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

	121 Experiencing "Vagar": Slow Tourism; Cultural Heritage and Coexistence *Maria Inês Pinho* **178** Pítimas Water from Cuenca, Ecuador: Biocultural Heritage, Plant Composition, and Opportunities for Scientific and Tourism Valorization *Diego Paul Moreno Parra; María Teresa López Estrella; Mikel Ugando Peñate; Axel Fernando Zambrano López; Byron Vinicio Lima Rojas*
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 *Osvaldo Dias Silva; Ana Isabel Moniz; Amélia Paulo* **68** Transitioning to Sustainable Smart Tourism Destinations: A Systematic Review of Global Best Practices and Strategic Roadmaps for Emerging Markets *Aleksandra Minchenkova; Marcelo Ruiz Toledo; Nairuhi Almastyan; Liana Harutyunyan; Karapet Arakelyan* **105** Regenerative Tourism on Príncipe Island: An Empirically Grounded Framework *Francisco Silva; Andersone de Sousa da Silva* **116** From heritage to sustainable reputation: perceived strategic communication, trust and stakeholder responses to a Portuguese wine brand *Susana MSR Fonseca; Carlos Lopes; Ana Branca Carvalho; Ana Guia; Cátia Pereira; Walter Mattos* **118** From Preservation to Experience: Community Perspectives on the Tourism-Based and Sustainable Valorisation of Rural Heritage *Didiana Fernandes; Isabel Vieira; Catarina Oliveira* **123** Social and Economic Sustainability in Portuguese Five-Star Hotels: Evidence from a National Content Analysis *José Ferreira Fernandes; Kelly Maguire; Luís Lima Santos* **157** Digital Transformation in Tourism and Education: A Bibliometric Analysis of Emerging Trends and Contributions to Sustainable Tourism *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* **164** From Road Infrastructure to Territorial Asset: Route Tourism and Sustainable Development in Portugal's EN2 *Eduardo Pinheiro; Catarina Fernandes; Maria Carlos Lopes*
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** *De los datos a la inteligencia de destino: el camino del SITE Medellín* **Rita Patricia Peña-Baena Niebles, Elisxeneth Tovar** *Hacia un turismo inclusivo: repensando la experiencia de usuario para personas con discapacidad*
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, *Colaboratorio*, 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: *What structural conditions are necessary for Medellín's creative ecosystem to transform its underlying capacities into sustainable, collaborative, and scalable tourism experiences?*
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 *Mauricio Carvache-Franco; Orly Carvache Franco; Miguel Orden-Mejía; Fuy Wah Chang Fong; Wilmer Carvache-Franco* **95** Strategic Management of Coastal Destinations: Tourist Motivations, Satisfaction, and Loyalty *Mauricio Carvache-Franco; Orly Carvache-Franco; Paola Palomino-Flores; Caroline Marcela Romero Ramírez; Wilmer Carvache-Franco* **106** Sostenibilidad financiera y oportunidades de inversión en emprendimientos de turismo termal: evidencia de San Vicente, Santa Elena, Ecuador *Noemi Jael Fajardo Bravo; Jahaira Pamela Venegas Cedeño; Noemi Bravo* **114** Preservation of ancestral gastronomic practices: A knowledge management approach *Mariuxi Bruzza; Lizandro Molina; Amparo Cabrera; Carlos Piguave; Alicia Trueba; Leo Ruperti* **141** Corporate Governance Effect on Operational Efficiency with intensive Technology *Paulino Silva; Cláudia Pereira* **176** The strategic impact of business intelligence on organizational decision-making *Maria José Gonçalves; Maria João Castro; António José Abreu; João Vidal Carvalho; Rui Humberto Pereira*
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 *Elsa Tavares Esteves; Carlos Rodríguez Robaina; Elisabete Paulo Morais; Sónia P. Nogueira; Claudia Benítez Núñez* **60** O lado humano da transformação digital no turismo: adaptação profissional, competências transferíveis e desafios para a gestão de recursos humanos *Carla Oliveira; Brígida Rodrigues; Alzira Garcia; Anabela Mesquita; Pedro Teixeira* **70** Foreign Language Skills Among Tourism Professionals: The Case of Terras de Trás-os-Montes *Jean Mercereau; Elsa Tavares Esteves* **81** The Evolution of Doctoral Tourism Research in Portugal: An Institutional Perspective (2015–2025) *Maria Sofia Lopes; Gilberto Moiteiro; Célia Rafael; Ana Pires* **133** From Interpretive Trail to Educational Trail: A Methodological Framework for Curriculum Adaptation *Fernanda Gavidia; Jeany Argueta; Osmel Sánchez* **145** RAG-Twin: A Cross-Domain Synthetic Evidence Framework for Bounded LLM Competency Validation in Tourism Education *Adolfo Jorge Prado Ventocilla; Edwin Jorge Montes Eskenazy; Lorenzo Gabriel Prado Melgarejo* **195** EcoCampus in higher education in Tourism: environmental citizenship, green-digital skills and social responsibility *Isabel Borges; Isabel Cabo; Romeu Sequeira; Ana Garcez; Sandra Brás; Eusébio Costa*
18:30 - 19:30	*A toast with soda and a musical group* ***Grupo Musical Folclórico La Colombina***

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
ROOM 1 code: icotts26on **Auditorium**	**16** Factores que inciden en conocimiento de la Economía Naranja por parte de los microempresarios del sector turístico de Flandes Tolima *Jenny Alexandra Segura Osuna* **31** From Destination Promotion to Territorial Readiness: A New Perspective on Tourism Development in European Regions *Rui Alexandre Castanho; Alejandro Alcalá-Ordóñez; Pablo Juan Cárdenas-García; José Manuel Naranjo Gómez; Fernando Rebola* **120** Tourism Dynamics in Cartagena de Indias: The Case of the Rosario Islands Archipelago and the Barú Peninsula-Pathways Toward Regenerative Tourism through Community-Led Initiatives and Afro-Descendant Social Organizations *Alejandro Villarreal Gomez; Rui Alexandre Castanho; Fernando Rebola; Paulo Ferreira* **129** Consumption Values, Gastronomic Image, and Behavioral Intention in Coastal Food Tourism: A Multi-Group Analysis by Tourist Nationality in Salinas, Ecuador *Maritza Pérez-Chiquito; Miguel Orden-Mejía; Mauricio Carvache-Franco; Tannia Aguirre-Suárez; Orly Carvache-Franco; Jessenia Moreno-Manzo; Wilmer Carvache-Franco; Joel Fortis-Suarez* **134** Diseño y validación de una propuesta turística innovadora: “Entre Mar y Óleos” en Santa Elena, Ecuador *Jahaira Pamela Venegas Cedeño; Noemi Jael Fajardo Bravo* **159** Influence of Perceived Quality and Health Safety of Purified Water on Tourist Consumer Satisfaction and Purchase Decisions *Mikel Ugando Peñate; Alisson D. Delgado Acebo; Bryan A. Intriago Demera; Ángel R. Sabando García; Reinaldo Armas Herrera; Angel A. Higuerey Gómez; Byron V. Lima Rojas; Elvia R. Inga Llanez; Andrés W. Herrera Manosalvas* **168** Digital World Café in language teaching in higher education courses in Tourism: communicative competence and remote collaboration *Isabel Cabo; Romeu Sequeira; Marco Bento; Raquel Cardoso*
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 *Bernardette Ligia Llerena Cruz* **36** Governança Institucional e Turismo de Negócios: Uma Abordagem Exploratória com Modelação de Equações Estruturais *Pedro Carvalho; Nino Fonseca* **55** Knowledge Exploration and Exploitation in Hotels in Loja: A Descriptive Analysis of Organizational Knowledge Management *Gerardo Vicente Torres Pereira; Laura Magaly Chamba Rueda* **65** Mapping Research on Accommodation Taxes in Tourism: A Bibliometric and Content Analysis *Laurentina Vareiro; Bruno Barbosa Sousa; Lara Santos; Davide Ferreira; Joana Matias; Paula Azevedo; Soraia Silva* **84** Municipal Tourist Tax Awareness and Acceptance: The Tourists’ Perspective *Eva Maria Miranda; Soraia Gonçalves; Laurentina Vareiro; Raquel Mendes* **108** Determinants of Hotel Performance at the European Regional Level: A NUT II Panel Data Analysis of TRevPar *Alcina Nunes* **110** Shaping Destinations: The Strategic Value of Destination Management Companies *Catarina Martins; Nuno Moutinho; Alves Jorge*
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 *Ioana-Simona Ivasciuc* **89** The Relative Role of Technological vs. Non-Technological Attributes in Customer Satisfaction: Evidence from Smart Hotel Reviews *Jacqueline Galdón Jiménez; Medéia Veríssimo; Thamires Fiuza* **90** Digital performance of an official tourism platform: the case of visitfelgueiras *José Luís Braga; Natália Winckler; Maria José Díaz; Pedro Carvalho; Telma Alves*

	117 Exploring Hotel Managers' Perspectives on Virtual Reality in Online Hotel Communication: Implications for Guest Experience *Márcia Vaz; Roberto Vaz; Paula Odete Fernandes; Mário Vairinhos* **119** From Guest Signals to Service Recovery: A Reservation-Centered Digital Twin for Short-Term Rentals *Felipe Ribas; Stephane Madeira; Pedro Ivo Marques; Simão Campos; Renato Marques Chainho* **172** Machine Learning-Based Fabrication Time Prediction Using Historical Manufacturing Data: An Industrial Case Study *Fabrizio Almeida López; Jessica Castillo; Jose E. Naranjo* **192** Hybrid learning supported by collaborative digital platforms in professionally oriented higher education: implications for education and tourism *Eusébio Costa; Isabel Cabo; Romeu Sequeira; Ana Camões; Filipe Couto; Isabel Borges* **194** Digitizing Motor Heritage: The Role of Private Photo graphic Archives in Enhancing Experiential Tourism in Motorsport Destinations *Sandra Brás; Ana Garcez; Isabel Borges; Beatriz Silva; Inês Ferreira*
10:00 - 10:30	*coffeeBreak / Entrepreneurship Fair for People with Disabilities - WAIMA Foundation*
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
ROOM 2 code: icotts26on	**Session 12 - Face-to-face / Virtual Presentation SUSTAINABLE AND GREEN TOURISM** **Chair:** Maria João Castro
	79 Applying the Momentum Method to Strategic Scenario Planning for Ecotourism Management in Brazilian National Parks *Débora Guerreiro; Letícia Ildefonso; Bryan Lemos; Carlos Gomes; Fernanda A. Ferreira* **80** An Integrated AHP-Based Framework for Prioritizing Digital Marketing Strategies in Sustainable Tourism Destinations *Juan Felipe Laverde-Salazar; Daniel Cardona-Valencia* **102** A Sustainability Index for Football Tourism Destinations *Helena Costa Oliveira; Paulo Pires; Isabel Maldonado* **154** Thermal Wellness Tourism in Ecuador: Physiological Mechanisms and Vascular Function Effects of Papallacta and Baños *María Teresa López Estrella; Axel Fernando Zambrano López; Mikel Ugando Peñate; Diego Paul Moreno Parra; Byron Vinicio Lima Rojas* **155** Medicinal Plants of the Tsáchila Nationality: A Narrative Review of Bioactive Compounds, Antimicrobial Potential, and Sustainable Tourism *María T. López Estrella; Mikel Ugando Peñate; Axel F. Zambrano López; Diego P. Moreno Parra; Byron V. Lima Rojas* **167** Digital Pecha Kucha in language teaching in higher education courses in Tourism: synthesis and oral fluency in the communication of regional sustainability projects *Romeu Sequeira; Isabel Cabo; Brígida Rodrigues; Pedro Domingues* **175** Immersive Erasmus+ Mobility in the Douro: Sustainable Tourism Vocabulary and Intercultural Communication Skills *Romeu Sequeira; Isabel Cabo; Milena Carvalho; Paulino Silva; Ana Camarinha; Maria João Castro*
ROOM 3 code: icotts26on	**Session 13 - Virtual Presentation MARKETING IN TOURISM SERVICES** **Chair:** Carla Oliveira
	38 Digital Marketing and Authentic Tourism Experiences in Inland Portugal: A Multi-Brand Case Study of the 3MS Group *Paula Madureira; Elisabete Paulo Morais* **39** Digital Marketing and Online Reputation in Tourist Accommodation: The Case of Ribeira House *Tatiana Sofia Fortes Amador; Elisabete Paulo Morais*

	64 From k-pop to destination image: influences on travel intention to south Korea among Portuguese fans *Lara Santos; Bruno Barbosa Sousa; Laurentina Vareiro; Márcia Cruzeiro* **69** From Value Co-Creation to Loyalty: The Role of Delight, Satisfaction, Trust, and Well-being in Hospitality *Salete Esteves; Luisa Lopes; Eduardo Mangini* **86** Tourist Experiences and Destination Image: The Case of Portuguese Regional Tourism Organizations on Instagram *Cristina Estevão; Diogo Salvado; Helena Alves; Ana Campón* **96** Music, Emotion, and Brand Connection Through an Advertising Jingle *Mario Fernando Mondoñedo-Castillo; Eliana Gallardo-Echenique* **173** O Papel do Marketing Relacional e da Cocriação de Valor na Fidelização de Clientes Revisão Bibliométrica no Setor Hoteleiro *Sonia Vieira; José Folgado-Fernández* **179** TikTok and Tourist Decision-Making: The Role of Engagement, Credibility, and Platform Features *Adriana Oliveira; Helena Oliveira; João Paulo Martins; Maria Araújo; Paulo Ferreira; Rui Alexandre Castanho; Fernando Rebola*
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
ROOM 1 code: icotts26on **Auditorium**	**44** Competing on volume or value? Reputation and timing in restaurant industry *Flávio Ferreira; Fernanda A. Ferreira; Mafalda Patuleia; R. Ribeiro Ferreira; Yunyan Cheng-Mia* **91** From Motivation to Loyalty: Understanding Attendee Behavior and Management Implications for Gastronomic Festivals *Mauricio Carvache Franco; Ana Elizabeth Gómez-Burns; Orly Carvache-Franco; Josué Gabriel Pincay Quiroz; Wilmer Carvache-Franco* **101** Daily Expenditure as a Boundary Condition in Gastronomic Tourism *Mauricio Carvache-Franco; Miguel Orden-Mejía; Cesar Villagómez-Buele; Orly Carvache Franco; Wilmer Carvache Franco* **149** Discriminación de Indicadores para el Diseño de un Sistema de Inteligencia Enoturística. Una aproximación Metamercantil para el Valle de Guadalupe *Ricardo Collins; María Isabel Ramos; Luis Pérez* **151** Factors Influencing the Frequency of Gastronomic Consumption in Heritage Destinations *Mikel Ugando Peñate; Diego A. Salazar Duque; Reinaldo Armas Herrera; Angel A. Higuerey Gómez; Andrés W. Herrera Manosalvas; Ángel R. Sabando García; Elvia R. Inga Llanez; Byron V. Lima Rojas; Pierina D'Elia Di Michele* **163** Smart Wine Tourism and Digital Experience in the Douro: The Impact of Augmented Reality and Virtual Reality on Experience, Perceived Value and Seasonality Mitigation *Miguel Mota; Carlos Lopes; Romeu Sequeira; Daniel Azevedo; Jorge Duarte; Isabel Cabo*
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 *Susana MSR Fonseca; Carlos Lopes; Ana Guia; Ana Branca Carvalho; Mónica Silva* **76** NEUROTUR: Designing an Auditable Information Framework for Neurointegrative Tourism in Latin America's Triple Border Region *Gabriel Felipe Cotta Cirino; Bruna Pereira Brito; Julia Suniga-Gonçalves; Felipe Caelles-Fraccaroli; Felipe A. Milhorança Feitosa; André L. da Costa; Francisco Carlos Paletta* **103** Turismo Científico e Património Hidroelétrico: O Caso das Barragens do Rio Douro *José Almeida; Adriano Costa* **104** Motivações da procura termal e imagem das estâncias termais portuguesas: contributos para a revitalização do setor *Adriano Costa; Joaquim Antunes; Adriano Ramos; Gonçalo Fernandes* **122** Endogenous Products as a Factor of Territorial Valorization: An Exploratory Study in the Municipality of Seia *Carla Castro; Elsa Ramos; Cristina Rodrigues* **190** Sustainability Practices of Mega Events in Portugal: A Qualitative Case Study of Web Summit Lisbon *Fátima Matos Silva; Kira Pashkovskaya* **191** Sustainability and Accessibility at We Love Green: A Music Festival Case Study in Paris *Fátima Matos Silva; Jacqueline Galdón Jiménez*

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 *Maria Teresa Noriega-Aranibar; Bertha Diaz-Garay* **73** Assessing Residents' Perceptions of Tourist Taxes: A Quantitative Study *Raquel Mendes; Laurentina Vareiro; Soraia Gonçalves; Eva Maria Miranda* **99** Accessibility and inclusion at river beaches in inland Portugal: Contributions to tourism management policies *Gonçalo Fernandes; Adriano Costa; Joaquim Antunes* **107** Assessing the Economic Contribution of Cultural Events to Tourism Destinations: Evidence from Braga Romana, Portugal *Vânia Costa; Raquel Pereira; Bruna Silva* **109** Application of Benford's Law and Discretionary Accruals in Detecting Earnings Management in Order to Minimize Tax Payments *Érica Barros; Ana Fernandes; Jorge Alves* **124** Perception of the Quality Management System in Foodservice Operations: A Case Study *Carla Castro; Lígia Bancessi; Helena Ávila* **128** Incorporating Benford's Law into Tourism Demand Forecasting: Evidence from the SARIMAX Model Applied to Island of Sal *Gilberto Alves Neves; Catarina S Nunes; Paula Odete Fernandes* **193** Day Use as a Strategy for Revenue Management and Operational Sustainability: A Case Study at Hotel Fafense *Catarina Mota; Américo Silva; José Fernando Mota; Samuel Ribeiro; Eusébio Costa; Laurentino Guimarães*
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
ROOM 1 code: icotts26on **Auditorium**	**26** Inside the Sandstone Avatar: AI-Augmented Metaverse Adoption in Oman's Tourism and Hospitality Sector: An Empirical Study Anchored in UTAUT2 and Machine-Learning Validation *Veena Tewari; Mohit Kukreti; Muhammad Rehan Shaukat; Amitabh Mishra; Amal Sulaiman Al Alawi; Ghaniya Saeed Obaid AlHatmi; Nawazish Naveed* **77** PaRticles: A Learning Experience on Airborne Particles in Puerto Rico *Alcides Alvear; Angel H. Ortiz; Jerry L. Prado; Graciela E. Quintero; Carmen L. Carvajal; Idalides J. Vergara* **143** Turismo y recreación como componentes del bienestar militar. Un análisis comparativo entre Colombia y las principales fuerzas militares de Latinoamérica *Daniela Sepulveda Arias; Yeisson Andrés Betancur Marín* **156** The relationships between tourists' expectations, satisfaction, and recommendation intentions during the 2026 new year holiday in the Province of Santa Elena, Ecuador *Myriam Yolanda Sarabia Molina; Miguel Orden Mejía; Edinson Palacios Trujillo; Esther Mullo Romero* **171** Jigsaw in language teaching in higher education courses in Tourism: contributions to communicative, collaborative and professional skills *Isabel Cabo; Romeu Sequeira; Miguel Mota; Carlos Lopes* **174** Linguistic Teletandem in Higher Education in Tourism: Intercultural Competence, Inclusion and Equity *Miguel Mota; Isabel Cabo; Romeu Sequeira; Milena Carvalho; Susana Martins; Ana Branca Carvalho* **189** Climate Anomalies and Declining Tourist Numbers in Colombia's National Natural Parks *Yeime L.Muñoz-Serna, Lina María Sepúlveda-Cano, Juan D Martinez-Vargas, Alejandro Peña P., Joao Vidal Carvalho*
ROOM 2 code: icotts26on	**Session 18 - Virtual Presentation ARTIFICIAL INTELLIGENCE IN TOURISM** **Chair**: Firmino Silva
	28 Digital Travellers' Trust and Scepticism Toward AI-Assisted Travel Planning *Célia Reis; Júlia Fonseca; Célia Rafael* **33** GenAI and the Internationalization of Business Education: Pedagogical Opportunities, Risks, and the Future of Critical Thinking *Soraia Marino; José Cabezas; Cristina Guerra; Fernando Rebola* **100** Mapping Artificial Intelligence Across the Tourism Product Development Process: A Bibliometric Analysis Based on the UNWTO - ETC Framework *Márcio Martins*

	180 The use of artificial intelligence platforms in legal practice and the challenges facing the legal sector *José Campos Amorim* **182** Machine Learning for Preliminary Production-Output Estimation in Cable Manufacturing: An Industrial Case Study *Jose Naranjo; Fatima Luctuala* **186** GeoAI and Geography of Spatial Inequality *Rui Alexandre Castanho*
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 *Pedro Vaz Serra; Cláudia Seabra* **20** San Francisco Churros: An Iconic Huarique in the Peruvian Popular Imagination *Javier Samamé-Arrieta; Eliana Gallardo-Echenique* **50** Embedding ESG Principles in Wine Tourism Destination Management: An Integrated Model *Eduardo Borges; Susana Campos; Ricardo Jorge Correia* **142** From Innovative Accommodation in Wine Tourism Spaces: Tourists' Perceptions of the Experience of Sleeping in Wine Tanks in the Douro *Isabel Vieira; Didiana Fernandes; Natércia Veiga; Ana Paula Rodrigues* **144** Entomophagy and gastronomic tourism: assessing community perceptions of desserts made with mayón in Tsáchila settlements, Ecuador *Sabrina Maricela Quiñonez Añapa; Luis Felipe Romero Gutiérrez; Fabricio Rolando Marcillo Vera; José Marcelino Romero-Gutiérrez; Doris María Celi Pinza; Mikel Ugando-Peñate* **150** How Gastronomic Experience Quality Drives Consumer Loyalty in Heritage Destinations *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* **165** Computer Vision-Based Quality Inspection of Manjar Using MobileNetV2 in a Food MSME *Keveen Josue Sandoval Sandoval; Jose E. Naranjo; Jessica Castillo* **166** Machine Learning-Based Classification of Product Conformity for a Food-Manufacturing SME *Joselyn Roxanna Vilela Sabando; Jessica Castillo; Jose E. Naranjo*
20:00 - 23:00	*Gala Dinner*

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*	