

CONGRESS PROGRAM

5 November 2025 (Wednesday)

10:00-10:30	Opening Speeches	
10:30-11:45	Keynote Speakers Prof. Dr. Carlos Flavian *Professor of Marketing at University of Zaragoza Prof. Dr. Catherine Prentice *Professor of Marketing at University of Southern Queensland Prof. Dr. Tamara Ratz *Professor of Tourism at Kodolányi János University Prof. Dr. Dieter Uckelmann Professor at Stuttgart Technical University of Applied Sciences	
11:45-12:00	Coffee Break	
12:00-13:15 Scientific Session		
Conference Room: Dream Hall	Session Chair: Prof. Dr. Carlos Flavian	Presentation Language: English
Author(s)	Title of the Presentation	
Assoc. Prof. Dr. Çağrı Erdoğan	Esports Competitions Shaping Tourist Flows: Türkiye’s Institutional Trajectory	
Res. Assist. Muhammet Cihat İntepe Assist. Prof. Dr. Nevruz Berna Tatlısu	From Electrodes to Experiences: The Evolution of Taste Perception through GTS and Multisensory Integration	
Assist. Prof. Dr. Öznur Çetinkaya	Evaluating Senior Tourism in the Context of Disengagement Theory	
Prof. Dr. Carmen Nastase Assoc. Prof. Dr. Mihai Popescu Assist. Prof. Dr. Ancuta Aghenitei	Universities as Drivers of the Green Transition: Circular Economy and Sustainable Innovation in Tourism	
PhD Candidate Fetine Bayraktar Assoc. Prof. Dr. Mine Haktanır	From Local to Global: Digital Maturity of Turkish Hotel Websites	
12:00-13:15 Scientific Session		
Conference Room: Smart Hall	Session Chair: Prof. Dr. Catherine Prentice	Presentation Language: English
Author(s)	Title of the Presentation	
PhD Candidate Halime Bozkuş Assoc. Prof. Dr. Mehmet Akif Şen	Food Waste Management for Sustainable Gastronomy Tourism: The Case of Kemer, Antalya	
Assist. Prof. Dr. Feray Yentür	The Role of Local Food Networks in the Context of Regenerative Gastronomy Tourism: The Example of Slow Food Yaveş Gari Bodrum	
Res. Assist. Nilay Puyraz Assoc. Prof. Dr. Ümit Şengel	Bibliometric Insights Into New Trends In Tourism Research: Evidence From The Web Of Science	

Assist. Prof. Dr. Ali Yüce	The Elite-Centric Paradox: A Nietzschean Critique of Sustainable Tourism Through the Lens of the Three Metamorphoses	
Res. Assist. Berna Tellioğlu Assist. Prof. Dr. Nevruz Berna Tatlısu Assist. Prof. Dr. Rehab El Gamil Lecturer Didar Başgöze	Vertical Farming as a Driver for Gastronomy Tourism: Creating Unique Culinary Experiences in Urban Destinations	
12:00-13:15 Scientific Session		
Conference Room: Prime Hall	Session Chair: Prof. Dr. Derman Küçükaltan	Presentation Language: Turkish
Author(s)	Title of the Presentation	
Masters Candidate Eylül Bilgin Assoc. Prof. Dr. Merve Işkın	The Impact of QR Code Menus on Customer Behavior: A Conceptual Assessment from the Perspective of the Technology Acceptance Model	
Lecturer Kübra Çelik Kılıç Prof. Dr. Fatma Füsun İstanbullu Dinger Prof. Dr. Mithat Zeki Dinger	Digitalization Policies in The European Union and The Metaverse Implications for The Tourism Sector	
Masters Candidate Tuğba Arıcı Assist. Prof. Dr. Nuray Eker	The Interaction of Generation Z with Intangible Cultural Heritage through Digital Platforms and Their Participation Intentions	
Master of Science Bilal Furkan Sırım Prof. Dr. Orhan Batman Assist. Prof. Dr. Zeynep Yamaç Erdoğan	Comparison Of Educational And Occupational Perceptions In Tourist Guidance Across Demographic Groups	
Dr. Ayla Sezginer	The Effect of Electronic Reviews (EWOM) of Green Hotels on Hotel Choices	
13.15-14:00	Lunch	
14:00-14:45	Workshop Room: Dream Hall Assoc. Prof. Dr. Emrullah Erul, Katip Çelebi University "Quantitative Research Design"	
14:45-15:00	Coffee Break	
15:00-16:15 Scientific Session		
Conference Room: Dream Hall	Session Chair: Prof. Dr. Tamara Ratz	Presentation Language: English
Author(s)	Title of the Presentation	
Res. Assist. Ayşenur Erten Maraz Assist. Prof. Dr. Nihan Akdemir	Evaluating Türkiye in the Gastronomic Identity of the Best Mediterranean Countries: A Comparative Analysis Based on TasteAtlas	
Res. Assist. Berna Tellioğlu Assist. Prof. Dr. Muzaffer Çakmak Assoc. Prof. Dr. Rab Nawaz Lodhi	The Green Restaurant Effect: Reducing Carbon Footprint and Enhancing Gastronomy Tourism	

Assist. Prof. Dr. Fatih Çallı Assist. Prof. Dr. Didar Sarı Çallı	Invisible Emissions The Digital Carbon Footprint of Tourism Businesses and the Power of the Green Economy	
Assist. Prof. Dr. Nevruz Berna Tatlısu Res. Assist. Dr. Gizem Hülaga Kaderoğlu Res. Assist. Berna Tellioglu Res. Assist. Cem Keskin	Salt Routes and Their Role in Gastronomic Tourism: Intersections of History and Culture	
Lecturer Doğu Can Güler Res. Assist. Yusuf Metehan Mete	Perceptions Of Sustainability In Michelin Green Star Restaurants: A Qualitative Analysis Of Instagram Posts	
15:00-16:15 Scientific Session		
Conference Room: Smart Hall	Session Chair: Prof. Dr. Fatma Füsun İstanbullu Dinçer	Presentation Language: Turkish
Author(s)	Title of the Presentation	
PhD Candidate Anıl Akay Prof. Dr. Şevki Ulema	A Scale Development Study on Purchasing Behavior	
Assist. Prof. Dr. Elif Aslan Masters Candidate Engin Aslan Prof. Dr. Serkan Şengül	Consumer Reviews of Restaurants in Bolu on Digital Platforms: The Case of TripAdvisor	
Assist. Prof. Dr. İsmail Koç	The Role Of The Accommodation Tax In Enhancing Local Fiscal Capacity: A Localization Projection For Sakarya	
Assoc. Prof. Dr. Murat Doğan	Flavor Engineering	
Prof. Dr. Şevki Ulema Lecturer Gül Seda Aydemir Çelenk	Comparative Analysis of Common Foods in Turkish and Egyptian Cuisines	
15:00-16:15 Scientific Session		
Conference Room: Prime Hall	Session Chair: Prof. Dr. Emrah Özkul	Presentation Language: Turkish
Author(s)	Title of the Presentation	
Res. Assist. Cem Keskin Assoc. Prof. Dr. Özgür Kızıldemir Assoc. Prof. Dr. Serdar Egeli Assist. Prof. Dr. Ramazan İnan	Reconstruction Of Culinary Identity In Gastronomy Guiding: A Review On Authenticity, Performance, And Cultural Meaning	
Lecturer Revşen Kay Prof. Dr. Aslı Albayrak	Fermented Products And Functional Foods: New Trends In Bakery And Their Effects On Health	
Dr. Vildan Tüysüz Res. Assist. Serkan Semint	Student and Academician Views on Artificial Intelligence Applications in Gastronomy Education	

Lecturer Dr. Tuğçe Metin Prof. Dr. Yeliz Eratlı Şirin Assist. Prof. Dr. Mehmet Metin Assist. Prof. Dr. Tayfun Şirin	A Behavioral Approach to Sports Tourism Expenditures: A Comparative Study of the United States and Turkiye	
Lecturer Dr. Arzu Ünal	The Role Of Tour Guides In Safe Tourism: An Assessment Of Occupational Health, First Aid, And Emergency Management Competencies	
16:15-16:30	Coffee Break	
16:30-17:00	Workshop, Sapanca Presentation	
17:00-17:15	Coffee Break	
17:15-18:00	Workshop, Room: Dream Hall Assoc. Prof. Dr. Rasim Soylu, Sakarya University "Semiotics in Practice"	
19:00	Gala Dinner (NG Hotels Sapanca) *The gala dinners organized during our congress are exclusively for registered participants. Bringing guests is subject to an additional charge. If you plan to attend with a guest, please inform the congress secretariat in advance.	
6 November 2025 (Thursday)		
10:00-10:45	Workshop Room: Dream Hall Prof. Dr. -Ing. Dieter Uckelmann, Stuttgart Technical University of Applied Sciences "Designing CitiVerse A Hands-On Introduction to Tourism in Virtual Worlds"	
10:45-11:00	Coffee Break	
11:00-12:15 Scientific Session		
Conference Room: Dream Hall	Session Chair: Prof. Dr. Tuclea Claudia-Elena	Presentation Language: English
Author(s)	Title of the Presentation	
PhD Candidate Violeta Stratila (Chele) Prof. Dr. Cristian Valentin Hapenciuc PhD Candidate Aurel Costel Chele	Dynamics of Scientific Research in Tourism: Global Bibliometric Analysis and National Perspectives	
PhD Candidate Liyun Liu Prof. Dr. Catherine Prentice	Seeing Is Believing: The impact of presence from travel reality show on destination image and travel intention	
Lecturer Yaren Demirel Lecturer Ebru Arıcı	Analysis of Visual Stimuli in Tourism Promotion Using Eye Tracking Technique: An Investigation of Artificial Intelligence-Generated Images of Istanbul	

Assist. Prof. Dr. Özlem Arı PhD Candidate Özge Erdal Prof. Dr. Bayram Şahin	Digital Twin Technologies In Tourism From The Perspective Of Green And Digital Transformation	
PhD Candidate Andrada-Jawel Istambouly	The Role of Service Production in Shaping Customer Experience in a Five-Star Hotel	
11:00-12:15 Scientific Session		
Conference Room: Smart Hall	Session Chair: Prof. Dr. Muammer Mesci	Presentation Language: Turkish
Author(s)	Title of the Presentation	
Dr. Kartal Doğukan Çıki Masters Candidate Saliha Çıki	Evaluation of the Role of Artificial Intelligence Tools in Tourists' Decision-Making Processes Using SWOT Analysis: The Case of ChatGPT	
PhD Candidate Melisa Çelenk Assist. Prof. Dr. Zeynep Yamaç Erdoğan Prof. Dr. Orhan Batman	The Relationship Between Cognitive Flexibility and Adaptive Performance in Hotel Businesses	
Res. Assist. Mehtap Çatıcıoğlu Lecturer Kübra Çelik Kılıç	The Role of Instagram Engagement Metrics in Destination Marketing: The Case of Open-Air Cinemas	
Masters Candidate Çağla Yaman Res. Assist. Emre Samancıoğlu Prof. Dr. Emrah Özkul	Evaluation of Policy Measures Taken by Countries in Overtourism	
Kardelen Alpaslan Prof. Dr. Emrah Özkul	Storytelling in the Marketing of Local Cuisine: An Examination on the Sustainability of Cultural Heritage	
11:00-12:15 Scientific Session		
Conference Room: Prime Hall	Session Chair: Prof. Dr. Seda Şahin	Presentation Language: Turkish
Author(s)	Title of the Presentation	
Dr. Muhammed Bekci Assist. Prof. Dr. Nur Ertürk	The Dark Side of Menu Variety: A Conceptual Perspective on Food Waste in the Food and Beverage Sector within the Context of the Paradox of Choice	
Res. Assist. Seray Evren Lecturer Büşra Diken Çolak Assoc. Prof. Dr. Nihan Yarmacı Güvenç	The 4Ps of Ethnic Culture on the Plate	
Assoc. Prof. Dr. Gökhan Onat Masters Candidate Ramazan Yağcı Masters Candidate Hümeysra Kasar Masters Candidate Ömer Ertan Masters Candidate Hamza Yılmaz	Socio-Cultural, Economic and Environmental Impacts of Tourism from the Perspective of Local People: A Field Study in the Context of Sustainability	
Aybüke Gülin Güngör Lecturer Ömer Berke Curoğlu	Proposed Göbeklitepe Diet: Reflections of Humanity's Earliest Dietary Practices on the Present	

Assoc. Prof. Dr. Gülçin Özbay	
Res. Assist. Ayşen Ertuş Sabancı Master of Science Mehmet Sabancı	Bibliometric Analysis of Studies on Tea Tourism in Turkey
12.15-12:30	Coffee Break
12:30-13:15	Workshop Room: Dream Hall Assoc. Prof. Dr. Kevser Çınar, Necmettin Erbakan University "EU Project Funding for Tourism: Strategy, Structure, Success"
13.15-14:00	Lunch
14:00-15:15 Scientific Session	
Conference Room: Dream Hall	Session Chair: Prof. Dr. Dieter Uckelmann
	Presentation Language: English
Author(s)	Title of the Presentation
Prof. Dr. Tuclea Claudia-Elena Prof. Dr. Vranceanu Diana-Maria Assist. Prof. Dr. Poenaru Luciana-Floriana Assoc. Prof. Dr. Pop Iuliana	Dimensions of the perceived value of Generation Z train travel: a cluster analysis approach
PhD Candidate Arife Mayuk Şanlı Assist. Prof. Dr. Şehnaz Demirkol	AI-Supported Accessibility Solutions For Visually And Hearing-Impaired Tourists
Assoc. Prof. Dr. Mădălina - Lavinia Țală Lecturer Dr. Cătălina - Nicoleta Müller	Digitalization in the Hospitality Industry in Romania. A Qualitative Longitudinal Study on Managers' Views
PhD Candidate Diaconescu Vlad Prof. Dr. Schiopu Andreea-Fortuna Prof. Dr. Tigu Gabriela Prof. Dr. Popescu Delia	Culture or Compensation? How Generation Z Evaluates Organizational Culture Types Against Financial Incentives in Career Choice
Prof. Dr. Olimpia State Prof. Dr. Mihail Ovidiu Tănase Lecturer Dr. Maria Cristina Iorgulescu Lecturer Dr. Georgică Gheorghe Assoc. Prof. Dr. Monica Maria Coroş	Views and Experiences of Romanian Business Administration Students with Online Learning towards the End of the COVID-19 Pandemic

14:00-15:15 Scientific Session		
Conference Room: Smart Hall	Session Chair: Prof. Dr. Mustafa Sandıkcı	Presentation Language: Turkish
Author(s)	Title of the Presentation	
Res. Assist. Gözde Kumaş Res. Assist. Sultan Nazmiye Kılıç Prof. Dr. Bilsen Bilgili Prof. Dr. Cevdet Avcıkurt	The Role of Ecological Art in Creating Sustainability Awareness in Tourism	
Lecturer Ömer Berke Curoğlu Lecturer Ayşenur Akçay	Social Media and Halal Gastronomy: A Qualitative Analysis on Instagram	
Masters Candidate Saadet İleri Assoc. Prof. Dr. Hasan Önal Şeyhanlioğlu	A Qualitative Study on Gastronomy Students' Perceptions of Their Profession in the Context of the Film Hunger: The Case of Batman University	
Masters Candidate Ramazan Yağcı Assoc. Prof. Dr. Gökhan Onat Assoc. Prof. Dr.Yusuf Karakuş	An Analysis of Ali Şir Nevâî's Muhakemetü'l Lügatayn in Terms of Elements Related to Gastronomy	
Masters Candidate Eda Kaya Assist. Prof. Dr. Muhammet Caner Kaya Assoc. Prof. Dr. Yusuf Karakuş	An Examination Of The Industry From The Perspective Of Future Professionals: A Qualitative Analysis Of Critical Success Factors In The Food And Beverage Industries	
14:00-15:15 Scientific Session		
Conference Room: Prime Hall	Session Chair: Prof. Dr. Osman Nuri Özdoğan	Presentation Language: Turkish
Author(s)	Title of the Presentation	
Assoc. Prof. Dr. Adem Arman Assoc. Prof. Dr. Veli Erdinç Ören Assoc. Prof. Dr. Tuba Şahin Ören	Development of a Cognitive Dissonance Scale for University Students: Preliminary Findings from a Pilot Study	
Res. Assist. Meliha Sena Yıldırğan Lecturer Ebru Arıcı Prof. Dr. Orhan Batman	Tourists' Trust in Digital Tourism Applications and Its Demographic Determinants	
Assist. Prof. Dr. Damla Erdem	Does SocialWOM Really Work? Conceptualizing a New Marketing Approach through the Case of the Cappadocia Balloon Festival	
Masters Candidate Zulfiyya Gurbanova Dr. Hayriye Duman Assoc. Prof. Dr. Reşat Arıcı	Food Waste and Sustainability in Azerbaijan's Hospitality Sector	
Assoc. Prof. Dr.Reşat Arıcı Assoc. Prof. Dr. Hasan Önal Şeyhanlioğlu Masters Candidate Ramazan Cengizhan	Challenges In Marketing City Restaurants: The Case Of Batman	

Assoc. Prof. Dr. Osman Yılmaz	
15:15-15:30	Coffee Break
15:30-17:00 Scientific Session	
Conference Room: Dream Hall	Session Chair: Prof. Dr. Adam Pawlicz
	Presentation Language: English
Title of the Presentation	Author(s)
PhD Candidate Hasan Kaan Batmas Assoc. Prof. Dr. Özgür Kızıldemir	Does Gastronomy Tourism Course Motivate Students to Attend Gastronomy Tourism Events? An Investigation into Students of Istanbul Arel University
Assist. Prof. Dr. Betül Öztürk	Culinary Tourism Destination Planning with ChatGPT: Izmir Culinary Tourism Case
Lecturer Dr. Eniser Atabay Dr. Leyla Atabay Prof. Dr. Beykan Çizel	A Bayesian Approach to Employee Turnover Dynamics in Different Food C Beverage Segments
PhD Candidate Simescu Alexandru Prof. Dr. State Olimpia	The Integration of Artificial Intelligence in Human Resources Processes
Dr. Sarp Tahsin Kumlu Dr. Were Simon Okwachi Prof. Dr. Emrah Özkul	AI-Driven Transformation in the Hospitality Industry: A Comparative Case Study of Marriott RENAI and Hilton Connie
Prof. Dr. Emre Ozan Aksöz	Determining the Relationship Between Tourist Typologies and Tourist Fatigue Levels
15:30-17:00 Scientific Session	
Conference Room: Smart Hall	Session Chair: Prof. Dr. Gökçe Yüksek
	Presentation Language: Turkish
Title of the Presentation	Author(s)
Assoc. Prof. Dr. Tuba Şahin Ören Assoc. Prof. Dr. Veli Erding Ören Assoc. Prof. Dr. Çiğdem Mutlu	The Interactive Role of Managerial Title and Overall Satisfaction on the Job Satisfaction of Hotel Kitchen Staff
Lecturer Büşra Diken Çolak Res. Assist. Seray Evren Assoc. Prof. Dr. Nihan Yarmacı Güvenç	A Bibliometric Analysis of Research on Gastronomic Experience
Res. Assist. Fatma Gültekin Res. Assist. Elif Altın Assoc. Prof. Dr. Salim İbiş	Attitudes of Gastronomy and Cookery Program Students Towards Artificial Intelligence
Masters Candidate Kadir Yavuz Dr. Selda Karahan Assoc. Prof. Dr. Dilek Dülger Altın	Healthy Choices, Conscious Consumption: A Review on Food Literacy

Lecturer Ayşenur Akçay Prof. Dr. Selda Uca Karacabey	The Role of Female Vendors in Consumer Perceptions of Street Food
17:00-17:15	Coffee Break
17:15-18:00	Closing Session
18:00	Gala Dinner (Elit World Grand Sapanca) * The gala dinners organized during our congress are exclusively for registered participants. Bringing guests is subject to an additional charge. If you plan to attend with a guest, please inform the congress secretariat in advance.

Note

The accommodation provided by the congress is on a bed-and-breakfast basis.