

PROGRAM

INTERNATIONAL CONFERENCE ON TOURISM TECHNOLOGY & SYSTEMS - ICOTTS'23

2nd and 4th NOVEMBER 2023

Anáhuac University / Polytechnic University of Bacalar

Bacalar, Mexico

Time Zone: (GMT -05:00) Bacalar

DAY 1: THURSDAY 2 OF NOVEMBER - 10:30 TO 19:00	
10:30 - 13:00	Session 1 - Virtual Presentation SUSTAINABLE AND GREEN TOURISM Chair: Ana Ferreira
ROOM 1 code: icotts23on	<p>433; Exploring Tourism Potential in Muş: Embracing Unique Experiences in an Undeveloped Region <i>Teresa Dieguez; Conceição Castro; Hacer Bayramova</i></p> <p>368; Environmental sustainability of social and executive events in Ciudad Juárez, Mexico <i>Manuel Ramón González Herrera; Mercedes de Los Ángeles Rodríguez Rodríguez; Evelyn Espinoza Vargas</i></p> <p>396; La aplicación de las tecnologías de la información para el agroturismo en el municipio de Guapotá, Santander, Colombia <i>Maria Alejandra Ortiz Gomez; Victor Oliva Aguilar; Elizabeth Oliva Aguilar; Daylin Llanes Batista</i></p> <p>401; Archaeological Tourism in Pacto - Pichincha based in a tourist educational proposal <i>Daniela Jahel Pallo Hernandez; Pablo Alejandro Quezada Sarmiento; Sylvia del Pilar Herrera Diaz; Lourdes Elena Monge Amores; Patricia Marisol Chango Cañaveral; Wilson Teodomiro Salas Álvarez</i></p> <p>412; Music Events, Sustainability and Accessibility: Case Study on the Coldplay Tour in Brazil <i>Fátima Matos Silva; Joana Patrocínio; Helena Albuquerque</i></p> <p>413; Sustainability and technological advancements in tourism events: the case of Electric Love Festival (Salzburg, Austria) <i>Fátima Silva; Noemi Quaglia</i></p> <p>420; Cultural Indicators as a Tool for Assessing Sustainable Development in the Alto Douro Wine Region <i>Andreia Silva; Isabel Vieira; Didiana Fernandes; Ana Rodrigues; Miguel Mota</i></p> <p>440; Rural and community tourism: An alternative in postdevelopment <i>Kathia Ponce; Michelle Leyva; Pascual García</i></p> <p>447; Coffee growing and community-based tourism in Loja-Ecuador <i>Luis Alfonso Rojas Ojeda</i></p>
ROOM 2 code: icotts23on	Session 2 - Virtual Presentation DIGITAL TECHNOLOGY IN TOURISM Chair: Joana Fernandes
	<p>359; Mobile applications with augmented reality to promote tourism in a region <i>Leidy Contreras; Maribel Romero; Ronald Ale Vacca; Clarivel Parra; Paola Ariza</i></p> <p>404; Tendencias investigativas en las dinámicas de transformación digital en el sector turismo <i>Carlos Enrique Villegas López; Nelson Darío Roldán López; Carlos Augusto Puerta Gil; Jackeline Valencia; Victoria Del Consuelo Aliaga Bravo</i></p> <p>423; Influencia de la tecnología digital en el turismo. Una revisión desde la declaración prisma <i>Jairo Sastoque-Zapata; Franklin Pérez-Quintero; Julio Ulises Palomeque; Emerson Garrido; Elkin Moaquera-Ruiz; Helin Yadira Mena Rodríguez</i></p> <p>424; Business Intelligence Implementation Roadmap for Hospitality and Tourism Industry: Exploraty Work <i>Nuno Sequeira; Miguel Mota; Rui Costa; Piotr Luty</i></p>

	<p>437; Virtual tourism through Virtual Reality <i>Filipa Jorge; Manuel Oliveira; Mário Sérgio Teixeira; Maximino Bessa</i></p> <p>446; Comunicação digital em unidades de alojamento distinguidas com o selo de sustentabilidade Green Key – Madeira, Portugal <i>Célia Rafael; Ana Pires; Ana Simões</i></p> <p>458; Robotics evolves the industry tourism: advantages and challenges <i>Ana Álvarez Sánchez; Tamia Lizeth Játiva Gudiño; Vanessa Nicole Ríos Armijos</i></p> <p>477; Data Science in Supporting Hotel Management: application of predictive models to Booking.com guest evaluation <i>Ana Filipa Martins; Luís Silva; Jorge Marques</i></p> <p>511; Tourist Technology Satisfaction: Scale Development and Validation <i>José Mendes; Inês Boavida-Portugal; Teresa Borges-Tiago</i></p>
<p>ROOM 3 code: icotts23on</p>	<p>Session 3 - Virtual Presentation HEALTH AND WELLNESS TOURISM Chair: Sara Pascoal</p> <p>372; Health and economy: a necessary relationship to face the path towards sustainable development in latin america and the caribbean, post covid <i>Tania Morales Molina; Chabely Figueredo Morales; Ximena Morales Urrutia; Geri Belén Bucheli Vásquez</i></p> <p>373; Covid 19 and the challenge of the health, tourism, and economic sectors, towards the path of sustainable development in Latin America and the Caribbean <i>Tania Morales Molina; Chabely Figueredo Morales; Ximena Morales Urrutia; Geri Belén Bucheli Vásquez</i></p> <p>383; Development of a Mobile App as an adjuvant treatment for thermal context patients <i>Andrea Ribeiro; Mafalda Duarte; Cláudia Fernandes; Afonso Macedo; Francisco Esteves</i></p> <p>384; Validation of a Mobile App as an adjuvant treatment for thermal context patients: a randomized controlled trial protocol <i>Andrea Ribeiro; Mafalda Duarte; Cláudia Fernandes; Francisco Esteves</i></p> <p>456; The climate in different tourist locations affecting children with bronchial asthma <i>Liliana Elizabeth Córdova Luspe; María Angélica Pachacama Freire; Ana Álvarez Sánchez</i></p> <p>460; Young people with asthma on vacation at Aqua Park – Esmeraldas <i>Karen Gonzalez; Maria Alquina; Ana Álvarez</i></p> <p>464; The impact of health and wellness tourism on tourists' physical, mental and emotional balance <i>Ana Álvarez Sánchez; Gabriela Anahí Rojas Lara; Estefania Vaca González</i></p> <p>496; The impact of work-life conflict on employees' emotional well-being and the adoption of quiet quitting – A study case applied to the Portuguese hospitality industry <i>Helena Rocha; Márcia Duarte; Sérgio Dominique-Ferreira</i></p>
<p>ROOM UFP Starts at 10:00</p>	<p>Session 4 - Virtual Presentation COMMUNICATING CITIES - ROUND TABLE UFP Chairs: Adriana Oliveira, Sandra Tuna, Elsa Simões</p> <p>University Fernando Pessoa - Porto, Portugal</p> <p>GUEST SPEAKERS:</p> <p>Francisco Mesquita - Associate Professor with Habilitation, University Fernando Pessoa: advertising, design, urban art, sustainability</p> <p>Luís Pinto de Faria - Associate Professor, University Fernando Pessoa, coordinator of the MA in Architecture and Urbanism: Architect</p> <p>Avelino Oliveira - Professor, University Fernando Pessoa): president of the Professional Order of Portuguese Architects</p> <p>Jorge Esparteiro Garcia - Adjunct Professor IPVC, PhD in Computer Sciences, University of Porto: Digital Marketing</p>

14:00 - 14:30	Registration in Polytechnic University of Bacalar
14:30 - 15:00	Welcoming Remarks - Face-to-face / Virtual Presentation Chair: Milena Carvalho
ROOM 1 code: icotts23on Auditorium	<p>José Angel Díaz Rebolledo, Director of the Faculty of Tourism and Gastronomy of the Anáhuac University México</p> <p>Hazael Cerón Monroy, Research and Postgraduate Coordinator of the Faculty of Tourism and Gastronomy of the Anáhuac University México</p> <p>Manuel Moreira da Silva, President of Porto Accounting and Business School. P.Porto (Portugal)</p> <p>João Vidal Carvalho, Polytechnic University of Porto & ICOTTTS'23 General Chair (Portugal)</p> <p>António Abreu, Polytechnic University of Porto & ICOTTTS'23 General Chair (Portugal)</p>
15:00 - 16:00	Keynote Speakers presentations - Face-to-face / Virtual Presentation Chair: Ana Branca Carvalho
ROOM 1 code: icotts23on Auditorium	<p>Marianna Sigala Sheffield Business School, Sheffield Hallam University. Awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education</p> <p>Rui Alexandre Castanho WSB University, Dąbrowa Górnicza, (Poland), Doctor Honoris Causa (UPCI, Lima-Peru)</p>
16:00 - 16:30	CoffeBreak
16:30 - 18:40	Session 5 - Face-to-face / Virtual Presentation OPTIMIZATION AND MANAGING TOURISM Chair: Agostinho Sousa Pinto
ROOM 1 code: icotts23on Auditorium	<p>435; El impacto de las restricciones sobre el capital de trabajo en las empresas turísticas ecuatorianas en el periodo 2015-2021 <i>Angel Alexander Higuerey Gómez; Reinaldo Armas Herrera; Pierina D'Elia Di Michele; Elvia Rosalia Inga Llenez; Mikel Ugando Peñate; Ángel Ramón Sabando García</i></p> <p>465; Scrum+ Aml: un marco de referencia para el desarrollo de aplicaciones en el contexto del turismo <i>Dario Enrique Soto Duran; Adriana Xiomara Reyes Gamboa; Aixa Eileem Villamizar Jaimes; Fredy Alonso Vidal Alegria; Camilo Enrique Soto Reyes</i></p> <p>481; The Impact of Corporate Governance on Financial Performance: Study for Portuguese Hotel Companies <i>Clara Fonseca; Nuno Moutinho; Jorge Alves</i></p> <p>489; Optimización de rutas empleando algoritmo genético para los visitantes del Parque de las Leyendas <i>Hugo Vega-Huerta; David Tupayachi Rivas; Jahir Hernandez Mayhuay; Marcelo Damian Chapoñan; María Puelles-Bulnes; Rubén Gil-Calvo; Javier Cabrera-Díaz</i></p> <p>504; Applying the Importance-Performance Matrix to the Podence Carnival Festival <i>Fernanda A. Ferreira; Cláudia Martins; Paula Fernandes</i></p> <p>510; ECSR in a price-set competition between private and state-owned hotels <i>Flavio Ferreira; Fernanda A. Ferreira; Oana R. Bode</i></p> <p>514; Os Destinos Turísticos Inteligentes na Sociedade do Século XXI Contribuições do Profissional da Informação <i>Daniela Pereira; Milena Carvalho; Susana Martins; Ana Branca; Agostinho Pinto; Eleanora Santos; Maria João Castro</i></p> <p>515; A Fuzzy ELECTRE method to model the risk in credit products for financing tourism experiences <i>Garcia Daniel; Natalia Pérez-Muñoz; Alejandro Peña; Vidal Joao; Lina Sepúlveda</i></p>
ROOM 2 code: icotts23on	<p>Session 6 - Virtual Presentation MARKETING OF TOURISM SERVICES Chair: Sandro Carvalho</p> <p>406; Explorando la evolución de las estrategias de marketing en hotelería y turismo: un estudio bibliométrico <i>Jackeline Valencia; Luis Fernando Garces Giraldo; Lucia Palacios Moya; Vanessa Garcia Pineda; Jefferson López Goycochea</i></p> <p>494; O "ser carioca" como fonte de diferenciação competitiva para marcas de moda do Rio de Janeiro <i>Tuila Pessoa Securato; Vivian Iara Strehlau</i></p>

	<p>500; Technology towards Luxury Brands: preliminary insights on fashion tourism, metaverse and NFT <i>Vasco Ribeiro Santos; Bruno Sousa</i></p> <p>503; Industrial tourism and literary tourism: niche marketing perspective and regional development <i>Bruno Sousa; Luzia Amorim; André Catarino; João Rolha; Victor Figueira</i></p> <p>523; The Perception of Tourists Regarding the Importance of Influencers in Shaping the Image of a Tourist Destination: The Case of Melgaço (Portugal) <i>Gysele Xavier; Sónia Nogueira; Laurentina Vareiro</i></p> <p>524; Social Media and the growth of E-Commerce – Multiple case studies: MusaMakeup and CRU Ecoliving <i>Ana Paula Camarinha; António Abreu; Rafaela Ferreira</i></p> <p>528; Events Tourism and Hospitality Marketing <i>Dália Liberato; Elga Costa; Isabel Barradas; Pedro Liberato; Joaquim Ribeiro</i></p> <p>529; Revenue Management: Distribution Channels and Rate Optimization <i>Dália Liberato; Mónica Oliveira; Rui Cardoso; Pedro Liberato; Elisa Alén</i></p>
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	<p>Session 7 - Virtual Presentation CULTURAL TOURISM Chair: Maria João Castro</p>
<p>ROOM 3 code: icotts23on</p>	<p>382; Cultural tourism, cultural heritage, and digital networks <i>Pedro Vaz Serra; Cláudia Seabra; Ana Caldeira</i></p> <p>386; Dark Heritage Tourism in Portugal: a resource to explore <i>Laura Tallone; Sara Pascoal; Marco Furtado</i></p> <p>398; The role of familiness and cultural heritage in touristic family-owned restaurants of Juarez, Mexico <i>Carlos Jesús González-Macías; Diego Adiel Sandoval-Chávez; Ana María Valero-Quezada; Aida Yarira Reyes-Escalante</i></p> <p>421; Itineraries of memory and historical recreation based on mental maps: A Study in Lamego, Portugal <i>Isabel Vieira; Didiana Fernandes</i></p> <p>430; Cultural tourism product for the canton General Villamil Playas, Ecuador <i>Alba Caicedo-Barreth; Emily Daniela Bourne Alvarado; Daniela Alejandra Torres Chalen</i></p> <p>455; Saraguro: Beyond sustainable tourism, the living heritage of Sumak Kawsay <i>Pascual Garcia</i></p> <p>508; Backpackers' space-time behaviour in a world heritage City – Porto <i>Márcio Ribeiro Martins; Costa Rui Augusto; Adriana Fumi Chim-Miki</i></p> <p>518; Perception of Risk and Identification of Security Measures when visiting Cultural Heritage <i>Jorge Marques; Fátima Matos da Silva</i></p>

18:40 - 19:00

ROOM 1



La celebración
Día de Muertos en México
Conoce su origen y más.

Dra. Marisa Ramos Abascal

DAY 2: FRIDAY 3 OF NOVEMBER - 08:30 TO 23:00

	<p>Session 8 - Face-to-face / Virtual Presentation EXPERIENTIAL TOURISM Chair: Célio Gonçalo Marques</p>
<p>ROOM 1 code: icotts23on</p>	<p>390; Drowsiness Detection and Prevention Using Artificial Feature Recognition <i>Miguel Mota; Daniel Azevedo; Damiana Guedes; Gonçalo Santos; Francisco Soares; Pedro Lopes</i></p> <p>391; Estudios de la Narrativa en la experiencia turística. Revisión de literature <i>Alberto Peralta de Legarreta; Blanca Estela Correa Guevara</i></p> <p>443; Digital travel as an alternative to physical travel – an analysis of personal traits and vicarious sense of place evoked by a computer game <i>Ingvar Tjostheim; John A. Waterworth</i></p>

	<p>483; Experiences of Backpackers: an overview of publications <i>Ana Cristina Silvério; Paula Odete Fernandes</i></p> <p>484; Importance–Performance Analysis of Oleotourism experience <i>Jessica Ferreira; Paula Odete Fernandes</i></p> <p>493; Proposal for the creation of a MOOC on military tourism <i>Célio Gonçalo Marques; Lígia Mateus; João Tomaz Simões</i></p> <p>498; Reviving the Templar Tale: Proposal for the creation of an immersive experience through the Templar Heritage of Tomar <i>João Tomaz Simões; Lígia Mateus; Célio Gonçalo Marques</i></p>
<p>ROOM 2 code: icotts23on</p>	<p>Session 9 - Virtual Presentation WINE TOURISM Chair: Maria Carlos Lopes</p> <p>364; The importance of Food & Beverage Service in the cruise passengers <i>Vicente Casales-Garcia; Luis Miguel López-Bonilla; Luis Gonzalez-Abril</i></p> <p>400; El valor simbólico del vino: enoturismo y pequeños viñedos en el valle del Maule y en el Chile Central <i>Macarena Dehnhardt; Roberto Cortés; Alexis Matheu; Claudio Ruff</i></p> <p>501; Cultura vitivinícola: un camino de adaptación a la gas-tronomía ecuatoriana <i>Raquel Chacón-Jordan; Anabela Garzón; Erich Alvaracin-Assuncao; Pamela Cedillo-Ayala; Jaime Salcedo-Bazán; Andrea Páez-Tigasi; Edwin Sánchez-Rivadeneira</i></p> <p>506; Rural tourism and wine experience: preliminary insights on a niche marketing approach <i>Annaelise Fritz Machado; Bruno Sousa; Frederico Ferreira de Oliveira; Alexandra Abreu Rocha; Janderson Damaceno dos Reis</i></p> <p>516; How wine information seeking and events participation impact knowledge and determines purchasing behaviour? <i>Elvira Vieira; Ana Pinto Borges; Paula Rodrigues; Svitlana Ostapenko; António Lopes de Almeida</i></p> <p>519; Development of risk management plan during a global pandemic - the case of simplesmente...vinho <i>Nikola Gudovic; José Luís Braga; Catarina Mota; Isabel Borges</i></p> <p>520; the wine tourist cannot live by wine alone considerations for conceptualizing a restaurant at an established wine tourism site <i>Raul Guizzo; José Luís Braga; Catarina Mota; Isabel Borges</i></p> <p>402; Best Evacuation Simulation Strategies – Analysis of a River Cruise Ship Case <i>João Santos; Luís Pinto Ferreira; Ana Luísa Ramos; Elga Costa</i></p>
<p>ROOM 3 code: icotts23on</p>	<p>Session 10 - Virtual Presentation SUSTAINABLE TOURISM Chair: Anabela Mesquita</p> <p>360; Competencies and Skills for Tourism Education Advancement: A Bibliometric Analysis and Literature Review <i>Manuel Au-Yong-Oliveira; Mastoureh Bampoori; Ana Moreira; Theodor Grassos</i></p> <p>385; La educación ambiental y el manejo de residuos sólidos en el mercado Dos de Mayo de la ciudad de Tacna <i>Jehovanni Fabricio Velarde-Molina; Marella Begazo-Patiño; Kevin Mario Laura-De La Cruz; Stephanny Paola Maldonado-Davila; Giomar Walter Moscoso-Zegarra; Cecilia Rosario del Pilar Mendoza-Gómez</i></p> <p>419; Structuring a gastronomic route on the local sweets and other cultural heritage: The case of The Route of Arouca’s Sweet Secrets <i>Alexandra Matos Pereira; Henrique Freitas Camões</i></p> <p>454; Movilidad Turística, análisis correlacional frente a indicadores relacionados al desarrollo sustentable <i>Bastián Gutiérrez, Cristian Cornejo, Paola Juica, Claudio Ruff, Marcelo Ruiz, Alexis Matheu, Ekaterina Shamaeva</i></p> <p>476; Residents' perceptions of sustainable tourism development in an emerging destination: a factor-cluster approach <i>Isabel Vieira; Ana Rodrigues; Elisa Alén; Miguel Mota</i></p> <p>497; A preliminary study on Ethics and Sustainability in Hospitality Employer Branding <i>Vasco Santos; Patrícia Simão; Filipa Martinho; Bruno Sousa; Isabel Reis; Marta Sampaio</i></p> <p>525; Improving accessibility as a strategy for social sustainability in tourism supply <i>Dália Liberato; Pedro Liberato; Ana Vieira; Cristina Rodrigues; Teresa Mendes</i></p> <p>526; Fashion as economic sustainability indicator in tourism destinations’ governance through business participation <i>Dália Liberato; Benedita Mendes; Elisa Alén; Pedro Liberato</i></p>

10:30 - 11:00	<i>coffeeBreak</i>
11:00 - 13:00	Session 11 - Face-to-face / Virtual Presentation FOOD AND WINE TOURISM Chair: Mara Franco
ROOM 1 code: icotts23on Auditorium	<p>363; Preservation of ancestral gastronomic practices: A knowledge management approach <i>Mariuxi Bruzza; Lizandro Molina; Amparo Cabrera</i></p> <p>403; local gastronomy and the role of confraternities in tourism valorization. The confraternity of bucho raiano in the promotion of inland tourism <i>Gonçalo Fernandes; Adriano Costa</i></p> <p>427; Se não tem mar, vamos para o bar: a influência da nostalgia na experiência de consumo em botecos de Belo Horizonte <i>Georgia Santos; Juliana Christino; Luiz Rodrigo Moura</i></p> <p>444; Practitioners' Perception Regarding Bio Certified Food in Public Food Units in Brasov <i>Diana Foris; Diana Lepedus; Tiberiu Foris</i></p> <p>449; The influence of the Covid-19 crisis on financial statements manipulations in the Portuguese wine and tourism sector <i>Piotr Luty; Rui Costa; Miguel Mota; Nuno Sequeira</i></p> <p>488; Motivating factors in choosing a wine tourism destination and its impact on Territorial Marketing policies <i>Adriano Costa; Teresa Felgueira; Ana Adegra</i></p> <p>492; The Dynamics of Participant Engagement in a Food Festival: The Soup Congress case in Tomar <i>João Tomaz Simões; Célio Gonçalo Marques; Lígia Mateus</i></p>
ROOM 2 code: icotts23on	Session 12 - Virtual Presentation TECHNOLOGY APPLICATIONS IN THE COMPETITIVENESS OF TOURISM Chair: Inês Braga <p>499; Business Intelligence Tools to Improve Business Strategy <i>Maria Inês Campante; Célia Talma Gonçalves; Maria José Angélico Gonçalves</i></p> <p>379; The reality of Blockchain Technology for the Digital Business world <i>Ana Paula Camarinha; António José Abreu; Adriana Braga</i></p> <p>445; Modelo de evaluación de la calidad de los servicios hoteleros aplicando técnicas de minería de opiniones <i>Marvin Molina; Diana Suárez; Ingrid Stefanell De León; Patty Pedroza</i></p> <p>425; Community and tourist's perceptions as contributions to Rural destination development: the Fontoura collab framework pilot <i>Mónica Silva; Rui Raposo; Xabier Martínez-Rólan</i></p> <p>480; Proposal for a Technological Thematic Concept for the Trays Festival Museum <i>Rui Carvalho; João Simões</i></p> <p>507; Nutrition Software to the Management and Support of Health and Wellness Tourism: An Approach <i>Tiago Veiga; Sandro Carvalho; João Carlos Silva; João Vidal Carvalho</i></p> <p>527; Technology applications in the competitiveness of tourism destinations <i>Pedro Liberato; Diogo Pereira; Dália Liberato; Maria Carlos Lopes</i></p>
ROOM 3 code: icotts23on	Session 13 - Virtual Presentation MARKETING IN TOURISM INDUSTRY Chair: Luciana Oliveira <p>378; Tourism Destination Branding as a Marketing Factor: The Case Study of Northern Cyprus <i>Malika Kudratova; Eleonora Santos; Rui Alexandre Castanho</i></p> <p>415; Attachment theory and sense of place for visitors to Kaz-begi National Park <i>António Cardoso; Manuel Sousa Pereira; Bruno Barbosa Sousa; Tamari Poladashvili; Sílvia Faria</i></p> <p>416; the construction of the brand narrative through the creation of corporate museums <i>Paulo Stenzel; Victor Tavares; Bruno Barbosa Sousa; Manuel José Fonseca</i></p> <p>426; Building an Irresistible Shopping Experience: The Power of Personality, Subjective Well-Being and Parasocial Relations on the Online Impulse Buying Tendency <i>Daniel Costa Pacheco; Ana Isabel D de Serpa Arruda Moniz; Suzana Nunes Caldeira; Osvaldo Dias Lopes da Silva</i></p> <p>432; Social media as a marketing strategy in hospitality: case study of the Braga city <i>Elisabete Paulo Morais; Bruno Rodrigues</i></p>

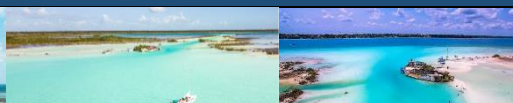
	<p>466; Encouraging sustainable practices and behaviors in tourism consumers and hotel management: C�aValley region <i>Aquiles Fortes; Bruno Barbosa Sousa; Aida Carvalho</i></p> <p>482; The implication of senior tourists' motivations and constraints on overall life satisfaction <i>Maria Lopes; D�alia Liberato; Elisa Al�en</i></p> <p>513; Dialogic communication and dialogic loop principle in official websites of tourism – hospitality <i>Adriana Oliveira; Pereira Ana</i></p>
13:00 - 14:30	<i>Lunch</i>
14:30 - 16:30	<p>Session 14 - Face-to-face / Virtual Presentation SUSTAINABLE TOURISM DEVELOPMENT Chair: Ana Branca Carvalho</p>
<p>ROOM 1 code: icotts23on</p> <p>Auditorium</p>	<p>365; Caracter�sticas clim�ticas, morfom�tricas y estructurales de los bosques de <i>Polylepis rugulosa</i> Bitter en las laderas �ridas de los Andes del suroeste de la regi�n Moquegua – Per� <i>Elizabeth Marina Ramos-Saira; Jorge Luis Tomas Florez-Salas; V�ctor Yapuchura-Platero; Fabrizio Del Carpio-Delgado; Mariela Fresia Caihuaray; Suheily Corina Lanchipa-Quiroga; Kevin Mario Laura-De La Cruz</i></p> <p>366; Bosques de <i>Polylepis</i> de Moquegua en Per�: Un llamado urgente para su conservaci�n <i>Jorge Luis Tomas Florez-Salas; Elizabeth Marina Ramos Saira Ramos-Saira; V�ctor Yapuchura-Platero; Fabrizio Del Carpio-Delgado; Mariela Fresia Caihuaray-Silva; Suheily Corina Lanchipa-Quiroga; Kevin Laura-De La Cruz</i></p> <p>414; Landscape and nature tourism activities evaluation through social networks <i>Wilder Delgado; �ngela Guzm�n; Enrique Torres</i></p> <p>417; Turismo Sostenible: Impacto en ODS y en el Desarrollo Sostenible Mundial <i>Claudio Ruff; Paola Juica; Cristian Cornejo; Basti�n Gutierrez; Marcelo Ruiz; Ekaterina Shamaeva; alexis Matheu</i></p> <p>422; Vida e trabalho em movimento: uma compreens�o dos conhecimentos atuais sobre nomadismo digital <i>Lucas Magalh�es; Cristiana Ituassu</i></p> <p>434; Retos y oportunidades del turismo post COVID 19, cant�n Lago Agrio, provincia de Sucumbi�s <i>Mar�a Gabriela Suasnavas Rodr�guez; Lizbeth Katherine Parrales Becerra; David Santiago Salinas Aleaga</i></p> <p>495; Cross-border tourism: a residents' perspective of the Iberian Meseta Reserve <i>Elaine Scalabrini; M�rcia Vaz; Jo�o Paulo Teixeira; Carlos Jesus Rivas Rojo; David Muriel Alonso; Luc�a Garrote Mestre; Paula Odete Fernandes</i></p>
<p>ROOM 2 code: icotts23on</p>	<p>Session 15 - Virtual Presentation RESEARCH IN DIFFERENT SCIENTIFIC AREAS Chair: Sandra Tuna</p> <p>375; The importance of foreign language mastery in the tourism sector <i>Diana Coelho; Dina Ramos; Bruno Sousa</i></p> <p>405; Tendencias investigativas en la Gesti�n del Turismo Sostenible y Responsable <i>Carlos Enrique Villegas L�pez; Alexander Arbey S�nchez Upegui; Jennifer Roxana P�rez Osorio; Jackeline Valencia; Elizabeth Zea Marquina</i></p> <p>407; Tendencias investigativas en planeaci�n en el desarrollo tur�stico <i>Alejandro Valencia Arias; Sebastian Cardona Acevedo; Lucia Palacios Moya; Luis Fernando Garces Giraldo; Ra�l Bao Garc�a</i></p> <p>473; Citizen science as a resource to define threats to bathing on beaches. The case of jellyfish in Malaga <i>Francisco Jos� Cantarero Prados; Ana De la Fuente Rosell�</i></p> <p>479; Organizational Commitment: The role of Organizational Happiness and Quiet Quitting <i>Sergio Dominique-Ferreira; Marina Oliveira; Catherine Prentice</i></p> <p>490; Financial impact of covid-19: perspective from the hospitality and restaurant industry <i>Maria Dur�es; Alexandrino Ribeiro; Laurentina Vareiro</i></p> <p>491; Municipal Communication and its importance to the Local Community: Case Study <i>Diana Salgado Pereira; Manuel Jos� Fonseca; Bruno Sousa</i></p>

<p>ROOM 3 code: icotts23on</p>	<p>Session 16 - Virtual Presentation EXPERIENTIAL TOURISM Chair: Elsa Simões</p> <p>387; Adventure tourism in Santo Domingo Province based in an educational proposal <i>Pablo Alejandro Quezada Sarmiento; Alex Marcelo Armijos Jaramillo; Patricia Marisol Chango Cañaverall; Wilson Teodomiro Salas Álvarez; Pedro Pablo Pomboza Tamaquiza; Rosa Alejandra Longa López</i></p> <p>397; Dance as representative body language of various Amazonian cultures <i>Rosa Alejandra Longa López; Pablo Alejandro Quezada Sarmiento; Patricia Marisol Chango Cañaverall; Richard Daniel Castillo Naranza</i></p> <p>399; The Impact of Information Technologies on the tourist experience: Case of Tabasco, Mexico <i>Crecencio de Jesús Carranza González; Gerardo Arceo Moheno; Guillermo de los Santos Torres</i></p> <p>418; Creación de chatbots como apoyo al impulso del turismo local <i>Diana Suárez; Marvin Molina; Patty Pedroza</i></p> <p>474; Film-induced tourism and promotion of tourist destinations: an exploratory study <i>Bruno Barbosa Sousa; João Abreu; Lara Santos; Vítor Silva; Ana Paula Figueira</i></p> <p>517; The Role of Sociodemographic Characteristics on the Journey from Brand Experience to Brand Love and Loyalty -Porto <i>Bárbara Santos; Margarida Carvalho; Paula Emer; Ana P. Borges; Bruno Miguel Vieira; Amélia Brandão; Elvira Vieira</i></p> <p>521; Visiting Porto through the eyes of Eugénio de Andrade <i>Ana ferreira; Marta Oliveira; Lúcia Campos</i></p>
<p>16:30 - 17:00</p>	<p><i>CoffeBreak</i></p>
<p>17:00 - 19:00</p>	<p>Session 17 - Face-to-face / Virtual Presentation MARKTING TOURISM Chair: Milena Carvalho</p>
<p>ROOM 1 code: icotts23on</p>	<p>381; Marketing trade-offs in periods of low and high munifi-cence: A study of tourism enterprises in Uruguay <i>Lola C. Duque; Nora Lado</i></p> <p>392; La relación de los predictores de la Teoría del Comportamiento Planificado y la intención de retorno y recomendación del visitante de un destino de turismo de naturaleza en México <i>Zadith Iliana Rajin Vilchis; Blanca Estela Correa Guevara; Mariano Alberto Lechuga Besné</i></p> <p>429; Quando o turismo não é só no destino, mas também no caminho: fatores que influenciam a satisfação dos turistas em paradas de Estrada <i>Julia Dittz; Juliana Christino</i></p> <p>439; Application of Artificial Intelligence in companies in the tourism sector: the case of chatbots <i>Pedro Ramalho; Paula Odete Fernandes; Jorge Oliveira; Isabel Maria Lopes</i></p> <p>463; Adverse events and the Promotion of a destination <i>Ramon Aranda; Angel Diaz-Pacheco; Miguel A. Alvarez-Carmona; Ansel Y. Rodríguez González</i></p> <p>468; Strategic management of cultural projects – CIM Douro training <i>Ana Branca Da Silva Soeiro De Carvalho; Susana MRS Fonseca; Ana Teresa Guia; Miguel Mota; Milena Carvalho</i></p> <p>469; Effects of Internet Access on Tourist Consumption in Mexican Households <i>Hazael Ceron-Monroy; Carmen Lozano-Arizmendj; Jose Angel Diaz-Rebolledo</i></p> <p>487; Present and Future Digital Media Experiences to Support Travelers' Decision Process During Online Accommodation Booking: A Systematic Literature Review and Bibliometric Analysis <i>Márcia Vaz; Paula Odete Fernandes; Roberto Vaz</i></p>
<p>ROOM 2 code: icotts23o</p>	<p>Session 18 - Virtual Presentation MANAGEMENT TOURISM SECTOR Chair: Paulino Silva</p> <p>377; Estudio de la influencia de la identidad corporativa en la motivación laboral de los trabajadores administrativos de la empresa Stracon S.A. proyecto Quellaveco, Moquegua, Perú <i>Jehovanni Fabricio Velarde-Molina; Eddy Antoni Quispe-Huacani; Kevin Mario Laura-De La Cruz; Stephanny Paola Maldonado-Davila; Giomar Walter Moscoso-Zegarra; Domingo Nicolas Pérez Yufra</i></p> <p>393; Metodología para estimar la exposición de playas en espacios turísticos frente a amenazas marinas. Aplicación en la Costa del Sol (Málaga, España) <i>Ana De la Fuente Roselló; Francisco José Cantarero Prados; Silva Casarín Rodolfo</i></p> <p>394; Space tourism: Progress, obstacles and growth prospects bearing in mind public and private projects <i>Carlos Díaz</i></p>

	<p>395; Understanding the Complexities of Leadership and Intersectionality in Women in Tourism research: A Conceptual Analysis <i>Daylin Llanes Batista; Elizabeth Castro Solís; Victor Oliva Aguilar; Maria Alejandra Ortiz Gomez</i></p> <p>410; Mujeres emprendedoras en el sector turístico: un análisis bibliométrico <i>Gustavo Moreno-López; Alejandro Valencia-Arias; Maria Camila Bermeo Giraldo; Luis Fernando Garces Giraldo; Mónica Elena Barrueto Pérez</i></p> <p>411; Tendencias investigativas alrededor del emprendimiento en el sector turismo <i>Julio Gonzalez Candia; Juan Camilo Patiño Vanegas; Alejandro Valencia-Arias; Martha Benjumea Arias; Alejandra Romero Díaz</i></p> <p>475; Enhancing Tourist Experiences: Integrating ChatGPT and 360 VR Videos in Tourism and Tourist Psychology <i>Hui-Wen Huang; Joseph Anthony Narciso Z. Tiangco; Xuan Du; Jiahao Tao; Sumei Wu</i></p> <p>505; Modelo de gestión de indicadores para emprendimientos turísticos en el Ecuador <i>Jessica Quispe; Geovanny Cujano; Darwin Arias; Cesar Tipan</i></p>
<p>ROOM 3 code: icotts23on</p>	<p>Session 19 - Virtual Presentation RESEARCH IN TOURISM SECTOR Chair: Eusébio Costa</p> <p>380; The Influence of Business Cycles on Corporate Performance: Evidence from Outdoor tourism <i>Eleonora Santos; António Abreu; Agostinho Sousa Pinto; Milena Carvalho; Susana Martins</i></p> <p>408; El empoderamiento de las mujeres en el turismo: una aproximación bibliométrica <i>Luis Fernando Garces Giraldo; Jackeline Valencia; Vanessa Garcia Pineda; Paula Rodriguez Correa; Ofelia Santos Jimenez</i></p> <p>409; Tendencias investigativas sobre la participación laboral de las mujeres en la industria del turismo <i>Regina Mardones Espinosa; Juan Camilo Patiño Vanegas; Alejandro Valencia Arias; Wilmer Londoño-Celis; Jeri Ramón Ruffner</i></p> <p>431; Os residentes no apoio aos megaeventos: O caso dos concertos dos Coldplay <i>Luísa Augusto; Sara Santos; Sónia Ferreira; Pedro Espírito Santo; Maria Vasconcelos</i></p> <p>436; Egocentric networks design in tourism's indigenous social enterprises <i>Selene Muñoz Ortega; Abraham Briones Juárez; Ricardo Tejeida Padilla</i></p> <p>438; Motivations of Youth Tourism: The Case of University Students in the Porto and North Region <i>Susana MSR Fonseca; Ana Branca Carvalho; Ana Teresa Guia; Filipe AP Duarte; Ventura Enrique Mota Flores</i></p> <p>450; Artificial intelligence in education in Cape Verde: potential and challenges <i>António P. M. Gomes; Bruno F. Gonçalves</i></p> <p>451; Empoderamiento femenino en el desarrollo del turismo rural en Santo Domingo de los Tsáchilas- Ecuador <i>María Gabriela Suasnavas Rodríguez; Eliana Pamela Cuaycal Rodríguez; María Fernanda Zumba Zuñiga</i></p>
<p>20:00 - 23:00</p>	<p><i>Gala Dinner</i></p>

DAY 3: SATURDAY 4 OF NOVEMBER - 08:30 TO 14:30

08:30 - 14:30



Social Program – Tour de la Laguna de sete colores and lunch