



The 2nd International Conference on:

Cultural Sustainable Tourism (CST)

 **VIDEO**
CONFERENCE

13-14 OCT 2020



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Academic Research Community



Conference Program

Introduction:

Due to the uncertainties and restrictions inflicted by the #COVID19 pandemic, and for everyone's safety following the Health Organization's recommendations, it is in everyone's interest to host the conference online. As pioneers of this movement, IEREK is proud to be hosting this conference online. IEREK believes that rather than giving in to this disease and stopping our progress, pushing forward is of utmost importance. So, how can participating in an international Video Conference boost your career, future potentials, and experience?

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About the CST 2nd Edition:

In recent times, the inter-relationships between tourism, culture, and heritage have been the center of discussion among scholars and researchers at both national and international levels. Yet, there remains a need to better comprehend this link existing between culture and natural environment as a way of protecting and re-creating its resources. This link between culture, environment, heritage, society, and economics, known as the inextricable link, forms the basis of sustainable development and tourism. With a current failure to put theory into practice and words into action, there is a persistent need for practical solutions to achieve sustainable tourism.

IEREK organizes the 2nd International Conference on "Cultural Sustainable Tourism (CST)" in collaboration with Instituto Universitário da Maia - ISMAI, at Maia of Portugal, from the 13th to the 14th of October 2020. which follows the success of the previous edition in 2017 to discuss the complex relations between culture, heritage, sustainability, and tourism. It showcases the different methods and trending strategies for preserving, spreading, and improving cultural and architectural heritage for the following decades. The CST conference will be a platform to spark discussion on emerging research methods on sustainable tourism that draws on integrated methods from many other disciplines such as Economics, Architecture, Geography, Sociology, and Management.

DAY 1: 13 Oct 2020 – Tue

(Venue: Online conference)

(Time Zone: GMT +2, Egypt)

10:00 – 10:30 | **Online Registration/ Web Log-in**
Delivery of Information and Networking

10:30 / **Opening Ceremony**
Greetings and communications by the institution and Welcoming word by Chair

10:30 – 10:40 | **Prof. Eduardo Cordeiro Gonçalves**, Conference Chair & University Institute of Maia – ISMAI, and Center of Tourism Development Studies

10:40 – 10:50 | **Prof. Fernando Faria Paulino**, Conference Co-Chair & University Institute of Maia ISMAI, Portugal

10:55 – 11:05 | **IEREK Presentation**, *Who We Are and What We Do*

11:05 – 11:10 | **Dr. Mourad Amer**, President and CEO of IEREK, *A welcoming word.*

11:10 – 11:20 | **Break**

11:20 / **Plenary Session**
Introducing Keynotes

Keynote 1:

11:20 – 11:50 | **Prof. Eduardo Parra López**, Department of Business Studies and Economic History, University of La Laguna, Spain.
" Collective Intelligence in Tourism: Starting Over "

*All authors must commit to the time allowed for each paper presentation (**15 minutes**).

*A brief discussion (Q&A) is to be allowed after each presentation (**5 minutes**).

Session 1: Sustainable Tourism Planning and Management

Moderated by:

Ricardo Guerra, *Polytechnic Institute of Guarda, Portugal*
Prof. António José Pinheiro, *University Institute of Maia – ISMAI, Portugal*

11:50 – 12:05

Cultural Heritage Management in Post-Industrial Sites: The Case Study of Seka Paper Museum and Kocaeli Science Center
Üftade Muşkara, Oylum Tunçelli, K. Taha Hülagü

12:10 – 12:25

Bom jesus do monte (braga) world heritage and sustainable tourism
Varico Pereira, Eduardo Gonçalves, Aurélio de Oliveira

12:30 – 12:45

Cooperation networks in tourism and hospitality: A study applied to health and wellness tourism product in Portugal
Vítor Manuel Pinto de Figueiredo, Ricardo Guerra, Eduardo Gonçalves

12:50 – 13:05

Wine tourism as an alternative of sustainable development of the rural region
Andrea Králiková, Patrik Kubát

13:10 – 13:25

Is tourism activity depleted in Cancun?
Guadalupe Aldape-Pérez, Mario Aldape-Pérez

13:30 – 13:45

Place attachment as a multidimensional construct and its relationships with tourist satisfaction, pro environmental behaviours and intentions to revisit and recommend a tourist destination: a structural equation modelling
Hugo Martins, Aurélio Oliveira, João P. Mendonça

13:50 – 14:05

A tool to access the public space occupation: application to Alfama historical center (Lisbon, Portugal)
Mafalda Pacheco

14:10 – 14:25

Tourism Sustainability and Economic Efficiency
Priya Ashok Hingorani

14:25 – 14:30

Break

Keynote 2:

14:30 – 15:00 / **Prof. Norberto Nuno Pinto dos Santos**, *Director of the Department of Geography and Tourism at the Faculty of Arts of the University of Coimbra.*
" *Re) visiting cultural sustainable tourism. Space, perception, leisure and sustainable development* "

Session 2: Sustainable Cultural Tourism Development in a Digital Era	
Moderated by:	Prof. Hugo Martins, <i>University Institute of Maia - ISMAI, Portugal</i> Prof. Manuel Salgado, <i>Polytechnic Institute of Guarda, Portugal</i>
15:05– 15:20	Museums and Digital Mobile Technologies: Application Proposal for the Ducal Palace of the Bragança José Luís Reis, Sara Freitas, Carlos Brochado de Almeida
15:25 – 15:40	Tourism, territory (s) and local development Practices of participation and governance of the destination Minho (Portugal) Eduardo Cândido Cordeiro Gonçalves, Ricardo Guerra, António Pinheiro
15:45 – 16:00	Brenda Digital Tours: Designing a Gamified Augmented Reality Application to Encourage Gastronomy Tourism and local food exploration Ioannis Deliyannis, Sofia Maria Poulimenou, Polyxeni Kaimara, Stamatella Laboura, Despoina Filippidou
16:05– 16:20	The Application of Geospatial Information Technology in Heritage Tourism in Plateau State, Nigeria Macham Mangut, Michael Mallo
<i>Discussion and Q&A, End of Day 1</i>	

Day 2: 14 Oct 2020 – Wednesday

09:30 – 10:00 | *Online Registration/ Web Log-in*

Delivery of Information and Networking

Keynote 3:

10:00 – 10:30 | **Prof. Alfonso Vargas Sánchez**, *Professor of Strategic Management at the University of Huelva, Spain. Editor of "Enlightening Tourism. A Pathmaking Journal".*

"The Post Covid-19 Scenario: Towards A More Sustainable Tourism?"

Session 3: Social and Economic impacts	
Moderated by:	Ricardo Guerra, <i>Polytechnic Institute of Guarda, Portugal</i> Prof. António José Pinheiro, <i>University Institute of Maia – ISMAI, Portugal</i>
10:30 – 10:45	Perspective of Mapungubwe Descendants Traditional Leaders concerning their traditional values and Cultural Heritage preservation Lombuso Precious Shabalala
10:50 – 11:05	Tourism Economics – Tourist’s perception on the tourism tax in the City of Porto Diamantino Ribeiro, Luíz Pinto Machado, Pedro Henriques
11:10 – 11:25	Know-how and agriculture and wine-growing traditions of a monastic community João P. Mendonça, Aurélio Oliveira, Carlos B. Almeida
11:30 – 11:45	Rural tourism positioning strategies based on customer perceptions António J.D.V.T. Melo, Rosa M. Hernández-Maestro, Pablo Muñoz-Gallego
11:50 – 12:05	Future of Tourism; sharing economy and tourism Hye CHANG “ <i>Video presentaion</i> ”
12:10 – 12:25	An Approach for Documenting the Historic Drinking Water Troughs of Karachi Pakistan Wajecha Laiq
12:30 – 12:45	The Impacts of the cancellation off Historic Re-enactments in Portugal - The Case of Santa Maria da Feira Roberto Carlos Reis
12:45– 12:50	<i>Break</i>

Session 4: Towards Sustainable Tourism Development in Urban Areas	
Moderated by:	Prof. Manuel Salgado, <i>Polytechnic Institute of Guarda, Portugal</i> Prof. António Melo, <i>University Institute of Maia-ISMAI, Maia, Portugal</i>
12:50 – 13:05	A study of the characteristics of vernacular dwellings in Guanzhong Area in Shaanxi based on regional environment: Taking Dangjia Village and Guanzhong Folk Museum as the Examples Jierui Wang
13:10 – 13:25	How do cultural vitality and socio - economic factors influence urban tourism? Evidence from Romanian cities Cezara Ionela Dulce, Ionel Muntele, Marinela Istrate
13:30 – 13:45	Health and Wellness Tourism: Contributions for a local development strategy Ricardo Jorge da Costa Guerra, Norberto Santos, Eduardo Gonçalves
13:50 – 14:05	Alcobaça's agro-landscape hinterland: new rurality and a sustainable approach to tourism António Maduro, Eduardo Gonçalves, Alberto Guerreiro
14:10– 14:25	Self-sufficient city As Organizing Principle for Sustainable Development and Sustainable Tourism: Making Bozcaada a Self-sufficient and Sustainable Island Kevser Ustundag, Shqiprim Ahmeti
14:30– 14:45	Tourist demand for railway heritage: The case of the historic train in Douro, Portugal António José Pinheiro, Eduardo Gonçalves, João Mendonça
14:50– 15:00	<i>Discussion and Q&A</i>
15:00– 15:15	<i>Closing Ceremony: Panel Discussion, Final Remarks, Recommendations & Feedback</i>
<i>End of Day 2</i>	