

Preliminary Conference Programme

FRIDAY 17th September, 2010

Chair: Alan Clarke	
10:00	Professor John Swarbrooke Unpacking Tourism Co-Creation
The Session	
Chair: Andrew Jancsik	
11:30	1 Structures of Co-Creation Peter Mayer
2 Exploring manager's gender influences in co-creation of value in hotels Edit Komlósi Petra Gyurácz-Nemeth	
12:00	The Session
Chair: Peter Mayer	
13:30	Tourism Development Policy 5: Model of the co-creation of value to link up social capital resources and Territorial Integration Michael Felix, Laetitia Garcia, Stéphane Filipovitch, Philippe Vaesken
6 Regional Co-Creating Brands	
14:00	7 Overlappings Supportive Factors of Co-Creation in Service Sector Supply Chains
14:30	8 The role of narrative constructions in the management and interpretation of heritage - co-creation of Narratives in tourism planning Susanna Heldt Cassel
9 Seeing is believing - the experience of film-induced tourism in Budapest	
10 (Co)-Creating a Storm: Globalisation, Meanings and Experience Anna Irimiás	

	Zoltan Kovacs, Lorna Uden	Ildiko Hortobágyi Alan Clarke
15:00	The Session	Session B
	Chair: John Swarbrooke	Chair: Andrew Jancsik
	11 The role of tourism in the landscape values	13 Co-creation of IT services to finance nature based tourism: A study on willingness to pay for cross-country skiing services in Sweden
15:30	Zsuzsanna Mikházi, Filepné Krisztina Kovacs, Agnes sallyay, Adrienn Egyed, Kollányi László Zsolt Szilvácsku Attila Csemez	Tobias Heldt
	12 Co-creating Tourism Services: The Role (s) of Destination Management Organisations	14 Flexible Professions in Tourism
16:00	Catherine Lawrence, Agnes Raffay Alan Clarke	Katalin

SATURDAY 18th September, 2010

08:30	Session
	Chair: Tobias Heldt
	15 Social Media Practices serving co-creation in tourism
09:00	Zsuzsanna Horvath
	16 Co-Creating Tourism Decisions
09:30	Peter Mayer, Andrew Jancsik
	17 Co-creating the unique experience: the case of fishing / angling tourism
10:00	Zoltan Raffay Alan Clarke
10:30	Session
	Chair: Alan Clarke
	18 Co-Creating Event Experiences: Towards a New Model of Consumer's competencies through the application of the Web by Smell the City of Grasse