

Program

**2019 3rd International Conference on
Sustainable Tourism Management**

ICSTM 2019

**2019 3rd International Conference on Culture
and History**

ICCH 2019

August 21-23, 2019

Budapest, Hungary

Co-organized by



WELCOME MESSAGE

It is our great pleasure to welcome you to Budapest, Hungary for attending the 2019 3rd International Conference on Sustainable Tourism Management (ICSTM 2019) and 2019 3rd International Conference on Culture and History (ICCH 2019). This event will provide a unique opportunity for international scholars, researchers and practitioners who are working in the field of sustainable tourism management, as well as culture and history to get together and share their latest research findings and results. The conference is also the annual meeting of JOAMS and IJCH editorial board. It offers a chance for the authors and editorial board member of JOAMS and IJCH to communicate face to face and discuss new developments and hot topics in the related fields.

We're confident that over the two days you'll get the theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in sustainable tourism management, as well as culture and history.

On behalf of all the conference committees, we would like to thank all the authors for your contribution as well as the technical program committee members and external reviewers. Their high competence, enthusiasm, valuable time and expertise knowledge, enabled us to prepare the high-quality final program and helped to make the conference become a successful event.

We truly hope this conference will provide each one of you with not only a good platform for networking opportunities and interactions with other delegates from both the academics and industry, but also a memorable experience of your stay in Budapest, Hungary. At last, we appreciate your participation and support.

Conference Co-chair
Professor Mladen Milicevic
August 7, 2019

VENUE INFORMATION

Hotel Mercure Budapest Buda



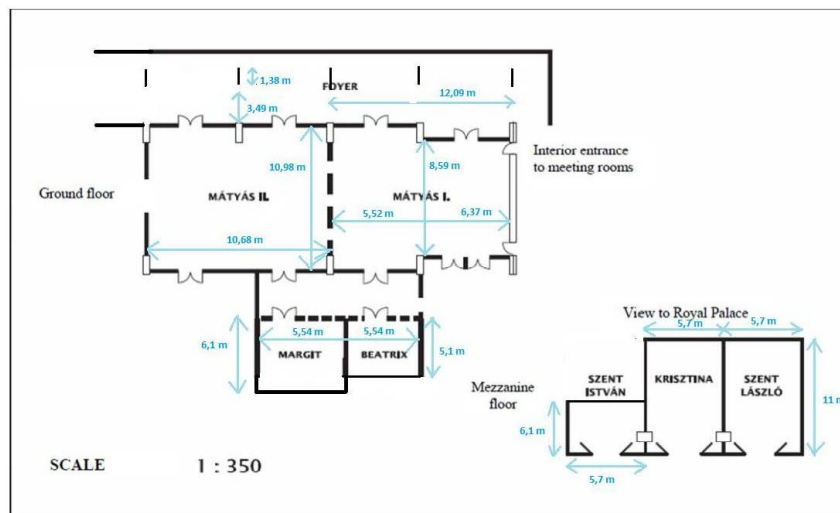
Address: Krisztina Korut 41-43, 1013 Budapest, Hungary

Tel: +36 1 488 82 86 | **Fax:** +36 1 488 81 78

Email: h1688-sb@accor.com

Website: <http://www.mercure-budapest-buda.com>

Floor Plan:



How to Get there from the airport:

By Taxi

The easiest is to come with a taxi. It may cost around 35-40€ and takes about 20-40 minutes depending on the traffic.

By Bus

The best way is to come with 100E bus until the final station which is Deak Ferenc square and from there change to metro line number 2 until the last station Déli Pályaudvar (railway station, that is the direction as well you need to look for when changing to metro.) From there our hotel is just a 2 minutes' walk. It costs around 4€ and takes about 1-1.5 hours.

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CONFERENCE COMMITTEES

Conference Co-chairs

Professor Mladen Milicevic, Loyola Marymount University, Los Angeles, USA

Professor Atour Taghipour, University of Le Havre in France, France

Technical Program Chair

Professor Rajive Mohan Pant, National Institute of Rural Development & Panchayati Raj,
Guwahati, India

Technical Program Committees

Prof. Melanie Enderle, University of Washington, USA

Prof. Charles Wankel, St. John's University, New York, USA

Prof. Dr. Thomas Barton, University of Applied Sciences Worms, Worms, Germany

Prof. Chu-Shiu Li, National Kaohsiung University of Science and Technology, Taiwan

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Assoc. Prof. Kristina Riman, Juraj Dobrila University of Pula, Croatia

Dr. Tomás F. Espino-Rodríguez, the School of Business, Economics and Tourism at
University of Las Palmas of Gran Canaria, Spain

Dr. Jani karhu, University of Eastern Finland, Finland

Dr. Diana Seecharran, University of Guyana, France

LOCAL INFORMATION

Time: UTC/GMT+2

Climate

 Temperature

Average high (C/F): 26.6°C/(79.9)°F | Average low (C/F): 17.2°C/(63.0)°F

August in Budapest is tropical. It bears some of the sunniest days with an average of 13 hours of sunlight.

Currency and Money Exchange

The national currency of Hungary is HUF. Referred to as the Ft. It is recommended to exchange a small amount of HUF at the airport for bus and subway tickets on your first arrival, while the exchange rate in the downtown city is the best. You can also withdraw money directly from ATM. The exchange rate will not be converted into euros or dollars, and there will be ATM machines at the exit of the airport.

Transportation

Most of the main sights in Budapest are easily accessible on foot. But if you are tight on time, it also has an excellent public transportation system with four metro lines and an extensive network of trams and buses.

Check out the prices for the tickets here: <https://bkk.hu/en/tickets-and-passes/prices/>

Attractions

Budapest, the capital of Hungary and considered by many to be the "Paris of the East," is one of the most culturally important metropolises in Eastern Europe and home to numerous UNESCO World Heritage Sites.

Buda Castle

Matthias Church

Széchenyi Chain Bridge

Vajdahunyad Castle

Useful Telephone Numbers

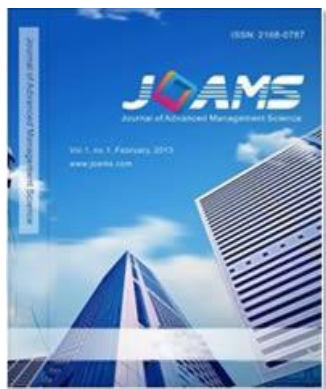
Police: 107

Emergency: 104

Fire and Rescue Services: 105

Telephone Guide and Inquiries: 198 (Local); 199 (International)

JOAMS INTRODUCTION



ISSN: 2168-0787

Frequency: Quarterly

DOI: 10.18178/JOAMS

Abstracting/ Indexing: Ulrich's Periodicals Directory, Google Scholar, Crossref, Engineering & Technology Digital Library and Electronic Journals Digital Library.

E-mail: joams@ejournal.net

Website: <http://www.joams.com/>

JOAMS is an open access journal which focus on publishing original and peer reviewed research papers on all aspects of advanced management science. And the topics include but not limited to:

Call for Papers

Management of Innovation and Technology

Emerging Technologies

Entrepreneurship

Global Production Network

Green Technologies

e-Health Technologies

Environmental Technology Management

Human Resource Management

Industrial and Manufacturing System Technologies

Information and Communication

Technology Management

Innovation and Management of

Renewable Resources

Innovation Policy and Management

Intellectual Property Right and Patent

Knowledge Management

Management of Nuclear / Energy Technologies

Management of Technology Education and Research

Management of Technology for the Knowledge Economy

Management of Technology in Developing Countries

Managing IT and E-Commerce

National and Regional Systems of Innovation

Process Innovation

R&D Management

Prospective authors are kindly invited to submit full text papers including results, tables, figures and references. Full text papers (.doc, .rft, .ps, .pdf) will be accepted only by e-mail: joams@ejournal.net. All submitted articles should report original, previously unpublished research results, experimental or theoretical. Articles submitted to the JOAMS should meet these criteria and must not be under consideration for publication elsewhere. Manuscripts should follow the style of the JOAMS and are subject to both review and editing.

IJCH INTRODUCTION



ISSN: 2382-6177

Frequency: Quarterly

DOI: 10.18178/IJCH

Abstracting/ Indexing: Google Scholar, Crossref

E-mail: ijch@ejournal.net

Website: <http://www.ijch.net/>

IJCH is an open access journal which focus on publishing original and peer reviewed research papers on all aspects of culture and history. And the topics include but not limited to:

Call for Papers

Anthropology of Art	Linguistic anthropology
Anthropology of Development	Legal anthropology
Anthropology of Gender and Sexuality	Media anthropology
Anthropology of Religion	Medical anthropology
Applied and Development	Medical, nutritional, psychological, cognitive and transpersonal
Applied Anthropology	Music
Anthropology of Religion	Palaeoanthropology
Biological Anthropology	Political and legal
Cognitive anthropology	Political anthropology
Cyborg anthropology	Political Economy
Dance and Film	Psychological anthropology
Economic anthropology	Public anthropology
Ethnohistory	Transpersonal anthropology
Historical anthropology	Urban anthropology
Kinship and family	
Kinship, feminism, gender and sexuality	

Prospective authors are kindly invited to submit full text papers including results, tables, figures and references. Full text papers (.doc, .rft, .ps, .pdf) will be accepted only by e-mail: ijch@ejournal.net. All submitted articles should report original, previously unpublished research results, experimental or theoretical. Articles submitted to the IJCH should meet these criteria and must not be under consideration for publication elsewhere. Manuscripts should follow the style of the IJCH and are subject to both review and editing.

INSTRUCTIONS FOR PRESENTATIONS

Oral Presentations

- **Time:** a maximum of 20 minutes in total, including 17 minutes' speaking time and 3 minutes' for discussion. Please make sure your presentation is well timed. Please keep in mind that the program is full and that the speaker after you would like their allocated time available to them.
- You can use USB flash drive (memory stick), make sure you scanned viruses in your own computer. Each speaker is required to meet her / his session chair in the corresponding session rooms 10 minutes before the session starts and copy the slide file (PPT or PDF) to the computer.
- It is suggested that you email a copy of your presentation to your personal inbox as a backup. If for some reason the files can't be accessed from your flash drive, you will be able to download them to the computer from your email.
- Please note that each session room will be equipped with a LCD projector, screen, point device, microphone, and a laptop with general presentation software such as Microsoft Power Point and Adobe Reader. Please make sure that your files are compatible and readable with our operation system by using commonly used fronts and symbols. If you plan to use your own computer, please try the connection and make sure it works before your presentation.
- **Movies:** If your Power Point files contain movies please make sure that they are well formatted and connected to the main files.

Poster Presentations

- Maximum poster size is 36 inches wide by 48 inches high (3ft.x4ft.)
- Posters are required to be condensed and attractive. The characters should be large enough so that they are visible from 1 meter apart.
- Please note that during your poster session, the author should stay by your poster paper to explain and discuss your paper with visiting delegates.

Dress Code

- Please wear formal clothes or national characteristics of clothing.

PROGRAM AT A GLANCE

August 21, 2019 (Wednesday)	01:00pm- 05:00pm	Arrival and Registration	The Lobby
August 22, 2019 (Thursday)	10:00am- 10:10am	Opening Remark: Professor Mladen Milicevic <i>Loyola Marymount University, Los Angeles, USA</i>	Szent Istvan Room (Mezzanine Level)
	10:10am- 10:55am	Keynote Speech I: Goal Setting and Planning : An Action Framework Professor Atour Taghipour <i>University of Le Havre, France</i>	Szent Istvan Room (Mezzanine Level)
	10:55am- 11:15am	Coffee Break & Group Photo	Szent Istvan Room (Mezzanine Level)
	11:15am- 12:00am	Keynote Speech II: Decline of Melody In Hollywood Film Music Professor Mladen Milicevic <i>Loyola Marymount University, Los Angeles, USA</i>	Szent Istvan Room (Mezzanine Level)
	12:00am- 01:00pm	Lunch	Hotel Restaurant (Ground Floor)
	01:00pm- 03:20pm	Session 1: Culture and Tourism Chair: Professor Mladen Milicevic	Szent Istvan Room (Mezzanine Level)
	03:20pm- 03:40pm	Coffee Break	Szent Istvan Room (Mezzanine Level)
	03:40pm- 06:00pm	Session 2: Tourism Development and Management Chair: Professor Atour Taghipour	Szent Istvan Room (Mezzanine Level)
	06:00pm- 08:00pm	Dinner (Set Menu)	Hotel Restaurant (Ground Floor)
August 23, 2019 (Friday)	08:00am- 04:00pm	One Day Tour in Budapest	

KEYNOTE SPEAKERS



Professor Mladen Milicevic
Loyola Marymount University, Los Angeles, USA

Malden Milicevic received a B.A. (1982) and an M.A. (1986) in music composition and multimedia arts studying with Josip Magdic at The Music Academy of Sarajevo, in his native Bosnia-Herzegovina. In 1986 Mr. Milicevic came to the United States to study with Alvin Lucier at Wesleyan University in Connecticut, from which he received his masters in experimental music composition (1988). From the University of Miami in Florida, Mr. Milicevic received his doctorate in computer music composition in 1991, studying with Dennis Kam. For several summers he studied with Michael Czajkowski at the Aspen Music School. He was awarded several music prizes for his compositions in the former Yugoslavia as well as in Europe. Working in Yugoslavia as a freelance composer for ten years, he composed for theater, films, radio and television, also receiving several prizes for this body of work. Since he moved to the United States in 1986, Mr. Milicevic has performed live electronic music, composed for modern dances, made several experimental animated films and videos, set up installations and video sculptures, had exhibitions of his paintings, and scored for films. His interests are interdisciplinary and he has made numerous presentations at various international conferences on a wide range of topics such as music, film, aesthetics, semiology, neuroscience, sociology, education, artificial intelligence, religion, and cultural studies. He is also know for composing musical score for the cult film "The Room" - if you google it, you would not believe what you might find.

Mr. Milicevic is Professor and Chair of Recording Arts Department at Loyola Marymount University, Los Angeles.

Speech Title: "Decline of Melody in Hollywood Film Music"

Abstract: A musical theme (leit motif) in many Hollywood films is no longer represented through a melody composed of notes. Instead, a feeling, a groove, a rhythm, has taken its place. Many audiences consider strong melodies to be old fashioned and dated, worn-out and a product of the past. There is a predominant perception that, if a film score contains any memorable melody (leit motif) it will actually undermine the drama and come off as sounding like something from the "old times." There are many reasons for this. One is the appeal to a "younger" demographic who is fully accustomed to groove driven musical styles such as hip-hop, rap, and many types of EDM electronica. The other reason is that classically trained film composers, who practiced operatic approach to film scoring, have

pretty much all died. Thus, the new generation of Hollywood film composers are coming from non-traditional musical backgrounds and therefore are far more open to electronic sounds and musical genres that utilize different types of film music creation. I will show through concrete examples of presenting several film clips, how this change took place over the years, and how this new trend in film scoring has been established.



Professor Atour Taghipour
University of Le Havre in France, France

Atour Taghipour is a professor and the head of an international management master program at the University of Le Havre in France. He holds a PhD in Industrial Engineering from the Polytechnic School of Montreal in Canada. He received two masters' degrees, one in Management, Logistics & Strategy and other in Industrial Engineering. He has more than ten years of experiences as a manager in automobile industries. He has published two books and many research papers in international journals. His areas of research are supply chain and operations management.

Speech Title: “Goal Setting and Planning: An Action Framework”

Abstract: Goal setting is the first step towards success. However, goals can only be reached through a vehicle of a plan. During this speech, we explain the main steps necessary to set the goals. Then, using the result of our research, we show that motivation isn't the key to achieving the goals and what drives us to to achieve the fixed goals is planning. The presented method can be used by individuals to achieve their objectives.

CONTENTS OF SESSIONS

Note: Please find out which session your paper is included in and arrive at the session room at least 10 minutes before the session starts to copy your PPT or PDF presentation file into the laptop which has been set up in the room.

Session 1: Culture and Tourism

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STM015	El Nemr Nadia, Canel-Depitre Beatrice, Taghipour Atour	Luxury Hotels' Eco-Friendly Activities & Customers' Preferences and Willingness to Pay for Green Hotels	12
C007-A	Yi-Chen Chen	Analysis of How Taiwanese Tea Ceremony be Formed: As a Brand New "Traditional"	12
C312-A	Jiang Mengmei	Study on Family Education of Naxi Chieftain Mus in Ming Dynasty	13
STM101-A	Sónia Moreira Cabeça, Alexandra Gonçalves, João Filipe Marques, Mirian Tavares	Monitoring a Creative Tourism Network: An Innovative Methodology for the CREATOUR Project	13
STM014	Jomana Mahfod, Beatrice Canel-Depitre, Atour Taghipour	Quality Function Deployment in Supplier Evaluation	14
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STM007-A	Eames Joanna	Supporting One-by-One Tuna Fisheries with IPNLF’s Responsible Tourism Initiative	18
STM002	Bhayu Rhama	Psychological Costs on Tourism Destination	18
STM302-A	Anna Sörensson and Schmudde	Tourism Development of a Shadow Destination a Case Study of Härnösand in Sweden	19
STM104-A	Farhad Moghimehfar	Predicting Visitors’ Pro-environmental Behaviour: A Study of Mount Arrow Smith Biosphere Reserve, Canada	19

ORAL PRESENTATION ABSTRACTS

Note:

- Session photo will be taken at the end of each session.
- Upload your PPT or PDF to the laptop 10 minutes before each session starts.
- To show respect to other authors, especially to encourage the student authors, we strongly suggest you attend the whole session
- The certificate for oral presentations will be handed out by session chair at the end of each session.
- **Important:** The scheduled time for presentations might be changed due to unexpected situations, please come as early as you could.

SESSION 1

Culture and Tourism

01:00pm-03:40pm

Venue: Szent Istvan Room (Mezzanine Level)

Chair: Professor Mladen Milicevic

Loyola Marymount University, Los Angeles, USA

C104-A	01:00pm-01:20pm Making New Pilgrimage Culture by Old Graves Anat Feldman <i>Achva Academic College, Israel</i>
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Abstract: At the close of the twentieth century, Jews from Israel began to make pilgrimages to the graves of rabbis in Europe, Asia, and Africa, who had passed away decades or centuries earlier. These pilgrimages involve security risks, great physical exertion, and substantial expenses. Most of these pilgrims do not have a family, ethnic, or historical connection with the deceased rabbis. This modern phenomenon raises several questions:

Who are these pilgrims?

Why have they adopted a custom forbidden by the Torah?

What do they experience emotionally before, during, and after the pilgrimage?

What ceremonies are held at the ancient graves?

Who are the holy organizers who promote the pilgrimages and what motivates them?

The information about this modern phenomenon is taken from research literature, media articles, and stories related by the pilgrims.

The lecture will contribute to knowing about the revival of pilgrimages as a mechanism for creating modern saints and new communities of faith.



STM015

01:20pm-01:40pm

Luxury Hotels' Eco-Friendly Activities & Customers' Preferences and Willingness to Pay for Green Hotels

El Nemr Nadia, Canel-Depitre Beatrice, Taghipour Atour

Normandy University, Le Havre, France

Abstract: Understanding customers' attitude and preferences toward ecological activities may help hoteliers enhance and adjust their strategies and environmental programs in order to suit customers' expectations. Therefore, this study examined hotels' eco-engagement level and managers' perception and attitude toward green activities. Moreover, a questionnaire was designed in order to inspect potential customers' attitude toward green practices. Results have shown that there is a gap between managers' perceptions and the real attitude of potential customers. Therefore, few suggestions were provided to help hotel managers adjust their strategies.



C007-A

01:40pm-02:00pm

Analysis of How Taiwanese Tea Ceremony be Formed: As a Brand New "Traditional"

Yi-Chen Chen

The University of Tokyo, Japan

Abstract: As a modern Taiwanese culture's synonym, many Taiwanese people the word "Taiwanese Tea Ceremony" may means a kind of traditional culture. However, Taiwanese Tea Ceremony is not an undoubted tradition. As a cultural symbol, Taiwanese Tea Ceremony just be created in 1977. In Taiwanese history, tea has been playing as a Crops rather than a culture in a narrowly meaning. After the Second World War, the era of Taiwan under Republic of China rule. And after 1960's, the society of Taiwan has forced to changing as "a culture with a real Chinese Sprints" due to the international situation. This study will focus on how Taiwanese Tea Ceremony be formed and framed. Attempt to clarify the transition process about how Taiwanese tea from "industry" to "culture", and to explore the background relatedness of the social and political situation in Taiwan, including the international situation. And this study also will be based on the perspective of the Post-colonialism, to analyze how it has been constructed. Furthermore, to investigate characteristics of Taiwanese Tea Ceremony, and the position related to Taiwanese identity. As pilot work for a bigger research project to clarify the transition process of Taiwanese tea, looking forward to contribute-not only to find out the particular characteristics of Taiwanese Tea Ceremony, but also to explore the context how Taiwanese Tea Ceremony has affecting the pedigree of the tea culture in Eastern-Asian.



C312-A

02:00pm-02:20pm

Study on Family Education of Naxi Chieftain Mus in Ming Dynasty

Jiang Mengmei

Southwest University, China

Abstract: Ming Dynasty was a period during which Chieftain Mus of Lijiang, Yunnan was most active in the Yunnan-Sichuan-Tibet border region. As a distinctively regional chieftain force, generations of Mu rulers all had attached great importance to family education, and refined a series of educational ideas during practice. Especially during the reign of Chieftain Mu Zeng, Han culture was accepted in a "please come in" approach, giving rise to the cultural prosperity of "Six Mu Litterateurs". In Ming Dynasty, Chieftain Mus' family education achieved fruitful results, which provides a number of implications for today's educational undertakings in minority areas.

STM101-A

02:20pm-02:40pm

Monitoring a Creative Tourism Network: An Innovative Methodology for the CREATOUR Project

Sónia Moreira Cabeça, Alexandra Gonçalves, João Filipe Marques, Mirian Tavares

University of Algarve, Portugal

Abstract: The CREATOUR Project – Creative Tourism Destination Development in Small Cities and Rural Areas – is a multidisciplinary research and incubation project devoted to the development of creative tourism experiences in low density territories in Portugal. In order to do so, the project is working with 40 cultural/creative organizations (pilots), which are implementing new creative tourism offers in the Norte, Centro, Alentejo and Algarve regions of Portugal (10 per region). These experiences are thought to contribute to social and economic development processes and to the sustainability of the places and regions where they take place.

CREATOUR main innovation is its empirical methods. The Project develops "Idea Laboratories", workshops carried out with the selected pilots, where the creative tourism initiatives are worked and developed in order to be implemented, and where the creative tourism network is strengthened. These IdeaLabs are carried out throughout the project (2016-2019) following the pilot's initiatives. Pilot creative tourism offers are already happening in the Portuguese territory. In order to better acknowledge these initiatives, what kind of experiences are being made, and who attends them, researchers make several site visits, and participate in some of the creative tourism offers, ensuring that each pilot is visited and researchers directly observe the experiences and visitors' reception and reactions. It is also important to listen to the promoters, to understand their struggles, opportunities, the challenges that have to be overcome, the changes in the initial plans... Some of this information is shared through ePortfolios, by both researchers and pilots.

Such innovation requires a wide range of data recollection instruments, to monitor and assess product development and implementation processes of IdeaLabs, and to monitor

the pilot initiatives and tourist-participant experiences. Guidelines, forms, and files were needed to observe, participate, and gather information on site visits; to record documentation and field notes; to promote knowledge sharing amongst all; to answer the questions “who participates in creative experiences and why?”, and “who attends what”. CIEO is the research center responsible for developing, distributing, managing and analyzing all the information. This communication intends to present the several research instruments created and applied in the monitoring and assessment of the CREATOUR Project, following its scientific objectives. Amongst other, CIEO created evaluation forms, instant reports and reports to Idealabs; guidelines to field notes and interviews; and several files to compile information about the activities taking place. CIEO also created a form, applied to those who experience the creative tourism activities, gathering data about them (personal information, opinions, suggestions, impacts).

The goal is to bring together evaluations from IdeaLabs and pilot initiatives, collectively conducting a multidimensional comparative analysis of development and implementation processes and impacts. By the end of the project, we expect also to be able to tell who are the creative tourism visitors in Portugal, and to have created a stable creative tourism network in the country.

CREATOUR (project nº 16437) is funded under the Joint Activities Programme of PORTUGAL 2020, by COMPETE2020, POR Lisboa, POR Algarve and Fundação para a Ciência e Tecnologia.

STM014	<p>02:40pm-03:00pm</p> <p>Quality Function Deployment in Supplier Evaluation</p> <p>Jomana Mahfod, Beatrice Canel-Depitre, Atour Taghipour <i>University of Le Havre Normandie, France</i></p>
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Abstract: The decision to select suppliers is becoming a dominant strategy in the success of the quality of the outsourcing and for process effective supply chain management in severe competitive environment in number of sectors of services, products or manufacturing in addition to the customers’ needs that are becoming increasingly as well. It is necessary to choose the supplier who fulfills requirements customers at the same time succeed in achieving the standards of the company. In this paper, we applied a multi-criteria group decision-making approach that makes use of quality function deployment (QFD), fusion of information of ELECTRE model and MOORA method for supplier selection. The proposed methodology seeks to establish the relevant supplier assessment criteria while also considering the impacts of inner dependence among them and customers’ requirements CRs. The study establishes the weights of CRs through the ELimination and Choice Expressing Reality (ELECTRE) method, which considers the influences of inconformity and causal relationship between customers’ needs. For supplier selection and evaluation, this paper employs quality function deployment to integrate the voice of outside consumers CRs and supplier criteria TRs by using “House of Quality” charts. Finally, for achieving the object of this paper, which is ranking the supplier and choose the best one and the alternatives we compare between multiobjective optimization based on ratio analysis method (MOORA) .The proposed framework is used to analyse a case study of an outsourcing in road transport.



C106-A

03:00pm-03:20pm

The Madhubani Metamorphosis: The Intersection of Art, Ritual and Gender Roles

Aqsa Ashraf and Shreyasi Jha

University of Delhi, India

Abstract: The Indian subcontinent has seen the emergence and extinction of multiple populaces, but the remnants of their existence have been reflected in the creations that they left behind, a form of which is visual-art. In its embryonic stages, visual-art was not individualistic, but rather an echo of the society put into one work of art, a portrayal of native lands and cultures. Madhubani painting, holding similar characteristics, was born in Mithila, home to four of the six Schools of Philosophy of ancient India. Mithila's rich classical culture intermingling with the vivid folk traditions, led to the creation of multiple cultural rituals, out of which Madhubani painting is one. Madhubani painting started as a form of visual-art on an earthen surface, often coated with cow-dung called aripan, developing into a mural style of painting and was eventually commercialised, when paper and fabric was introduced to make the art portable and sellable. This form of art is a highly gendered space, mostly involving women, charged with ritualistic motifs used in the celebration of events, such as wedding rituals, harvests, chaurchan, kojagara and full moons, among others. From the 1970s, the artform has become more commercialised and individualistic rather than community based. The medium of the painting has transgressed from using dyes procured from natural resources such as soot, harshringar flower, bamboo reeds, etc. to the usage of fine-liner pens and other modern stationary items. The contemporary artists are compelled to conform to the ever-changing eagerness for novelty by the market, changing the intrinsic nature of this artistic space. Through our paper, we aim to adopt an anthropological approach to analyse the transition of Madhubani painting to a commercialized artform, encapsulating the features of avant-gardism from the highly ritualistic, gendered and most importantly, a vernacular artform of the people of Mithila.



03:20pm-03:40pm

SESSION 2

Tourism Development and Management

03:40pm-06:00pm

Venue: Szent Istvan Room (Mezzanine Level)

Chair: Professor Atour Taghipour
University of Le Havre, France



STM011

03:40pm-04:00pm

A Review of Ethnic Minority Rural Area Tourism Development under Industrial Transition “Case Study of Beichuan Qiang Autonomous County Sichuan-China”

Chenwei Ma, Zhiqiang Xia, Xiaoping Jiang

Sichuan University, China

Abstract: This study aims to analyze the role of the government in the industrial transition of ethnic minority rural area from traditional agriculture to sustainable tourism industry. This research uses the Shibi concept, the concept of Beichuan Qiang's Intangible Cultural Heritage, Tourist Gaze theory and Resource-based theory. Data were collected by observation, in-depth interview, and literature study. The analysis technique used is qualitative descriptive analysis. The results of this study indicate that the government has vigorously promoted the restoration and reconstruction of Beichuan County through the development of sustainable tourism after 2008 Wenchuan Earthquake. In the process of development, Beichuan County has made gratifying progress in economic, political and cultural aspects by restoring and integrating the original ethnic minority ecological resources. Meanwhile, there are still many problems remain to be solved, such as lack of brand advantages, core competitiveness and talent.



STM106-A

04:00pm-04:20pm

Slow Food: An Essential Ingredient for Sustainable Tourism in Central Europe?

Helena Kubickova

Faculty of Economics and Administration, Masaryk University, Brno, Czech

Abstract: Food and gastronomy are important elements of tourism. The concept of food has become increasingly significant in promoting traditional hospitality. Food is utilized as a mean of supporting regional culture, developing new tourism products and enhancing sustainable tourism. The Slow Food Movement is a good example of how gastronomy is

associated with the sustainability of tourism. This international movement was established in 1986 as a response to gastronomy globalization reflected in a newly opened McDonalds outlet in Rome. Based on this, today the movement can be considered as a sophisticated response to unfavorable global change penetrating the same field of interest as gastronomy tourism, which is nowadays one of the most vibrant tourism trends. This combination seems to be an innovating tool for implementation of ideas of sustainable tourism. A pilot activity of this scope presents the Slow Food Central Europe project which matures the subject of this article.

The goal of this article is to identify the key problems related to tourism of project's stakeholders, recognize the solutions for them brought by the project, valorize its worthiness to local communities, and appraise if there is a contribution to motions towards sustainable tourism.

Methods used in the paper are data analysis and its interpretation, interviews with participants of the project and with members of local communities, which are affected by the project, observation and personal experience of the author. In the end, it is proved, that the project is an example of good practice in terms of sustainable tourism and that is appreciated by the locals, despite there is a still a place for improvement.

This contribution was supported by an internal grant of the Faculty of Economics and Administration,

Masaryk University, entitled "Destination Sustainability under the Pressure of Global Tourism Trends" (MUNI/A/1166/2018)



STM009

04:20pm-04:40pm

Rural Tourism Development: Exit Opportunities for Expanded Public Works Participants

Niki Glen, Kathryn Fourie and Nthabiseng Moche

Rhodes University, South Africa

Abstract: The Expanded Public Works Programme (EPWP), an initiative of the Department of Environmental Affairs (DEA), provides employment opportunities to the poorest of the poor across South Africa. The EPWP has to date created in excess of 4.2 million jobs for the most vulnerable community members, thus supporting livelihoods while at the same time developing critical skills. However, the DEA has recognized that one of the key objectives of the programme, i.e. that of participants finding permanent employment after exiting the programme, has not been realized adequately. This paper aims to discuss the challenges faced by the DEA in the context of poverty issues in South Africa. The tourism industry is viewed as a potential exit path for EPWP participants into the Green Economy or other occupational and entrepreneurial pathways. The paper highlights the urgency of job creation or career advancement for the poor and unemployed people across South Africa, contextualizes a study undertaken by DEA in 2018 on the effectiveness of the EPWP in supporting career advancement and builds insights on how skills can be applied in tourism economies as a sector with a demand for green skills. This study is exploratory in nature and makes recommendations towards a further study to develop an understanding of tourism development potential and an analysis of potential tourism skills demand and entrepreneurial opportunities.



STM007-A

04:40pm-05:00pm

Supporting One-by-One Tuna Fisheries with IPNLF's Responsible Tourism Initiative

Eames Joanna

International Pole & Line Foundation (IPNLF), UK

Abstract: The International Pole & Line Foundation's (IPNLF) Responsible Tourism Initiative (RTI) engages the tourism and fishing sectors to escalate awareness of and demand for sustainable seafood, ultimately to increase the returns to responsible, coastal fishing communities.

Fisheries and tourism are the two driving industries of the Maldivian economy, and up until recently, the potential for a mutually-beneficial collaboration had not been fully realised, often leaving the responsible fishing efforts of the nation's one-by-one tuna fishers unrecognised and underappreciated by the local tourism industry and the international guests visiting. IPNLF envisages a future where these two industries work closely together to further strengthen the sustainability of their activities for the benefit of their businesses, the environment and local people.

IPNLF's RTI programme can be tailored to meet the relevant needs of hotel and resort partners. RTI activities can include capacity building through staff training to enhance both guest and staff knowledge and understanding of one-by-one tuna fisheries; developing unique guest experiences to facilitate direct engagement between tourists and responsible fisheries and guidance on sustainable, local seafood procurement.

This initiative will facilitate a shift towards responsible fishing practices, which will reward small-scale operators, conserve the longevity of fish stocks and coastal marine resources and protect a critical food source for developing nation populations. It will also encourage positive behavioural change within consumers paving the way for a more sustainable future.



STM002

05:00pm-05:20pm

Psychological Costs on Tourism Destination

Bhayu Rhama


University of Palangka Raya, Indonesia

Abstract: This study discusses the concept of psychological costs, especially its shape in the context of tourism, the theory behind it, and furthermore, proposes a theoretical framework and practical interventions to understand psychological costs. Psychological costs consist of two types, namely psychological costs originating from the destination and psychological costs that come from tourists. This study is a literature-based study by looking at the concept of psychological costs from the perspective of a number of

theories such as the theory of transfer costs, decision-making theory, value-expectation theory, planned behaviour theory, top-down spill theory, coping theory and comfort theory. The results of the study indicate a number of curative and preventive interventions that can affect the planning of costs, psychological costs and coping abilities carried out by tourists. However, this intervention effort requires the involvement of various stakeholders starting from the government, tourism actors and local communities.

STM302-A	<p>05:20pm-05:40pm</p> <p>Tourism Development of a Shadow Destination a Case Study of Härnösand in Sweden</p> <p>Anna Sörensson and Schmutde</p> <p><i>Mid Sweden University, Sweden</i></p>
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Abstract: Previous studies have shown that there are destinations that exist in the shadow of well-established destinations with strong brands and identities. This type of destination have been labelled shadow destinations. This type of tourism destinations have not gain any larger focus and there is lacking research about shadow destinations. The aim with this paper is to gain a deeper understand of the concept of shadow destinations. How can a shadow destination develop their destination? What are the key steps to use to develop a shadow destination? The study was conducted as a single case study of the city in Härnösand in Sweden. Data was collected from semi-structured interviews with various stakeholders both from the public sector as well as from the private sector (e g tourism companies). Data was also collected from secondary materials like home pages, leaflets and written materials. The result show that there are several key steps that shadow destinations could use in order to develop their tourism. The theoretical contribution from this study is the ABCDE model which can be use by shadow destinations that would like to develop their tourism. The ABCDE model stands for; Awareness (1), Brand (2), Cooperation (3), Development based on sustainability (4) and Expansion (5). Stakeholders in the tourism sector could use this model in their tourism development of their shadow destination.

 STM104-A	<p>05:40pm-06:00pm</p> <p>Predicting Visitors' Pro-environmental Behaviour: A Study of Mount Arrow Smith Biosphere Reserve, Canada</p> <p>Farhad Moghimehfar</p> <p><i>Vancouver Island University, Canada</i></p>
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Abstract: Pristine nature has been Canada's main attraction for millions of tourists. The physical environments in which nature-based tourism occurs are vulnerable and have limited infrastructure. Thus, it is important to understand people's behaviour to be able to manage a sustainable tourism destination. Vancouver Island on the west coast of Canada is one of the most popular destinations for visitors in this country. Mount Arrowsmith region, designated as a UNESCO biosphere reserve, is one of the most popular

destination on Vancouver Island. Every year, millions of people visit this region to participate in cultural and nature-based activities provided to visitors which positively influences the economy of the region. Visitors' activities, however, result in significant negative environmental impacts. The aim of the present study is to investigate factors that influence visitors' pro-environmental behaviour during their visit to this UNESCO Biosphere Reserve.

This study proposes that people's intention to engage in environmentally-friendly activities is the direct immediate predictor of their pro-environmental behaviour. Intention, in turn, is influenced by people's attitudes towards environment, their ecological worldview, and their motivation to participate in environmentally-friendly activities. Motivation to participate in environmental behaviour is found to have a significant influence on people's pro-environmental behaviour. It is hypothesized that: (a) intention directly predicts pro-environmental behaviour; (b) cognitive and affective dimensions of attitudes directly and positively influence intention; (b) cognitive and affective attitudes also influence intentions indirectly through motivations (i.e., SDT's motivation regulations); (c) ecological worldview positively influences behavioural intention, both directly and indirectly through affective and cognitive attitudes, and motivations. This study is currently being conducted (n = 450). Structural equation modeling will be used to analyze data. Results along with theoretical and practical implications will be presented at ICSTM 2019.

LISTENER

Note:

- Session photo will be taken at the end of each session.
- The certificate for listeners can be collected at the registration counter.
- To show respect to other authors, especially to encourage the student authors, we strongly suggest you attend the whole session



Listener 1

Zhiqiang Xia

*Sichuan University,
China*

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One Day Tour in Budapest

Price

\$80

(Per Person)

Included: *Transportation fee, English Tour guide*

Excluded: *Personal Expense, Tip to the driver, meals*



8:30 Assemble at the Hotel Lobby

9:00 Take Bus to Esztergom (1 hour)

Esztergom is one of the oldest towns in Hungary. Esztergom, as it existed in the Middle Ages, now rests under today's town. The results of the most recent archeological excavations reveal that the Várhegy (Castle Hill) and its vicinity have been inhabited since the end of the Ice Age 20,000 years ago.

12:00 Take Bus to Visegrád (30min)

Visegrád is a small castle town in Pest County, Hungary. It is north of Budapest on the right bank of the Danube in the Danube Bend. It had a population of 1,864 in 2010. Visegrád is famous for the remains of the Early Renaissance summer palace of King Matthias Corvinus of Hungary and the medieval citadel.

15:00 Take Bus to Szentendre (40min)

Szentendre is a riverside town in Pest County, Hungary, near the capital city Budapest. It is known for its museums (most notably the Open-Air Ethnographic Museum), galleries, and artists.

Due to its historic architecture and easy rail and river access, it has become a popular destination for tourists staying in Budapest. There are many facilities, including souvenir shops and restaurants, catering to these visitors.

18:00 Go Back to Budapest City

Memo
