

## Programme *(subject to changes)*

Address: Haaga-Helia University of Applied Sciences, Porvoo Campus, Taidetehtaankatu 1, 06100 Porvoo, Finland

### Mon 27.09.2022: Room 1421

10:00-10:30 Opening and introductions

Prof. Jarkko Saarinen, University of Oulu, Finland

10:30-11:20 Keynote: ***Thinking relevancy in Tourism and Hospitality Research***

Prof. Scott McCabe, Professor of Marketing and Tourism, Nottingham University Business School, UK

Discussion

11:20-12:10 ***Relevancy, meanings, and uses of governance in sustainable tourism***

Aapo Lunden, Geography research unit, University of Oulu, Finland

***(Un)disclosed sustainability: a critical analysis of airline climate disclosures***

Eljas Johansson, Department of Management, Gdańsk University of Technology, Poland

Discussion

12:10-13:00 Lunch break

13:00-14:10 ***Regenerative and degrowth tourism - Co-creating processes of radical change***

Marije Eileen Poort, Sustainability Studies, Uppsala University campus Gotland

***Understanding the drivers and barriers to sustainable tourist behaviour by testing behavioural interventions in field experiments***

Marie Nowak, Tourism Studies, Mid Sweden University & Dalarna University, Sweden

***Weighing perception of environmental impact from outdoor activities***

Axel Eriksson, Tourism Studies, Mid Sweden University, Sweden

Discussion

14:10-14:30 Coffee & tea break

14:30-16:00 ***Dynamics and value of digital innovation for tourism entrepreneurs in rural Iceland***

Magdalena Falter, University of Iceland

***Empathy in digital touchpoints of tourism: Experimentals with the eye tracking technology***

Päivi Hanni-Vaara, Culture-Based Service Design, University of Lapland, Finland

***Digi-Modern tourism accommodation in Qeshm, Iran***

Adel Habibi Nikjoo, Geography, University of Oulu, Finland

***Smartphone Users' Self Technology: Chinese Female Tourists' Impression***

***Management on Selfies***

Danping Liu, Postdoc, University of Turku, Finland & Associate professor, South China University of Technology, China

Discussion and Short break

16:10-17:15 ***Nordic Leadership in the Hospitality Industry: A Comparison of the Five Nordic Countries***

Haavisto, V., University of Stavanger, Norway

***The Role of Responsible Leadership in Dealing with the Employee Retention Issues***

Mert Unur, Norwegian School of Hotel Management, University of Stavanger, Norway

***Tourism knowledge-in-making: From lay people to experts***

Nataliia Godis, Tourism studies, Mid-Sweden University, Sweden

Discussion and Short break

17:20-18:00 ***Finnish wellness tourists' shifting trends and drivers to travel post COVID-19:***

***Insights from the world's 'happiest nation'***

Susanna Saari, Multidimensional Tourism Institute, University of Lapland, Finland

***External factors affecting to restaurant viability and success***

Sini Kauhanen, Business Studies, Tourism Marketing and Management, University of Eastern Finland, Finland

Discussion & closing the Day 1

Social programme: TBD

**Tue 28.09.2022: Room 1421**

09:00-9:30 Short 'trigger' lectures by invited scholars

Discussion

Parallel sessions: Rooms 1421 and 1422

09:30-11:00 ***The elements of effective sustainability communication of tourism businesses***

Katja Pasanen, Business Studies, Tourism Marketing and Management, University of Eastern Finland, Finland

***Destination brand love***

Kaisa Aro, Turku School of Economics, University of Turku, Finland

***LGBTQ as a segment of inclusive tourism***

Tuuli Pulkkinen, Business Studies, Tourism Marketing and Management, University of Eastern Finland, Finland

***Value co-creation in online experiences***

Petra Paloniemi, Multidimensional Tourism Institute, University of Lapland, Finland

Discussion

11:00-11:15 Concluding discussion and closing