



ISCONTOUR 2025

International Student Conference in Tourism Research

12-13 May 2025



www.tourism-student-conference.com

Monday, 12 May 2025

12:00 – 12:45	Conference Registration (Conference Centre, Campus IMC University of Applied Sciences Krems – Karl-Dorrek Straße, 3500 Krems)	
	Research Methodology Workshops	
12:45-13:00	Room: G1 – E.21 Welcome to ISCONTOUR 2025 Christian Maurer & Hubert Siller (ISCONTOUR 2025 Conference Chairs)	
	Room: G1 – E.20	Room: G1 – E.25
13:00-14:30	Session 1: Digital Praxiography in Tourism Research Mattia Rainoldi (IMC University of Applied Sciences Krems)	Session 2: How to get published in Scientific Journals? Anita Zehrer (MCI The Entrepreneurial School® Innsbruck)
14:30-15:00	Coffee Break	
15:00-16:30	Session 3: Wine sensory data collection and analysis in real time Markus W. Eitle (IMC University of Applied Sciences Krems)	Session 4: Qualitative Visual Segment Analysis in Tourism Research Cornelia Dlabaja (FH Wien der WKW University of Applied Sciences)
17:30-23:00	Social Networking Programme: Wine Tasting Experience and Dinner – Winzer Krems, (There will be a bus shuttle from the IMC UAS Krems Campus, departure time 17:30, return time: ca. 22:30)	

Tuesday, 13 May 2025

08:00-08:45	Conference Registration (Conference Centre, Campus IMC University of Applied Sciences Krems – Karl-Dorrek Straße, 3500 Krems)	
	Room: G1 – E.21	
09:00-11:00	Official Conference Opening Christian Maurer & Hubert Siller (ISCONTOUR 2025 Conference Chairs) Udo Brändle (CEO IMC University of Applied Sciences Krems) & Martin Waiguny (Head of Academic Board IMC University of Applied Sciences Krems) Keynote Presentations Artificial Intelligence in Tourism – Navigating the Digital Transformation of Travel Roman Egger (CEO of Smartvisions) Challenges for family-run Businesses in Tourism Anita Zehrer (MCI The Entrepreneurial School® Innsbruck) Moderator: Christian Maurer	
11:00-11:30	Coffee Break	
	Presentation of ISCONTOUR 2025 Research Papers	
	Room: G1 – E.20	Room: G1 – E.25
11:30-13:00	<p style="text-align: center;">Research Focus: Digital Tourism Moderator: Katerina Volchek</p> <p>Examining the Digital Marketing Barriers for Sri Lankan Travel agents through the lens of RACE mode <i>(Udanee Samarasinghe and Udanee Samarasinghe, University of Plymouth, United Kingdom)</i></p> <p>Performance of Travel Insurance on Digital Distribution Channels in Times of Pandemic and Beyond <i>(Thuy Nguyen Thi Hong, Aisha Jagne, Halimat Shadia Abati and Kejdi Cela, Salzburg University of Applied Sciences, Austria)</i></p> <p>A Virtual Museum - The Case of Bringing Equestrian Heritage to the Digital Age in Lower Bavaria <i>(Taha Valizadeh, Diana Lisseth Trujillo Rodríguez, Roman Bashynskyi, Vy Hoang and Bahareh Ghabouli Shahroudi, Deggendorf Institute of Technology, Germany)</i></p>	<p style="text-align: center;">Research Focus: Sustainable Tourism Management Moderator: Cornelia Dlabaja</p> <p>Preserving Paradise: Framework to Develop Sustainable Tourism in San Vicente, Palawan, Philippine <i>(Joseph Hennessey Gorriceta, Deggendorf Institute of Technology, European Campus Rottal-Inn, Germany)</i></p> <p>HafenCity: Balancing tourism and livability <i>(Jaqueline Reusch, Harz University of Applied Sciences, Germany)</i></p> <p><i>The Role of Innovation Policy in Shaping the Future of Sustainable Tourism Development: Insights from Austria</i> <i>(Dennis Kamau Muniu, Salzburg University of Applied Sciences, Austria)</i></p>
13:00-14:00	Networking Lunch	

	Room: G1 – E.20
14:00-15:30	<p style="text-align: center;">Research Focus: Consumer Behaviour</p> <p style="text-align: center;">Moderator: Christian Maurer</p> <p>Cultural determinants for the user’s acceptance of digital technologies for biometric recognition applied by border control authorities at airports <i>(Sara Lestyan, Kristína Varšová and Meriliis Sild, Salzburg University of Applied Sciences, Austria)</i></p> <p>The future’s generation in the present moment: How does social media affect generation Z’s tourism experiences? <i>(Zsuzsanna Csoh, IMC University of Applied Sciences Krems, Austria)</i></p> <p>Generational differences in experiences with service robots in restaurants and respective levels of technology acceptance. <i>(Kevin Iradukunda and Jit Biswa, Salzburg University of Applied Sciences, Austria)</i></p>
15:30-16:00	Coffee Break
	Room: G1 – E.20
16:00-17:15	<p style="text-align: center;">Research Focus: Marketing in Tourism</p> <p style="text-align: center;">Moderator: Mattia Rainoldi</p> <p>Segmentation of Ski Resort Visitors According to Ski Destination Choice Attributes with a Focus on Czech Families <i>(Karolina Krupauerova, MCI University of Applied Sciences, Austria)</i></p> <p>Gamification in Airports: Transforming Passenger Waiting Time with Interactive Engagement Using a Design Thinking Approach <i>(Nayana Madhusoodhanan Kaki, Amal Plathottathil Shibu and Zohre Aleboyeh, Deggendorf Institute of Technology, Germany)</i></p> <p style="text-align: center;">Exploring the application of Open Data in tourism with a focus on small and medium hotels in Salzburg <i>(Markus Huber, Magdalena Aigner, Annalena Haßdorf and Irina Boyko, Salzburg University of Applied Sciences, Austria)</i></p>
	Room: G1 – E.21
17:15-18:00	Best ISCONTOUR Paper Award (Sponsored by incert) Conference Closing and Outlook to ISCONTOUR 2026 at the MCI University of Applied Sciences Innsbruck, Austria
19:30-late	Social Networking Programme at Heurigen Restaurant Müllner, Krems

Conference Venue and Orientation

ISCONTOUR takes place in Wing G1



Locations and Adresses for Social Events

Winzer KREMS

Sandgrube 13
3500 KREMS

Heurigen Restaurant Müllner

Stadtgraben 50
3500 KREMS