



AIRTH 2017 – Innovation in Tourism and Hospitality – Preparing for the Future

Portorož, Slovenia, 23 – 25 March 2017

Organized by the University of Primorska, Faculty of Tourism Studies – Turistica (UP FTS Turistica) and the Alliance for Innovators and Researchers in Tourism and Hospitality (AIRTH).

Encuentros Conference Center, UP FTS Turistica, Obala 11a, Portorož, Slovenia

Final Conference Program

(23rd March 2017)

Organized by Dejan Križaj, University of Primorska and Florian Zach, Washington State University

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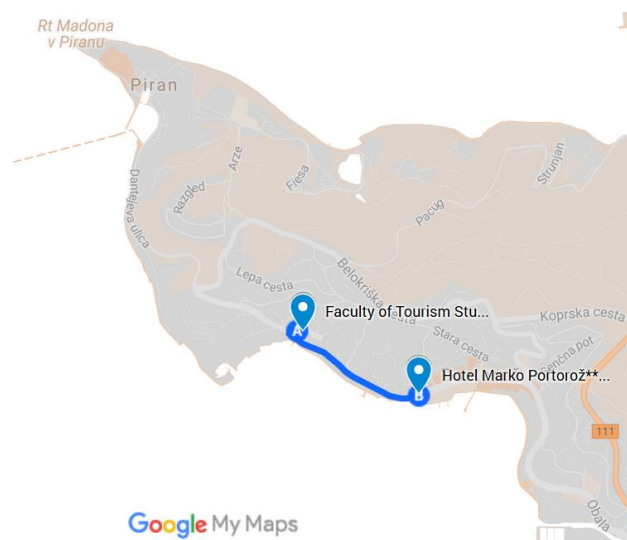
Airport Transport, Local Area and Emergency Contact

Airport transfer is kindly supported by GoOpti, a past National Slovenian Tourism Innovation Award winner.



It takes about 10 minutes to walk from the University of Primorska, Faculty of Tourism Studies – Turistica (UP FTS Turistica) (Obala 11a, SI-6320 Portorož) to Hotel Marko (Obala 28, 6320 Portorož). Both facilities are located on the same street along the bay.

Emergency contact: Peter Kopic peter.kopic@fts.upr.si
or cell (+386 40 818 390).



Wednesday, 22nd March, 2017

18:00-20:00 Evening reception
Turistica entrance hall, UP FTS Turistica, Obala 11a, SI-6320 Portorož

Thursday, 23rd March, 2017

8:30-9:00 Coffee and registration
Turistica entrance hall, UP FTS Turistica, Obala 11a, SI-6320 Portorož

9:00-10:00 Opening
Turistica 001, UP FTS Turistica

- Dr. Janez Mekinc, Dean, UP FTS Turistica
- Mag. Maja Pak, Director General, Slovenian Tourism Board
- Meira Hot, Deputy Major, Municipality of Piran

10:00-11:30 Session 1 – Business models and value creation – Chair: Dejan Krizaj, AIRTH
Turistica 001, UP FTS Turistica

- Returns on Investments: The Downhill Skiing Story (Martin FALK and Sigbjørn TVETERAAS)
- Innovativeness and ICT Usage in the Accommodation and Restaurant Industry: A Comparison with Other Services (Martin FALK and Eva HAGSTEN)
- Emerging Business Models and Sustainability in Whale-Watching: The case of Northern Norway (Samira SAHEBALZAMAN and Giovanna BERTELLA)
- Adopting for and Utilizing the EDIT Model in Non-tourism Domains (Lars BREHM, Dejan KRIŽAJ and Petri POHJOLA)

11:30-12:00 Coffee with snacks
Turistica 201, UP FTS Turistica

12:00-13:30 Session 2 – Collaboration and networks – Chair: Florian Zach, AIRTH
Turistica 001, UP FTS Turistica

- Visitor Flows: A Network Analytic Approach (Miriam SCAGLIONE and Rodolfo BAGGIO)
- Networked Innovation in Tourism: The Case of Aveiro, Portugal (Filipa BRANDÃO and Carlos COSTA)
- Innovation as a Vital Part of Place Branding (Eva Maria JERNSAND)
- Leveraging Stakeholder Power and Legitimacy for Innovation in Tourism (Florian J. ZACH)

- 13:30-15:00 **Lunch**
Turistica 201, UP FTS Turistica
- 15:00-17:00 **Round table “Innovative Tourism 2016, 2017 and Beyond” with 2016 National Slovenian Tourism Innovation Award winners – Moderators Dejan Krizaj & Florian Zach, AIRTH**
Turistica 001, UP FTS Turistica
- Scheduled participants:**
- Vinarium Tower (Sejalec 2016), Lidija Baša, Project Manager, Municipality Lendava
 - Water Park Radlje ob Dravi (Sejalec 2016, finalist), Sara Berglez Zajec, Tourism Developer, ŠKTM Radlje ob Dravi
 - Glacial Spa (Sejalec 2016, finalist), Janez Jager, Consultant, HIT Aplinea
 - Edible Lace (Snovalec 2016), Katja Richter, Entrepreneur, LACEnia
 - Beer Fountain (Snovalec 2016), Janko Kos, Mayor, Municipality Žalec and Hana Šuster Erjavec, Deputy Mayor, Municipality Žalec
- 17:00-17:10 **Quick coffee**
Turistica 201, UP FTS Turistica
- 17:10-18:40 **Session 3 – New Tourism Offerings – Chair: Gunnar Thór Jóhannesson, AIRTH**
Turistica 001, UP FTS Turistica
- Thinking Outside the Room: Designing Unforgettable Experiences (Nataša POTOČNIK)
 - Social Tourism for Seniors in Slovenia: Classification of the Programmes (Janja GABRUČ, Zorana MEDARIĆ and Mateja SEDMAK)
 - Romantic Bled by Train (Mojca KRAŠOVEC and Ana PRAPROTNIK)
 - Fostering Innovation Top-Down: The Case of Storytelling in Slovene Tourism (Maja TURNŠEK HANČIČ and Andreja TRDINA)
- 18:40-20:00 **Free time**
- 20:00-22:00 **Gala dinner**
Hotel Marko, Obala 28, 6320 Portorož

Friday, 24th March, 2017

Road trips to Slovenian Tourism Innovation award winners

8:15 **Meeting time for all tour departures (some might leave a little later)**
Parking lot, UP FTS Turistica, Obala 11a, SI-6320 Portorož

Noon(ish) **Lunch on the road – depends on tour**

18:30 **Return to Portorož, except Tour 6 (later return)**
Dinner on your own

Tentative tour routes (final list announced a few days before conference):

Tour 1: Portorož - Kranjska Gora (Glacial Spa, Sejalec 2016 finalist) – Ljubljana (Escape Room, Snovalec 2015) - Portorož

Tour 2: Portorož - Paha (Matjaž's Homestead, Sejalec 2008 finalist) – Ljubljana (GoOpti low-cost transport, Sejalec 2012) - Portorož

Tour 4: Portorož - Kranj (Kranj Underground, Sejalec 2009 finalist) – Ljubljana (Open Kitchen market, Sejalec 2014 & Hostel Celica, Sejalec 2004) - Portorož

Tour 6: Portorož - Seča (Fonda Fish Farm, Sejalec 2014 finalist) – Koper (Passenger Terminal, Sejalec 2007 & Sweet Istria, Sejalec 2011) – Pliskovica (Experience Karst, Sejalec 2006 finalist) - Portorož

Saturday, 25th March, 2017

- 7:30-8:00** Coffee and registration
Turistica entrance hall, UP FTS Turistica
- 8:00-8:45** Session 4 – Co-creation – Chair: Gunnar Thór Jóhannesson, AIRTH
Turistica 001, UP FTS Turistica
- Motivation to Participate in Open Innovation (Iis P. TUSSYADIAH, Florian J. ZACH and Geunhee LEE)
 - Social Value Creation in Art Tourism: Multi-disciplinary Modeling of Cultural City and Country Side Cases (Kotaro NAKAMURA, Hideyuki SAKAMOTO and Dejan KRIŽAJ)
- 8:45-8:50** Coffee serviced in conference room
Turistica 001, UP FTS Turistica
- 8:50-10:00** Session 5 – Higher Education – Chair: Iis Tussyadiah, AIRTH
Turistica 001, UP FTS Turistica
- Student Involvement as a Tool for Nurturing Business Model Development in Tourism Businesses in the Stockholm Archipelago (Gustaf ONN)
 - Bridge-builders, Scouts and ‘Idiots’ – Exploring the Role and Effects of Students in Tourism Knowledge Collaboration (Carina REN and Gunnar Thór JÓHANNESSON)
 - Educational Innovations in Binational Sustainable Tourism Education (Vinod SASIDHARAN, Dejan KRIŽAJ and Marisa REYES ORTA)
- 10:00-11:30** Discussions and plenary session on the future of innovation in tourism & hospitality -
Moderators Dejan Krizaj & Florian Zach, AIRTH
Turistica 001, UP FTS Turistica
- Coffee available during presentation
- 11:30-12:00** Closing – Dejan Krizaj & Florian Zach, AIRTH
Turistica 001, UP FTS Turistica
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Organizers

Conference Co-Chairs

Dejan Križaj, PhD, University of Primorska, Faculty of Tourism Studies – Turistica, Slovenia

Florian Zach, PhD, School of Hospitality Business Management, Washington State University, USA

Events & Road Trips

Peter Kopic, MSc, University of Primorska, Faculty of Tourism Studies – Turistica, Slovenia

Miha Anzelc and Tomaž Marič, Židana marela, Slovenia

Tina Hedi Zakonjšek, New Tourism Insititute, Slovenia

Organization and Marketing

Peter Kopic, MSc, Rebeka Tomšič, student, Tadej Rogelja, student, Janez Mekinc, PhD, Aleksandra Brezovec, PhD, Gorazd Sedmak, PhD, Ingrid Kocjančič, Nataša Gržinič, Ana Allegra, Asta Domijan, Sasa Planinc; all from the University of Primorska, Faculty of Tourism Studies – Turistica, Slovenia

Scientific Oversight – Current AIRTH members

Dejan Križaj, University of Primorska, Slovenia; Florian Zach, Washington State University, USA; Gunnar Þór Jóhannesson, University of Iceland, Iceland; Juan Luis Nicolau, Universidad de Alicante, Spain; Stephan Reinhold, University of St. Gallen, Switzerland; Carina Ren, Aalborg Univeristy, Denmark; Vinod Sasidharan, San Diego State University, USA; Iis Tussyadiah, Univeristy of Surrey, United Kingdom; Zheng «Phil» Xiang, Virginia Tech, USA