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 **27-201 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 **27-201 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 WORKSHOP CreaTech Tourism´26 - CREATIVE INDUSTRIES and DIGITAL TECHNOLOGIES FOR TOURISM** **Chairs:** Liliana González Palacio, Alejandro Guzmán
ROOM 1 code: icotts26on **27-204**	**Technology Demonstration:** Demo Crealia: A space where creators, companies, collectives, and organizations showcase their work and bring their ideas to life. **Multidisciplinary Panel:** Discussion with actors from Colaboratorio, the creative sector, public administration, exploring existing capabilities, challenges, and opportunities for collaboration. **Experience Presentations:** presentation of Colaboratorio. **Co-creation Mini-Lab:** Participatory activity based on Design Thinking to identify needs, opportunities, and potential partnerships that can foster innovative tourism experiences. **Closing and Networking:** Exchange of ideas, identification of shared opportunities, and connections for future collaborations. *Subscribe and follow us! https://forms.gle/bAKqeTEM2oJJuDrb9*
ROOM 2 code: icotts26on **27-203**	**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 W 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 **27-203**	**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* **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 SUSTAINABLE AND GREEN TOURISM** **Chair:** Maria João Castro
ROOM 1 code: icotts26on **27-204**	**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 2 code: icotts26on	**Session 12 - 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 13 - Face-to-face / Virtual Presentation WORKSHOP TDIT´26 – TECHNOLOGY, DISABILITY AND INCLUSIVE TOURISM: FROM ASSISTIVE NAVIGATION TO ACCESSIBLE DESTINATIONS** **Chair:** Liliana Gonzalez Palacio, Ronald Martinod
27-204	**Technology Demonstration:** Live presentation of localization and orientation tools for inclusive tourism through a mobile application and an interactive physical model. **Multi-perspective Panel:** A multidisciplinary discussion bringing together researchers, institutional representatives, and people with disabilities to address accessibility, assistive technologies, inclusion challenges, and opportunities to apply these solutions in university environments and tourism destinations. Paper presentations: **183** Autonomy as an emergent property: a system dynamics model for the orientation of visually impaired individuals on university campuses as accessible destinations. **187** Enabling technologies for inclusive tourism: needs, opportunities, and an adoption framework for businesses. **188** A social innovation business model for the sustainability of community-based organizations through the provision of disability-inclusion services for businesses. *Subscribe and follow us! https://forms.gle/bAKqeTEM2oJJuDrb9*
ROOM 1 code: icotts26on **27-203**	**Session 14 - Face-to-face / Virtual Presentation WINE AND GASTRONOMIC TOURISM** **Chair**: Agostinho Sousa Pinto **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 **27-204**	**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* **108** Determinants of Hotel Performance at the European Regional Level: A NUT II Panel Data Analysis of TRevPar *Alcina Nunes*
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*	 