## **Proceedings Index**



COD.	TITLE	Corresponding Author
P78-13	Reverse flows as the sources for product/service innovation – do companies from tourism industry differ?	Alena Klapalová
P142-13	The importance of the tourism entertainment component in the image of a tourist destination construction	Ana Patrícia Marques
P09-13	Voluntary policy instruments for sustainable tourism: the case of the portuguese hotels	Ana Sofia Viana
P80-13	Touristic itineraries contributions to build innovative tourism offers and to create sustainable destinations	André Monteiro
P103-13	Managing cultural landscape as a tourism resource: from the recognition of exceptional agro-pastoral landscapes to a sustainable integration in tourism products	Andreia Pereira
P130-13	Contributions to the Identity Assumption of the Portuguese Jewish Heritage - the case of Belmonte	António Sérgio Araújo de Almeida
P144-13	The effect of experiential marketing on customer satisfaction and behavioral intentions: a research on senior tourists	Bilge Çavuşgil Köse
P64-13	Differences between residents' and tourists' perceptions of mountain destinations	Carla Silva
P91-13	Market orientation in the hotel industry: Developing a measurement scale tailored to the hotel industry	Carlos Alberto Fernandes Sampaio
P104-13	Key Issues in Sustainable Destination Management Systems	Catarina Antónia Martins
P21-13	Reconversion of the heritage and people of coastal zones	Cátia Filipa Cerqueira Rebelo
P110-13	Specialization and importance-performance in visitors to a natural history museum, the Canadian Fossil Discovery Centre, Morden, Manitoba, Canada	Christopher Malcolm
P134-13	The relationship between the management accounting techniques and the decision making in Portuguese hotels	Conceição Gomes
P10-13	A imagem do Destino Turístico Lisboa na Perspetiva do Turista que Visita o Património	Daniela Gomes
P23-13	Vision 2020 for Newfoundland and Labrador Tourism: Uncommon Potential or Unabated Optimism?	Darrell C. Kennedy
P14-13	The brand image of Galicia as a tourist destination in Atlantic Europe	David Santomil
P116-13	Ethnic food as community pride to support sustainable development	Dewi Eka Murniati
P06-13	O Impacto do Turismo na Qualidade de Vida e Bem-Estar do Turista	Eduardo Moraes Sarmento
P59-13	Bairrada: from Bairrada Route to the touristic brand	Emanuel de Castro
P60-13	The geotourism as a strategy for territorial enhancement in educational contexts: the case of the Arouca Geopark	Emanuel de Castro
P56-13	Using awareness as a competition element in tourism destinations: Esrefoglu Mosque	Erkan Akgöz
P07-13	The role of local authorities in tourism development: a case of Mazovia region in Poland	Ewa Ferens
P26-13	The Apple and Cider Tourist Route in the Principality of Asturias, Spain	Fernando Goulart Rocha
P139-13	Religious tourism marketing - using a tourism offer in digital marketing strategy	Filipe Mota Pinto
P140-13	Territory marketing strategy: a low budget web marketing strategy for São Tome e Principe	Filipe Mota Pinto
P136-13	Bridging the gap between satisfaction and loyalty in the hospitality industry	Francisco Dias
P146-13	Is the most portuguese carnival a good bet? Analisys of economic impact of the carnival of Torres Vedras 2013	Francisco Dias
P18-13	Alumni Network: a strategy to help to develop local tourism	Francisco Ferraz
P55-13	The brand as a trademark and as a corporate and business strategy in the tourism sector	Francisco Javier Aragón Cánovas
P02-13	Women Empowerment in the Omani Tourism Sector	Galal Afifi

P17-13	The carrying capacity of trails in the Iztaccíhuatl-Popocatépetl National Park	Gandhi González Guerrero
P27-13	Sport events and destination image: running under the midnight sun in northern Norway	Giovanna Bertella
P132-13	Innovation and Creativity In Hotel Enterprises: Concept Hotels	Gorkem Ersoy
P54-13	Food tourism in the touristic development pole of the Western Region (Portugal) from the perspective of the supply	Graça Ezequiel
P04-13	Strategic Flexibility in Service sector Technology (product) Based Integration Development of Multi Stakeholder STAR MODEL	GVR Sastry
P24-13	Segmenting wine festival attendees by level of wine knowledge to enhance future destination marketing strategies	Harsha E. Chacko
P95-13	Destination re-positioning: a case study of Koli, Finland	Hesam Pakbeen
P77-13	Geography Teacher Candidates' Perceptions of Geotourism	Hilmi Demirkaya
P20-13	Marketing Strategies for Promoting International Health Tourism	Hossein Bodaghi K. Noubar
P107-13	Rewarding and reward management: a research on the five star hotels in Istanbul	Işıl Usta
P154-13	The Model of The Sufficiency Economy Philosophy Application For Restaurant Businesses in the Upper North of Thailand	Jennita Laegreid
P29-13	The role of host country image and mega-event's experience for revisit intention: the case of Poland	Joanna Kosmaczewska
P150-13	A implementação da formação organizacional numa cadeia hoteleira	João Costa
<b>D</b> 04.40	The economic impacts of subcultures events and the relation with local tourism development: The case of Steel Warriors	
P34-13	Rebellion Barroselas Metalfest in Northern Portugal	Jorge Cunha Coelho
P67-13	Events tourism: analysis and state of art	José Antonio Folgado
P84-13	Influence of internet as information source vs traditional media on the development of the city branding	José Antonio Folgado Fernández
P83-13	The role of comments from users in electronic media in the purchase of hotels. An empirical study on the Spanish market	José Manuel Hernández-Mogollón
P74-13	Economic gains over traditional values: tourism impact from the viewpoint of host community	Khalizul Khalid
P03-13	A Developmental Model of Marine Edutourism Industrial Zone To Improve The Community Economic Resilience at Kepulauan (Islands) Seribu, DKI Jakarta, Indonesia	Khrisnamurti
P43-13	Promoting European Countries Destination Image through Twitter	Kostas Zafiropoulos
P12-13	Elaboration of Lithuanian tourist satisfaction index model	Lina Pilelienė
P131-13	Hiking trails evaluation in the Natural Park of Serras de Aire and Candeeiros	Luís Alberto Dias Carvalhinho
P75-13	The influence scuba diving on tourism destination management: a case study of the Cozumel Island, Mexico	Luís Cândido Soares Mota
P11-13	Tourism Development Strategy of Valley Alva: Alvaland	Manuel António Brites Salgado
P08-13	The tourist guide and the Image of Tourism Destination	Maria Abril i Sellarés
P108-13	Corporate entrepreneurship in hotel firms	Maria de Lurdes Santana Calisto
P38-13	Myths behind the image of the holiday destinations	María del Carmen Azpelicueta
P40-13	General components of the evolution of residents' attitudes: the case of Ibiza	María del Carmen Azpelicueta
P41-13	Mythical references in the tourist image: the case of Ibiza	María del Carmen Azpelicueta
P88-13	CRM: Analysis and Requirements Definition for the Hotel Sector	María del Carmen Azpelicueta
P89-13	Marketing: more than a concept for the Balearic Islands	María del Carmen Azpelicueta
P101-13	From Minho to Algarve: proposal to establish a network of literary tourism for coastal zone	Maria Mota Almeida
P135-13	Cultural Dimensions and Image: An Essay about the Impacts of Masculinity and Individualism on the Interpretation of Tourist Destinations' Sustainability	Marisa P. de Brito
P79-13	The influence of brand social image on-line positioning: a study of employee communication in the Balearic Premium Hotels	Miguel Trias Vilar
P113-13	External factors that influence the strategic decision to sustainability in Brazilian small hotels	Murilo de Alencar Souza Oliveira
P90-13	Integrated model of sustainability and competitiveness for small accommodations (MISCMH) in Brazil	Murilo de Alencar Souza Oliveira
P71-13	Modern possibilities for the sustainable tourism development in Russian nature protected areas with the example of Lake Baikal Region	Natalia Luzhkova

P42-13	Heritage Hit Series and the Tourist Reinterpretation of British Stately Homes	Norma Ferreira
P141-13	The 'digital' future of operation and agency of tourism	Nuno Alexandre Abranja
P145-13	Study of the perception of tourists in relation to the attractiveness and effectiveness of the electronic and printed channels in the promotion of tourist destinations	Nuno Fernandes
P72-13	Sustainability of cultural tourism: Sille sample	Ozlem Tekin
P49-13	The importance of the tourist profile in promoting a tourist destination: the case of Caramulo	Paulo Jorge Santos Almeida
P115-13	Web 3.0 based marketing strategies adoption for tourism	Paulo Almeida
P120-13	The Economic Impact Assessment Event" Óbidos Christmas Village "in Occupation and Consumption in Óbidos	Paulo Almeida
P122-13	O Marketing e a Comunicação na Hotelaria: O Estudo de Caso de Hotel Familiar e Hotel de Grupo	Paulo Almeida
P125-13	Importance of a marketing plan for a product or service of interest: Hotel Figueiredo's	Paulo Almeida
P126-13	The importance of hotels in the development of theme parks	Paulo Almeida
P123-13	Experimental development in Tourism Research: a proposal to bring back the creative process and concerns with new product development back into the area of tourism research.	Paulo Lourenço
P148-13	Tourism development and sustainability in the Brazilian Northeast	Paulo Nicholas Mesquita Lobo
P73-13	The Cluster Approach for Destination Competitiveness: Evaluation of Competitiveness of Antalya Tourism Cluster	Pelin Arsezen Otamis
P16-13	Current development of tourism and recreation on Baltic Sea coasts: new directions and perspectives	Polina Lemenkova
P46-13	Environmental Management in the Hospitality Industry: a Study of International Hotel Chains in the coast of Sergipe and in the northern coast of Bahia, Brazil	Queila Pahim da Silva
P51-13	Education for a remodel action: an offer of the Technology Management in Tourism degree	Queila Pahim da Silva
P96-13	Reverse logistics as sustainable tool in tourism industry: scope and motivation	Radoslav Škapa
P93-13	Increasing Winter Tourism in Portugal	Raul Ressano Garcia
P65-13	Developing monetary measurements for perhentian island's environmentally sustainable accounting statement	Rosmini Ismail
P106-13	The contribution of cemeterial tourism for brand value of the Lisbon city with the implementation of topics for new tourist routes.	Sara Nunes
P86-13	Thermal resorts: Similarities and differences in users profile between Portugal and Germany	Sara Raquel Gomes Narciso
P100-13	Corporate social responsibility policies of tourism industry on climate change	Selda Uca Özer
P50-13	Boutique hotels and city break destinations: the case of Lisbon	Sofia Almeida
P97-13	An Ethic Code for European hotels: the two sides of the coin	Sofia Teixeira Eurico
P98-13	Employability: comparative analysis of the perception of tourism higher education students and tourism graduates	Sofia Teixeira Eurico
P109-13	Branding of Tourism Destinations : Images as determinant to consolidate the positioning of Lisbon	Susana Paulo
P22-13	Assessing the Factors Affecting Entrepreneurial Intentions	Tamer Mohamed Atef
P61-13	Destination Brand Awareness of Region Center of Portugal: Tourists' and Tourism Professionals' Perspectives	Teresa Aragonez
P118-13	The Importance of Tourism as a Local Development Strategy in the Natural Parks of Prainha and Grumari – Rio de Janeiro – Brazil	Thiago Ferreira Pinheiro Dias Pereira
P48-13	Tourist Consumer Behaviour - Relationship between emotion in leisure marketing, involvement and image of the tourism destinations on tourist purchase decision: A research agenda	Vasco Ribeiro Santos
P47-13	Consolidated tourist destinations and creative capital, nodes connected to global cities?	Yolanda Romero Padilla
P28-13	Curriculum for the educational profile tourism technician and the impact of economic policy on the enrolment of pupils in the educational profile tourism technician in secondary education in the Republic of Serbia	Zoran Knezevic