

PROGRAM

INTERNATIONAL CONFERENCE ON TOURISM, TECHNOLOGY & SYSTEMS – ICOTTS'2020

29 AND 30 OCTOBER 2020

School of Hospitality and Tourism, Polytechnic of Porto

R. Dom Sancho I, 4480-876 Vila do Conde, Portugal

Time Zone: (GMT +00:00) Lisbon

DAY 1: THURSDAY 29 OF OCTOBER - 14:00 TO 22:30	
14:00 - 15:00	Registration
15:00 - 16:00	Welcoming Remarks (Auditorium) Chair: Dália Liberato
Room 1	Joaquim Ribeiro, Vice-President of ESTH (Portugal) Miguel Angel García Bolaños, Dean of the Faculty of Engineering, University of Cartagena (Colombia) Juan Carlos Garcia Ojeda, University of Cartagena & ICOTTS'20 General Chair (Colombia) António Abreu, Polytechnic of Porto & ICOTTS'20 General Chair (Portugal) João Vidal Carvalho, Polytechnic of Porto & ICOTTS'20 General Chair (Portugal) Pedro Liberato, Polytechnic of Porto & ICOTTS'20 Local Chair (Portugal)
16:00 - 17:00	Keynote Speakers presentations (Auditorium) Chair: Dália Liberato
Room 1	Elisa Alén - Associate Professor, Faculty of Business Sciences and Tourism, University of Vigo, Spain <i>"Marketing en turismo: una herramienta de competitividad para las empresas"</i> Filipa Brandão - Assistant Professor at the Department of Economics, Management, Industrial Engineering, and Tourism of the University of Aveiro, Portugal <i>"The dynamics of regional tourism innovation networks: a comparative analysis of two portuguese destinations"</i>
17:00 - 17:30	CoffeBreak
17:30 - 19:30	Session 1 - Smart Tourism and Smart Destinations / Projects Chair: Pedro Liberato
Room 1	Project1 - ICT Present and Future for Tourism Industry (Laurindo Oliveira) Project2 - ISAVE- Instituto Superior de saúde (Mafalda Duarte) 292 - Uso da tecnologia e avaliação da satisfação relativamente ao destino turístico pela Geração Z (Pedro Liberato, Cátia Aires, Dália Liberato) 208 - Measuring Tourism in Natural Parks (Yolanda Boquete, Iria Murcia, Jaime Velasco)

Room 2	Session 2 - Events Tourism Chair: Elga Costa 187 – The importance of fashion events in the city of Oporto: the fashion industry perspective (Dália Liberato, Benedita Barros Mendes, Pedro Liberato) 253 – Sport tourism event and perceived economic impacts: the case of World Bodyboard Championship 2018, Viana do Castelo, Portugal (Alexandra Correia, Alcina Nunes, Goretti Silva, Paula Odete Fernandes, José Moreira, Luís André Soares) 305 – Sports Tourism and sports events as a niche market in Oporto as a tourism destination (Pedro Liberato, Dália Liberato, Bruno Sousa, Alexandra Malheiro) 296 – Sports events: Rally de Portugal as a promoter of Porto Tourism Destination (Elga Costa, Dália Liberato, André Ferraz) 277 - Experience and Satisfaction evaluation in fashion events (Dália Liberato, Benedita Mendes, Pedro Liberato) 278 - Sports as a competitive factor for tourism destinations: The case of Porto (Marta Quintas, Rui Costa, Zélia Breda, Filipa Brandão) 273 - Sports and emotions in tourism marketing management: a preliminary study in football in Portugal (Ana João Peixoto, Bruno Sousa) 309 P - Mentoring in higher education and specific touristic offer (Ivone Cardoso)
Room 3	Session 3 - (Virtual Presentation) Recent Trends in Tourism Research Chair: Ana Lima 266 - Senior tourism activities and interests in the Azores as a destination (Osvaldo Silva, Teresa Medeiros, Ana Moniz, Licínio Tomás, José Mendes, Virgílio Vieira) 267 - Senior Tourism: Concerns and Satisfaction with the Trip (Teresa Medeiros, Osvaldo Silva, Sheila Furtado, Carlos Santos) 156 - Study on the agricultural products of the towns Loja and Catamayo as a historical contribution on the Ecuadorian Gastronomy (Mauricio Ponce, Johanna Macas, Patricia Cañaverl, Pablo Sarmiento) 217 - Too Many Policy Options, Not Enough Diversity? A Typology of Tourism Policy Tools (Claudia Costa) 225 - Cultura del empaque en el turismo, aprovechamiento de la vaina de arveja (pisum sativum L) para la fabricación de bandejas biodegradables (Franklin Marín, Marilyn Morales, Carolina Herrera, Carlos Marín, Paulo García) 271 - Economic recovery and strategic transformation planning for Tourism in Botswana (Olivia Molefe) 223 - Estratégias de Comunicação Web dos Museus Portugueses: Museus Nacionais Versus Fundações (João Nobre, Elisabete Paulo Morais)
Room 4	Session 4 - (Virtual Presentation) Tourism Experience Chair: Dália Liberato 138 - TourExponomy: Development of a conceptual model of the relationship between the tourist experience at the destination and destination image (Helena Melo, Ana Moniz, Francisco Silva, Carlos Santos) 179 - Marketing Experiencial en organizaciones sin fines de Lucro. Una mirada a los proveedores de experiencias (Romel Díaz, Elsa Moltó, Katia Ledesma, Elena Vargas, Alejandro Rivera) 170 - Airbnb Customer Satisfaction Through Online Reviews (Ana Pires, Célia Rafael) 215 - Neural deep learning model to characterize the brand perception in insurance corporate advertising: Brand attributes to create travel insurance products based on sentiments (Angelica Henao, Carolina Panesso, Alejandro Peña) 289 - Exploring Pilgrim's Satisfaction and Emotions derived from the Camino de Santiago Pilgrimage Route (Suzanne Amaro, Bruno Sousa, Tânia Gomes) 256 - Price and quality competition in the restaurant industry: effects of restaurants' reputation (Fernanda Ferreira, Flávio Ferreira, Paula Odete Fernandes)

Room 5	Session 5 - (Virtual Presentation) Virtual Reality and Augmented Reality in Tourism Chair: Adriana Oliveira 157 - Could Virtual Reality substitute the 'real' experience? Evidence from a UNESCO World Heritage Site in Northern Portugal (Nieves Losada, Filipa Jorge, Mário Teixeira, Miguel Melo, Maximino Bessa) 166 - Propuesta de una arquitectura software basada en realidad virtual para el desarrollo de aplicaciones de turismo cultural (Gabriel Golondrino, Manuel Saba, Martín Rios) 182 - Tendencias investigativas en la aplicación de realidad aumentada en el sector turístico: un análisis bibliométrico (Alejandro Arias, Cristina Ocampo-Ororio, Jefferson Fabra, Luis Giraldo, Jackeline Valencia) 203 - Mixed reality to promote Cultural Tourism in La Merced cloister in Cartagena Colombia (Raynel Mendoza, Amaury Cabarcas, Bertha Arnedo) 214 - Aplicación de la computación afectiva en el análisis de videos promocionales de turismo de la ciudad de Popayán-Colombia (Gabriel Golondrino, Manuel Alarcón, Luz Martinez) 132 - Aplicaciones Web y Móviles Orientadas al Turismo de Naturaleza: Una Revisión Sistemática de la Literatura (Leonardo Angarita, Francisco Duque, Enrique Prieto)
Room 6	Session 6 - (Virtual Presentation) Information Technologies in Tourism Chair: Maria José Angélico 264 - Using Customer Segmentation to Build a Hybrid Recommendation Model (Pedro Camacho, Ana Almeida, Nuno António) 160 - Evaluación del turismo deportivo en la ciudad de Cartagena-Colombia desde la gestión ambiental y las Tecnologías de la Información y la Comunicación (Jennifer Gracia, Alvarado Jhon, Montenegro Carlos) 265 - Viajando en YouTube: análisis cuantitativo y cualitativo de contenido audiovisual interactivo en la categoría travels & events (Alberto Gómez, Jorge Fernández) 262 - Maturity models as instruments for the optimization of electronic business in the tourism industry (Diogo Lopes, João Vidal Carvalho, Célia Talma Gonçalves) 167 - Are Smart City Applications Aiming to Improve Tourist Experiences Ready for Translation and Dissemination? (Nelson Rocha) 130 - EL USO DE LAS PLATAFORMAS TECNOLÓGICAS TURÍSTICAS COMO INSTRUMENTO DE CONTROL TRIBUTARIO (Domingo Vasco, Josep Daza) 150 - Room Semantics and Terms in Hotel Chains Communication (Ronald Ojino, Luisa Mich, Nerrey Mvungi)
19:30 - 20:30	<i>Dinner</i>
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Room 2	Session 8 – Technology in Tourism /Other Areas Chair: Agostinho Sousa Pinto 257 - Análise das perceções dos agentes turísticos em relação à utilização de Inteligência Artificial (Hugo Sampaio, Alexandra Correia, Carla Melo, Luís Brazão, Sherouk Shehada) 287 - The Impact of Artificial Intelligence on the Tourism Industry: A Systematic Review (Arnaldo Pinheiro, Agostinho Sousa Pinto, António Abreu, Eusébio Costa, Isabel Borges)

	124 - Princípios de Planeamento Estratégico e Gestão de Turismo Rural em Territórios Ultraperiféricos: O Caso de Estudo do Arquipélago dos Açores (Rui Castanho, Gualter Couto, Pedro Pimentel, Célia Carvalho, Áurea Sousa) 295 - Crossing Borders in Cultural Heritage Management Training in Higher Education – The Case of E-Cul-Tours (Sandra Vasconcelos, Elisabeth Kastenholtz, Maria João Carneiro, Conceição Cunha) 281 - Negócio Eletrónico em contexto pandémico - Uma Revisão Sistemática de Literatura (Miguel Barros, Anabela Mesquita)
Room 3	Session 9 - (Virtual Presentation) Niche tourism and marketing perspectives Chair: Bruno Sousa 310 - #ITravel Solo: Women solo travellers (Lucy de Jesus, Zélia Breda, Filipa Brandão, Rui Costa) 147 - The Basic Social Process Of “Re-Functionalising” And Its Implications for Housing Tourism: A Niche Tourism Perspective (José Luis Braga, Bruno Sousa) 197 - The Impacts of Sports Tourism Events: The Red Bull Cliff Diving World Series Case in the Azores Islands (Melissa Avelar, Áurea Sousa, António Menezes) 127 - The importance of cultural events for the promotion of the territory: the case study of the Medieval Fair in Torre de Moncorvo (Aida Carvalho, Joana Fernandes, Victor Moreira) 148 - Narco-Marketing as a strategy for local tourism development (Romel Diaz, Luis Becerra Pérez, Angel Acevedo-Duque) 151 - Modelo basado en Reconocimiento de Objetos Tangibles para facilitar Recorridos de Interés en Jardines Botánicos (Dalia Araque, Maycol García, Paulo García, Carlos Marín, Ricardo Garzón) 229 - The relevance of Internet as an Information Source on the Accessible Tourism Market (Celeste Eusébio, Leonor Teixeira, Andreia Moura, Elisabeth Kastenholtz, Maria João Carneiro) 275 - Movie tourism and attracting new tourists in the post-pandemic period: a niche marketing perspective (Bruno Sousa, Alexandra Malheiro, Dália Liberato, Pedro Liberato)
Room 4	Session 10 - (Virtual Presentation) Routes and Itineraries Structures and Services: Challenges for sustainable tourism development Chair: Eusébio Costa 290 - Creative industrial tourism in Alentejo: The case of the Estremoz Anticlinal Marble Route (Maria Borges, Noemi Marujo, Armando Quintas, Carlos Filipe, Jaime Serra) 202 - Touristic application to visualize the Galápagos Islands (Marcela Saavedra, Juan Molina, Gabriela Chilinguina, Gustavo Caiza) 196 - Reconocimiento Patológico de una Fortificación Histórica para su Mejoramiento y Valorización Turística (Arnoldo Olave, Manuel Saba, Juan García) 218 - Modelo de vinculación de datos turísticos aplicado a museos mediante Linked Open Data (LOD) (Richard Cardoso, Daniel Cuaita, Paulo García, Carlos Marín, Adriana Acosta) 210 - Roteiro de Arquitetura Moderna (RAM), em Tomar - desenvolvimento de um guia virtual (Anabela Moreira, Inês Serrano, Paulo Santos) 236 - Building an Agritouristic Route Of Andean Grains In The Puno Region (Amelec Viloria) 191 - Evaluación del potencial ecoturístico de la hacienda Bello Horizonte en la zona baja del corregimiento de Mingueo municipio de Dibulla - Colombia desde un enfoque de teledetección y SIG (Camilo Cubillos, Javier Medina, Uriel Sanchez)
Room 5	Session 11 - (Virtual Presentation) Key challenges facing tourism Chair: Almudena Barrientos Báez 221 - Desarrollo de la investigación en sistemas de información para el turismo: una revisión centrada en visualización científica (Juan Vanegas, Regina Espinosa, Julio Candia, Eren Riaño, Lucia Moya, Olga Padierna) 120 - La competitividad económica, desde el impacto de la movilidad Internacional de la Educación Terciaria (Claudio Escobar, Marcelo Toledo, Alexis Perez, Paola Martínez, Lidia Mminchenkova, Nadezda Abbas) 134 - La situación financiera de las agencias de viaje en Córdoba (España), (Ana Antúnez, Ana Fernández, Eduardo Araujo, Julio Oya)

	139 - An Innovation in tourism services in Colombia – Case study of Bahía Solano (Gabriela Antosova, Mauricio Salamanca, Mauricio Mejía) 274 - Taller fotográfico “cultura y turismo” en el pensamiento crítico de estudiantes de la isla Amantani (Flor Aguirre, Marite Bouchon, David Juárez, María Chacara) 194 - When Economic Environment is Hostile: Entrepreneurial Intention in a Small Tourist Remote Economy (Antonio Almeida, Pedro Correia) 291 - Experiential Tourism and Experiential Marketing: an innovative approach (Teresa Dieguez, Oscarina Conceição)
Room 6	Session 12 - (Virtual Presentation) Destination Competitiveness Chair: Luciana Oliveira 216 - Augmented Reality applied to the tourism in Churches of the Historic Center of Quito (Morelva Saeteros, Marcela Saavedra, Cristian Molina, Gustavo Caiza) 165 - A presença online e a comunicação do destino por parte das entidades turísticas das Terras de Trás-os-Montes (Madalena Marinho, Elisabete Paulo Morais, Ricardo Correia) 177 - Society 5.0 as a contribution to the Sustainable Development Report (Maria Tavares, Graça Azevedo) 158 - PANAS-TDL: A Psychometric Deep Learning Model for Characterizing Sentiments of Tourists against the COVID-19 pandemic on Twitter (Alejandro Pena, Jorge Mesias, Alejandro Patino, João Vidal Carvalho, Gregorio Gomez, Kevin Betancur) 122 - Análisis Del Impacto Económico Y/O Turístico De La Organización De Bodas En La Zona Del Caribe (Eva Cabañero, Gloria Marín, Irene Medina, Pedro Pereira) 235 - Agriculture and Tourism in Peru: An Approximation To The Development Of Small-Scale Agriculture In The Peruvian Highlands (Amelec Viloria) 186 - Proyección de la demanda de turismo internacional en tiempos de COVID-19 en la región de Puno-Perú (Luis Blanco)

DAY 2: FRIDAY 30 OF OCTOBER - 15:00 TO 20:00

15:00 - 17:00	Session 13 - (Virtual Presentation) Slow tourism and environmental sustainability Chair: Paula Odete Fernandes
Room 1	161 - The Impact of COVID-19 on Cultural Tourism: Virtual Exhibitions, Technology, and Innovation (Sara Pascoal, Laura Tallone, Marco Furtado) 135 - Cooperation and Competitiveness in Tourism Sustainability. Positioning of Tourist Actors In The Serra Da Estrela Natural Park In Portugal (Gonçalo Fernandes, Helder Almeida) 125 - The Potential of Adventure Tourism in the Azores: Focusing on the Regional Strategic Planning (Gualter Couto, Rui Castanho, Pedro Pimentel, Célia Carvalho, Áurea Sousa) 258 - Challenges and Opportunities for Island Tourist Destinations: The Case of the Island of Sal, Cape Verde (Gilberto Neves, Catarina Nunes, Paula Odete Fernandes) 263 - Positive and negative social-cultural, economic and environmental impacts of tourism on residents (Fernanda Ferreira, Conceição Castro, Ana Sofia Gomes) 159 - Slow Tourism Experience and Thriving (Solbi Lee, James Busser)
Room 2	Session 14 - (Virtual Presentation) Recent Trends in Tourism Research Chair: Dália Liberato 168 - Local accommodation in Portugal Past, present and future trends (Adalmiro Pereira, Ângela Vaz) 169 - The 4 C's Tourism Destination Competitiveness Matrix The construction of the matrix through the Delphi 301 - Smuggling Tourism in the North of Portugal and Galicia (Pedro Liberato, Mariana Torres, Dália Liberato) 255 - The Potencial of Nautical Tourism as a strategic product for regional tourism development: the case of Alto Minho and Esposende, northwest Portugal (Filipe Taveira, Alexandra Correia, Goretti Silva, Joel Pereira) 260 - The Importance of Cycling Sports in Regional Tourism – The Case of Volta a Portugal em Bicicleta, Mondim de Basto Stage (André Costa, Paula Odete Fernandes, João Paulo Teixeira)

	233 - The influence of tourist photographic narratives and communication on social networks from the perspective of creative tourism (Annaelise Machado, Bruno Sousa, Frederico Oliveira, Alexandra Rocha) 252 – Evolución Tecnológica en Turismo: Un Análisis Bibliométrico (Henry Lizano, Pedro Palos)
Room 3	Session 15 - (Virtual Presentation) Tourism research in providing innovative solutions to social problems Chair: Armindá Sequeira 237 - Generation of heterogeneous virtual crowds based on human behavior grouping patterns in tourist areas (Amelec Viloria) 293 - Pedagogical Tourism in National Parks: Possibilities and Relations Between Brazil and Portugal (Flaviano Fonseca, Jorgenaldo Santos, Lício Vieira, Fernanda Ferreira) 268 - Jellyfish swarms and degree of exposure and vulnerability of recreational and tourist activities on beaches. Methodological approach to their assessment in the Lagos-Ferrara sector (Málaga, Spain), (Francisco Cantarero Prados, Alejandro Portillo) 153 - Soluções para o impacto do turismo nas alterações climáticas (David Castro, Joana Robalinho, Luís Bessa, Marta Ramalho, Manuel Au-Yong-Oliveira) 189 - Percepção dos residentes sobre os impactos do turismo na sua qualidade de vida, bem-estar e felicidade (Daniela Sousa, Ana Moniz, Osvaldo Silva) 224 - Activating Templar heritage: tourism, narrative strategies and information technologies (Célio Marques, Hermínia Sol, João Pedro, Lígia Mateus, Helder Pestana, João Pinto Coelho) 140 - Managing motivation (outside) business contexts tourism and teambuilding (Jessica Ferreira, Bruno Sousa, Nuno Costa)
Room 4	Session 16 - (Virtual Presentation) Sustainable Tourism Chair: Joaquim Gonçalves Antunes 285 - The Laboratory of the Forest: Social, just and sustainable management of the Amazon on focus (Karla Penna, Camilla Figueiredo) 286 - Nature-based tourism planning: A generational approach (Carla Silva, Juliana Marques, José Luís Abrantes) 280 - Weather variability control in three Colombian airports (Karen Daza, Dionísio Rodado, Giovanni Gomez) 204 - Importancia del paisaje como recurso en la planificación turística (María Días, Sandy Campoverde, Maruxi Loarte, Pedro Guaya) 248 - Supply Diversification and Coopetition in Rural Tourism (Hugo Machado, Laurentina Vareiro, Idalina Caldas, Bruno Sousa) 193 - Localización de zonas turísticas: Zonas verdes y parques naturales en la ciudad de Bucaramanga y área metropolitana a partir de fusión de imágenes satelitales Sentinel-2b y Landsat-8 (Paola Suarez, Javier Medina) 280 - Weather variability control in three Colombian airports (Karen Vargas-Daza, Dionisio Neira-Rodado, Giovanni Misat-Gomez)
Room 5	Session 17 - (Virtual Presentation) Wine Tourism / Gastronomic Tourism Chair: Adriano Costa 209 - Exploring Wine Terroir Experiences: A Social Media Analysis (Elisabeth Kastenholz, Diana Cunha, Ainhize Eletxigerra, Mariana Carvalho, Isabel Silva) 176 - Wine marketing event – the importance of emotions in a wine tasting for inexperienced participants (Ana Lima, Jorge Pacheco, Pedro Silva) 244 - Role of the Industry 4.0 in the wine production and enotourism sectors (Jessica Sá, Luís Ferreira, Teresa Dieguez, José Carlos Sá, Francisco Silva) Wk7 - El Mercado de Bazurto de Cartagena de Indias (Colombia). De problema social a utopía cultural a través del turismo gastronómico y cultural (Carlos Jimenez-Prado, Vladimir Sánchez Riaño, Jairo Roberto Sojo Gómez) 211 - Qualitative Photo-Based Analysis of Product Innovations in Culinary Tourism: Case of Traditional Food at Czech Culinary Events (Jiří Zelený, Petr Studnička, Zbyněk Vinš) 228 - Agroturismo: Alternativa para reactivar el turismo del cantón Saraguro-Ecuador (Luis Rojas) 284 - Gamificação, Jogos Sérios e Simulações: Experiências e Contributos de Projetos Internacionais no Ensino Superior (Paulino Silva, Anabela Mesquita)

Room 6	Session 18 - (Virtual Presentation) COVID'19 impacts in Tourism Chair: Maria Inês Pinho
	302 - Reinventing Basic Education after COVID: Technologies for Entrepreneurship in Education at the Ukids Case Study (Maria Inês Pinho) 269 - Challenges of Tourism in north-western Mexico between Ciudad Juarez, Chihuahua and San Luis Rio Colorado in the face of COVIT 19 uncertainty (Tomás Contreras, Sonia Flores, Isabel Hernández, Zyanya Zamorano) 226 - A Roadmap for Integrated Green Health EcoTourism Infrastructures, Safe cultural heritage experience and AgriTourism Destinations in the post covid-19 Pandemic Era (Tilemachos Koliopoulos, Panagiotis Kouloumbis, Krystyna Ciarkowska, Jacek Antonkiewicz, Florian Gambus) 205 - Situación del Sector Turismo Colombiano durante la pandemia, una luz al final del camino. ¿Lamentación o llamado a la acción? (Eduardo Araujo, Javier Del Río, Jessica Melchán, Bladimir Bermejo) 155 - Análisis de las medidas tomadas por los Gobiernos de Colombia y Ecuador a favor de la industria turística durante la pandemia generada por el COVID (Carlos Díaz, Jairo Torres) 145 - Oportunidades de Empleo en la industria Turística de Cruceros de Andalucía. Retos Post-COVID 19 y Potencial Andaluz (Vicente Casales-Garcia, Teodoro Vásquez, Amalia Sendra, Luis González-Abril) 212 - The country brand in times of confinement: Analyzing the publicity message of tourism promotion of Spain and Colombia during COVID-19 (Sandra Hernández-Zelaya, Jenny Peláez-Muñoz, Daniel Sobreira)
17:00 - 17:30	<i>CoffeBreak</i>
17:30 - 19:30	Session 19 - (Virtual Presentation) Accessible tourism Chair: Eugénia Lima Devile
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Room 2	Session 20 - (Virtual Presentation) Wine Tourism / Gastronomic Tourism / Others Chair: Cristina Barroco
	299 - Food Media Experience and its Impact on Tourism Destinations: The Chef's Table Affair (Pedro Liberato, Teresa Mendes, Hugo Barreira, Dália Liberato) 246 - Doces tradicionais no espaço cultural do Alto Douro (Ana Carvalho, Ricardo Almeida) 219 - A criação de um diário de experiências gastronómicas "Viseu à Prova": Um estudo de caso (Joana Barros, Cristina Barroco, Suzanne Amaro, Raquel Balsa) 272 - Is Wine Tourism a niche tourism? Antecedents and consequences of wine as a niche tourism, a conceptual model (Vasco Santos, Paulo Ramos, Bruno Sousa) 294 - Wine and Food Tourism Gamification. Exploratory study in Peso da Régua (Dália Liberato, Marta Nunes, Pedro Liberato) 254 - Estudo das (des)motivações para a prática de Turismo em Espaço Rural: o caso da Região Centro (Patrícia Gonçalves, Joaquim Antunes, Cristina Barroco) 200 – The Dismissal of Information Technology Opportunities in the Management Accounting of Small and Medium-Sized Tourism Enterprises – A research Note (Helena Oliveira) 254 - Estudo das (des)motivações para a prática de Turismo em Espaço Rural: o caso da Região Centro (Patrícia Gonçalves, Joaquim Antunes, Cristina Barroco)

Room 3	Session 21 - (Virtual Presentation) - Tourism and Social Networks Chair: Verónica Altamirano-Benítez 307 - Redes Sociais, Comunicação Digital e Turismo (Mateus, Anabela Félix, Caldevilla-Domínguez, David, Barrientos-Báez, Almudena) 198 - Digital technologies and tourism as drivers of economic growth in Europe and Central Asia (Conceição Castro, Fernanda Ferreira, Pedro Nunes) 149 - Aplicación descentralizada para la clasificación de hoteles basado en IPFS y Blockchain (Carlos Taborda, Julián Vasquez, Carlos Marín, Paulo García) 152 - Image-based search engine for touristic recommendations (Silvia Moreno, Esneider Buelvas, Kelly Martelo, Omar Movila) 128 - Using Data Analytics to understand visitors online search interests: the case of Douro Museum (Aida Carvalho, Arlindo Santos, Carlos Cunha) Wk6 - El uso (en declive) de Facebook como plataforma turística en Iberoamérica (Verónica Altamirano-Benítez, Miguel Túñez-López, Jesús Segarra-Saavedra y Elizabeth Alexandra Morales-Garzón) Wk10 - Advanced Transmedia possibilities for tourist exploitation 3.0 (David Caldevilla Domínguez, Almudena Barrientos Báez and Eduardo Parra López)
Room 4	Session 22 - (Virtual Presentation) The importance of city classification rankings for tourism development Chair: Rui Humberto Pereira 306 - Resident-tourist relationship and tourismphobia: The case of Porto (Laurentina Vareiro, Raquel Mendes, Diogo Cardoso) 249 - Residents' perceived impacts of LGBT tourism: A cluster analysis (Laurentina Vareiro, Sónia Silva) 238 - Algorithms for the Control of Key Performance Indicators for Smart Cities: Predicting crime (Amelec Viloria) 227 - “La ciudad de los parques” una estrategia de marketing para la promoción turística de la ciudad Bucaramanga, Colombia (Norberto Duarte, Antonia Cano, Lizandro Rincón) 240 - Evaluación estratégica de mercadeo aplicada en el turismo en Colombia (Ana Muñoz, Carlos Toro, Andrés-Astudillo) 243 - Diseño de una red empresas de ecoturismo en la zona rural de Cali - Colombia (Andres Astudillo, Carlos Toro, Ana Maria Muñoz) 141 - Perception of Safety tourism in Colombia (Gabriela Antosova, Luís Lima Santos, Sara Stradova)
Room 5	Session 23 - (Virtual Presentation) Data treatment in tourism Chair: Carlos Enrique Montenegro 116 - Inovação Tecnológica e Marketing e o Caso da Falência da Thomas Cook (Ana Nogueira, Rute Gomes, Manuel Oliveira) 123 - Hacia el nuevo constructo del Turista Inteligente en Puerto Vallarta, Jalisco México (Jose Ortega, Rodrigo Sánchez, Edmundo Romo) 206 - Introducción Del CRM 4.0 Una Aproximación Para El Sector Turismo (Jose Molano, Nazir Contreras, Diego Romero) 207 - Experimenting through neuromarketing to measure the impact of Spanish cultural heritage (Alexis Garzón, Marcelo Royo) 234 - Adopción del Comercio Electrónico en Operadores de Turismo (Sussy Bayona Oré, Romy Estrada) 162 - Digital transformation: certified accountants' perceptions of the evolution in the quality of online taxation services (Pedro Coelho, Albertina Monteiro, Claudia Pereira) 183 - Tendencias investigativas de Big Data en el contexto turístico: un análisis bibliométrico (Alejandro Arias, Cristina Ocampo-Osorio, Jefferson Fabra, Luis Giraldo, Jackeline Valencia)
Room 6	Session 24 - (Virtual Presentation) Tourism research in providing innovative solutions to social problems Chair: Paulino Silva 142 - Folklore and Tourism: Folk dance groups as a strategy to promote the development of cultural tourism (Emanuel Bohorquez)

	178 - Identificación de objetos geográficos en lugares de interés turístico bajo la implementación de la Wavelet Discreta Symlet 3 en imágenes de satélite: Caso de estudio Parque Metropolitano Simón Bolívar, Bogotá, Colombia (Karen Bermúdez, Carlos Martínez, Javier Medina) 180 - Generación del mapa temático para la identificación de zonas de interés histórico y paisajístico en el distrito turístico y cultural de Cartagena de Indias-Colombia mediante la Fusión de imágenes satelitales usando la transformada Wavelet Discreta (DWT) (Karen Vargas, Javier Medina) 181 - Mapa temático turístico del Parque Metropolitano Simón Bolívar a partir de una imagen transformada por la combinación de los métodos de Fusión de Imágenes: Filtro Paso Alto (HPF) y Á trous (Tania Morales, Carlos Melo, Javier Medina) 188 - Implementation of Lean Techniques in Destination Management Organizations (Diana Foris, Adriana Florescu, Tiberiu Foris, Sorin Barabas) 261 - Tendencias y Características de los Viajeros Nacionales que Visitan la Ciudad de Bucaramanga Utilizando Técnicas de Minería de Datos (Javier Cáceres, Juan Ojeda) 239 - Social justice and critical thinking: Reconciling social entrepreneurship and transformative education (Karla Penna, Silvana Campelo)
19:30	Closing Session (Virtual Presentation)
Room 1	Flávio Ferreira, President of ESTH (Portugal) António Abreu, Polytechnic of Porto & ICOTTS'20 General Chair (Portugal) João Vidal Carvalho, Polytechnic of Porto & ICOTTS'20 General Chair (Portugal)