

45th ISTTE Annual Conference



Digital, Responsible, Resilient: Evolving Skills in Tourism Education and Research

Programme · 21 to 23 October 2026 · Breda University of Applied Sciences



CREATING MEANINGFUL EXPERIENCES



Welcome to Breda

Digital, Responsible, Resilient: Evolving Skills in Tourism Education and Research

From 21 to 23 October 2026, the International Society of Travel & Tourism Educators holds its 45th Annual Conference at Breda University of Applied Sciences. Educators and researchers in travel, tourism, hospitality and events come together for three days of keynotes, papers, workshops and conversation about how we teach and research our field.

ISTTE connects people who teach and study travel and tourism around the world, and is home to the Journal of Teaching in Travel & Tourism. Breda University of Applied Sciences is proud to host this year's conference on its campus.

Three milestones meet this year

45th

ISTTE Annual Conference

25 years

Journal of Teaching in Travel &
Tourism

60 years

Breda University of Applied
Sciences



At a glance

Digital, Responsible, Resilient: Evolving Skills in Tourism Education and Research

Highlighted items are the main moments of each day. Full details follow, one day per section. This programme is subject to change, last updated 2 October 2026.

Wednesday 21 October	Thursday 22 October	Friday 23 October
09:00 – 16:30 Registration	08:30 – 18:00 Registration desk open	08:30 – 16:00 Registration desk open
09:15 – 11:15 ISTTE board meeting	09:00 – 09:15 Opening remarks	09:00 – 09:50 Industry HR and Careers Panel
09:30 – 11:00 City walk through Breda with William of Orange-Nassau (Optional)	09:15 – 10:10 Keynote: Michael Siebers	09:50 – 09:55 Florida Atlantic University
11:15 – 12:45 JTTT editorial board meeting	10:10 – 10:15 Texas A&M University	10:00 – 11:00 Workshops
11:30 – 12:15 Campus tour of Breda University of Applied Sciences (Optional)	10:15 – 11:15 Workshops	11:00 – 11:30 Coffee
12:45 – 13:15 Lunch	11:15 – 11:45 Coffee	11:30 – 12:30 Parallel session 4
13:15 – 14:15 CoStar Group	11:45 – 12:45 Parallel session 1	12:30 – 13:15 Lunch
14:15 – 14:45 Coffee	12:45 – 13:45 Lunch	13:15 – 14:15 Keynote: Professor Greg Richards
14:45 – 16:30 The Roundtable Unconference	13:10 – 13:40 Campus tour of Breda University of Applied Sciences (Optional)	From 14:15 ISTTE annual business meeting
16:45 Walk to the welcome reception	13:45 – 14:45 Parallel session 2	Following the business meeting Closing remarks, awards and student scholarships
17:00 – 19:00 Welcome reception	14:45 – 15:15 Coffee	19:00 Dinner
19:00 Dinner	15:15 – 16:15 Parallel session 3	
	16:15 – 17:00 Anniversary break and group photo	
	17:00 – 18:00 JTTT 25th Celebration and Panel Discussion	
	19:00 Dinner	

Wednesday 21 October

BREDA UNIVERSITY OF APPLIED SCIENCES · HORIZON BUILDINGS

09:00 – 16:30 **Registration**

Small Atrium

The desk is open all day.

09:15 – 11:15 **ISTTE board meeting**

Boardroom Hs0.020

Board members only.

09:30 – 11:00 **City walk through Breda with William of Orange-Nassau (Optional)**

Meeting point: [Nassau Monument, Breda](#)

Discover Breda, the “City of the Fatherland”, guided by William of Orange-Nassau himself. In 90 minutes you walk past places from his life and that of his ancestors, and hear what happened here during the Dutch struggle for independence. Highlights include the Grote Kerk with the Nassau tombs, the Spanjaardsgat, the Peat Ship that smuggled soldiers into the castle in 1590, the Begijnhof, and Valkenberg Park with its view of Breda Castle.

Optional attendance, sign up ahead of the conference during registration. The tour is outdoors, so dress for late October. Afterwards it is a 15-minute walk straight to campus.



11:15 – 12:45 **JTTT editorial board meeting**

Hn0.002

Open session. Delegates interested in reviewing for or publishing in the Journal of Teaching in Travel & Tourism are welcome to attend as observers.

11:30 – 12:15 **Campus tour of Breda University of Applied Sciences (Optional)**

Meet at the Small Atrium

Optional attendance, sign up at the registration desk.

12:45 – 13:15 **Lunch**

Small Atrium

13:15 – 14:15 **CoStar Group**

Hn0.003

Global hotel industry update.

14:15 – 14:45 **Coffee**

Small Atrium

14:45 – 16:30 The Roundtable Unconference

Hn0.006

Hosted by ATLAS, open to all, member or not. Anchor tables on 'AI in the classroom', 'curriculum compression', 'assessment overhaul' and more, plus tables proposed by attendees on the day.

Facilitated by Dr. Annamarie D. Sisson.

16:45 Walk to the welcome reception

Departs from the Small Atrium

The group walks over together, roughly 15 minutes on foot.

17:00 – 19:00 Welcome reception

Beers & Barrels, Ceresstraat 15

A former brewery in the Klavers Jansen quarter, with the original copper kettle still in the middle of the room.


19:00 Dinner

In town

Not included in the conference fee. Catch up with familiar faces and bring someone new along. See [Dinner in Breda](#) for suggestions.

Thursday 22 October

PLENARIES IN THE CHAPEL · PARALLEL SESSIONS IN HN0.002, HN0.003 AND HN0.006

08:30 – 18:00 Registration desk open

Small Atrium

Breakfast snacks and coffee served 08:30 to 09:00.

09:00 – 09:15 Opening remarks

Chapel



Dr. Nicholas Thomas
ISTTE President



Professor Ilja van Beest
Director of Research & Development and
Executive Board member, Breda University
of Applied Sciences (BUas)

09:15 – 10:10 Keynote: Tourism in the Netherlands in 2035: Marketing for a liveable, loved and valuable Netherlands

Chapel

Michael Siebers, marketing strategist, NBTC, Netherlands Board of Tourism & Conventions

Michael Siebers specialises in trends, visitor behaviour and destination marketing. He studies how changes in society, technology and consumer behaviour affect the visitor economy, and turns what he finds into marketing strategies for the years ahead. His presentation looks forward to 2035. How will tourism and visitor flows change, and how can deliberate management ensure that visits go on adding value to the Netherlands?



NBTC
Netherlands Board
of Tourism &
Conventions

NBTC is the national destination management organisation for the Netherlands. It develops the national vision for tourism and business events and works with cities, regions and the sector to position, develop and market the country, for leisure travel and for the international conference market. Its current focus is the balance between visitors, residents and places: the right visitor, in the right place, at the right time, spreading demand rather than simply growing it.

10:10 – 10:15 Texas A&M University

Chapel

Diamond Member, institutional presentation.

10:15 – 11:15 Workshops

HN0.002

WORKSHOP PHASE Into Practice: A Workshop for Implementing a Longitudinal Career Development Framework in Hospitality and Tourism Education
Timothy Flohr and Alicia Dick Wahlberg

HN0.003

WORKSHOP Korfú: A Cooperative Board Game for Experiential Learning and Empathetic Place Understanding in Rural Destination Education
Rab Virág, Csanád Heigl, Kitty Hiezl, Gyöngyi Steinbachné Hajmási and Kara Wolfe

HN0.006

WORKSHOP Co-Designing Curriculum with AI: Lessons from a Lecturer-AI Partnership in Tourism Education
Rob Simons

11:15 – 11:45 Coffee

Small Atrium

11:45 – 12:45 **Parallel session 1****HN0.006****AI and the Changing Role of the Educator**

Chair: Rob Simons, Breda University of Applied Sciences

FULL PAPER From Teacher to Learning Architect: The Role of Teachers in the Age of AI
John Ryan**FULL PAPER** Building Competencies for a Digital and Sustainable Future: Implementing AI and Sustainability Management Programmes for Tourism and Hospitality

Fernanda Lima Rabelo, Olena de Andres Gonzales, Fernanda Vergara and Denise O'Leary

HN0.002**Destinations, Experience and Tourist Behaviour**

Chair: Dr. Corné Dijkmans, Breda University of Applied Sciences

FULL PAPER An Evolutionary Psychology Account on Tourists' Gift-Shopping Behavior
Shangzhi Qiu**FULL PAPER** Beyond the Event: How One Artist Reshaped Puerto Rico's Tourism Economy

Marketa Kubickova, Swechchha Subedi and Ghazal Shams

HN0.003**Working papers: Responsible Visitors and Destinations**

Chair: Dr. Murat Kizildag, University of Central Florida

WORKING PAPER Lines, Lanes, Launches: Understanding How Design Shapes Behavior on Tennessee Blueways

Hannah Wallace, Elizabeth Whalen and Annamarie D. Sisson

WORKING PAPER Beyond Signs and Rules: How Messaging Framing Builds Shared Stewardship Ethics on Tennessee Blueways

Elizabeth Whalen and Annamarie D. Sisson

WORKING PAPER The Street Food Dilemma in Overtourism: Balancing Authentic Culinary Heritage with Global Accessibility at "Barba" Dubrovnik

Milena Kuznin, Iva Adžić Kušt and Toni Prastalo

WORKING PAPER Marketing the Macabre: Consumer Responses to Ethical and Sensational Dark Tourism Promotion

Jessica Wiitala, Abigail McRae and Matthew Jenkins

12:45 – 13:45 **Lunch**

Small Atrium

13:10 – 13:40 **Campus tour of Breda University of Applied Sciences (Optional)**

Meet at the Small Atrium

A short guided walk during lunch, ending in Horizon North in time for the 13:45 parallel sessions.

13:45 – 14:45 **Parallel session 2****HN0.006****Curriculum, Pedagogy and the Service Workforce**

Chair: Dr. Nicholas Thomas, Les Roches Abu Dhabi

FULL PAPER Designing and Piloting Industry-relevant MOOCs and Micro-credentials in Tourism Higher Education: the Case of ENOTOUR
Salvador Anton Clavé and Cinta Sanz-Ibáñez

FULL PAPER Workplace Incivility in Service Industries: A Systematic Literature Review
Glenville Davis and Woomi Jo

HN0.002**Working papers: AI and Digital Service**

Chair: Dr. Zongqing Zhou, Niagara University

WORKING PAPER Shifting Service Management from Reactive to Proactive by Leveraging AI-Powered Digital Twins: An Exploratory Sequential Study in the Saudi Event Industry
Bayan Aldissi and Po-Ju Chen

WORKING PAPER The Silent Tutor: A Case Study of Student-AI Interaction through a Multiple Intelligences Lense in Hospitality Education
Eka Diraksa Putra and Niall Kierans

WORKING PAPER Understanding Trust Repair: The Role of Justice in Algorithmic and Human Service Failures
Sadia Afrin Tarin and Po-Ju Chen

HN0.003**People and Work in Service**

Chair: Dr. Timothy Flohr, Hospitality Nexus

FULL PAPER After the Good Deed: Motive Regulation in the Wake of Prosocial Service
Yan Li and Wanyi Zhang

FULL PAPER Empowering the Frontline: Managing the Luxury Experience Polarity Through Staff Training and Technology
Marija Durickovic, Besim Agusaj and Milena Kuznin

14:45 – 15:15 **Coffee**

Small Atrium

15:15 – 16:15 **Parallel session 3****HN0.006****Sustainability, Governance and Transformation**

Chair: Dr. Corné Dijkmans, Breda University of Applied Sciences

FULL PAPER Governing Destination Social Sustainability
Soyoung Park, Sandra Jankovic, Lisa Slevitch, Nick Johnston, Matthew Bauman and Kenny Rojas

FULL PAPER Sustainability Is Governance Work: Stakeholder Dynamics and Post-Event Mega-Event Infrastructure in West Africa
Lea Mukengeshayi, Ken Tsai and Joan Su

FULL PAPER Activating Inner Development in Tourism: A Practice-Oriented Pilot Intervention with Tourism Professionals in Amsterdam
Jimena Diamint, Anna Koens-Waddilove, Celiane Camargo-Borges and Ko Koens

HN0.003**Working papers: Education and Curriculum**

Chair: Dr. Annamarie D. Sisson, Edinburgh Napier University

WORKING PAPER Responsible and Resilient Innovation in Wellness Education: A Framework for Integrating Women's Health and Longevity into Hospitality Curricula
Sherrie Tennessee

WORKING PAPER Hospitality & Tourism CTE Alignment with Industry: A Review of Related Literature
Lisa Andrus and Jacob Fait

WORKING PAPER From Culinary Training to Food Waste Stewardship: Embedding Sustainable Practice in Hospitality Education
Edmund Goh and Leonardo Roman

WORKING PAPER Growing Scholars: A Framework for the Human Competencies of Mentoring Undergraduate Research
Staci Wolfe and Kara Wolfe

16:15 – 17:00 **Anniversary break and group photo**

Small Atrium

Together we take a moment to celebrate three milestones: 25 years of the Journal of Teaching in Travel & Tourism, 60 years of Breda University of Applied Sciences, and the 45th ISTTE Annual Conference.

Group photo of all ISTTE delegates

During the break we gather everyone in the Chapel for one picture of the whole 45th conference. Please come along, so that nobody is missing from it.

**17:00 – 18:00 JTTT 25th Celebration and Panel Discussion**

Chapel

25 Years of Scholarship in the Journal of Teaching in Travel & Tourism: Reflecting on the Past, Navigating the Present, and Shaping the Future.

Li-Chun Lin, Kara Wolfe, Edmund Goh, Soo Kang and Joan Su.

19:00

Dinner

In town

Not included in the conference fee. Catch up with familiar faces and bring someone new along. See [Dinner in Breda](#) for suggestions.

Friday 23 October

PLENARIES IN THE CHAPEL · PARALLEL SESSIONS IN HN0.002, HN0.003 AND HN0.006

08:30 – 16:00 Registration desk open

Small Atrium

Breakfast snacks and coffee served 08:30 to 09:00.

09:00 – 09:50 Industry HR and Careers Panel

Chapel

How do hospitality and tourism employers decide whom to hire, and what do they wish graduates arrived with? HR professionals from the industry talk about recruitment, early careers and the skills that matter now, and take questions from the room. Bring the question your students keep asking you.

Hosted by Hospitality Nexus and moderated by Dr. Timothy Flohr.

09:50 – 09:55 Florida Atlantic University

Chapel

Diamond Member, institutional presentation.

10:00 – 11:00 Workshops

HN0.006

Meet the Editors

WORKSHOP What Happens After You Click "Submit"? Inside the Editorial Process

Li-Chun Lin, Kara Wolfe, Edmund Goh, Soo Kang and Joan Su

HN0.002

WORKSHOP From Checkbox to Career: A Live Demonstration of InternshipPORTAL™ and Its Application in Hospitality and Tourism Education

Timothy Flohr and Sherrie Tennessee

HN0.003

WORKSHOP Resilient by Necessity: Lessons from a Cross-Cultural Research Collaboration

Staci Wolfe and Rab Virág

11:00 – 11:30 Coffee

Small Atrium

11:30 – 12:30 Parallel session 4

HN0.006

Agentic AI and Research Directions

Chair: Dr. Po-Ju Chen, Texas A&M University

FULL PAPER When Agentic AI Books Green: Trust and Value as Dual Pathways in U.S. and U.K. Hotel Decisions
Joan Su and Ken Tsai

FULL PAPER Horizontal Social Comparison vs. AI Generated Carbon Disclosure: Effects on Consumer Acceptance

Tingting Liu and Lisa Gao

FULL PAPER What's Next? Forecasting Tourism and Hospitality Education Research

Mahala Geronasso and Brianna Morman

HN0.002

Working papers: Experience, Planning and Promotion

Chair: Dr. Justin Pang, RMIT University Vietnam

WORKING PAPER Digital Technologies and Their Influence on Tourists' Travel Planning Behavior
Seo Yeon Jang

WORKING PAPER How Savoring Through Anticipation Shapes Tourist Experience
Shanshi Li

WORKING PAPER Placements that Matter: Master's Theses as Drivers of Innovation and Sustainability in Global Wine Tourism

Cinta Sanz-Ibáñez, Gemma Beltran Casellas and Noemí Rabassa Figueras

12:30 – 13:15 Lunch

Small Atrium

13:15 – 14:15 **Keynote: New technologies, AI and (tourism) knowledge: Key challenges for learning**

Chapel

Professor Greg Richards, Breda University of Applied Sciences and Tilburg University

Greg Richards is Professor of Placemaking and Events at Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg. He has worked on projects for numerous national governments, national tourism organisations and municipalities, and has extensive experience in tourism and leisure research and education. He is involved in the EU Horizon project Crocus, Cultural and Creative Tourism in Rural and Remote Areas, and is currently researching curation as a placemaking tool for local development and tourism marketing.



From 14:15 **ISTTE annual business meeting**

Chapel

Open to all. This is where the association sets its direction for the year, and every member present has a voice in it. Please do come.

Not yet a member? [Join ISTTE](https://istte.org/membership) (istte.org/membership).

Following the **Closing remarks, awards and student scholarships**

business
meeting

Chapel

The final half hour of the conference, and the one to stay for. The conference awards are presented here, recognising the strongest work of the past three days, together with the student scholarships for the people coming into our field. ISTTE President Dr. Nicholas Thomas then thanks delegates, hosts and sponsors and closes the 45th Annual Conference. Stay to see who wins, and to say goodbye properly.

The afternoon finishes by 16:00 at the latest.

19:00 **Dinner**

In town

Not included in the conference fee. Catch up with familiar faces and bring someone new along. See [Dinner in Breda](#) for suggestions.

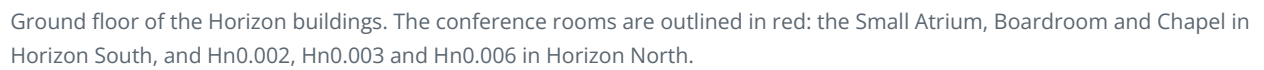
Finding your way on campus

All conference sessions take place in the Horizon buildings of Breda University of Applied Sciences. Plenaries are in the Chapel, parallel sessions and workshops in rooms Hn0.002, Hn0.003 and Hn0.006, and registration and catering in the Small Atrium.

ROOM	BUILDING	USED FOR
Chapel	Horizon South, Hs0.022	Opening, keynotes, institutional presentations, careers panel, JTTT session, business meeting and closing
Hn0.006	Horizon North	Parallel sessions and workshops, the Roundtable Unconference on Wednesday
Hn0.002	Horizon North	Parallel sessions and workshops, the JTTT editorial board on Wednesday
Hn0.003	Horizon North	Parallel sessions and workshops, CoStar Group on Wednesday
Small Atrium	Horizon South, Hs0.033	Registration, breakfast snacks, coffee and lunch
Boardroom	Horizon South, Hs0.020	ISTTE board meeting



The campus from above. From the bus stops on Sint Ignatiusstraat, follow the red line to the entrance between Horizon North and Horizon South. Map imagery © Google.



Dinner in Breda

Dinners are not included in the conference fee. You choose where you eat and pay for yourself. Neither the organisers nor the student team book tables, and a restaurant can be full when you arrive, so agree among yourselves who is going where, and book ahead if you want a guaranteed table.

So that people find each other rather than spreading across the whole city, we suggest a small number of places each evening. Expect to pay roughly €20 to €45 per person, depending on the restaurant and what you order.

WEDNESDAY 21 OCTOBER

FoodHall Breda

foodhallbreda.nl
Reigerstraat 24

A covered hall in a former cinema, with seating at ordinary tables in the restored film rooms. Around twenty kitchens from across the world: you order and collect food at the counters, and staff bring drinks to your table. Easy for a group arriving without a booking. Card payment only, no cash. Kitchens close at 21:00.

Humphrey's

humphreys.nl
Catharinastraat 1-3

A large restaurant with a fixed-price menu of two or three courses, French-Mediterranean with an Asian twist. Vegetarian and vegan choices on every course, and used to groups.

THURSDAY 22 OCTOBER

Mr. Moos

mrmoos.nl
Grote Markt 40-42

Bistro and bar on the Grote Markt, facing the Grote Kerk.

Streetfood Club

thestreetfoodclub.nl
Van Coothplein 17b

Asian and Latin American street food to share, in the former Grand Theatre. Colourful and lively, with loud music, so a place for a buzz rather than a quiet conversation. Plenty of vegetarian and vegan dishes.

The Boathouse

theboathousebreda.nl
Haven 10

Restaurant and cocktail bar on the water at the old harbour, a short walk from the Grote Markt. Shared dining with an international menu, including sushi, and vegetarian options.

FRIDAY 23 OCTOBER

FoodHall Breda

foodhallbreda.nl
Reigerstraat 24

See Wednesday. The easiest choice for a larger group arriving together.

De Botanist

debotanistbreda.nl
Tolbrugstraat 19

In a historic building by the harbour, full of plants. Small dishes to share, from Asian and Latin American to Mediterranean and African.

Ciao Belli

ciaobellibreda.nl
Grote Markt 20

Italian sharing plates and pizza from a striking gold oven. Popular, so book ahead.

AFTER DINNER, THE CONFERENCE BAR

De Boterhal (deboterhal.nl), Grote Markt 19. A beer café and wine bar in a listed building from 1861, in the middle of the Grote Markt. It has 25 beers on tap, including its own St. Joris beers brewed in the cellar, more than 100 in bottles and 25 wines by the glass, plus small plates. Meet other delegates there each evening from around 21:00, wherever you had dinner. Open until 01:00, and until 02:00 on Friday.



Practical information

VENUE

Breda University of Applied Sciences, Horizon North and Horizon South buildings, Breda, the Netherlands.

[Finding your way on campus · Venue details](#) (istte.org/conference/venue) ·

REGISTRATION DESK

On site in the Small Atrium: Wednesday 09:00 to 16:30, Thursday and Friday from 08:30.

[Register to attend](#) (istte.org/conference/conference-registration)

WELCOME RECEPTION

Wednesday 17:00 to 19:00 at Beers & Barrels, Ceresstraat 15, Breda. The group walks over together from the Small Atrium at 16:45, about 15 minutes.

BRED A

Getting here, where to stay and what to do while you are in the city.

[About the destination](#) (istte.org/conference/destination)

MEALS

Breakfast snacks and coffee are served from 08:30 on Thursday and Friday.

Lunches and refreshments are included on all three days. Dinners are not included in the conference fee; see [Dinner in Breda](#) for suggestions.

CONTACT

Rob Simons, local host

Simons.R@buas.nl



45th ISTTE Annual Conference

Digital, Responsible, Resilient: Evolving Skills in Tourism Education and Research

21 to 23 October 2026 · Breda University of Applied Sciences · Breda, the Netherlands



Online programme

Live links to maps, registration, restaurants and speaker profiles.

istte.org/conference/programme

WITH THANKS TO OUR DIAMOND MEMBERS



Marking 25 years of the Journal of Teaching in Travel & Tourism, 60 years of Breda University of Applied Sciences, and the 45th ISTTE Annual Conference.