



44<sup>th</sup> TRC MEETING  
Poznan: APRIL 2-5, 2009

**SCIENTIFIC PROGRAMME TRC POZNAN 2009**

**Friday April 3 Session 1 Chairman : G Golembki**

9.00 Welcome and programme

9.05-11.00 Presentation activity reports (5' each)

- Poznan University, G. Golembki
- Ciset, S Meneghello
- Swedish School of Economics, P Björk
- Austrian Institute of Economic Research, E Smeral
- F.I.F Bern, H Müller
- University Surrey, D Airey
- MODUL University Vienna, K Wöber
- THR, E Bordas
- Mugla university, Centre for tourism Research, M Kozak
- Mid Sweden University, L Nyberg
- DWIF consulting, J Maschke /M Feige
- WES, A Verhaeghe
- Institute of Transport Economics, J.V. Haukeland
- European Academy of Bolzano, H Pechlaner
- Universitat de les Illes Balears (UIB), E Aguilo
- NRIT onderzoek J Zom/de Bruijn
- Econstat, S Dall'Aglio
- Institute of Public Services and Tourism- St -Gallen

11.30-13.00 Session 2 - Chairman : **H Müller**

- E Smeral, Structures and development trends in labour market of the Austrian hotel and restaurant
- A Verhaeghe, New methodology for city marketing plans
- L Nyberg, Changes in seasonality in resorts, measurement problems

14.00-16.00 Third working session: **D Airey**

- H. Müller, Infrastructure costs for sport mega events: calculation models
- S Meneghello, Business Models for Mountain Destinations. The Italian context
- K de Bruijn, Ecological effects of tourism in and from the Netherlands
- P Björk, Tourism Service Innovation Facilitators

16.20-18.00 continuation third working session

- M Kozak, Family decision making
- G Golembski, Appraisal of local government impact on the tourism function of a big city
- H Pechlaner, -Variety and uniqueness of minority areas as tourism destinations - perceptions of guests and residents
- P Keller, New economic realities and impacts on tourism

**Saturday April 4th** Session 4, Chairman: **S. Dall'Aglio**

8.45-10.15

- M Feige, The European Destination Index (DESTIX) - Idea, Methodology, Results
- J Haukeland, Turning national parks into tourism attractions - Stakeholder interests and management
- S Dall' Aglio, "Local performances or national trends? The answer is important within the tourism marketing strategy"
- Bogdan Petrescu (loco E Bordas), Tourist resorts: operation breakthrough".
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10.40-12.00 continuation session 4

- K Wöber, Similarities of online information search: A web usage mining study of city break travellers in Europe
- E Aguilo Perez, Choice of market entry mode into foreign market. The case of Balearic hotel chains in the Carebbean Region and Gulf of Mexico.
- D Airey, Dependence of Tourism SMEs on NTOs

12.00-13.00 **General Assembly TRC**, Chairman: **N Vanhove**