-18:45 Scientific Sessions – Quantitative Analysis**

Chair: Antonio Giusti (University of Florence, Italy)

*Individual Transformation Based on Post-Travel Learning: Some Qualitative Findings*

Özer Özçelik, Ece Ömüriş, Duygu Aydın (Akdeniz University, Turkey)

*Assessing the Impact of Tax and Social Measures on the Competitiveness of a Country's Tourism. Case Study: Romania*

Nicoleta Asalos, Cristina Mihaela Lazar (Ovidius University of Constanta, Romania)

*The Business of women: female entrepreneurship in hospitality*

Patrizia Battilani, Davide Bagnaresi (CAST-University of Bologna, Italy)

*Digital Transformation of Cultural Institutions: a statistical analysis of Campania Museums*

Massimo Guarino, Maria Anna Di Palma, Tullio Menini, Michele Gallo (University of Napoli L'Orientale, Italy)

**19:30-21:00**

**City Tour**



**November 15, 2018**

**09:00-09:45 Keynote Speaker**

Chair: M. Rosario González-Rodríguez (University of Seville, Spain)

*Digital transformation in tourism*

Iis P. Tussyadiah, University of Surrey (UK)

**09:45-10:45 Scientific Sessions – Inner Areas**

Chair: Concetta Nazzaro (University of Sannio, Italy)

*Tourism and development in the “Inner Areas”*

Francesca Petrei, Lorenzo Cavallo, Marica D'Elia, Maria Teresa Santoro (ISTAT, Italy)

*Route tourism. Defining the phenomenon and analyzing the impact on Umbria Region (Italy)*

Fabio Forlani (University of Perugia, Italy), Angelo Presenza (University of Molise, Italy), Simone Splendiani (University of Perugia, Italy)

*Profiling wine tourist: a comparison between rural and city Wine Festival in Campania (Italy)*

Lucrezia Vitale, Tomàs López-Guzmán, Jesús Claudio Pérez Gálvez (University of Cordoba, Spain), Elide Di Clemente (University of Extremadura, Spain)

*Agrarian landscapes: from marginal areas to cultural landscapes. Paths to sustainable tourism in small villages. The case of Vico del Gargano in the Club of the Borghi più belli d'Italia*

Simona Giordano (University of Bari, Italy)

*Tourist regions from the local system to the strategic orientation in Italy. An application of DMS (Destination Management System)*

Rosalina Grumo (University of Bari, Italy)

**10:45-11:00**

**Coffe Break**

**11:00-12:00 Scientific Sessions - The governance of the territory: Tourism and development**

Chair: Pasquale Sarnacchiaro (University of Rome Unitelma Sapienza, Italy)

*The tourism gender gap and its potential impact on the development of the merging countries*

Rinaldi Azzurra (University of Rome Unitelma Sapienza, Italy)

*Tourist tax in the tourism and in the local authorities*

Sergio Sara (University of Rome Unitelma Sapienza, Italy)

*Cinema, tourism and territory: a winning partnership*

Sciarelli Fabiana (Orientale University of Naples, Italy)

*Sustainability and storytelling as a tourism development strategy*

Valeria Cocco, Marco Brogna (University of Rome La Sapienza, Italy)

*Tourist villages and place-based resources. Some insights from a comparative analysis of Italian and Argentinian case studies.*

Rita Salvatore, Emilio Chiodo (University of Teramo, Italy)



**12:00-13:30 Round Table: “Tourism Perspective for Internal Areas” (In Italian)**

Coordinator: Biagio Simonetti, University of Sannio (Italy)

Giuseppe Marotta (Director of Department DEMM)  
Emilio Becheri (New Mercury Tourism Consulting)  
Agostino Casillo (President National Vesuvius Park)  
Pierpaolo Forte (Componente CDA, Parco Archeologico di Pompei)  
Filippo Liverini (Confindustria Benevento)  
Nicola Matarazzo (Sannio Consorzio Tutela Vini)  
Ugo Marani (University Parthenope of Naples, Italy)  
Francesca Petrei (ISTAT)  
Luigi Raia (Director of the the Regional Agency for Tourism of Campania)

**13:30-14:15 Lunch**

**14:15-15:00 Scientific Sessions – Touristic System Analysis**

Chair: Fabiana Sciarelli (Orientale University of Naples, Italy)

*The evolution of transport sector and its impact on the local tourist market: the Sardinia’s case*  
Lorenzo Cavallo, Silvia Di Sante, Marica D'Elia (ISTAT, Italy)

*Where do I go to treat me? Elements that influence the choice of a medical tourist destination*  
Gilda Antonelli (University of Sannio, Italy), Francesca Di Virgilio (University of Molise, Italy),  
Stefano Consiglio (University of Naples Federico II, Italy)

*The Mediterranean between Tourism and Migration. Lampedusa and the refugee crisis*  
Marxiano Melotti (Niccolò Cusano University Rome, Italy)

**15:00-16:00 Scientific Sessions - Quantitative methods for tourism**

Chair: Azzurra Rinaldi (University of Rome Unitelma Sapienza, Italy)

*Overtourism: evaluation and impact on public policies management*  
Pasqualina Malafronte (University of Naples, Federico II, Italy), Pasquale Sarnacchiaro (University of Rome Unitelma Sapienza, Italy), Stefania Mele (University Parthenope of Naples, Italy), M. Rosario González-Rodríguez (University of Seville, Spain)

*Tourism satisfaction and perspectives: an exploratory study in Italy*  
Flavio Boccia (University Parthenope of Naples, Italy), Pasquale Sarnacchiaro (University of Rome Unitelma Sapienza, Italy), Virginia Sarno (University Parthenope of Naples, Italy)

*The new wave of disruption and the evolution in insurance services for the Italian travel sector.*  
Giovanni Di Trapani (CNR IRISS, Italy)



**16:00-17:00 Scientific Sessions – Quantitative Analysis**

Chair: Corrado Crocetta (University of Foggia, Italy)

*The web quality of Italian ski resorts in the Alps. An enquiry*

Roberto Peretta, Alessia Rossanigo (University of Bergamo, Italy)

*Measuring tourist satisfaction and dissatisfaction: a Monte Carlo construct validation of the 4Q methodology*

Antonino Mario Oliveri (University of Palermo, Italy), Gabriella Polizzi (University of Enna-Kore, Italy), Anna Maria Parroco (University of Palermo, Italy)

*Measuring tourist satisfaction and dissatisfaction: an analysis of the properties of 4Q composite indicators*

Antonino Mario Oliveri (University of Palermo, Italy), Michele Gallo (University of Napoli L'Orientale, Italy), Gabriella Polizzi (University of Enna-Kore, Italy), Anna Maria Parroco (University of Palermo, Italy)

**17:00-17:15 Award for excellent thesis in Tourism field**

**17:15-18:30 Sistor Partners Meeting (Only Sistor Members)**

**18:30-19:30 Free Time**

**19:30-22:30 Social Dinner – La Guardiense Restaurant**



**November 16, 2018**

**09:00-10:00 Scientific Sessions – Quantitative Analysis**

Chair: Enrico Ciavolino (University of Salento, Italy)

*Narrating territories: Placetelling as a tool of tourism promotion*

Fabio Pollice, Federica Epifani, Marta Melgiovanni (University of Salento, Italy)

*Design of regional strategies for the private sector engagement and mobilization towards sustainable destinations*

Ejvis Gishti, Matilda Naco (University of Tirana, Albania)

*Analysis of customer satisfaction as function of view of contexts. A case study in the field of accommodation services*

Enrico Ciavolino, Gloria Lagetto (University of Salento, Italy), Amjad D. Al-Nasser (Yarmouk University, Jordan), Amer Al-Omari (Al al-Bayt University, Mafraq, Jordan), Andrea Montinari (VESTAS Hotels & Resorts, Italy), Matteo J. Zaterini, Sergio Salvatore (University of Salento, Italy)

*Methodological problems related to economic measurement of tourism: the need to use new information sources and to prepare an adequate statistical information for evaluation*

Fabrizio Antolini (University of Teramo, Italy), Laura Grassini (University of Florence, Italy)

**10:00 -11:00 Scientific Sessions – Financial Analysis**

Chair: Laura Grassini (University of Florence, Italy)

*The ecosystem of food and wine tourism in Basilicata*

Angelo Bencivenga, Anna Maria Giampietro, Annalisa Percoco (Fondazione ENI Enrico Mattei, Italy)

*Profiling ‘social eaters’: an analysis of users of Gnammo, a social eating platform*

Roberta Garibaldi, Andrea Pozzi, Elena Viani, Alessia Tonsi (University of Bergamo, Italy)

*Authenticity as an element of signification in sport tourism activity*

Nico Bortoletto (University of Teramo, Italy)

*Impacts of Climate Change on Tourism in Italy*

Carmen Bizzarri, Margherita Pedrana (European University of Rome, Italy)

**11:00-11:45**

**Coffe Break**

**11:45-12:45 Round Table: “Corporate Social Responsibility” (In italian)**

Coordinator: Corrado Crocetta, University of Foggia (Italy)

Leonardo Di Gioia (Puglia Regional Councillor of Agriculture)

Antonella Gurrieri (University of Foggia, Italy)

Marilene Lorizio (University of Foggia, Italy)

Giuseppe Marotta (University of Sannio, Italy)

Mauro Romano (University of Foggia, Italy)

Annamaria Stramaglia (University of Foggia, Italy)





**12:45-13:30 Keynote Speaker**

Chair: Claudiu Herteliu (Bucharest University of Economic Studies, Romania)

*Mining Big Data in Tourism*

Roberta Siciliano (University of Naples Federico II, Italy)

**13:30-14:15 Lunch**

**14:15-15:15 Scientific Sessions – Quantitative Analysis**

Chair: Antonino Mario Oliveri (University of Palermo, Italy)

*Puglia destination image: the evolution in the online tourists' perception*

Lea Iaia (University "G. D'Annunzio", Chieti-Pescara, Italy) , Federica Cavallo, Paola Scorrano, Monica Fait (University of Salento, Italy)

*Innovation of railway transport in the context of tourism development in Poland*

Maciej Kozłowski (University of Lodz, Poland), Marek Pawełczyk, Agnieszka Piotrowska-Piątek (Kielce University of Technology, Poland)

*Is AirBnB really convenient for a host? A statistical model to identify super-hosts*

Giulia Contu, Claudio Conversano, Luca Frigau, Francesco Mola (University of Cagliari, Italy)

*Looking for a close relations with the sea. Urban-scape and cosmopolitan memories in contemporary Odessa.*

Emilio Cocco (University of Teramo, Italy)

**15:15-16:15 Scientific Sessions – Financial Analysis**

Chair: Paolo Esposito (University of Sannio, Italy)

*Impact of CEO's overconfidence on corporate financing decision: In reference to the mediating role of risk perception in Pakistan Capital Market*

Iram Naz (Riphah International University, Pakistan) , Amina Batool, Tahira Awan (International Islamic University Islamabad, Pakistan), Sumaira Ashraf (Universidade de Evora, Portugal)

*The Economic and Financial Balance of Italian Bed and Breakfasts during and after the 2008 crisis*  
Guido Migliaccio, Biagio Simonetti, Luigi Tucci (University of Sannio, Italy)

*Financial dynamics of lodging companies during nine years: a comparison between hotel and others lodging companies*

Felicetta Iovino, Guido Migliaccio (University of Sannio, Italy)

*The Structural "Rigidity" of Italian Hotels after the Crisis: Results of an Empirical Survey (2008-2017)*

Guido Migliaccio, Biagio Simonetti (University of Sannio, Italy), Paolo Ricci (University of Naples, Federico II, Italy)

**16:15-16:30 Coffe Break**



**16:30-17:15 Scientific Sessions – Touristic System Analysis**

Chair: Maciej Kozłowski (University of Lodz, Poland)

*Tourism and territory from over-load to improving resource: the chance for Pietrelcina (Bn)*

Rosa Anna La Rocca (University of Naples, Federico II, Italy)

*Branding World Heritage Sites: Case of Egypt*

Mohamed Abdalla Elsayed Hassan (University of Girona, Spain)

*Discipline of the competition between liberty and economic correctness: Termination and withdrawal from the Sale contract of the Tourist Package according to the art 12, DIR. 2032 of 2015 U.E.*

Francesco Torchia (University of Calabria, Italy)

**17:15-17:30 Poster Session**

*The visitor studies as a tool for Educational Tourism: comparison between permanent exhibitions and temporary visits*

Gala Avvisati (Osservatorio Vesuviano – INGV, Italy)

**17:30-17:45 Closing Conference**