



The 7th IRNIST Conference

Opportunity Sport Tourism and Territorial Development

23rd - 24th June 2021

23rd June 2021

H. 9.30 Opening receptions (PLENARY ROOM)

H. 10.00 **Institutional Greetings:** Alberto Marinelli (Deputy Rector – Innovative Technologies for Communications and President of the Department of Communication and Social Research)

H. 10.30 **Welcome speech:** Claude Sobry (Université de Lille, France) and Barbara Mazza (Sapienza, University of Rome, Italy)

H. 11.00 Keynote Speaker : Sanela Škorić (University of Zagreb, Croatia) (PLENARY ROOM)
Visitor satisfaction with sport event and behavioral intention to visit/revisit Croatia

PARALLEL SESSION

H. 11.30-13.00 Session 1: Sport Tourism and Sustainable Development (ROOM1)

Convenor: Ricardo Melo (Polytechnic Institute of Coimbra - Coimbra Education School, Portugal)

Tiago Valente (Access Azores, Portugal)

Orienteering and Sustainable Local Development: The case of Azores O Meeting – Azorean Triangle

Irena Slepíčková (Charles University, Prague, Czech Republic)

Sustainability of sport tourism in newly discovered destinations

Youssef Siame (Hassan II University of Casablanca, Morocco), Abderrahim Rharib (Hassan II University of Casablanca, Morocco), Mohamed Boukhalkhal (Hassan II University of Casablanca, Morocco)

Sustainable development (SD) within the sports policy of the Casablanca-Settat region, Morocco

Olivier Naria (Université de la Réunion, Océan Indien, France), Derek Van Rheenen (University of California, Berkeley, USA), Ricardo Melo (Polytechnic Institute of Coimbra - Coimbra Education School, Portugal), Claude Sobry (Université de Lille, France)

Sport tourism, island territories and sustainable development: approach to a methodological framework for research based on the insular context of the Indian Ocean

H. 11.30-13.00 Session 2: Sport Tourism and Local Development (ROOM2)

Convenor: Patrick Bouchet (Burgundi University, Dijon, France)

Elsa Pereira (Universidade do Algarve, Portugal), João Filipe Marques (Universidade do Algarve, Portugal), Margarida Mascarenhas (Universidade do Algarve, Portugal), Rute Martins (Universidade do Algarve, Portugal), Adão Flores (Universidade do Algarve, Portugal)

Strategic alliances for the development of active sport tourism products: The case of the Portuguese nautical stations

Sorina Cernaianu (University of Craiova, Romania), Claude Sobry (Université de Lille, France)

Hiking and Trekking in the Romanian Mountains: An Ecotourism Alternative

Jiří Vágner (Charles University, Prague, Czech Republic), Dana Fialová (Charles University, Prague, Czech Republic)

Whitewater canoeing and kayaking - from traditional outdoor sports to commercial leisure and tourism activities in Czechia

Leny Keo (University of Physical Education, Budapest, Hungary), Miklos Banhidi (Szechenyi University, Győr, Hungary)

Safety issues in sport tourism development in Cambodia

H. 14.15 Keynote Speaker: Giovanni Di Cola (International Labour Organization (ILO) (PLENARY ROOM)

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PARALLEL SESSION

H. 15.00-16.30 Session 3: Sport Events: Sustainability and Local Impacts (ROOM1)

Convenor: Barbara Mazza (Sapienza, University of Rome, Italy)

Ricardo Melo (Polytechnic Institute of Coimbra - Coimbra Education School, Portugal), Sílvia Dias (Polytechnic Institute of Coimbra - Coimbra Education School, Portugal)

Understanding Sustainability Management in Small Scale Sport Tourism Events. The Case of the "Trail de Conímbriga Terras de Sicó 2019"

Lília Lemesev (University of Lisbon, Portugal), Elsa Pereira (Universidade do Algarve, Portugal), Rute Martins (University of Lisbon, Portugal), Margarida Mascarenhas (University of Lisbon, Portugal)

Strategic leveraging of sport events: Case study of Lisbon Junior 7's event

Barbara Montesi (Università di Urbino, Italy)

Sport as brand and identity. The case of Jesi (Italy)

H. 15.00-16.30 Session 4: Profiling Sport Tourists (ROOM2)

Convenor: Sorina Cernaianu (University of Craiova, Romania)

Alexander Hodeck (Chemnitz University of Technology, Germany), Jacqueline Tichel (Chemnitz University of Technology, Germany), Luisa Hente (Chemnitz University of Technology, Germany)

The typical nature sport tourist!? – Characteristics of five different types of active nature sport tourists in Germany

Laura Martín Talavera (Universidad Politécnica de Madrid, España), Lázaro Mediavilla Saldaña (Universidad Politécnica de Madrid, España)

Gender differences in the profile and habits of outdoor activity practitioners

Jacqueline Tichel (Chemnitz University of Technology, Germany), Luisa Hente (Chemnitz University of Technology, Germany), Alexander Hodeck (Chemnitz University of Technology, Germany)

Expectations of Egyptian and German sport tourists in dependence on destination and the travel companions



PARALLEL SESSION

H. 16.30-18.00 Session 5: Profiling Sport Tourists: analysis of behaviour and satisfaction (ROOM1)

Convenor: Derek Van Reheenen (University of California, Berkeley, USA)

Eva Schwartzhoffova (Palacky University, Olomouc, Czech Republic)

Behavior of Sport Tourists - the „Runfest“Event

Anne-Marie Lebrun (University of Burgundy, Dijon, France), Che-Jen Su (Fu Jen Catholic University, Taipei, Taiwan), Patrick Bouchet (University of Burgundy, Dijon, France)

Domestic tourists' experience in protected natural parks: a new trend in pandemic crisis?

Pierre Durand (University of Bordeaux - LACES Laboratory), André Suchet

Analysis of strategies in the action sports industry, the case of two groups: Boardriders and Groupe Rossignol

Derek Van Rheenen (University of California, Berkeley, USA), Rachel Roberson (University of California, Berkeley, USA)

Buying and Selling the Body: At the Intersection of Sport Tourism and Sex Tourism

H. 16.30-18.00 Session 6: The Future of Sport Tourism: Innovation and Development (ROOM2)

Convenor: Malek Bouhaouala (University Joseph Fourier, France)

Meinhard Breiling (TU Wien, Vienna, Austria), Sergey Sokratov (MSU, Moscow, Russia)

Global Winter Sport Tourism in Transition from Nature to Technology Based Tourism

Jannes Bayer (Management Center Innsbruck, Austria), Sabine Müller (Lucerne University of Applied Sciences and Arts, Luzern, Switzerland)

Product & Service Development for Ski Touring on Groomed Slopes

Orsolya Czeglédi (ILEPS-CY University, France), Simon Beauconsin (Lille University, France), Daniel Caballero Julia (Lille University, France)

Territorial impacts of digital consumption among trail runners

Philippe Campillo (Université de Lille, France), Eoin Lenihan (Université Catholique de Lille, France)

Are Coworking spaces blending cultural tourism and physical activity prevalent enough in Lille?

24th June 2021

H. 10.40 **Opening receptions (PLENARY ROOM)**

H. 11.00 **Keynote Speaker:** Ricardo Melo (Polytechnic Institute of Coimbra - Coimbra Education School, Portugal) **(PLENARY ROOM)**

Nature Sports: Current Trends and Future Perspectives of an Evolving Concept

PARALLEL SESSION

H. 11.30-13.00 **Session 7: Sport Tourism: History and Culture for Territorial Development (ROOM1)**

Convenor: Sorina Cernaianu (University of Craiova, Romania)

Jasenka Kranjčević (Institute for Tourism, Zagreb, Croatia)

The Sokol Movement in Croatia - using the history of sport and tourism for territorial development

Claudio Melli (Università Milano-Bicocca, Italy)

The Role of the Sport in the Relationship between Tourists and Locals. The Case Study of the Maldivian Guesthouses

Umberto di Maggio (Lumsa University of Rome, Italy (Palermo campus)), Fabio Massimo Lo Verde (University of Palermo, Italy)

Pilgrim, sportive or both? Religious routes as post-covid tourist critical consumption. A Sicilian case study.

H. 11.30-13.00 **Session 8: The Future of Sport Tourism: Emerging of New Markets (ROOM2)**

Convenor: John Saunders (International Sports Studies)

Christiane Beyerhaus (International School of Management (ISM), Germany), Alexander Hodeck (Chemnitz University of Technology, Germany)

Sustainable Luxury Sports Tourism – an emerging market?!

Raffaele Cecere (Università della Campania Luigi Vanvitelli, Italy), Michele Terraferma (Università degli Studi di Napoli Parthenope, Italy), Francesco Izzo (Università della Campania Luigi Vanvitelli, Italy), Barbara Masiello (Università della Campania Luigi Vanvitelli, Italy)

Product Innovation and Sporting Tourism: The Case of Terre di Casole Bike Hub

Ricardo Melo (Polytechnic Institute of Coimbra - Coimbra Education School, Portugal), Claude Sobry (Université de Lille, France), Derek Van Rheenen (University of California, Berkeley, USA)

Small scale sport tourism events and local sustainable development: establishing a methodology for further research

PARALLEL SESSION

H. 14.00-15.30 **Session 9: Communication, Branding, and Sport Tourism (ROOM1)**

Convenor: Irena Slepíčková (Charles University, Prague, Czech Republic)

Rute Martins (University of Lisbon, University of Algarve, Portugal), Elsa Pereira (University of Algarve, Portugal), António Rosado (University of Lisbon, Portugal), João Marôco (Instituto Universitário, Lisbon, Portugal), Brian McCullough (Texas A&M University, USA), Margarida Mascarenhas (University of Lisbon, University of Algarve, Portugal)

Environmental campaigns in sport tourism events: Testing the Sport Sustainability Campaign Evaluation Model in Surfing

Rossella Sagliocco (Università della Campania Luigi Vanvitelli), Sabrina Celestino (Università della Campania Luigi Vanvitelli), Francesco Izzo (Università della Campania Luigi Vanvitelli), Enrico Bonetti (Università della Campania Luigi Vanvitelli)

New forms of communication in sporting tourism: The case of a bike blogger

Alfredo De Martini (Sapienza, University of Rome, Italy), Barbara Mazza (Sapienza, University of Rome, Italy)

Euro 2020 and Turin ATP: A Leveraging Model Analysis

H. 14.00 -15.30 **Session 10: Reflection and Case Studies (ROOM2)**

Convenor: Claude Sobry (Université de Lille, France)

Guest: Paolo Bertaccini Bonoli, Founder and CEO Territoria - Centre for Studies and Private Public Policies

Public-private policies from the perspective of international organizations

Guest: Andrea Cimbrico, Head of Communication and Events manager of the Italia Rugby Federation (FIV), Six Nations Rugby

The tourist impact of the Six Nations in the Italian stage

Guest: Amedeo Polito, Global Events Coordinator and Sponsor Manager, L'Eroica

The tourist impact of Eroica around the world

President's Note: Claude Sobry (Université de Lille, France)

The 2022 Beijing winter Olympic games and legacy: an example of non-sustainable development thanks to sport.

H. 15.45-16.00 **Closing Ceremony (ROOM2)**

H. 16.00-18.00 **IRNIST General Assembly (PLENARY ROOM)**