

# PROGRAM

INTERNATIONAL CONFERENCE ON TOURISM TECHNOLOGY & SYSTEMS - ICOTTSS'22  
3 - 5 NOVEMBER 2022  
Autonomous University of Chile  
Santiago, Chile

Time Zone: (GMT -03:00) Santiago Chile

DAY 1: THURSDAY 3 OF NOVEMBER - 11:00 TO 19:00	
11:00 - 13:00	<b>Session 1 - (Virtual Presentation) SUSTAINABLE AND GREEN TOURISM</b> Chair: José Luis Braga
<p><b>ROOM 1</b></p> <p>ZOOM pwd: icotts22on</p>	<p><b>211</b> - Participación de América Latina y Ecuador en la creación de emprendimientos en la Economía Naranja <i>Tania Morales; Chabely Figueredo; Ana Guédez; Geri Bucheli; Alejandro Chaviano</i></p> <p><b>225</b> - Evaluating the effects of ICT and Tourism on Sustainable Development <i>Conceição Castro; Nunes Pedro</i></p> <p><b>229</b> - Urban Parks as Drivers of Tourism Under the Back-to-local Scheme. A Safety Perspective <i>Diego Adiel Sandoval-Chávez; Aida Yarira Reyes-Escalante; Carlos Jesús Gonzalez-Macias</i></p> <p><b>243</b> - Development of an ontology for sustainable tourism in protected areas based on a prospective analysis. The case of the Santurbán's moor <i>Marco Flórez Franco; Eduardo Carrillo Zambrano; Francisco Milton Mendes Neto; Bruno De Sousa Monteiro; Marco Aurelio Narvaez Silgado</i></p> <p><b>250</b> - Turismo rural sustentable cantón Saraguro-Ecuador <i>Luis Rojas</i></p> <p><b>265</b> - Visitors to Vale do Tua Regional Natural Park in Northeast Portugal: A cluster segmentation analysis <i>Luisa Lopes; Salete Esteves; Lara Santos</i></p> <p><b>313</b> - Determinants of Green Consumer Behavior in Tourism and Hotel Management Contexts: a study applied to the Cõa region <i>Aquiles Fortes; Aida Carvalho; Bruno Sousa</i></p>
<p><b>ROOM 2</b></p> <p>ZOOM pwd: icotts22on</p>	<p><b>Session 2 - (Virtual Presentation) CULTURAL TOURISM</b> Chair: Bruno Sousa</p> <p><b>219</b> - From Cultural Heritage to Cultural Tourism: A historical-conceptual approach <i>Pedro Vaz Serra; Cláudia Seabra; Ana Caldeira</i></p> <p><b>220</b> - Amazonian pictograms, Ecuadorian Shuar culture applied in Augmented Reality for cultural dissemination- <i>Jose Oleas-Orozco; Patricia Jara-Garzón; Nilton Marin-Tapia; Franklin Castillo-Ledesma; Eduardo Navas</i></p> <p><b>227</b>- El comercio del libro como método de fomento al turismo cultural: el caso del Barrio San Diego y Bio-Bio (Chile) y Urueña (España) en perspectiva comparada <i>Roberto Cortés; Macarena Dehnhardt; Claudio Ruff; Marcelo Ruiz; Alexis Matheu</i></p> <p><b>270</b> - Digital twin, cultural heritage and tourism attraction: Fortaleza de São João, the birthplace of the city of Rio de Janeiro <i>Luiz Correia; Roberto Bartholo; Aline Brufato; Edney Sanchez</i></p> <p><b>279</b> - Inclusive Cultural Heritage Tourism <i>Nuno Escudeiro; Paula Escudeiro; Bruno Cunha; Márcia Campos Gouveia</i></p> <p><b>315</b> - Promoting favela storytelling in the tourist visitation: an exploratory study <i>Bruno Sousa; Annaelise Fritz Machado; Frederico Ferreira de Oliveira; Alexandra de Abreu Rocha; Miguel Ribeiro</i></p>

	<p><b>327</b> - La música kichwa en la práctica de danzas ancestrales <i>Pablo Alejandro Quezada Sarmiento; Sergio Francisco Carranza Basantes; Patricia Marisol Chango Cañaverl; Mauricio Patricio Artieda Ponce</i></p> <p><b>349</b> - The role of “Age of Society” games in cultural heritage learning <i>Maria Inês Pinho; Paula Maria Flores; Dárida Maria Fernandes; Bruno Gavaia; Catarina Ribeiro</i></p>
<b>ROOM 3</b>	<p><b>Session 3 - (Virtual Presentation) HEALTH AND WELLNESS TOURISM</b> <b>Chair:</b> Isabel Borges</p>
ZOOM pwd: icotts22on	<p><b>214</b> - Estrategias en el turismo médico y de bienestar, para el desarrollo económico, en Ecuador y Cuba post covid <i>Tania Morales; Chabely Figueredo; Ana Guédez; Geri Bucheli; Alejandro Chaviano</i></p> <p><b>221</b> - Calidad de los servicios turísticos y sus retos frente al COVID-19 <i>L-Clara Gonzaga-Vallejo; Miriam Ramos-Barragán</i></p> <p><b>222</b> - The wellbeing of tourism in economic development and growth: reflections and perspectives in the literature <i>Ana Cristina Silvério; Jessica Ferreira; Márcia Vaz; Paula Odete Fernandes</i></p> <p><b>237</b> - Analysis of Chilean Consumption and its Impact on the Profitability of Dental Professionals in the City of Tacna, 2019 – 2021 <i>Yvan Francisco Diaz Zelada; Julissa Alexandra Vargas Fuentes; Marjorie Gabriela Delgado Rospigliosi</i></p> <p><b>240</b> - Approach to the study of mining exploitation and the environment in the Peruvian extreme south, 1879 – 1929 <i>Jehovanni Fabricio Velarde Molina; Ben Yusef Paúl Yábar Vega; Kevin Mario Laura-De La Cruz; Luis Enrique Espinoza Villalobos</i></p> <p><b>269</b> - The use of the EQ-5D-5L to assess the perception of health status: an empirical study of users of Termas de Chaves thermal spa <i>Márcia Vaz; Sofia Loureiro; Maria José Alves; Vânia Costa; Fernanda A. Ferreira; Paula O Fernandes; Alcina Nunes</i></p> <p><b>1688</b> - Adoption of Telemedicine during the COVID-19 pandemic in Ibero-America: A Systematic Literature Review <i>Agostinho Sousa Pinto; António Abreu; Eusébio Costa; Jerónimo Paiva</i></p> <p><b>4242</b> - Vital Signs – Health IoT Smartwatch <i>Manuela Alves; Tiago Pereira; Eusébio Costa; Bruno Magalhães; Enrique Vázquez-Justo</i></p>
<b>14:00 - 14:30</b>	<i>Registration in Autonomous University of Chile</i>
<b>14:30 - 15:00</b>	<p><b>Welcoming Remarks - (Face-to-face and Virtual Presentation)</b> <b>Chair:</b> Dália Liberato</p>
<b>ROOM 1</b>  UAC Auditorio  ZOOM pwd: icotts22on	<p><b>Iván Suazo</b>, Vice-Rector of Research and Doctorates at the Autonomous University of Chile (Chile) <b>Manuel Moreira da Silva</b>, President of Porto Accounting and Business School. P.Porto (Portugal) <b>João Vidal Carvalho</b>, Polytechnic of Porto &amp; ICOTTSS'22 General Chair (Portugal) <b>António Abreu</b>, Polytechnic of Porto &amp; ICOTTSS'22 General Chair (Portugal)</p>
<b>15:00 - 15:30</b>	<p><b>Keynote Speaker presentations - (Face-to-face and Virtual Presentation)</b> <b>Chair:</b> Dália Liberato</p>
<b>ROOM 1</b>  UAC Auditorio	<p><b>Carlos Costa</b>, Head of Department and Full Professor (Tourism) at the University of Aveiro, Portugal <i>New tourism planning and management policies in times of uncertainty: Models based on the supply side of the tourism sector</i></p>
<b>15:30 - 16:30</b>	<p><b>Workshop European projects - (Face-to-face and Virtual Presentation)</b> <b>Chair:</b> Anabela Mesquita</p>
<b>ROOM 1</b>  UAC Auditorio	<p><b>European projects</b> - tricks and advice to improve the possibility of being funded (small scale partnerships) <i>Pre-registration - link <a href="https://forms.gle/ja75dKba31pS52Ye9">https://forms.gle/ja75dKba31pS52Ye9</a></i></p>

16:30 - 17:00	CoffeBreak
17:00 - 19:00	<b>Session 4 - (Face-to-face and Virtual Presentation) SUSTAINABLE AND GREEN TOURISM</b> <b>Chair:</b> Agostinho Sousa Pinto
<b>ROOM 1</b>  <b>UAC</b> <b>Auditorio</b>  ZOOM pwd: icotts22on	<p><b>228</b> - Análisis comparativo de marketing de ciudad para el turismo sostenible entre las ciudades de barranquilla (Colombia) y Nayarit (México) <i>Dubys Villarreal-Torres; Eduardo Salazar-Araujo; Merly Mercedes Patiño-Villanueva; Javier Jesús Lobelo Del Rio</i></p> <p><b>233</b> - State of the Art of Digital Transformation in the Colombian Tourism Sector <i>Marcia Lara; Erick Yesid Palacios Ibáñez; Luz Andrea Rodríguez Rojas</i></p> <p><b>254</b> - GEOEDUCATION AND VALORISATION OF ECO CULTURAL RESOURCES: CONTRIBUTIONS TO TOURISM SUSTAINABILITY AT ESTRELA GEOAPRK (PORTUGAL) <i>Gonçalo Fernandes; Rosa Tracana; Emanuel Castro</i></p> <p><b>302</b> - Meeting the Rural Tourists' Expectations in the Azores Destination: A Preliminary Study-based on the Perceptions of the Entrepreneurs <i>Rui Alexandre Castanho; Gualter Couto; Pedro Pimentel; Áurea Sousa; Maria da Graça Batista; Mara Franco</i></p> <p><b>316</b> - Studying Global Warming from a Correspondence and Covariation Perspective <i>Dario Gonzalez</i></p> <p><b>343</b> - Event planning as a sustainable development strategy for tourism destinations <i>Dália Liberato; Teresa Dieguez; Leonor Jesus; Pedro Liberato; Teresa Mendes</i></p> <p><b>353</b> - Sustainable destination development based on gamification and storytelling: empowering the Douro region through wine and gastronomy <i>Dália Liberato; Pedro Liberato; Marta Nunes; Ana Ferreira</i></p>
<b>ROOM 2</b>  ZOOM pwd: icotts22on	<p><b>Session 5 - (Virtual Presentation) GASTRONOMIC TOURISM</b>  <b>Chair:</b> Milena Carvalho</p> <p><b>218</b> - A study on How Colour Food Influences Gastronomic Tourism in Spanish and Latino-American people <i>Vicente Casales-Garcia; Zoe Falomir; Lledó Museros; Ismael Sanz; Luis Gonzalez-Abril</i></p> <p><b>257</b> - Turismo gastronómico del Valle de los Quijos: De la tradición a la innovación; Patricia Marisol Chango Cañaverall; Pablo Alejandro Quezada Sarmiento; Wilson Teodomiro Salas Álvarez; Fabián Mauricio Gaibor Monar; Rodrigo Duarte-Casar; Marlene Rojas-Le-Fort</p> <p><b>272</b> - Evaluación de la gestión de la calidad a través del modelo EFQM en las microempresas familiares: Un estudio en valles turísticos <i>Laura Magali Chamba-Rueda; Jonathan Fernando Torres Zambrano; Gerardo Vicente Torres Pereira; Mariuxi Pardo-Cueva</i></p> <p><b>283</b> - The contribution of oleotourism to the destination quality: a preliminary analysis of Terras Trás-os-Montes region <i>Jessica Ferreira; Ana Cristina Silvério; Marcia Vaz; Paula Odete Fernandes</i></p> <p><b>286</b> - Perception of Georgian consumers towards corporate social responsibility in the restaurant industry <i>Guram Tvalavadze; Anna Gogichadze; Bruno Miguel Barbosa de Sousa; Nuno Adriano Baptista Ribeiro; Paula Odete Fernandes</i></p> <p><b>301</b> - The Development of Revenue Management in the Hotel and Restaurant Businesses <i>Luís Lima Santos; Conceição Gomes; Filipa Campos; Cátia Malheiros</i></p> <p><b>8088</b> - WINE TOURISM AS A PROMOTER OF THE SUSTAINABILITY OF THE DESTINATION: THE CASE OF CELORICO DE BASTO <i>Sandra Brás; José Luís Braga; Isabel Borges; Américo Silva; Catarina Mota; Sónia Leite</i></p>
<b>ROOM 3</b>  ZOOM pwd: icotts22on	<p><b>Session 6 - (Virtual Presentation) DIGITAL TRANSFORMATION IN TOURISM</b>  <b>Chair:</b> Amélia Silva</p> <p><b>234</b> - Digital transformation and the performance of SMEs during isolation by COVID-19 <i>Luis Enrique Espinoza Villalobos; Yvan Francisco Diaz Zelada; Giomar Walter Moscoso Zegarra; Marjorie Gabriela Delgado Rospigliosi</i></p> <p><b>256</b> - ICTs as a contribution to Ecuadorian emerging tourism in regional contexts, Balsapamba, San Miguel, Bolívar province <i>Jose Oleas-Orozco; Patricia Jara-Garzón; Franklin Castillo-Ledesma; Ivan Aguilar</i></p>

	<p><b>260</b> - Uso de tecnologías inmersivas en la promoción de destinos turísticos: una revisión bibliométrica <i>Jefferson Quiroz-Fabra; Lina Cifuentes-Correa; Wilmer Londoño-Celis; Alejandro Valencia-Arias; Vanessa García-Pineda; David García-Arango</i></p> <p><b>263</b> - Technological acceptance of a Military tourism platform and the challenges of Route Implementation <i>Célio Gonçalo Marques; Cláudia Pires da Silva; João Tomaz Simões; Lígia Mateus; Marta Dionísio; Hélder Pestana; João Paulo Pedro</i></p> <p><b>307</b> - Digital transformation in companies: a literature bibliometric analysis <i>Albertina Monteiro; Catarina Cepêda; Amélia Silva</i></p> <p><b>347</b> - The role of social media in the regrowth of Formula 1 in Portugal <i>Ana Paula Camarinha; António Abreu; Luís Miguel Martins; Ivone Cardoso</i></p> <p><b>732</b> - USING ROUTES OR ITINERARIES TO CREATE NETWORKS IN REGIONS WITH LOW COMPETITIVENESS <i>Oliva Martins; Luís Mota; José Luís Braga; Isabel Borges; Miguel Magalhães; Sandra Brás</i></p> <p><b>733</b> - Interactive Virtual Tours: a contribution to promoting tourism <i>Vitor Gonçalves; Juliana Costa</i></p>
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DAY 2: FRIDAY 4 OF NOVEMBER - 08:30 TO 19:00	
<b>08:30 - 10:30</b>	<b>Session 7 - (Face-to-face and Virtual Presentation) RESEARCH IN DIFFERENT SCIENTIFIC AREAS</b> Chair: Alejandro Pena
<p><b>ROOM 1</b></p> <p><b>UAC Auditorio</b></p> <p>ZOOM pwd: icotts22on</p>	<p><b>201</b> - WRC Vodafone Rally de Portugal fostering tourism development <i>Dália Liberato; Elga Costa; André Ferraz; Pedro Liberato; Joaquim Ribeiro</i></p> <p><b>335</b> - EVOLI SYSTEM IN PORTUGAL: EXPERIENCE REPORTS <i>Adriana Oliveira; Paulino Silva; Anabela Mesquita</i></p> <p><b>290</b> - Informational heritage and the relation between Information Science Museology: information professional performance projects <i>Milena Carvalho; Susana Martins; Maria João Castro; Eleonora Santos; Ana Branca Soeiro de Carvalho</i></p> <p><b>298</b> - Thematic Trends Around Gamification in MOOC: A Bibliometric Analysis <i>Orfa Patiño-Toro, Paula Rodríguez-Correa, Alejandro Valencia-Arias, Andrés Fernández-Toro, Alexander Jiménez-Guzmán, Jhon Escorsia-González</i></p> <p><b>300</b> - Communication skills in higher education vs the labor market: different perceptions and valuations <i>Inês Braga; António Abreu</i></p> <p><b>322</b> - Promotion of Tourism through the Digital Dissemination of Innovation Research <i>João Almeida; Maria José Angélico Gonçalves; Ana Paula Teixeira</i></p> <p><b>325</b> - The role of football clubs as a driver of tourism marketing management and local development: preliminary study in Minho (Portugal) <i>Cláudia Rodrigues; Bruno Barbosa Sousa; Laurentina Vareiro; Victor Figueira</i></p>
<p><b>ROOM 2</b></p> <p>ZOOM pwd: icotts22on</p>	<p style="background-color: #ADD8E6;"><b>Session 8 - (Virtual Presentation) MARKETING TOURISM</b> Chair: Luciana Oliveira</p> <p><b>198</b> - Assessment of natural and landscape attributes as set against their tourist traffic – the case of Poland <i>Jerzy Bański; Marcin Mazur</i></p> <p><b>255</b> - Searching of Meaning and Its Communication – the Future of Tourism Products Design <i>Rasa Pocevičienė</i></p> <p><b>328</b> - Residents' attitudes and visitors motivations for war-related tourism: an exploratory perspective <i>Bruno Sousa; Mary Sánchez; Francisco Gonçalves; Luzia Amorim; Vítor Silva</i></p> <p><b>321</b> - Market segmentation and relationship management of fashion tourism: an exploratory perspective <i>Bruno Sousa; Annaelise machado; Márcia Gonçalves; Lara Santos; André Catarino</i></p> <p><b>264</b> - THE IMPACT OF THE COVID-19 PANDEMIC - SUSTAINABLE GREEN TOURISM DESIGNS AND SOCIAL HEALTH POLICY FOR SOCIAL EXPERIENCING IN POST COVID-19 ERA <i>Tilemachos Koliopoulos; Dimitris Papakonstantinou; Jacek Antonkiewicz; Mahendra Pal; Galina P. Mratskova</i></p>

	<p><b>266</b> - Tomorrows digital travellers <i>Ingvar Tjostheim; John A. Waterworth</i></p> <p><b>5929</b> - From overtourism to undertourism: EFFECTS OF THE PANDEMIC ON URBAN TOURISM IN THE CITY OF PORTO <i>José Luís Braga; Miguel Pazos Otón; Miguel Pereira; Catarina Mota; Miguel Magalhães; Sónia Leite</i></p> <p><b>9753</b> - The importance of labels in the hotel industry – The Portuguese Clean &amp; Safe Stamp <i>Alexandra Matos; Isabel Andrés Marques; Isabel Borges</i></p>
<b>ROOM 3</b>	<p><b>Session 9 - (Virtual Presentation) HEALTH IN TOURISM INDUSTRY</b> <b>Chair:</b> Rui Alexandre Castanho</p>
ZOOM pwd: icotts22on	<p><b>210</b> - Propuesta de un portal web para promover el turismo de salud y bienestar en la ciudad Bucaramanga, Colombia <i>Carlos Manuel Diaz Soto; Ricardo Varela Villalva</i></p> <p><b>293</b> - Aqua Spa, a new Business Model <i>Clara Teixeira; Maria José Fernandes; Norberto Fernandes Ferreira; Pedro Barrosa; Teresa Dieguez</i></p> <p><b>303</b> - Modelo de SIG con el uso de realidad aumentada para usuarios con discapacidad auditiva que usen los servicios de salud <i>DIEGO FERNANDO MONTES LÓPEZ; CARLOS ENRIQUE MONTENEGRO-MARIN; PAULO ALONSO GAONA-GARCIA</i></p> <p><b>319</b> - Vital Signs Monitoring Platform to promote Sports and Wellness Tourism <i>Sandro Carvalho; Dinis Pereira; Joana Santos; João Vidal Carvalho</i></p> <p><b>323</b> - The evolution of Thermalism in Portugal. The current state of Health and Wellness Tourism <i>Maria Carlos da Silva Lopes; Dália Liberato; Elisa Alén</i></p> <p><b>4752</b> - Understanding the Adoption of Telemedicine in Ibero-America during the COVID-19 pandemic <i>Agostinho Sousa Pinto; António Abreu; Eusébio Costa; Jerónimo Paiva; Laís Vieira</i></p> <p><b>8506</b> - How to use information from Health and Wellness Tourism customers to achieve the strategy desired by hoteliers <i>Célia Ramos; Rashed Ashqar; Nelson Matos; Carlos Sousa</i></p>
<b>10:30 - 11:00</b>	<i>CoffeeBreak</i>
<b>11:00 - 13:00</b>	<p><b>Session 10 - (Face-to-face and Virtual Presentation) STRATEGIC MANAGEMENT IN TOURISM</b> <b>Chair:</b> Anabela Mesquita</p>
<b>ROOM 1</b>	<p><b>244</b> - Lean Thinking and Tourism management – an Airbnb case study in Douro <i>Ana Branca Da Silva Soeiro De Carvalho; Milena Carvalho; Miguel Mota; Susana Fonseca; Susana Martins</i></p> <p><b>288</b> - Business Plan Globetrot Plus Blockchain B2C Artificial Intelligence Solution for Tourism Industry <i>Hassan Syed; Rui Alexandre Castanho; Eleonora Santos; Pablo Juan Cárdenas García</i></p> <p><b>292</b> - COMUNICAR CIÊNCIA NO CONTEXTO DAS ESTRATÉGIAS DE TURISMO E DE GEOEDUCAÇÃO. OS PAINÉIS INTERPRETATIVOS DO ESTRELA GEOPARQUE GLOBAL DA UNESCO <i>Gonçalo Fernandes; Emanuel Castro; Rosa Tracana</i></p> <p><b>312</b> - Using Machine Learning to predict business failure in Iberian hospitality sector <i>Amélia Silva; José Brito; José Pereira</i></p> <p><b>314</b> - Management Control Practices in Tourism Agencies – Information Systems Category <i>Helena Costa Oliveira; Susana Bastos; Wendy Carraro</i></p> <p><b>350</b> - An Approach to Revenue Management Strategies in the Hospitality Industry <i>Dália Liberato; Mónica Oliveira; Rui Cardoso; Pedro Liberato</i></p> <p><b>352</b> - The economic impacts of the tourism sector within the residents' valuation perspective <i>Dália Liberato; Pedro Liberato; Ricardo Cerqueira</i></p>
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<b>ROOM 2</b>	<p><b>Session 11 - (Virtual Presentation) TOURISM DEVELOPMENT AND PLANNING</b> <b>Chair:</b> Inês Braga</p>
ZOOM pwd: icotts22on	<p><b>246</b> - Tourism versus Local Public Administration: Research Trends through Bibliometric Analysis <i>Márcio Martins; Cláudia S. Costa; Rui Costa</i></p> <p><b>261</b> - Team building activities as a contribution to tourism development: a case study in the North of Portugal <i>Jessica Ferreira; Nuno Costa; Bruno Sousa</i></p>

	<p><b>280</b> - Tourism development and planning Zamora- Ecuador <i>María-Gabriela Suasnavas-Rodríguez; Maria-Fernanda Zumba-Zuniga; Yanina Guamán</i></p> <p><b>295</b> - Professional profile in the hospitality sector: the hostels' case <i>Susana Silva; Cândida Silva; Ana Marques</i></p> <p><b>310</b> - Impacts of Events' Tourism in local development: The case of Águeda, Portugal <i>Filipa Almeida; Rui Augusto Costa; Filipa Brandão; Márcio Martins</i></p> <p><b>332</b> - The intangibility and tangibility in hospitality management: the customer perspective <i>Mónica Oliveira; Filipa Brandão</i></p> <p><b>4778</b> - IMPACTS OF THE PANDEMIC ON URBAN TOURISM: THE CASE OF SANTIAGO DE COMPOSTELA <i>Miguel Pazos Otón; José Luís Braga; Miguel Pereira; Isabel Borges; Américo Silva; Sandra Brás</i></p>
<b>ROOM 3</b>	<p><b>Session 12 - (Virtual Presentation) MARKETING IN TOURISM INDUSTRY</b> <b>Chair:</b> Paulino Silva</p>
ZOOM pwd: icotts22on	<p><b>202</b> - The Brazilian tourist on international trips: A behavioral analysis <i>Manuel Sousa Pereira; Ana Carolina Braga; Bruno Barbosa Sousa; Sílvia Faria; Álvaro Cairrão</i></p> <p><b>226</b> - EWOM ACTIVATION: PROPENSITY TO WRITE REVIEWS ON HOTEL EXPERIENCE <i>Miguel Llorens-Marin; Adolfo Hernández-Estrada; María Puelles-Gallo</i></p> <p><b>242</b> - Influence of Fortnite's In-Game Advertising on user experience: a study of gamers from Lima, Peru <i>Alec López; Francisco Arbaiza</i></p> <p><b>245</b> - The influence of e-WOM on the intention to visit tourist destinations <i>João Sousa; Nuno Fortes</i></p> <p><b>251</b> - Digital marketing in the tourism sector of the city of Ambato <i>Juan Carlos Suárez-Pérez; Germanía Vayas - Ortega</i></p> <p><b>271</b> - Portugal's photographic image in Lonely Planet guidebooks: a comparative study <i>Vítor Sá; Alexandra Matos Pereira</i></p> <p><b>281</b> - Web scraping method for extracting search results data: implementation for Airbnb Experiences <i>Sérgio Pereira; Sílvia Araújo; Sérgio Lopes</i></p> <p><b>309</b> - Smart destinations and consumer journey <i>Fernando Nahat Jardim; CRISTINA MELLO; Suzane Strehlau</i></p>
<b>13:00 - 14:30</b>	Lunch
<b>14:30 - 16:30</b>	<p><b>Session 13 - (Face-to-face and Virtual Presentation) TOURISM IN THE DIFFERENT SCIENTIFIC AREAS</b> <b>Chair:</b> Eusébio Costa</p>
<b>ROOM 1</b>	<p><b>200</b> - Competitiveness of the Medical Tourism Supply in Portugal <i>Eleonora Santos; Jacinta Moreira; Rui Castanho; Milena Carvalho; Susana Martins</i></p> <p><b>213</b> - Modelo neuronal con estructura deep learning para la caracterización de niveles de relajación a través de estímulos olfativos <i>Valentina Pérez; Isabel González; Alejandro Peña; Lina Sepulveda; Joao Vidal de Carvalho</i></p> <p><b>230</b> - Modelo espacial del precio de alojamiento de la plataforma Airbnb mediante el enfoque SPDE para la ciudad de Madrid-España <i>Jason Romero; Carlos Melo</i></p> <p><b>231</b> - Literary Tourism: The new challenges facing the Certified Tourist Guide <i>Ana Ferreira; Marta Oliveira</i></p> <p><b>287</b> - As motivações e constrangimentos na prática do turismo de saúde e bem-estar. O caso do termalismo em Portugal <i>Joaquim Antunes; Adriano Costa</i></p> <p><b>326</b> - Tourism as an Indicator of Integration with the World Economy: The Case of the World's 93 Smallest Economies Generating 1% of Global GDP <i>Aneta Teperek; Luís Lima Santos</i></p> <p><b>348</b> - PANAS-TDL2: A Psychometric Deep Learning Model for Characterising post-COVID-19 Twitter Perceptions of Tourist Destinations <i>Alejandro Peña; Joao Vidal; Juan Gonzalez-Ruiz; Lina Sepulveda</i></p>
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<p><b>ROOM 2</b></p> <p>ZOOM pwd: icotts22on</p>	<p><b>Session 14 - (Virtual Presentation) MARKETING IN TOURISM INDUSTRY</b> Chair: Ana Branca Carvalho</p> <p><b>318</b> - Online Impulse Buying Tendency - Impact of Psychological, Social and Technological Factors <i>Daniel Costa Pacheco; Ana Isabel Damião de Serpa Arruda Moniz; Suzana Nunes Caldeira; Osvaldo D. Lopes Silva</i></p> <p><b>330</b> - A preliminary study on Internet of Things (IOT) in Collaborative Tourism Consumption <i>Vasco Santos; Rui Carvalho; Rita Peres; Bruno Sousa</i></p> <p><b>334</b> - Impacts of City Brand Personality (CBP) and city image on city-related media engagement and resident satisfaction <i>Ana Moniz; Osvaldo Silva; Tânia Rego</i></p> <p><b>338</b> - Communication as a means of boosting tourism: Case study Santa Maria da Feira <i>Ana Paula Camarinha; António Abreu; Adriana Sousa; Ivone Cardoso</i></p> <p><b>339</b> - Segmentación de Usuarios que visitan el sitio Web de una empresa utilizando la Regresión Logística con la técnica de sobremuestreo <i>Carlos Marcial Tasayco-Silva; Jorge Chue-Gallardo</i></p> <p><b>342</b> - Place marketing and destination management: a study in the "Quadrilátero do Minho" <i>Júlio Silva; Bruno Sousa; João Abreu</i></p> <p><b>5181</b> - The importance of the Brand to promote tourist destinations: the cases of Porto (Portugal) and La Paz (Bolivia) <i>Fátima Matos Silva; Helena Albuquerque; Makhabbat Ramazanova; Georgina Chavez; Cecilia Mariaca; Carolina Muñoz Reyes</i></p>
<p><b>ROOM 3</b></p> <p>ZOOM pwd: icotts22on</p>	<p><b>Session 15 - (Virtual Presentation) TOURISM RESEARCH IN PROVIDING INNOVATIVE SOLUTIONS</b> Chair: Adriana Oliveira</p> <p><b>208</b> - An Empirical Model for Measuring Quality and Maturity of Interoperability of E-Government Solutions. Case Study: Public Entities Related to Tourism, Hospitality, and Gastronomy in Ecuador <i>RUBI ROJAS; MANUEL TUPIA; MARIUXI BRUZZA</i></p> <p><b>212</b> - NSGA-II y Greedy 2-opt Paralelo (PNG2) implementado en CUDA C++ para la solución de problemas de asignación cuadrática multiobjetivo mQAP aplicables a la toma de decisiones en planeación estratégica hotelera <i>ANDRES PUPIALES AREVALO; ROBERTO POVEDA CHAVES; YURI NIETO ACEVEDO</i></p> <p><b>239</b> - The use of the RRSS as a communication strategy of the Costa del Sol as a tourist destination <i>Gema Pérez-Tapia; Estefanía Cestino González; Fernando Almeida García; Pere Mercadé Melé</i></p> <p><b>277</b> - Modelo de Gestión del conocimiento para fomentar el turismo científico <i>Victor Hugo Medina Garcia; Alexis Adamis Ortiz Morales; Melany Johana Arguello González</i></p> <p><b>317</b> - How the 5G network will boost the concept of Smart Tourism in Portugal: A Literature Review <i>Isabel Lopes; Teresa Guarda; António Fernandes; Isabel Ribeiro</i></p> <p><b>278</b> - Innovation in tourism. Descriptive theoretical analysis <i>María Fernanda Zumba; María Gabriela Suasnavas; Yanina Guamán</i></p> <p><b>355</b> - Accessible Tourism and Digitalization: Stakeholders per-spective in the city of Barcelos <i>Bruno Sousa, Francisco Gonçalves, António Abreu, Victor Figueira, João Rolha</i></p>
<p><b>16:30 - 17:00</b></p>	<p><i>CoffeBreak</i></p>
<p><b>17:00 – 19:00</b></p>	<p><b>Session 16 - (Virtual Presentation) SUSTAINABLE TOURISM</b> Chair: Ana Paula Camarinha</p>
<p><b>ROOM 1</b></p> <p>ZOOM pwd: icotts22on</p>	<p><b>267</b> - Senior entrepreneurship, sustainable tourism and preservation of collective memory <i>Teresa Medeiros; Susana Goulart Costa; José Mendes; Licínio Tomás; Joaquim Armando Ferreira</i></p> <p><b>296</b> - Rutas ciclistas rurales una alternativa de turismo en el Cantón del Valle de los Quijos <i>Pablo Alejandro Quezada Sarmiento; Patricia Marisol Chango Cañaverl; Ignacio Mesias Santamaría Cardona; Blas Yoel Juanes Giraud; Wilson Teodomiro Salas Álvarez; Alex Paul Ludeña Reyes</i></p> <p><b>297</b> - Regional economic development supported by sustainable tourism <i>Gheorghe-Cosmin Manea; Andreea Cozea</i></p>

	<p><b>345</b> - The Potential of Responsible Nature Tourism as a driver of Sustainable Development in Northern Portugal <i>Alexandra I. Correia; Isabel Sousa</i></p> <p><b>351</b> - Tourism Safety and Security with a Sustainability vision, Ciudad Juarez (Mexico) <i>Manuel Ramón González Herrera</i></p> <p><b>5114</b> - Camillo – The Writer's Route: a literary touristic experience <i>Isabel Borges; José Luís Braga; César Freitas; Sandra Brás; Américo Silva; Catarina Mota</i></p> <p><b>4405</b> - Improve The Traveler's Experience: Model to improve the traveler experience <i>Miguel Magalhães; José Luís Braga; Isabel Borges; Manuel Sousa Pereira; Joana Pereira</i></p>
<b>ROOM 2</b>	<p><b>Session 17 - (Virtual Presentation) TOURISM IN THE DIFFERENT SCIENTIFIC AREAS</b> <b>Chair:</b> Fernanda Ferreira</p>
ZOOM pwd: icotts22on	<p><b>308</b> - Methodological approach for the definition of urban tourist patterns through data mining <i>João Manuel Gonçalves; Marta Campos Ferreira; Teresa Galvão Dias; Maria José Angélico Gonçalves</i></p> <p><b>224</b> - Determinants of Indebtedness in Portuguese Hotels <i>Luís Gomes; Cláudia Pereira</i></p> <p><b>238</b> - Digital communication strategy and tourism: Examining Spanish media coverage about Portugal as a tourist destination <i>Medéia Veríssimo; Juliana Lobo; Ángela Martínez Hernández</i></p> <p><b>268</b> - ANALYSIS OF GLOBAL SCIENTIFIC PRODUCTION ON THEMATIC AREAS IN TOURISM AND COVID-19 <i>Celia Rafael; Ana Pires</i></p> <p><b>275</b> - DIMENSIÓN DE LA RSE EN EMPRESAS HOTELERAS DE CIUDADES PATRIMONIALES DE BOLIVIA Y SU EFECTO SOBRE LA INTENCIÓN DE RECOMENDACIÓN Y ADQUISICIÓN DE SERVICIOS POR JÓVENES TURISTAS <i>Franz Ariel Miranda Azurduy; Omar Freddy Apaza Coro; Jorge Eduardo Bleichner López</i></p> <p><b>282</b> - Tendencias investigativas en el estudio de destinos inteligentes <i>Luis Fernando Garcés-Giraldo; Camilo Patiño-Vanegas; Martha Benjumea-Arias; Sebastián Arias García; Regina Mardones Espinosa; Alejandro Valencia-Arias; Jenner Espinoza Román</i></p> <p><b>285</b> - Application of prospective scenarios in a tourism company <i>Fernanda A. Ferreira; Carlos F. Simões Gomes; Marcos dos Santos; Pedro Soares Souza; Hudson Hubner</i></p>
<b>ROOM 3</b>	<p><b>Session 18 - (Virtual Presentation) RESEARCH IN DIFFERENT SCIENTIFIC AREAS</b> <b>Chair:</b> Maria Inês Pinho</p>
ZOOM pwd: icotts22on	<p><b>216</b> - ¿Nuevas Tecnologías? EL capitalismo de las plataformas y su relacion con el incremento de ancho de banda <i>Marcel Esquivel; Karla Mora; pascual García-Macías</i></p> <p><b>236</b> - Tax Systems and the Competitiveness of Medium-Sized Enterprises in Peru and Chile <i>Giomar Walter Moscoso Zegarra; Maria Emilia Bahamondes Rosado; Jeymi Fabiola Arias Hanco; Jehovanni Fabricio Velarde Molina</i></p> <p><b>311</b> - The challenge of applying ancient board games to teach accounting in higher education: a case study <i>Paulo Morais; Amélia da Silva</i></p> <p><b>331</b> - Paradoxes in tourism and hospitality sectors: From work-life balance to work-life conflict in shift work <i>Dora Martins; Susana Silva</i></p> <p><b>336</b> - Multiplicative networks and slates: Mathematical learning with meaning <i>Maria Inês Pinho; Dárida Fernandes; Luísa Alves</i></p> <p><b>5970</b> - THE DRIVE TO IEES SCHOOL (DTIS) COMPANY AS AN ALTERNATIVE TO PUBLIC TRANSPORT <i>Margarida Rodrigues; Anabela Freitas; Tiago Pereira; José Luís Braga; Isabel Borges</i></p> <p><b>8909</b> - Health: Collect, Report, Monitor and Alert <i>José Braga; Tiago Pereira; Eusébio Costa; Bruno Magalhães; Miguel Magalhães; Enrique Vázquez-Justo</i></p>
<b>20:30 - 23:00</b>	<b>Gala Dinner</b>

**DAY 3: SATURDAY 5 OF NOVEMBER - 09:30 TO 14:30**

**09:30 - 14:30** **Social Program** – Santiago Tour and lunch