

CONFERENCE PROGRAM

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Plenary Sessions



Research Sessions



Awards



China Day Sessions



Break



Xchange Session

TUESDAY, 11 JANUARY, 2022

PhD Workshop

(Time Zone: UTC+1)

Main Hall	
08:30-09:00	<p>PHD WORKSHOP WELCOME Kasha Minor, Sai Liang, PhD Workshop Chairs Juho Pesonen, Interim President, IFITT Hanqin Qiu, Dean and Distinguished Professor, College of Tourism and Service Management, Nankai University.</p>
09:00-10:00	<p>KEYNOTE 1 Speaker: Eva Martin Fuentes, Professor, University of Lleida Moderator: Sai Liang</p>
10:00-11:00	<p>CLINIC PROPOSALS- GO TO ROOMS</p>
11:00-11:30	<p>BREAK</p>
11:30-12:30	<p>WORKSHOP OF PUBLISHING PAPERS Panelist: Rob Law, Chair Professor, University of Macau Stan Ivanov, Professor, Varna University of Management Moderator: Kasha Minor, Sai Liang</p>
13:00-14:00	<p>KEYNOTE 2 How to build a successful academic career in Hospitality and Tourism Speaker: Cihan Cobanoglu, Chair Professor, University of South Florida Moderator: Kasha Minor</p>
14:00-15:00	<p>CLINIC PROPOSALS- GO TO ROOMS</p>
15:00-15:30	<p>BREAK</p>
15:30-15:45	<p>AWARD AND CLOSING Kasha Minor, Sai Liang, PhD Workshop Chairs</p>
Room 1: PhD Proposal Clinic	
10:00-11:00	<p>PHD PROPOSAL CLINIC I ASIA: ARTIFICIAL INTELLIGENCE AND ROBOTICS Mentor: Chunxiao Li, Penny Chen</p>

	<ol style="list-style-type: none"> 1. Customer's satisfaction on robots, artificial intelligence and service automation (RAISA) in the hotel industry <i>Fei Wu and Eka Putra</i> 2. A model of adoption of service robot in China during post-pandemic: A three industry comparison <i>Botian Lei</i> 3. Investigation into the impact of anthropomorphism of tourism service robots and brand personality on customers' intention of value co-creation <i>Yingying Du and Hanqin Qiu</i> 4. Effects of value co-creation on tourists' satisfaction and loyalty <i>Xinyi Zhang and Vera Shanshan Lin</i>
14:00-15:00	<p>PHD PROPOSAL CLINIC I EU & US: SMART TOURISM AND SOCIAL MEDIA</p> <p>Mentor: Juho Pesonen, Katerina Berezina</p> <ol style="list-style-type: none"> 1. IoT-based smart metering technologies: Using "Reward-as-You-Save" incentive program to promote customers' pro-environmental behaviors in hotels <i>Huiling Huang, Stephanie Q Liu and Zeya He</i> 2. How vlog storytelling can trigger prospective tourists' destination visit intention through emotions? A SOR based theoretical framework <i>Wenliang Li</i> 3. From Urban Destination to Smart Tourism City: A multi-method study on smart development patterns in city destinations <i>Stefania Denise Escobar</i> 4. Are virtual reality advertisements better than traditional audiovisual advertisements in destination marketing? <i>Chunhao Wei and Alecia Douglas</i>
Room 2: PhD Proposal Clinic	
10:00-11:00	<p>PHD PROPOSAL CLINIC II ASIA: BIG DATA AND PLATFORM ECONOMY</p> <p>Mentor: Giancarlo Fedeli, Yukuan Xu</p> <ol style="list-style-type: none"> 1. Hotel demand forecasting using topic-sentiment analysis <i>Shiteng Zhong</i> 2. Determinants of Chinese tourists' intention to share travel

	<p>experience in WeChat: SEM and fsQCA findings <i>Guoquan Wang and Hanqin Qlu</i></p> <p>3. Individual hosts V.s. house agency: Influence of multi-listing hosts on sharing accommodation survival <i>Lanfei Gao, Hui Li and Sai Liang</i></p> <p>4. Designing authentic live streaming experiences: the role of scenario realism in behavioral outcomes <i>Carla Estefanía Samaniego Chavez</i></p>
14:00-15:00	<p>PHD PROPOSAL CLINIC II EU & US: INFORMATION TECHNOLOGY AND CONSUMER BEHAVIOR III Mentor: Kasha Minor, Katerina Volchek</p> <p>1. Airbnb host published content matters: exploring post-experience evaluation of gastronomy tourism experiences through predictive modeling <i>Sijun Liu, Imran Rahman and Pei Xu</i></p> <p>2. Measuring residents' pro-tourism citizenship behavior: Scale development and validation <i>Huiying Zhang, Xi Leung and Billy Bai</i></p> <p>3. Measuring customers' experiential value co-creation (EVCC) in a virtual community <i>Xiaoyi Xu</i></p> <p>4. How do hospitality employees benefit from service interactions: A social media and mediation analysis mixed methods approach? <i>Yeji Guo and Baker Ayoun</i></p> <p>5. Sustainable Tourism Consumption Through Mindful Transformative Experiences in Immersive Virtual Reality <i>Muhammad Khogali</i></p>
Room 3: PhD Proposal Clinic	
10:00-11:00	<p>PHD PROPOSAL CLINIC III ASIA: INFORMATION TECHNOLOGY AND CONSUMER BEHAVIOR I Mentor: Sai Liang, Ning Sun</p> <p>1. Effect of market order on tourists' purchase behavior through online review analysis <i>Yuting Wang, Chunxiao Li and Hui Li</i></p> <p>2. Tourism information service experience risk identification and</p>

	<p>prevention: A multi-case study based on value co-destruction <i>Jing Wang and Changhong Bai</i></p> <p>3. Effects of semiotics on sustainable tourism destinations: Modified place branding model <i>Minseong Kim, Myung Ja Kim and Chulmo Koo</i></p> <p>4. A Study on YouTube content and tourism behavior travel vlogs, festival content subscribers <i>Na Young Yang and Chulmo Koo</i></p>
Room 4: PhD Proposal Clinic	
10:00-11:00	<p>PHD PROPOSAL CLINIC IV ASIA: INFORMATION TECHNOLOGY AND CONSUMER BEHAVIOR II</p> <p>Mentor: Berta Ferrer Rosell, Beile Zhang</p> <p>1. Cashless payment, experiential value, and behavioural responses in the hospitality context: The moderating effect of engagement by stakeholders <i>Yang Ding</i></p> <p>2. The different level of tourist perception to promotional message according to the psychological distance in the COVID-19 situation <i>Hyemin Kim, Jinyoung Kim and Chulmo Koo</i></p> <p>3. Adoption of central bank digital currency: From the travelers' perspectives <i>Sohyun Yoon, Minsung Kim, Kyoungmin Lee and Jin-young Kim</i></p> <p>4. Influence of Chinese Covid-19 prevention performance information sharing of international students in China on vfr's risk perception and willingness to visit china <i>Xiaolei Liu, Junjiao Zhang, Qinghui Li and Zhengli Li</i></p>

WEDNESDAY, 12 JANUARY, 2022

ENTER22 Day 1

(Time Zone: UTC+1)

Main Hall	
10:00-10:15	<p>OFFICIAL WELCOME AND CONFERENCE OPENING</p> <p>Juho Pesonen, Interim President, IFITT Hanqin Qiu, Distinguish Professor and Dean, College of Tourism and Service Management, Nankai University. Moderator: Anyu Liu</p>
10:15-11:15	<p>KEYNOTE 1</p> <p>Impact of Internet and Data on China's Tourism Industry Speaker: Dongdong (Tony) Duan, Board member of TEA APAC, Partner & COO of Max-Matching Entertainments Co. Ltd Moderator: Hanqin Qiu</p>
11:15-11:30	BREAK
11:30-12:30	<p>KEYNOTE 2</p> <p>Managing digital well-being in the tourism industry Speaker: Uglješa Stankov, Professor, University of Novi Sad Moderator: Juho Pesonen</p>
12:30-13:30	BREAK
13:30-15:00	<p>PANEL 1</p> <p>Data and Destination Management Panelist: Vera Shanshan Lin, Associate Professor, Zhejiang University; Ray Wang, Fliggy Hotel Business; Diego Acuña, Country Manager, Datappeal Moderator: Yoo Ri Kim</p>
15:00-16:00	JITT board meeting (Closed-door)
15:00-16:00	<p>KEYNOTE 3</p> <p>Hospitality Service & Next Gen Technology Speaker: Anja Luthje, CEO and founder of Unique Hospitality Moderator: Katerina Berezina</p>
16:00-16:45	<p>WRAP-UP (Closed-door) Seunghun Shin, General Secretary, IFITT</p>

Room 1: Research Track	
07:00-08:00	<p>SESSION 1: TECHNOLOGY</p> <p>Chair: Kasha Minor</p> <ol style="list-style-type: none"> Video Game Experiential Marketing in Tourism: Designing for Experiences <i>Mattia Rainoldi, Arne Van den Winckel, Joanne Yu and Barbara Neuhofer</i> Mixed reality for Generation Z in Cultural Heritage Tourism <i>Dimitrios Buhalis and Nurshat Karatay</i> Video Games as a Media for Tourism Experience <i>Yang Junko, Chia-Siang Hsu and Tsong-Zen Liu</i>
08:00-08:30	<p>BREAK</p>
08:30-09:30	<p>SESSION 1: DESTINATIONS</p> <p>Chair: Aurkene Alzua-Sorzabal</p> <ol style="list-style-type: none"> Personalization of Multi-Day Round Trip Itineraries According to Travelers' Preferences <i>Elif Erbil and Wolfgang Wörndl</i> Destinations and Data. State-of-the-art in Switzerland and Liechtenstein <i>Elide Garbani-Nerini, Elena Marchiori and Lorenzo Cantoni</i> Identifying the Main Service Elements for Customer-oriented Live Guided Virtual Tours <i>Rosa Repo and Juho Pesonen</i>
Room 2: Research Track	
07:00-08:00	<p>SESSION 1: SOCIAL MEDIA & USER GENERATED CONTENT</p> <p>Chair: Roman Egger</p> <ol style="list-style-type: none"> "Better Not Let Me Know": The Mediating Role of Regret on The Relation Between Social Comparison Discrepancy in Online Hotel Review and Revisit Intention Sunny Zhenzhen Nong and Lawrence Hoc Nang Fong Analysis of Instagram Users' Movement Pattern by Cluster Analysis and Association Rule Mining <i>Zehui Wang, Luca Koroll, Wolfram Höpken and Matthias Fuchs</i>

	<p>3. * Beyond Influencer Credibility: The Power of Content and Parasocial Relationship on Processing Social Media Influencer Destination Marketing Campaigns Yi Xuan Ong, Tao Sun and Naoya Ito</p>
08:00-08:30	BREAK
08:30-09:30	<p>SESSION 1: ST: SHARING ECONOMY IN TRVEL & TOURISM Chair: Estela Mariné-Roig</p> <p>1. Identifying the Elements of Great Online Customer Encounters <i>Johanna Heinonen and Juho Pesonen</i></p> <p>2. Using Machine Learning Methods to Predict Demand for Bike Sharing <i>Chang Gao and Yong Chen</i></p> <p>3. Platform Stress in Hospitality - Focusing on the technology dimension <i>Jae Eun Park, Namho Chung and Chulmo Koo</i></p>
Room 3: Research Track	
07:00-08:00	<p>SESSION 1: ST: BIG DATA & SMART TOURISM Chair: Hui Li</p> <p>1. Data-supported CRM as A Lever for DMO Success: A Social Exchange Relationship Approach Birgit Bosio and Melanie Scheiber</p> <p>2. Understanding Preferences in Tourism Email Marketing <i>Elide Garbani-Nerini, Elena Marchiori, Rossella Reale and Lorenzo Cantoni</i></p> <p>3. * Exploring “Planned Serendipity” in Smartphone Related Information Behavior withthe Experience Sampling Method Micol Mieli</p>
08:00-08:30	BREAK
08:30-09:30	<p>SESSION 1: MISCELLANEOUS Chair: Bruce Wan</p> <p>1. * Leveraging Blockchain in Medical Tourism Value Chain <i>Sreejith Balasubramanian, Shalini Ajayan and Cody Paris</i></p> <p>2. Understanding Hotel Employees’ and Guests’ Perceptions of Smart Hotels Using Q Methodology <i>Ye Shen</i></p>

* Candidates to ENTER22 Best Paper Awards

THURSDAY, 13 JANUARY, 2022

ENTER22 Day 2

China Day

(Time Zone: UTC+1)

Main Hall	
03:00-3:15	<p>CHINA DAY OPENING Hanqin Qiu, Distinguished Professor and Dean, College of Tourism and Service Management, Nankai University.</p>
03:15-4:15	<p>KEYNOTE 1 How to Brand a City Around the Globe Effectively Under the Digital Age Speaker: Rudong WANG, Division Chief of International Exchange and Cooperation, Suzhou Municipal Bureau of Culture, Radio, Television and Tourism, China Moderator: Hanqin Qiu</p>
04:15-4:30	<p>BREAK</p>
04:30-5:30	<p>KEYNOTE 2 Information Capacity Construction of Tourism Enterprises Speaker: Yuan Li, General Manager of Technology Department, China Tourism Group Moderator: Eve Ren</p>
05:30-5:45	<p>BREAK</p>
05:45-6:45	<p>PANEL 1 Digital Education in Tourism and Hospitality Panelist: Dongdong (Tony) Duan, Board member of TEA APAC, Partner & COO of Max-Matching Entertainments Co. Ltd; Tingting Li, Spring Group; Mu Zhang, Professor, Shenzhen Tourism College, Jinan University; Xiaoyi Li, College of Tourism and Service Management, Nankai University Moderator: Chunxiao Li</p>

	06:45-7:00	<p>CHINA DAY CLOSING</p> <p>Hanqin Qiu, Distinguished Professor and Dean, College of Tourism and Service Management, Nankai University.</p>
	10:00-11:00	<p>IFITT AWARD CEREMONY</p> <p>Jason Stienmetz, Treasurer, IFITT Berta Ferrer-Rosell, Director of Research Excellence, IFITT Juho Pesonen, Interim President, IFITT</p>
	11:00-12:00	<p>INNOVATION CHALLENGE “SMART CITIES AND HUMAN SETTLEMENTS”</p> <p>Wolfram Hoepken, Professor for Business Informatics, University of Applied Sciences Ravensburg-Weingarten Claudia Brözel, Professor, Eberswalde University</p>
	12:00-13:30	<p>BREAK</p>
	13:30-15:00	<p>PANEL 2</p> <p>Smart Tourism in the Post Covid-19 Era</p> <p>Panelist: Jan Krasnodebski, Senior Director of Machine Learning Science, Expedia Group; Tomi Pienimaki, SDO, Finnair; Steve Hood, Senior Vice President of Research, STR</p> <p>Moderator: Seunghun Shin</p>
	15:00-16:00	<p>KEYNOTE 3</p> <p>Speaker: Carlos Romero Dexeus Director of Tourism Research, Development & Innovation at SEGITTUR Moderator: Miren Aurkene Alzua Sorzabal</p>
	16:00-16:30	<p>KEYNOTE 4</p> <p>Global Hotel Industry Update</p> <p>Speaker: Stephen Hood, Senior Vice President of Research, STR Moderator: Juho Pesonen</p>
	16:30-17:15	<p>Wrap-Up (Closed door)</p> <p>Seunghun Shin, General Secretary, IFITT</p>
<p>Room 1: Research Track</p>		
	07:00-08:00	<p>SESSION 2: TECHNOLOGY</p> <p>Chair: Sangwon Park</p> <p>1. Virtual Reality: A Simple Substitute or New Niche? <i>Victoria-Ann Verkerk</i></p>

	<p>2. Emergence and rapid popularization of paid web-conferencing-application-based tours in Japan: an analysis of their business potential <i>Kennichiro Hori, Ibuki Yoshida, Miki Suzuki, Yiwen Zhu and Yohei Kurata</i></p> <p>3. Online travel planning for families with a child with a disability <i>Mohamed Reda Khomsi, Karl Delorme and Cyril Martin</i></p>
08:00-08:30	BREAK
08:30-09:30	<p>SESSION 2: DESTINATIONS Chair: Juho Pesonen</p> <p>1. * Navigation by Revealing Trade-offs for Content-Based Recommendations <i>Linus W. Dietz, Sameera Thimbiri Palage and Wolfgang Wörndl</i></p> <p>2. Multisensory VR Experiences in Destination Management <i>Barbara Prodingler and Barbara Neuhofer</i></p> <p>3. * Do DMOs promote the right aspects of the destination? A study of Instagram photography with a visual classifier <i>Lyndon Nixon</i></p>
Room 2: Research Track	
07:00-08:00	<p>SESSION 2: SOCIAL MEDIA & USER GENERATED CONTENT Chair: Cody Paris</p> <p>1. Management response to online review: The case of Hong Kong luxury hotels <i>Suki Siuki Tam, Lawrence Hoc Nang Fong and Rob Law</i></p> <p>2. The Usage of Emoji in Tourism-related Instagram Posts: Suggestions from a Marketing Perspective <i>Viktoria Distl, Roman Egger, Ugljesa Petrovic, Viet Linh Phan and Simon Wiesinger</i></p> <p>3. Destination image of DMO and UGC on Instagram: A machine-learning approach <i>Roman Egger, Oguzcan Gumus, Elza Kaiumova, Richard Mükisch and Veronika Surkic</i></p>
08:00-08:30	BREAK
08:30-09:30	<p>SESSION 2: ST: SHARING ECONOMY IN TRAVEL & TOURISM Chair: Eva Martín-Fuentes</p> <p>1. A Framework of Financial Resilience for Peer-to-Peer</p>

	<p>Accommodation Hosts Under COVID-19 <i>Yu-Hua Xu, Shihan Ma and Xinyue Li</i></p> <p>2. Window to the Destination: Tourists' Local Experience via "Online Experiences" on Airbnb amid the Pandemic <i>Junjiao Zhang and Hanqin Qiu</i></p> <p>3. Users versus Non-users: The impact of experience on hotel guests' attitudes toward service robots in hotels <i>Patrycja Brylska, Cihan Cobanoglu and Seden Dogan</i></p>
Room 3: Research Track	
07:00-08:00	<p>SESSION 2: ST: BIG DATA & SMART TOURISM Chair: Jian-Wu Bi</p> <p>1. Towards a strengths-based personal informatics framework for transformative tourism experiences: a phenomenological study on serious leisure practitioners <i>C.K. Bruce Wan, Cees J.P.M. de Bont, Paul Hekkert and Kenny K.N. Chow</i></p> <p>2. Content-based Recommendations for Craggs and Climbing Routes <i>Iustina Ivanova, Marina Andric and Francesco Ricci</i></p> <p>3. Visualizing and Comparing Online Travel Reviews of the Great Walls: A Data Mining Approach <i>Jing Lin and Nadezda Sorokina</i></p>
08:00-8:30	BREAK
08:30-09:30	<p>SESSION 1: ST: TRAVEL IN THE METAVERSE Chairs: Ulrike Gretzel</p> <p>1. How to design hotel gamified applications effectively: Understanding the motives of the users as hotel visitors <i>Demos Parapanos and Elina Michopoulou</i></p> <p>2. Escaping Loneliness through Tourist-chatbot Interactions <i>Peng Wang and Jun Shao</i></p> <p>3. Exploring the impact of travel vlogs on prospect tourists: A SOR based theoretical framework <i>Wenliang Li, Yoo Ri Kim, Caroline Scarles and Anyu Liu</i></p>

* Candidates to ENTER22 Best Paper Awards

FRIDAY, 14 JANUARY, 2022

ENTER22 Day 3

(Time Zone: UTC+1)

Main Hall	
09:30-11:00	<p>PANEL 1 Understanding of Human Nature, Smart Tourism and Metaverse Panelist: Chulmo Koo, Professor, Kyung Hee University, Korea Ulrike Gretzel, Senior Fellow, University of South California, USA Moderator: Seunghun Shin</p>
11:00-11:30	BREAK
11:30-13:00	<p>PANEL 2 Neuroscience Consumer Behaviors Panelist: Mimi Li, Associate Professor, Hong Kong Polytechnic University, China Xiaoting Huang, Professor, Shandong University, China Oscar Haven, Senior Customer Success Manager, iMotions Moderator: Erin Ling</p>
13:00 - 14:00	BREAK
13:30-15:00	<p>XCHANGE PRESENTATION Moderators: Katerina Volchek & Kasha Minor</p> <ol style="list-style-type: none"> 1. Are we facing hidden overtourism? <i>Andrei Kirilenko, Shihan Ma, Lijuan Su, Frank Waddel and Stephen Hood</i> 2. Exploring evacuation patterns during Hurricane Irma: the differences between residents and tourists <i>Yuting An and Andrei Kirilenko</i> 3. Analysis of Main Topcis of Revenue Management in the Hospitality and Tourism Management Programs <i>Lan Li</i> 4. To develop a new travel experience to be relaxed in nature <i>Atsushi Ito, Yuko Hiramatsu, Kazutaka Ueda, Yasunari Harada, Miwa Morishita and Akira Sasaki</i> 5. How Much Authentic Is Too Much? Incorporating Neurophysiology to Explain Tourist Experience with Traditional Food

	<p><i>Celso Brito and Katerina Volchek</i></p> <p>6. The antecedents of online switching costs and its effect on e-loyalty: evidence of online hotel booking market <i>Jinwen Tang, Yuanyuan Fan and Jingna Wang</i></p> <p>7. Research on encryption of passenger data <i>Wu Lin</i></p>
15:00-16:30	<p>PANEL 3 Inclusive e-Tourism</p> <p>Panelist: Albert Kimbu, University of Surrey Mo Talukder, GeoTourist Kristina Liburd, Viageur TBC Moderator: Yoo Ri Kim</p>
16:30-17:15	<p>CLOSING</p> <p>Juho Pesonen, Interim President, IFITT Hanqin Qiu, Distinguish Professor and Dean, College of Tourism and Service Management, Nankai University Host of ENTER23 Moderator: Anyu Liu</p>
Room 1: Research Track	
07:00-08:00	<p>SESSION 1: ST: DIGITAL EDUCATION AND TRAINING IN TOURISM & HOSPITALITY</p> <p>Chairs: Hanqin Qiu & Junijao Zhang</p> <p>1. Analyzing individual, institutional, and regional contributions to e-tourism: the case of ENTER proceedings (1996–2021) <i>Suki Siuki Tam, Huiyue Ye, Rob Law and Lawrence Hoc Nang Fong</i></p> <p>2. eLearning for tourism during Covid-19 - learning from students' perspectives. A pilot study <i>Lea Hasenzahl, Soha Ghezili and Lorenzo Cantoni</i></p> <p>3. An Empirical Study on the Impact of Prior Information Provision Methods on Participants' Perceptions in Tasting Marketing <i>Hisashi Masuda and Kengo Matsumura</i></p>
08:00-08:30	BREAK
08:30-09:30	<p>SESSION 1: COVID-19</p> <p>Chair: Lorenzo Cantoni</p> <p>1. Communicating to tourists during and post-Covid-19: What do they want (need) to hear?</p>

	<p><i>Laura Zizka, Meng-Mei Chen, Effie Zhang and Amandine Favre</i></p> <p>2. An Exploratory Study of Consumers' Travel-Related Concerns About COVID-19 <i>Wenqi Wei and Irem Onder</i></p> <p>3. Building resilient smart cities for sustainable urban tourism in Africa post-COVID-19 pandemic <i>Erisher Woyo and Dandison Ukpabi</i></p>
Room 2: Research Track	
07:00-08:00	<p>SESSION 3: ST: BIG DATA & SMART TOURISM Chair: Kun Zhang</p> <p>1. Topic Modelling of Tourist Dining Experiences based on the GLOBE Model <i>Roman Egger, Angela Pagiri, Barbara Prodingler, Ruihong Liu and Fabian Wettinger</i></p> <p>2. Using the Behavior Change Wheel to design an app to change tourist behavior and increase dispersal into regional areas <i>Martha Wells, Kristy de Salas and Anne Hardy</i></p> <p>3. Business Intelligence and The Public Management of Destinations: The View of DMOs <i>Francisco Femenia-Serra, Aurkene Alzua-Sorzabal and Aitziber Pousa</i></p>
08:00-08:30	BREAK
08:30-09:30	<p>SESSION 2: ST: TRAVEL IN THE METAVERSE Chairs: Chulmo Koo</p> <p>1. * Monitoring Human-Wildlife Interactions in National Parks with Crowdsourced Data and Deep Learning <i>Bing Pan, Virinchi Savanapelli, Abhishek Shukla and Junjun Yin</i></p> <p>2. Exploring the utilitarian and hedonic value derived from tourism pre-experiences with virtual reality: differences between destinations and accommodations <i>Carlos Flavián, Sergio Ibáñez-Sánchez and Carlos Orús</i></p> <p>3. Travel Incheon as a Metaverse: Smart Tourism Cities Development Case in Korea <i>Taehyee Um, Hyunkyuu Kim, Hyunji Kim, Jungho Lee, Chulmo Koo and Namho Chung</i></p>

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