

PROGRAM

INTERNATIONAL CONFERENCE ON TOURISM TECHNOLOGY & SYSTEMS - ICOTTS'26

12 - 14 NOVEMBER 2026

EAFIT University
Medellín, Colombia

Time Zone: Medellín

DAY 1: THURSDAY 12 OF NOVEMBER - 10:00 TO 18:30	
10:00 - 12:30	Session 1 - Virtual Presentation SMART TOURISM DESTINATIONS Chair: Adriana Oliveira
ROOM 1 code: icotts26on	35 Assessing Regional Tourism Competitiveness through Market Performance and Destination Development <i>Guilherme de Oliveira; Elizangela Mara Carvalho; Elaine Scalabrini; Paula Odete Fernandes</i> 37 Motivations, Satisfaction, and Behavioural Intentions at a Christmas Event in Bragança <i>Catarina Andreia Afonso Lopes; Elaine Scalabrini; Paula Odete Fernandes</i> 48 Analysis of the potential for a Smart Tourism destination with an environmental focus: The case of Conchagua, El Salvador <i>Fernanda Gavidia; Gisela Espinoza; Osmel Sánchez</i> 63 Beyond Numbers: The Strategic Role of Destination Experience, Brand Love and Evangelism in the Future Competitiveness of Barcelos <i>António Bruno Monteiro Coelho; Bruno Barbosa Sousa; Manuel Serra da Fonseca; Jorge Garcia</i> 82 Security in Tourism: A Systematic Review of the Literature on Security and Sustainability in Tourist Destinations <i>Bruno Sousa; Laurentina Vareiro; Lara Santos; Raquel Mendes; Beatriz Oliveira; Marco Martins</i> 132 Tourism Impacts in Island Destinations: A Systematic Review of Destination Stakeholder Perspectives <i>Claudia Faia; Claudia Seabra; Maria Batista; Ana Caldeira</i> 139 Destination attributes and customer intelligence in TripAdvisor reviews: an exploratory approach to managing Cartagena's Walled City <i>Ricardo Castaño; Victor Peña</i> 147 From Validation to Decision: An Evidence-Governed Framework for Predeployment Tourism Intelligence in Destination Resilience Planning <i>Edwin Jorge Montes Eskenazy; Adolfo Jorge Prado Ventocilla; Lorenzo Gabriel Prado Melgarejo</i>
ROOM 2 code: icotts26on	Session 2 - Virtual Presentation CULTURAL TOURISM Chair: Maria Inês Pinho
	19 Paquimé Cultural Heritage and Regional Development in Northwestern Chihuahua <i>Aida-Yarira Reyes-Escalante; Yolanda Flores-Ramirez; Fany-Thelma Solís-Rodríguez</i> 34 Sandstorms in Chihuahuan Desert tourist destinations: perceptions, experiences, and local adaptation to Climate Change <i>Manuel Ramón González Herrera</i> 58 Japanese Culture in the Eyes of a European Tourist - How Similar or How Different? <i>Manuel Au-Yong-Oliveira; José Magano</i> 59 Servicescape, Cultural Identity and Perceived Quality in Hospitality: Evidence from Nini Andrade Silva's Hotel Interior Design Projects <i>Micaela Ausónia Correia Andrade; Ana Raquel Simões; Ana Elisa Sousa</i> 78 Hiking tourism in Tua Valley: The interplay between attributes, motivations, and satisfaction <i>Luisa Lopes; Salette Esteves; Lara Santos</i> 107 Assessing the Economic Contribution of Cultural Events to Tourism Destinations: Evidence from Braga Romana, Portugal <i>Vânia Costa; Raquel Pereira; Bruna Silva</i>

	121 Experiencing “Vagar”: Slow Tourism; Cultural Heritage and Coexistence <i>Maria Inês Pinho</i> 178 Pítimas Water from Cuenca, Ecuador: Biocultural Heritage, Plant Composition, and Opportunities for Scientific and Tourism Valorization <i>Diego Paul Moreno Parra; María Teresa López Estrella; Mikel Ugando Peñate; Axel Fernando Zambrano López; Byron Vinicio Lima Rojas</i>
ROOM 3 code: icotts26on	Session 3 - Virtual Presentation SUSTAINABILITY PRACTICES IN TOURISM SECTOR Chair: Milena Carvalho 49 The Role of Electronic World-of-Mouth in Sustainable Fashion Consumption: An Integrated Model of Purchase Intention and Willingness to Pay a Premium <i>Oswaldo Dias Silva; Ana Isabel Moniz; Amélia Paulo</i> 68 Transitioning to Sustainable Smart Tourism Destinations: A Systematic Review of Global Best Practices and Strategic Roadmaps for Emerging Markets <i>Aleksandra Minchenkova; Marcelo Ruiz Toledo; Nairuhi Almastyar; Liana Harutyunyan; Karapet Arakelyan</i> 105 Regenerative Tourism on Príncipe Island: An Empirically Grounded Framework <i>Francisco Silva; Andersone de Sousa da Silva</i> 116 From heritage to sustainable reputation: perceived strategic communication, trust and stakeholder responses to a Portuguese wine brand <i>Susana MSR Fonseca; Carlos Lopes; Ana Branca Carvalho; Ana Guia; Cátia Pereira; Walter Mattos</i> 118 From Preservation to Experience: Community Perspectives on the Tourism-Based and Sustainable Valorisation of Rural Heritage <i>Didiana Fernandes; Isabel Vieira; Catarina Oliveira</i> 123 Social and Economic Sustainability in Portuguese Five-Star Hotels: Evidence from a National Content Analysis <i>José Ferreira Fernandes; Kelly Maguire; Luís Lima Santos</i> 157 Digital Transformation in Tourism and Education: A Bibliometric Analysis of Emerging Trends and Contributions to Sustainable Tourism <i>José L. Espín Lopez; Mikel Ugando Peñate; Fabricio Marcillo Vera; Yullio Cano de la Cruz; Karol L. España Valencia; José M. Romero Gutiérrez; Edgar E. Obaco Soto; Ignacio J. Salamanca Garay; Erik O. Escalona Aguilar</i> 164 From Road Infrastructure to Territorial Asset: Route Tourism and Sustainable Development in Portugal's EN2 <i>Eduardo Pinheiro; Catarina Fernandes; Maria Carlos Lopes</i>
13:30 - 14:00	Registration in EAFIT University 
14:00 - 14:15	Welcoming Remarks - Face-to-face / Virtual Presentation Chair: Alejandro Peña
ROOM 1 code: icotts26on Auditorium	João Vidal Carvalho, Technical University of Porto & ICOTTS'26 General Chair António Abreu, Technical University of Porto & ICOTTS'26 General Chair Manuel Moreira da Silva, Director of Faculty of Business of the Technical University of Porto María Andrea de Villa, Dean of the Business School, EAFIT University
14:15 - 16:00	Keynote Speakers presentations - Face-to-face / Virtual Presentation Chair: Liliana González Palacio
ROOM 1 code: icotts26on Auditorium	Ángela Maria Montoya H., Maria Camila Jaramillo Gómez <i>De los datos a la inteligencia de destino: el camino del SITE Medellín</i> Rita Patricia Peña-Baena Nieves, Elisxeneth Tovar <i>Hacia un turismo inclusivo: repensando la experiencia de usuario para personas con discapacidad</i>
16:00 - 16:30	CoffeBreak / Entrepreneurship Fair for People with Disabilities - WAIMA Foundation

16:30 - 18:30	Session 5 - Face-to-face / Virtual Presentation CREATIVE INDUSTRIES and DIGITAL TECHNOLOGIES FOR TOURISM Chairs: Liliana González Palacio, Alejandro Guzmán
ROOM 1 code: icotts26on Auditorium	Comprising four to five participants and a moderator: the Creative Industries Cluster of the Chamber of Commerce, <i>Colaboratorio</i>, a representative from the creative or tourism sector, the public administration, and the Creative Industries Laboratory. To foster an interactive dialogue rather than a sequence of formal presentations, each panelist will address three concise questions: identifying an existing capacity within the ecosystem, pinpointing a primary challenge, and determining a critical connection that must be activated. The overarching question, aligned with the congress's focus on tourism, could be framed as follows: <i>What structural conditions are necessary for Medellín's creative ecosystem to transform its underlying capacities into sustainable, collaborative, and scalable tourism experiences?</i>
ROOM 2 code: icotts26on	Session 6 - Face-to-face / Virtual Presentation TOURISM MANAGEMENT AND PLANNING Chair: Mikel Ugando Peñate 92 Tourism Management and Consumer Behavior: Motivations, Destination Quality, and Loyalty in Adventure Tourism <i>Mauricio Carvache-Franco; Orly Carvache Franco; Miguel Orden-Mejía; Fuy Wah Chang Fong; Wilmer Carvache-Franco</i> 95 Strategic Management of Coastal Destinations: Tourist Motivations, Satisfaction, and Loyalty <i>Mauricio Carvache-Franco; Orly Carvache-Franco; Paola Palomino-Flores; Caroline Marcela Romero Ramírez; Wilmer Carvache-Franco</i> 106 Sostenibilidad financiera y oportunidades de inversión en emprendimientos de turismo termal: evidencia de San Vicente, Santa Elena, Ecuador <i>Noemi Jael Fajardo Bravo; Jahaira Pamela Venegas Cedeño; Noemi Bravo</i> 114 Preservation of ancestral gastronomic practices: A knowledge management approach <i>Mariuxi Bruzza; Lizandro Molina; Amparo Cabrera; Carlos Piguave; Alicia Trueba; Leo Ruperti</i> 141 Corporate Governance Effect on Operational Efficiency with intensive Technology <i>Paulino Silva; Cláudia Pereira</i> 176 The strategic impact of business intelligence on organizational decision-making <i>Maria José Gonçalves; Maria João Castro; António José Abreu; João Vidal Carvalho; Rui Humberto Pereira</i>
ROOM 3 code: icotts26on	Session 7 - Virtual Presentation EDUCATION IN TOURISM Chair: Luis Sardinha 47 Tourism Students' Perceptions of Soft Skills and Communication Skills: A Comparative Analysis between Portugal and Spain <i>Elsa Tavares Esteves; Carlos Rodríguez Robaina; Elisabete Paulo Morais; Sónia P. Nogueira; Claudia Benítez Núñez</i> 60 O lado humano da transformação digital no turismo: adaptação profissional, competências transferíveis e desafios para a gestão de recursos humanos <i>Carla Oliveira; Brígida Rodrigues; Alzira Garcia; Anabela Mesquita; Pedro Teixeira</i> 70 Foreign Language Skills Among Tourism Professionals: The Case of Terras de Trás-os-Montes <i>Jean Mercereau; Elsa Tavares Esteves</i> 81 The Evolution of Doctoral Tourism Research in Portugal: An Institutional Perspective (2015–2025) <i>Maria Sofia Lopes; Gilberto Moiteiro; Célia Rafael; Ana Pires</i> 133 From Interpretive Trail to Educational Trail: A Methodological Framework for Curriculum Adaptation <i>Fernanda Gavidia; Jeany Argueta; Osmel Sánchez</i> 145 RAG-Twin: A Cross-Domain Synthetic Evidence Framework for Bounded LLM Competency Validation in Tourism Education <i>Adolfo Jorge Prado Ventocilla; Edwin Jorge Montes Eskenazy; Lorenzo Gabriel Prado Melgarejo</i> 195 EcoCampus in higher education in Tourism: environmental citizenship, green-digital skills and social responsibility <i>Isabel Borges; Isabel Cabo; Romeu Sequeira; Ana Garcez; Sandra Brás; Eusébio Costa</i>

DAY 2: FRIDAY 13 OF NOVEMBER - 08:00 TO 23:00	
08:00 - 10:00	Session 8 - Face-to-face / Virtual Presentation MARKETING IN TOURISM SERVICES Chair: Maria José Angélico
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ROOM 2 code: icotts26on	Session 9 - Virtual Presentation MANAGEMENT IN TOURISM SECTOR Chair: Inês Braga 22 Modelo de seguimiento y verificación de propuestas de desarrollo de proyectos de inversión en el sector turismo basados en el plan de desarrollo turístico local para municipalidades provinciales peruanas <i>Bernardette Ligia Llerena Cruz</i> 36 Governança Institucional e Turismo de Negócios: Uma Abordagem Exploratória com Modelação de Equações Estruturais <i>Pedro Carvalho; Nino Fonseca</i> 55 Knowledge Exploration and Exploitation in Hotels in Loja: A Descriptive Analysis of Organizational Knowledge Management <i>Gerardo Vicente Torres Pereira; Laura Magaly Chamba Rueda</i> 65 Mapping Research on Accommodation Taxes in Tourism: A Bibliometric and Content Analysis <i>Laurentina Vareiro; Bruno Barbosa Sousa; Lara Santos; Davide Ferreira; Joana Matias; Paula Azevedo; Soraia Silva</i> 84 Municipal Tourist Tax Awareness and Acceptance: The Tourists' Perspective <i>Eva Maria Miranda; Soraia Gonçalves; Laurentina Vareiro; Raquel Mendes</i> 108 Determinants of Hotel Performance at the European Regional Level: A NUT II Panel Data Analysis of TRevPar <i>Alcina Nunes</i> 110 Shaping Destinations: The Strategic Value of Destination Management Companies <i>Catarina Martins; Nuno Moutinho; Alves Jorge</i>
ROOM 3 code: icotts26on	Session 10 - Virtual Presentation DIGITAL AND TECHNOLOGICAL PROJECTS IN TOURISM Chair: Luciana Oliveira 40 The Rise of Virtual Tourism among Romanian Consumers Perceptions, Behavioural Intentions and Adoption Drivers <i>Ioana-Simona Ivasciuc</i> 89 The Relative Role of Technological vs. Non-Technological Attributes in Customer Satisfaction: Evidence from Smart Hotel Reviews <i>Jacqueline Galdón Jiménez; Medéia Veríssimo; Thamires Fiuza</i> 90 Digital performance of an official tourism platform: the case of visitfelgueiras <i>José Luís Braga; Natália Winckler; Maria José Díaz; Pedro Carvalho; Telma Alves</i>

	117 Exploring Hotel Managers' Perspectives on Virtual Reality in Online Hotel Communication: Implications for Guest Experience <i>Márcia Vaz; Roberto Vaz; Paula Odete Fernandes; Mário Vairinhos</i> 119 From Guest Signals to Service Recovery: A Reservation-Centered Digital Twin for Short-Term Rentals <i>Felipe Ribas; Stephane Madeira; Pedro Ivo Marques; Simão Campos; Renato Marques Chainho</i> 172 Machine Learning-Based Fabrication Time Prediction Using Historical Manufacturing Data: An Industrial Case Study <i>Fabrizio Almeida López; Jessica Castillo; Jose E. Naranjo</i> 192 Hybrid learning supported by collaborative digital platforms in professionally oriented higher education: implications for education and tourism <i>Eusébio Costa; Isabel Cabo; Romeu Sequeira; Ana Camões; Filipe Couto; Isabel Borges</i> 194 Digitizing Motor Heritage: The Role of Private Photo graphic Archives in Enhancing Experiential Tourism in Motorsport Destinations <i>Sandra Brás; Ana Garcez; Isabel Borges; Beatriz Silva; Inês Ferreira</i>
10:00 - 10:30	<i>coffeeBreak / Entrepreneurship Fair for People with Disabilities - WAIMA Foundation</i>
10:30 - 12:30	Session 11 - Face-to-face / Virtual Presentation TDIT'26 – TECHNOLOGY, DISABILITY AND INCLUSIVE TOURISM: FROM ASSISTIVE NAVIGATION TO ACCESSIBLE DESTINATIONS Chair: Liliana Gonzalez Palacio
ROOM 1 code: icotts26on Auditorium	Technology demonstration related to location for inclusive tourism: multi-perspective panel 183 La autonomía como propiedad emergente: un modelo de dinámica de sistemas para la orientación de personas con discapacidad visual en campus universitarios como destinos accesibles 187 Tecnologías habilitadoras del turismo inclusivo: necesidades, oportunidades y un marco de adopción para las empresas 188 Modelo de negocio de innovación social para la sostenibilidad de organizaciones de base comunitaria mediante servicios de inclusión de personas con discapacidad para empresas
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	64 From k-pop to destination image: influences on travel intention to south Korea among Portuguese fans <i>Lara Santos; Bruno Barbosa Sousa; Laurentina Vareiro; Márcia Cruzeiro</i> 69 From Value Co-Creation to Loyalty: The Role of Delight, Satisfaction, Trust, and Well-being in Hospitality <i>Saete Esteves; Luisa Lopes; Eduardo Mangini</i> 86 Tourist Experiences and Destination Image: The Case of Portuguese Regional Tourism Organizations on Instagram <i>Cristina Estevão; Diogo Salvado; Helena Alves; Ana Campón</i> 96 Music, Emotion, and Brand Connection Through an Advertising Jingle <i>Mario Fernando Mondoñedo-Castillo; Eliana Gallardo-Echenique</i> 173 O Papel do Marketing Relacional e da Cocriação de Valor na Fidelização de Clientes Revisão Bibliométrica no Setor Hoteleiro <i>Sonia Vieira; José Folgado-Fernández</i> 179 TikTok and Tourist Decision-Making: The Role of Engagement, Credibility, and Platform Features <i>Adriana Oliveira; Helena Oliveira; João Paulo Martins; Maria Araújo; Paulo Ferreira; Rui Alexandre Castanho; Fernando Rebola</i>
12:30 - 14:30	Lunch - Matriarca El Poblado 
14:30 - 16:30	Session 14 - Face-to-face / Virtual Presentation WINE AND GASTRONOMIC TOURISM Chair: Agostinho Sousa Pinto
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ROOM 2 code: icotts26on	Session 15 - Virtual Presentation SUSTAINABLE AND INNOVATIVE PROJECTS IN TOURISM Chair: Carla Castro 45 Thematic Glamping in the Douro: Territorial Integration and Preliminary Feasibility of a Tourism Project <i>Susana MSR Fonseca; Carlos Lopes; Ana Guia; Ana Branca Carvalho; Mónica Silva</i> 76 NEUROTUR: Designing an Auditable Information Framework for Neurointegrative Tourism in Latin America's Triple Border Region <i>Gabriel Felipe Cotta Cirino; Bruna Pereira Brito; Julia Suniga-Gonçalves; Felipe Caelles-Fraccaroli; Felipe A. Milhorança Feitosa; André L. da Costa; Francisco Carlos Paletta</i> 103 Turismo Científico e Património Hidroelétrico: O Caso das Barragens do Rio Douro <i>José Almeida; Adriano Costa</i> 104 Motivações da procura termal e imagem das estâncias termais portuguesas: contributos para a revitalização do setor <i>Adriano Costa; Joaquim Antunes; Adriano Ramos; Gonçalo Fernandes</i> 122 Endogenous Products as a Factor of Territorial Valorization: An Exploratory Study in the Municipality of Seia <i>Carla Castro; Elsa Ramos; Cristina Rodrigues</i> 190 Sustainability Practices of Mega Events in Portugal: A Qualitative Case Study of Web Summit Lisbon <i>Fátima Matos Silva; Kira Pashkovskaya</i> 191 Sustainability and Accessibility at We Love Green: A Music Festival Case Study in Paris <i>Fátima Matos Silva; Jacqueline Galdón Jiménez</i>

ROOM 3 code: icotts26on	Session 16 - Virtual Presentation TOURISM MANAGEMENT AND PLANNING Chair: Maria Carlos Lopes
	21 Los mercados de abastos sostenibles impulsando el turismo en el Perú <i>Maria Teresa Noriega-Aranibar; Bertha Diaz-Garay</i> 73 Assessing Residents' Perceptions of Tourist Taxes: A Quantitative Study <i>Raquel Mendes; Laurentina Vareiro; Soraia Gonçalves; Eva Maria Miranda</i> 99 Accessibility and inclusion at river beaches in inland Portugal: Contributions to tourism management policies <i>Gonçalo Fernandes; Adriano Costa; Joaquim Antunes</i> 109 Application of Benford's Law and Discretionary Accruals in Detecting Earnings Management in Order to Minimize Tax Payments <i>Érica Barros; Ana Fernandes; Jorge Alves</i> 124 Perception of the Quality Management System in Foodservice Operations: A Case Study <i>Carla Castro; Lígia Bancesi; Helena Ávila</i> 128 Incorporating Benford's Law into Tourism Demand Forecasting: Evidence from the SARIMAX Model Applied to Island of Sal <i>Gilberto Alves Neves; Catarina S Nunes; Paula Odete Fernandes</i> 193 Day Use as a Strategy for Revenue Management and Operational Sustainability: A Case Study at Hotel Fafense <i>Catarina Mota; Américo Silva; José Fernando Mota; Samuel Ribeiro; Eusébio Costa; Laurentino Guimarães</i>
16:30 - 17:00	CoffeBreak / Entrepreneurship Fair for People with Disabilities - WAIMA Foundation
17:00 - 19:00	Session 17 - Face-to-face / Virtual Presentation TOURISM TRENDS AND INNOVATIONS Chair: Helena Oliveira
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	28 Digital Travellers' Trust and Scepticism Toward AI-Assisted Travel Planning <i>Célia Reis; Júlia Fonseca; Célia Rafael</i> 33 GenAI and the Internationalization of Business Education: Pedagogical Opportunities, Risks, and the Future of Critical Thinking <i>Soraia Marino; José Cabezas; Cristina Guerra; Fernando Rebola</i> 100 Mapping Artificial Intelligence Across the Tourism Product Development Process: A Bibliometric Analysis Based on the UNWTO - ETC Framework <i>Márcio Martins</i> 180 The use of artificial intelligence platforms in legal practice and the challenges facing the legal sector <i>José Campos Amorim</i>

	182 Machine Learning for Preliminary Production-Output Estimation in Cable Manufacturing: An Industrial Case Study <i>Jose Naranjo; Fatima Luctuala</i> 186 GeoAI and Geography of Spatial Inequality <i>Rui Alexandre Castanho</i>
ROOM 3 code: icotts26on	Session 19 - Virtual Presentation WINE AND GASTRONOMIC TOURISM Chair: Sandro Carvalho 17 Experience in wine tourism units in Portugal, Spain and France: A guest's perspective <i>Pedro Vaz Serra; Cláudia Seabra</i> 20 San Francisco Churros: An Iconic Huarique in the Peruvian Popular Imagination <i>Javier Samamé-Arrieta; Eliana Gallardo-Echenique</i> 50 Embedding ESG Principles in Wine Tourism Destination Management: An Integrated Model <i>Eduardo Borges; Susana Campos; Ricardo Jorge Correia</i> 142 From Innovative Accommodation in Wine Tourism Spaces: Tourists' Perceptions of the Experience of Sleeping in Wine Tanks in the Douro <i>Isabel Vieira; Didiana Fernandes; Natércia Veiga; Ana Paula Rodrigues</i> 144 Entomophagy and gastronomic tourism: assessing community perceptions of desserts made with mayón in Tsáchila settlements, Ecuador <i>Sabrina Maricela Quiñonez Añapa; Luis Felipe Romero Gutiérrez; Fabricio Rolando Marcillo Vera; José Marcelino Romero-Gutiérrez; Doris María Celi Pinza; Mikel Ugando-Peñate</i> 150 How Gastronomic Experience Quality Drives Consumer Loyalty in Heritage Destinations <i>Diego A. Salazar Duque; Mikel Ugando-Peñate; Ángel R. Sabando García; Reinaldo Armas Herrera; Angel A. Higuerey Gómez; Andrés W. Herrera Manosalvas; Elvia R. Inga Llanez; Pierina D'Elia Di Michele; Byron V. Lima Rojas</i> 165 Computer Vision-Based Quality Inspection of Manjar Using MobileNetV2 in a Food MSME <i>Keveen Josue Sandoval Sandoval; Jose E. Naranjo; Jessica Castillo</i> 166 Machine Learning-Based Classification of Product Conformity for a Food-Manufacturing SME <i>Joselyn Roxanna Vilela Sabando; Jessica Castillo; Jose E. Naranjo</i>
20:00 - 23:00	<i>Gala Dinner</i>

DAY 3: SATURDAY 14 OF NOVEMBER - 08:00 TO 16:00		
08:00 - 16:00	Social Program - Piedra del Peñol Tour & Lunch Bus pickup point: EAFIT University Gate 5 	 