

## Paper Sessions

### March 19 – Thursday

9:00 – Opening Ceremony

9:30 – Keynote Speaker Noel Salazar: *Tour Guiding versus Guided Tours: A Mere Play upon Words or a World of Difference?*

#### Session 1 – Sustainability of Guided Tours

**11:00/12:45 - Sala Estoril (4 papers) Chair: Reidar Mykletun**

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| Mikael Jonasson             | <i>A Barrier Free Guided Tourism for People with an Intellectual Disability</i>  |
| Alexandra Pereira           | <i>Tour Guides and Destination Image: Evidence from Portugal</i>   |
| Şükrü Yarcan<br>Gurel Cetin | <i>The relationship of tour operators with tour guides in performing their professions"</i>  |
| Ana Gonçalves               | <i>Empowerment and Sustainability in Community-based Tourism Narratives and Practices: Giving a Voice to Local Communities in Tour Guiding</i> |

#### Session 2 – Education and Training

**11:00/12:45 - Sala 1.03 (4 papers) Chair: António Gonçalves**

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| Vincent Zammit   | <i>Alternative Tours and the preparation of future Tourist Guides</i>  |
| Branislav Rabotic  | <i>Tourist Guiding as a new Course in Higher Tourism education: The case of College of Tourism in Belgrade</i> |
| Carla Braga  | <i>Portuguese Guides' Education and Training – The case of ESHTe</i>   |
| Silvia Aulet Serrallonga<br>Dolors Vidal Casellas<br>Neus Crous Silvia | <i>The importance of Tour Guides in Sacred Spaces: the case study of Montserrat Monastery</i>                  |

#### Session 3 – Tourist Guides' Qualification

**14:00/15:30 – Sala Estoril (3 papers) Chair: Branislav Rabotic**

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| Dawood Sulaiman Al<br>Jahwari, Ercan<br>Sirakaya, Canan<br>Tanrisever Bastemur | <i>An Examination of the Impact of Communication Competencies and Personality Traits on Tourist Guides' Livelihood</i> |
| Malin Zillinger<br>Jane Widtfeldt<br>Meged                                     | <i>Innovative Aspects of Guided Tours</i>  |
| Kun Yang (presented)   | <i>Cross-cultural Communication and Foreign Language-speaking Guiding Services</i>                                     |

#### Session 4 – Tourist Guides' Certification and Concerns

**14:00/15:30 – Sala 1.03 (3 papers) Chair: Ana Gonçalves**

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| Yalcin Arslanturk                   | <i>Tour Guiding Certification, Quo Vadis? : Conflict of Roles</i>                                 |
| Reidar J. Mykletun<br>Ester Pereira | <i>Tourist Guides' Concerns - Four European Examples</i>  |
| Abdelkader Ababneh                  | <i>Significance of Tourist Guides and Problems Existing in Tour Guiding, Evidence from Jordan</i> |

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## March 20 – Friday

9:00 – Keynote Speaker Carles Picazo: *Quality Guided Tours - Planning and Management*

### Session 5 – Evolution of the Tourists’ Profile and Demand 10:30/12:30 – Sala Estoril (4 papers) Chair: Dineke Koerts

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| Barbara Nascimento                            | <i>From Facts &amp; History to Storytelling and Experiences</i>   |
| Isilda Leitão                                 | <i>Writers’ House-Museums and Foundations, in Portugal, and Literary-Gastronomic Tour Routes: The Possible Role of the Tour Guide</i> |
| Aysel Yilmaz,<br>Duygu Yetgin,<br>Nazmi Kozak | <i>A Leading Tour Guide in Turkey in the Early 20th Century: The Fisherman of Halicarnassus</i>                                       |
| Petra Huyst<br>Iva Silla                      | <i>Innoguide</i>  |

### Session 7 – Heritage Interpretation and Communication 14:00/15:45 – Sala Estoril (4 papers) Chair: Isilda Leitão

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| Cristina Carvalho   | <i>Butler’s Destination Life Cycle Model Applied to Estoril: Proposition of a Walking Tour</i> |
| Dineke Koerts       | <i>The Summer Palace, Beijing: Interpretation and National Identity</i>                        |
| Maria José Pires    | <i>House Museums: From Personal to Collective Memory</i>                                       |
| Francisco Gonçalves | <i>Tours Guides and Tilden’s Principles for the Art of Interpretation</i>                      |

### Session 6 – Guiding and Beyond 10:30/12:30 – Sala 1.03 (4 papers) Chair: Phil Smith

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| Miguel Brito<br>Luca Zarrilli<br>Marianna Cappucci | <i>Lisbon (E)Motions A Survey on the Experiences of Group Travelling Tourists Based on the Information Given by Their Guides</i> |
| Ilidia Carvalho                                    | <i>The Accessible Tourism in Lisbon as a Challenge for the “Art” of Tourist Guiding</i>  |
| Cecília Rosa<br>Eunice Lopes<br>Marisa de Brito    | <i>The Path of “Caminhos da História”</i>  |
| Duygu Yetgin<br>Aysel Yilmaz                       | <i>Additional Programs to Formal and Non-formal Tour Guide Education in Turkey: Specialized Certification Programs</i>           |

### Session 8 - The Value of Natural and Cultural Landscape 14:00/15:45 – Sala 1.03 (4 papers) Chair: Cândida Cadavez

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| David Smith                              | <i>Green Capital – Green Spaces</i>  |
| Maria Mota Almeida<br>Pedro Aboim Borges | <i>The importance of the photographic contents in Illustrated Monographs of Tourism</i>  |
| Andreia Pereira                          | <i>Valuing the cultural landscape in integrated tourism products: from the cartography of landscape units to the drawing of interpretative itineraries</i> |
| Hornoiu Remus Ion                        | <i>Functions Assessment of Tour Guides Roles in the Romanian Protected Areas</i>   |

## March 21 - Saturday

9:00 – Keynote Speaker Ester Pereira: *Tour guides and the sustainability discourse: Putting talk into action*

### Session 9 – Alternative Tours

10:30/12:30 – Sala Estoril (4 papers) Chair: Cristina Carvalho

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| Polly Macpherson<br>Phil Smith  | <i>Can things be good tour guides?</i>  |
| Alexander John Bridger          | <i>Psychogeographical counter-tour guiding: Theory and practice</i>               |
| Iva Silla                       | <i>Alternative tours in Zagreb</i>  |
| Vitor Ambrósio<br>Isilda Leitão | <i>Literary Travel in the Full Day: Óbidos, Alcobaça, Nazaré, Batalha, Fátima</i> |

### Session 10 – From Interpretation to Fabrication

10:30/12:30 – Sala 1.03 (4 papers) Chair: Miguel Brito

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| Cristina Leal   | <i>The Excellence of Guiding</i>  |
| Gérard D’Alto   | <i>“From Spiritual Guide to Virtual Pilgrimage: The Impact of Modernization on Shikoku 88 Temples Pilgrimage in Japan.”</i> |
| Anna Trono, Angelo Corallo, Daniela Vestito, Marco Esposito | <i>Cultural events and tourist services Management Model for Tour guiding</i>   |
| Yalcin Arslanturk   | <i>Fabrication: From Authenticity to Reality and Implications</i>   |

12:45 – Closing Session