

08:45 - 09:15	Registration		
09:15 - 09:30	Auditorium (Anfiteatro)		
	Opening session - Filipa Perdigão		
09:30 - 10:30	Auditorium (Anfiteatro) - Moderator: Margarida Santos		
	Plenary session: Graham Miller Nova SBE, Lisbon, Portugal <i>How digital transformation contributes to sustainability in the tourism sector</i>		
10:30 - 10:50	Coffee-break		
10:50 - 11:50	Parallel sessions		
	Room 102 - Parallel session 1 (PT & EN) Moderator: Ana Renda	Room 103 - Parallel session 2 (ES) Moderator: Marisol Correia	Room 48 - Parallel session 3 (PT) Moderator: Ana Paula Correia
10:50 - 11:10	Digital skills and use of generative artificial intelligence: a case study focused on the perspective of first-year students of undergraduate courses at the Polytechnic Institute of Beja Carlos Borralho Maria Basílio Clara Pires Sandra Bailoa	Promoción del turismo sostenible en Salinas, Ecuador para el empoderamiento de la comunidad Janeth Stefania Jácome Arboleda Miguel Puig Ginessa Martinez	O papel do agroturismo na promoção do desenvolvimento sustentável Joaquim Gomes Jorge Pires Sandra Bailoa
11:10 - 11:30	Digital transformation in the Jordan hospitality sector: An self-assessment framework (I) Amor Jiménez-Jiménez Ana Gessa Rasha Nemer	Impact of climate change on safe beach access: case study in Cullera (Valencia, Spain) Maria Dolores Pitarch-Garrido Carmen Zornoza José Javier Serrano	A pandemia na região Alentejo: efeito nos resultados financeiros das unidades hoteleiras em espaço rural José Gonçalo Lança Sandra Bailoa Luís Domingues
11:30 - 11:50	Digital transformation in the Jordan hospitality sector: An self-assessment framework (II) Ana Gessa Amor Jiménez-Jiménez Rasha Nemer	Análisis de la oferta de viviendas turísticas en las principales ciudades de la provincia de Valencia (España): Impacto territorial, sobreturismo David de la Osada Saurí Maria Dolores Pitarch-Garrido José Javier Serrano Félix Fajardo	Estratégias empresariais em turismo baseadas no movimento Slow: perspetiva exploratória do setor do alojamento no Baixo Alentejo Marta Isabel Casteleiro Amaral
11:55 - 12:55	Parallel sessions		
	Room 102 - Parallel session 4 (EN) Moderator: Joaquim Contreiras	Room 103 - Parallel session 5 (EN) Moderator: Filipa Perdigão	Room 48 - Parallel session 6 (PT) Moderator: Telma Correia
11:55 - 12:15	Fun and quality in service workplace: the role of emotional labor João Proença Teresa Proença	Sustainability as a success factor for tourism destinations: a systematic literature review Margarida Santos Célia Veiga José António Santos Paulo Águas	O impacto das estratégias de marketing digital na performance de unidades de turismo em espaço rural no Alentejo Luís Fialho Cristina Marreiros
12:15 - 12:35	Aligning information security policies with Business Intelligence Strategies Baraa Abujafar Marisol B. Correia Néelson Matos	Crafting culinary memories: key ingredients of unforgettable tourist food experiences in cooking classes. The case of Vietnamese food Anh Hong Nguyen Filipa Perdigão Ribeiro Néelson Matos	Gestão de alojamentos locais no Algarve: perspetivas da Empresa Cozy Days para potenciar o setor fora de Época Alta Vitor Ferreira Santos Cláudia Ribeiro de Almeida
12:35 - 12:55	Agile4ALL - implementation of a Agile HR Pilot in an organization in the tourism sector in Algarve Diogo Emanuel Matias Bento Joaquim Pinto Contreiras Francisco Simões Pinto	Stakeholder perspectives of Penang homestay as a smart community-based tourism destination Azila Azmi Suria Sulaiman Angayar Kanni Ramaiah Lesly Saviera Yasin Rosmalinda Rohan	Legibilidade dos Websites e consumo da Água: Um estudo dos hotéis do Algarve Catarina Carvalho Cândido Peres
13:00 - 14:15	Lunch		

14:20 - 15:20 Auditorium (Anfiteatro) - Moderator: Rita Baleiro

Roundtable: Paulo Duarte | Universidade Beira Interior; Hugo Pinto | Fac. Economia UAlg; João Ministro | Proactivetur-Responsible Tourism; Elisabete Rodrigues | moderator

Digital transformation and sustainability

15:30 - 16:30 Parallel sessions

Room 102 - Parallel session 7 (EN)

Moderator: [Nélson Matos](#)

Spectator-to-spectator value co-destruction in sport tourism events: Avoiding a less memorable and recommended experience

Rute Martins | Patrícia Monteiro | Ana Cláudia Campos | Erose Sthapit | Margarida Mascarenhas

Room 103 - Parallel session 8 (PT & ES)

Moderator: [M.ª de Lurdes Varela](#)

Turismo cultural acessível: acessibilidade percebida e acessibilidade concebida nas rotas pedonais dos centros históricos de Portimão e de Loulé

Ana Rodrigues | Manuela Rosa | Efigénio Rebelo

Room 47 - Parallel session 9 (PT)

Moderator: [Pedro Cascada](#)

Implementation of a restaurant recommendation system for entrepreneurs in the Lisbon Metropolitan Area

Pedro Esteves | Paulo Carrasco

Room 48 - Parallel session 10 (ES & PT)

Moderator: [Sandra Rebelo](#)

Identificando los criterios asociados al consumo sostenible en la restauración

Marianys Fernández | Ana Irimia Diéguez | Nuno Baptista

15:50 - 16:10

Tourism sustainability in the Algarve and knowledge transfer nexus: The MONITUR Decision Support System

Ana Rita Manjua Rijo | João Albino Silva | Rui Nunes | Luís Nobre Pereira | Jorge Andraz

Oferta cultural e sustentabilidade: desafios e oportunidades para Olhão

Vânia Mendonça | Ana Isabel Renda | Nélson Matos

Strategies for hiring and retaining workers in the golf course maintenance sector in the Algarve

Joel Fábio Lopes Nunes | Joaquim Contreiras | Francisco Pinto

Predicting bankruptcy in tourist accommodations: A survival analysis of macroeconomics indicators and managerial characteristics

David Mena-Siles | German Gemar | Marisol B. Correia | Sandra Rebelo

16:10 - 16:30

The economic nutrition label in customer experience and personalization strategies

Ana Isabel Martins | Alexandra Gonçalves | Manuel Serra | Dolores Santos

A female traveller's perspective on a World Heritage Site: the cognitive and affective image

Jaime Orts-Cardador | Carol Alba Carol-Angélica | Jesús Claudio Pérez-Gálvez | Gema Gómez-Casero

Large language models powered aspect-based sentiment analysis: A revolution in the obtention of customer insights

Paulo Carrasco | Nuno António | Mariana Água

Motivación e implicación del turista ecuestre: efectos en la experiencia turística memorable y en la intención de revisita

Rocío Rodríguez-Cívico | Sebastián Molinillo | Francisco Liébana-Cabanillas | Célia Ramos

16:30 - 16:50

The destinationscape through the stakeholders' lenses

Ana Bender | Manuela Guerreiro | Dora Agapito | Luís Nobre Pereira

Revisão e extensão das experiências gastronómicas no âmbito da sustentabilidade

Marianys Fernández | Nélson Matos | Filipa Perdigão

Greenwashing na indústria da moda: a perspetiva da geração Z

Raquel Canário | Margarida Santos

16:50 - 17:15

Room 47

Closing session - Margarida Santos

17:15

Coffee-break

Note: Presentations in parallel sessions are 15 minutes long, followed by 5 minutes for Q&A