



INTERNATIONAL ASSOCIATION OF
SCIENTIFIC EXPERTS IN TOURISM

Annual Conference 2026

Tourism definition(s) revisited – 75 years after the first AIEST conference

**St. Gallen (Switzerland)
August 23 - 26, 2026**

Program

Please note:

Program as of 06 August 2026. Continuously subject to alterations.

Conference 2026 registrants are advised that by attending the AIEST International 2026 Conference they may be portrayed by multiple means, including still photography and video recording. They hereby grant AIEST the right to use and publish their names, voices, and likenesses forever and for any purpose without AIEST incurring debts or liabilities of any kind.

Find contact phone numbers as well as links for locations at the back of this program.

SUNDAY, 23 August 2026: Aiest Research Clinic & Conference Welcome Reception

Time	Event
13:00 – 17:00	Aiest Research Clinic Location: SAS Radisson Blu, Room Rom+London Chair: Sulyok <i>Sara Dolnicar (UQ Business School, The University of Queensland), Ralf Vogler (Heilbronn University), Stephan Bingemer (Heilbronn University):</i> Introduction and Expert Input Student presentations: ▪ <i>Tejklova:</i> The impact of Michelin Guide on tourism demand: Evidence from Czechia ▪ <i>Kilp:</i> Destination governance: development of a purpose driven resilience framework ▪ <i>Qayyum:</i> Eco-literacy, green psychological ownership and AI chatbot acceptance as psychological drivers of regenerative tourism intention
17:00 – 19:00	Aiest BoD Meeting (BoD Members only) Location: SAS Radisson Blu, Restaurant Chair: Hallmann
17:30 – 18:30	Registration for conference Location: SAS Radisson Blu, Lobby
19:00 – 21:00	Conference Welcome Reception Location: SAS Radisson Blu, Roof Top (Bad weather option: Restaurant) Dress code: smart casual

MONDAY, 24 August 2026 morning: OPENING and SESSIONS

Time	Event	
08:30– 09:00	Registration for conference Location: SAS Radisson Blu, Foyer	
09:00 – 09:40	Official opening of the 75 Aiest Conference Location: SAS Radisson Blu, Room Paris/Berlin/Oslo Chair: Laesser <i>Kirstin Hallmann (President of Aiest), Thomas Bieger (for the hosts):</i> Welcome and Opening <i>Raphael Enzler (President of St. Gallen Bodensee Tourism):</i> Welcome address and introduction to St. Gallen <i>Laesser:</i> Introduction to the consensus process	
09:40 – 10:40	Keynotes Location: SAS Radisson Blu, Room Paris/Berlin/Oslo Chair: Hallmann <i>Richard Kämpf, Seco State Secretariate for the Economy:</i> What is tourism? Reflections from a multilateral world <i>Thomas Bieger, University of St. Gallen</i> Tourism definition(s) revisited – 75 years after the first Aiest conference	
10:40 – 11:00	Coffee Break Location: SAS Radisson Blu, Foyer	
11:00 – 12:30	Session 1a: Tourism Definition(s) Location: SAS Radisson Blu, Room Paris Chair: Dolnicar <i>Bingemer, Gwinner:</i> The death of the overnight stay? Rethinking tourism beyond travel <i>Viceriat, Origet du Cluzeau:</i> How tourism development impacted its definition in France <i>Vogler, Schweiggart, Müller:</i> Vacation untouchable – A deconstruction of the liberal ‘right to tourism	Session 1b: Sustainability (1) Location: SAS Radisson Blu, Room Berlin/Oslo Chair: Collalti <i>Králiková, Provazník Ryglová, Samuželová, Tejklová:</i> Attention without restriction: Testing a low-intrusion intervention to reduce food waste in a hotel buffet <i>Mazzi, Gibbert:</i> Authenticity beyond the plate: Coordinating practices in sustainable agri–hospitality tourism systems

MONDAY, 24 August 2026 afternoon: SESSIONS and AGM

Time	Event	
12:30 – 13:30	Lunch Location: SAS Radisson Blu, Restaurant	
13:30 – 15:00	Session 2a: Tourism Acceptance Location: SAS Radisson Blu, Room Paris Chair: Vogler <i>Walanchalee, Stettler:</i> A legitimacy perspective on residents' perceptions of tourism impacts: Comparative evidence from Lucerne (2020 vs. 2024) <i>Pozzan:</i> “You shall/ must/ cannot pass!”: Technology-mediated morality of overtourism in the Alps <i>Schmitt:</i> Beyond tourism acceptance: Landscape as socio-ecological capital under tourism pressure – local perceptions, commodification, and governance in alpine mountain regions	Session 2b: Sustainability (2) Location: SAS Radisson Blu, Room Berlin/Oslo Chair: Loehr <i>Hashmi:</i> Rethinking sustainable tourism through a “wellbeing” lens: The “BEST” sustainability framework <i>Wachotsch, Stechemesser, Balas, Schories:</i> Development of standards for sustainable business trips by employees of the German Federal Government: Criteria for identifying sustainability certifications for hotels <i>Pröbstl-Haider, Rauch:</i> Visitor management and digitisation – a look at the dark side
15:00 – 15:30	Coffee Break Location: SAS Radisson Blu, Foyer	
15:30 – 17:00	Session 3a: Destination Management (1) Location: SAS Radisson Blu, Room Paris Chair: Steiner <i>Maggi:</i> Fast tourism, urban transformation and the need for a resident-based perspective on destinations <i>Marggi, Collalti:</i> Towards a unified mobility layer for tourism destinations: Graph-based fusion of heterogeneous spatio-temporal data sources <i>Kamiyama:</i> Comparative study on the accuracy of people flows and tourist number measurement services using mobile cell-based and GPS data	Session 3b: Education Location: SAS Radisson Blu, Room Berlin/Oslo Chair: Sulyok <i>Gross, Stors, Eisenstein, Klinger, Hage:</i> Promoting young talent in tourism – Living and learning environments of PhD-candidates <i>Dolezal, Azevedo, Zacarias, Cossa, Wanner:</i> Bridging the gap: Boosting sustainable rural tourism development through integrated higher education <i>Ivanova, Ivanov:</i> Living Labs as a tool for tourism research - lessons learnt from Bulgaria and Romania
17:15 – 18:45 (approx.)	AIENT Annual General Meeting (AGM) Location: SAS Radisson Blu, Room Paris/Berlin/Oslo Chair: Hallmann	

MONDAY, 24 August 2026 evening: DINNER and NIGHTCAP

Time	Event
19:00-20:00	Walk through city to conference dinner venue Meeting point: in front of SAS Radisson Blu
20:00- 22:00	Conference Dinner Location: Restaurant Lokremise, Grünbergstrasse 7, 9000 St.Gallen How to arrive: joint walk before Dress code: smart casual
22:00 – open	Nightcap Location: upon decision by the delegates

TUESDAY, 25 August 2026 morning: SESSIONS

Time	Event	
08:30 – 09:30	Session 4a: Economics Location: SAS Radisson Blu, Room Paris Chair: Maggi <i>Mifsud:</i> Rethinking tourism in Malta: Economic dynamics and innovation driven experiences <i>Plzakova, Smeral:</i> Resilience of socio-economic systems: A cross-country comparison of performance in tourism	Session 4b: Climate Change Adaptation Location: SAS Radisson Blu, Room Berlin/Oslo Chair: Gasser <i>Farrell:</i> Adapting the tourism offer in a sustainable way to climate change in Ireland <i>Loehr, Rastegar, Taveras Dalmau:</i> Embedding climate justice in tourism and climate change governance: A cross-national policy analysis
09:30 – 11:00	Session 5a: Destination Management (2) Location: SAS Radisson Blu, Room Paris Chair: Kamiyama <i>Sartorius, Vogler:</i> Narrating the playable city: Constructing touristic imaginaries of Tokyo through player discourse in persona 5 and Yakuza: Like a dragon <i>Sulyok, Madarasz, Kanizsai-Nagy:</i> Culture is in the air: Participation patterns to European capital of culture events <i>Luštický, Štumpf:</i> Understanding tourism destination competitiveness complexity	Session 5b: Management & Marketing Location: SAS Radisson Blu, Room Berlin/Oslo Chair: Komppula <i>Karlsdóttir, Zehrer, Haselwanter, Sexl:</i> Succession readiness under pressure: A cross-country capability model for tourism SMEs <i>Takata:</i> Visualizing authenticity in heritage sporting events: A case of karate in Japan <i>Chang, Eberhardt, Pillmayer, Werther, Zehrer:</i> Rethinking work in the hospitality sector
11:00 – 11:30	Coffee Break Location: SAS Radisson Blu, Foyer	
11:30 – 12:30	Session 6a: Consumer Behaviour (1) Location: SAS Radisson Blu, Room Paris Chair: Pillmeyer <i>Müller:</i> Low effort, high carbon? Understanding and disrupting habit-driven leisure travel booking choices <i>Dolnicar, Grün, MacInnes:</i> Habit–enjoyment–effort theory – An alternative, less cognitively focused theory of environmentally significant behaviour	Session 6b: Governance Location: SAS Radisson Blu, Room Berlin/Oslo Chair: Beritelli <i>Jimura:</i> Heritage governance under pressure: Institutional tensions and overtourism at World Heritage Sites in Japan <i>Park, Kim:</i> The cooperative as governance structure: Operationalizing circular economy principles in rural tourism systems

TUESDAY, 25 August 2026 afternoon: SESSIONS

Time	Event	
12:30 – 13:30	Lunch Location: SAS Radisson Blu, Restaurant	
13:30 – 15:30	Session 7a: Consumer Behaviour (2) Location: SAS Radisson Blu, Room Paris Chair: Müller <i>Martini, Buffa, Santi, Cambruzzi:</i> Evolving Mountain tourism: Understanding overnight visitors and the changing role of mountain huts <i>Kubalová, Štumpf, Rašovská, Tluchoř:</i> Spa visitor satisfaction in traditional European spa heritage destinations: Evidence from three UNESCO-listed spa towns in Czechia <i>Kuokkanen, Kirillova:</i> From experience to responsibility: Tracking ethically transformative experiences in real time <i>Nakai, Bugeja:</i> The influence of online ratings on tourist decision-making for restaurant dining experiences in Malta	Session 7b: Hospitality Management Location: SAS Radisson Blu, Room Berlin/Oslo Chair: Ivanov <i>Collalti:</i> Hedonic prices of hotel rooms in Switzerland <i>Kilp, Bingemer:</i> When experience becomes risk: food allergies and the rise of algorithmic hospitality <i>Tseng, Gasser:</i> Task, risk, and return: Cognitive foundations of robotic adoption in hotels <i>Scaglione, Schegg:</i> Artificial intelligence adoption in European hotels: Opportunities, barriers, and emerging patterns
15:30 – 16:00	Coffee Break Location: SAS Radisson Blu, Foyer	
16:00 – 17:30	Session 8a: Destination Management (3) Location: SAS Radisson Blu, Room Paris Chair: Janecek <i>Nanthen, Cimmino:</i> Co-presence and destination management in alpine destinations: The role of second home tourists in Valais (Switzerland) <i>Augustyn, Elshear, Seakhoa-King, Mason, Tomik:</i> Indirect impacts of tourism destination quality on tourist behavioural intentions before and after a major crisis <i>Matsumoto, Kobayashi:</i> Revisiting the role of DMOs in the age of GenAI: Toward the AI knowledge engineer	Session 8b: Business Model (Innovation) Location: SAS Radisson Blu, Room Berlin/Oslo Chair: Reinhold <i>Liang:</i> Platform-governed visibility and the reconfiguration of hotel business logic <i>Steiner, Gaudart:</i> Sustainability by design: Adding nature alongside customer segments for tourism business model innovation. <i>Thees, Kamara, Ihle:</i> Scaling ecologic business models in travel: Drivers and barriers for pioneers and start-ups to move beyond the niche

TUESDAY, 25 August 2026 evening: DINNER and NIGHTCAP

Time	Event
18:00– 23:00	Outing with dinner Location: Restaurant Scheitlinsbüchel, Scheitlinsbüchelweg 10, 9011 St. Gallen meet @ SAS Radisson Blue at 18:00 (bad weather: 19:00) continue to 3 Weiher (for a swim; interest and weather permitting) continue to Restaurant Scheitlinsbüchel for dinner (19:30) Nightcap Location: upon decision by the delegates.

WEDNESDAY, 26 August 2026 morning: PROJECT COLLAB SPEED SESSION and CONSENSUS

Time	Event
Before 09:00	AIENT Board of Directors Meeting (Directors only) Location: SAS Radisson Blu, Room Wien Chair: Hallmann
09:00 – 09:20	Farewell to the AIENT Location: SAS Radisson Blu, Room Paris/Berlin Chair: Bieger <i>Manuel Ammann (President of the University of St. Gallen)</i>
09:20 – 10:00	Pitch Session: Tourism Definitions revisited Location SAS Radisson Blu, Room Paris/Berlin Chair: Bieger <i>Maggi:</i> One night is not enough! <i>Hashmi:</i> Towards a working definition of tourism beyond sustainability <i>Steiner:</i> The spiral destination
10:00 – 10:30	Coffee Break Location: SAS Radisson Blu, Foyer
10:30 – 12:45	AIENT Consensus on Tourism definition(s) revisited Location SAS Radisson Blu, Room Paris/Berlin Chair and moderation: Beritelli Recording: Laesser

WEDNESDAY, 26 August 2026 afternoon and evening: TECHNICAL EXCURSION and FAREWELL DINNER with AWARD CEREMONY

Time	Event
12:45 – 13:15	Get ready for technical excursion and grab lunch for on the way Meet in front of SAS Radisson Blu by 13:15
13:15– 13:45	Bus transfer from St. Gallen to Appenzell
14:00– 18:30	Tech Events in Appenzell (according to special program)
18:45 – 19:10	Bus transfer from Appenzell Locher Brewery to Schnuggenbock
19:10 – 22:00	Farewell dinner Location: Restaurant Schnuggenbock, Waldegg 977, 9053 Teufen
22:15 – 22:45	Return bus ride to St. Gallen
22:45 - open	Nightcap Location: upon decision by the delegates.

LOGISTICS

Phone numbers

Barbara Bieger	+41(79)784-1405
Christian Laesser	+41(79) 636-0023

Location with direct Google Maps Link (in chronological order according to the program)	Search Code for input in Google Maps
Hotel SAS Radisson Blu , St. Jakobstrasse 55, 9000 St. Gallen Radisson Blu Hotel, St. Gallen - Google Maps	C9JJ+C5 St Gallen
Restaurant Lokremise , Grünbergstrasse 7, 9000 St. Gallen Stiftung Lokremise St.Gallen - Google Maps	C9C8+CF St Gallen
Restaurant Scheitlinbüchel , Scheitlinbüchelweg 10, 9011 St. Gallen Scheitlinbüchel - Google Maps	C9FW+PC St Gallen
Brauerei (Brewery) Locher AG , Brauereiplatz 1, 9050 Appenzell Brauerei Locher AG - Google Maps	8CJ6+9X Appenzell
Schnuggenbock , Waldegg 977, 9053 Teufen Schnuggebock - Google Maps	CC36+46 Teufen