

WEDNESDAY, 27th OF NOVEMBER - 11:15 to 13:30h					
Research line	Time	Title	Author	Place	Language
Traveler behavior and experience	11,15	Digital and/or sustainable? Analysis of the ambiguity of Gen Z regarding their travel behavior	Armin Byrsch and Berta Ferrer-Rosell	Saló Llavorsí	ENG
Traveler behavior and experience	11,35	Analysing user-generated content on Instagram: case study of volunteer tourism	Marta Salvador, Jordi Arcos and Estela Mariné	Saló Llavorsí	ENG
Traveler behavior and experience	11,55	Do Local Food Videos on SNS Inspire Travel Intentions? Focused on Familiarity with Food and Memorable Tourism Variables	Yidan Luo and Yoonjae Nam	Saló Llavorsí	ENG
Use of data for marketing and economy	12,15	Digital Destination: Exploring FOOH Advertising on TikTok	Julia Marti-Ochoa and Berta Ferrer Rosell	Saló Llavorsí	ENG
Use of data for marketing and economy	12,35	Destination Marketing Organizations (DMO's) and User-Generated Content: Strategies for engagement of tourism destinations on Instagram	Ayasegul Eda Kop	Saló Llavorsí	ENG
Use of data for marketing and economy	12,55	Analysis and evaluation of creative technologies for the future of Tourism Marketing and Hospitality	Helena Pérez Pérez and Sol Esteve Pascual	Saló Llavorsí	ENG
WEDNESDAY, 27th OF NOVEMBER - 16:30 to 17:30h					
Using data to drive the smart destination	16,30	An LDA-based discourse and sentiment analysis of tourism governance in European cities	Ana Pastor Alcaraz, Andrea Ganzaroli and Antonio Paolo Russo	Saló Llavorsí	ENG
Using data to drive the smart destination	16,50	Digital technology adoption in sustainable tourism: A PLS-SEM approach using UTAUT2	Youssef El Archi, Brahim Benbba and Lucília Cardoso	Saló Llavorsí	ENG
Using data to drive the smart destination	17,10	Exploring Smart operationalization patterns in spanish tourism destinations	Oriol Gallardo, Benito Zaragoza, Aaron Gutiérrez and Salvador Anton Clavé	Saló Llavorsí	ENG
<i>Parallel Session</i>					
Traveler behavior and experience	16,30	Hábitos de consumo de información sobre viajes y turismo por parte de personas con discapacidad discapacidad visual en España	Suely Maciel	CETT Living LAB	ESP
Traveler behavior and experience	16,50	Tour virtual 360 - una tecnología de comunicación para el turismo accesible	Felipe Cavalieri and Suely Maciel	CETT Living LAB	ESP
Traveler behavior and experience	17,10	OBSERVATORIOS TURÍSTICOS COMO HERRAMIENTAS DE INNOVACIÓN EN LA GESTIÓN TURÍSTICA	Núria Guitart and Begoña Muiño Sar	CETT Living LAB	ESP
THURSDAY, 28th OF NOVEMBER - 12:00 to 13:30h					
Innovation and cutting-edge technology for smart tourism	12,00	Destination Disasters: Supporting vulnerable consumers through Analysis, modelling, and visualization of tourism data	Rick Lagiewski and Victor Perotti	Saló Llavorsí	ENG
Innovation and cutting-edge technology for smart tourism	12,20	Understanding tourism, hospitality, and entertainment from a sense of place and time	Ning Chen	Saló Llavorsí	ENG
Innovation and cutting-edge technology for smart tourism	12,40	"When AI Meets Tourism: Exploring Barcelona's Tomorrowland - The Great Library of Tomorrow"	Vita Petek	Saló Llavorsí	ENG
Innovation and cutting-edge technology for smart tourism	13,00	Smart Travel: The Role of Artificial Intelligence in Shaping the Future of Tourism	Daisy-Ann Santos	CETT Living LAB	ENG
Innovation and cutting-edge technology for smart tourism	13,20	Strategic Digitalization in Cultural Heritage: Enhancing Visitor Experiences and Shaping Heritage Policies in Barcelona	Maisaa Sarkis	CETT Living LAB	ENG
THURSDAY, 28th OF NOVEMBER - 16:30 to 18:00h					

Tech for good: sustainability, accessibility and governance	16,30	Using the blockchain to reduce carbon emissions in the visitor economy	Eduard Goean and Xavier Font	Saló Llavorsí	ENG
Tech for good: sustainability, accessibility and governance	16,50	Green and digital skills in the tourism industry: a training needs analysis in the Spanish context	Laia Encinar and Patricia Peralta	Saló Llavorsí	ENG
Tech for good: sustainability, accessibility and governance	17,10	Immersive Narratives for Sustainability: Harnessing AI-Generated Content to Enhance Pro-Environmental Behavior in Food Service	Malu Boerwinkel and Dai-In Danny Han	Saló Llavorsí	ENG
Tech for good: sustainability, accessibility and governance	17,30	Application of neuromarketing techniques and Neurogastronomy to improve the hotel experience	Sebastián Siman	Saló Llavorsí	ENG
Tech for good: sustainability, accessibility and governance	17,50	On the making of a self-diagnosis tool for tourism business vulnerability to climate change.	Alejandro González	Saló Llavorsí	ENG
<i>Parallel Session</i>					
Tech for good: sustainability, accessibility and governance	16,30	¿Influye la localización de un hotel en un destino turístico inteligente en el desarrollo de sus prácticas de gestión, sostenibilidad, innovación, tecnología y accesibilidad?	Jorge Pereira-Moliner	CETT Living LAB	ESP
Tech for good: sustainability, accessibility and governance	16,50	ESTRATEGIAS SOSTENIBLES PARA HOTELES DEL MAÑANA	Janet Castro Milán	CETT Living LAB	ESP
Tech for good: sustainability, accessibility and governance	17,10	Predicción de episodios de contaminación atmosférica para impulsar el Turismo Sostenible en la provincia de Barcelona mediante analítica de datos en tiempo real	Juan Carlos Castro Robles	CETT Living LAB	ESP
Tech for good: sustainability, accessibility and governance	17,30	Estudio piloto sobre la situación actual de la Inteligencia Artificial generativa en la formación. Estudio de caso: CETT Barcelona School of Tourism, Hospitality and Gastronomy.	Enric Lopez C. and Mercè Colom	CETT Living LAB	ESP