

ATPR 2022 AGENDA
24-26 November 2022

Location: University of Economics Ho Chi Minh City, Campus B
279 Nguyen Tri Phuong Street, Ward 5, District 10, Ho Chi Minh City

Thursday, November 24 (Vietnam time)
13:00-14:00 Conference Registration Location: UEH campus Lobby B1 (click HERE for virtual tour) 13:30-14:00 VIP Welcome Location: UEH campus B1-Khánh tiết (click HERE for virtual tour)
14:00-14:30 (Vietnam time) Opening Ceremony Location: UEH campus auditorium B1.302 (click HERE for virtual tour) Music Performance: VAA Welcome Remark: – Director General of the Department of International Cooperation, Ministry of Transport of Vietnam, Mr. Le Tuan Anh Welcome Remark: UEH Vice President – Dr. Đinh Công Khải Opening Remark: Conference Chair – Prof. Frank Fichert Closing Remark & Press Announcement of the AFCS Conference & Aviation Expo 2023: VAA Director – Dr. Nguyen Thi Hai Hang
14:30-15:30 (Vietnam time) Keynote Speeches Location: UEH campus auditorium B1.302 <i>Opportunities and Challenges before and post-pandemic</i> Hồ Minh Tấn – Deputy DG of Civil Aviation Authority of Vietnam, Vietnam <i>Rethinking Collaborations and Partnerships in Aviation</i> Prof. Dr. Richard Klophaus, Executive director Competence Center Aviation Management, Program director B.A in Aviation Management and B.S.c. Air Traffic Management, Worms University of Applied Sciences, Germany <i>Impact on Aviation and Tourism Development in Global Network</i> Inna Ratieva – Director of Business Development - NACO, the Netherlands
15:30-16:00 (Vietnam time) Tea break - Networking Location: UEH campus Lobby B1.3
16:00-16:45 (Vietnam time) Round Table with keynote speakers Location: UEH campus auditorium B1.302 Moderator: Associate Professor Dr. Adam Voak, Vietnam Aviation Academy, Vietnam
16:45-17:45 Special Seminar – Airport ICT Investment in post Covid context

Presenter: Senior ICT experts: Mr. Aurélien Vanhekce and Mrs. Melis Isik, CEO, Mr. Jean Roche
Location: UEH campus auditorium B1.302

18:30-20:30

Reception (Invitation only)

Location: Will be informed by VAA

Friday, November 25 (Vietnam time)

08:00-08:30

Welcome by the moderator - Summary of the previous day

Moderator: Dr. Tran Tam Anh - University of Economics of Ho Chi Minh City (UEH), Vietnam

Location: UEH campus conference room B1.302

08:30-12:00

Panel Discussions

Location: UEH campus conference room B1.302 (click [HERE](#) for virtual tour)

08:30-09:30

Panel Discussion 1: Sustainable Development Goals and the Path to NetZero in Aviation (Onsite)

Moderator: Dr. Seck Tan, Singapore Institute of Technology, Singapore

Location: UEH B1.302

Topic 1: SDGs in the Tourism and Leisure Sector

Florian Johannes Beranek, MSc, UNIDO, Ha Noi, Vietnam

Topic 2: How to achieve Aviation NetZero in Europe

Prof. Dr. Frank Fichert, Worms University of Applied Sciences, Germany

Topic 3: Pathways to NetZero in Vietnam

Dr. Pham Khanh Nam, University of Economics Ho Chi Minh City, Vietnam

09:30-09:45

Tea break - Networking

Location: UEH campus Lobby B1.3

09:45-10:45

Panel Discussion 2: Global Recovery – Strategic Perspectives from the Aviation Industry (Onsite)

Moderator: Associate Prof. Dr. Alberto Bernabeo (RMIT University Vietnam)

Location: UEH B1.302

Topic 1: Some learnings from the German aviation policy during the pandemic

Prof. Dr. Tobias Grosche, Worms University of Applied Sciences, Germany

Topic 2: The Nexus: Passenger Flights and Air-Freight and Implications for Economic Recovery

Associate Prof. Adam Voak, Vietnam Aviation Academy, Vietnam

Topic 3: Challenges for recovery in Vietnam

- Dr. Nguyen Quoc Phuong, Executive Vice President of ACV
- Mr. Duong Tri Thanh, Former CEO of Vietnam Airlines Cooperation

10:45-11:00

Tea break - Networking

Location: UEH campus Lobby B1.3

11:00-12:00

Panel Discussion 3: Post-pandemic Recovery for Tourism - New Product Initiatives (Online and Onsite)

Moderator: Dr. Tran Tam Anh – University of Economics of Ho Chi Minh City (UEH), Vietnam

Location: B1.302

Topic 1: *New tourism trend in the Post-pandemic era (Onsite)*

Dr. Nguyen Thu Huong, Victoria University Business School, Australia

Topic 2: *Wellness trends in the global tourism sphere: self-healing of individuals and communities (Online)*

Prof. Dr. Viola Krebs, University of Strasbourg, France

Topic 3: *Machine learning in optimizing Tourism Processes, customer service and retention (Onsite)*

Dr. Tran Manh Huy, Vietnam Business Process Outsourcing, Vietnam

12:00-13:30

Lunch onsite

Location: UEH Campus B1. Level 15


13:30 – 18:00

Parallel Sessions

13:30-14:45

Parallel Session 1 (Online & Onsite)

Session 1A - Customer perspectives in Aviation and Tourism (Online & Onsite)

 13:30-14:45

Room: UEH B1-205

Session chair: Associate Prof. Dr. Bimal Kishore Sahoo (Indian Institute of Technology Kharagpur, India)

How personal values enhance customer loyalty in airline services: Switching barriers work as moderator (Onsite)

Nguyen Thi Cam Le (Vietnam Aviation Academy, Vietnam), Hoang Thi Kim Quy (Vietnam Aviation Academy, Vietnam), Ngo Thi Thanh Huyen (Institute for Education Quality Assurance, Vietnam), Nguyen Thi Thuy Trang (Vietnam Aviation Academy, Vietnam)

The Impact of Customer Experience on Customer Loyalty: Evidence from Low-Cost Airlines in Ho Chi Minh City, Vietnam

Bui Nhat Vuong (Vietnam Aviation Academy, Vietnam), Hasanuzzaman Tushar (International University of Business Agriculture and Technology, Bangladesh) (Online)

Impact of ewom adoption on online customers' behavior through customers' positive attitude toward online travel agencies

Tran Thi Dieu Hang (Vietnam Aviation Academy, Vietnam), Hoang Thi Phuong Thao (Ho Chi Minh City Open University, Vietnam) (*Onsite*)

Session 1B – Aspect of Sustainability in Aviation (Onsite)

🕒 13:30-14:45

Room: UEH campus meeting room B1-204 (click [HERE](#) for virtual tour)

Session chair: Dr. Tran Thi Thai Binh (Vietnam Aviation Academy)

Traffic Forecasts and their Influence on the Environment

Thomas Standfuss (TU Dresden, Germany), Ibon Galarraga (Basque Centre for Climate Change, UPV/EHU, Germany), Itziar Ruiz de Gauna (Metroeconomica, Germany), Matthias Whittome (Functional Airspace Block Europe Central, Germany), Michael Schultz (Bundeswehr University Munich, Germany)

Investigating the environmental effect of air transportation post pandemic recovery

Uzi Freund-Feinstein (Kinneret Academic College, Israel)

Rebuilding aviation under the prism of Diversity and Inclusion

Marina Efthymiou (Dublin City University, Ireland)

Session 1C - Variety of Tourism Markets (Online and Onsite)

🕒 13:30-14:45

Room: UEH campus meeting room B1-203

Session chair: Dr. Colin C.H. Law, Singapore Institute of Technology, Singapore

Gen Z Tourists Revisit Intention After the COVID-19 Pandemic: The Case Study of Dalat City, Vietnam (Online)

Lo Tuong Vy (Ho Chi Minh University of Law, Vietnam), Tran Nguyen Bang Thanh (Ho Chi Minh University of Law, Vietnam), Nguyen Thanh Khuong (Ho Chi Minh University of Law, Vietnam, Tomas Bata University)

Motorcycle tourism - a study on the requirements of motorbike trips with an adventurous character by German, Austrian and Swiss motorcyclists (Onsite)

Knut Scherhag (Worms University of Applied Sciences, Germany), Sven Gross (Harz University of Applied Sciences, Germany), Manuel Sand (Hochschule für angewandtes Management GmbH, Germany)

Developing a sustainable competitiveness model in spa tourism sector: An empirical study of Vietnam destination (Onsite)

Chi-Tam Ngo (Victoria University Business School, Australia)

14:45-15:00

Short break

Parallel Session 2 (Online and Onsite)

🕒 15:00 - 16:15

Session 2A - Aviation: Airlines, Airports, ANSPs

🕒 15:00 - 16:15 (GMT +7)/ 9:00 - 10:15 (CET)/ 10:00 - 11:15 (EET)/ 10:00 - 11:15 (EST)

Room: UEH B1-205

Session chair: *Associate Professor Dr. Marina Efthymiou, Dublin City University*

Conflicting business models: How structural differences threaten aviation resilience - and what potential solutions might exist on the ANSP and airline side (Online)

Karsten Benz (Worms University of Applied Sciences, Germany), Nuno Simões (NAV Portugal, Portugal)

Tourism Stakeholders' Engagement in Developing a New Regional Airport (Online)

Dimitrios Dimitriou (Democritus University of Thrace, Greece), Maria Sartzetaki (Democritus University of Thrace, Greece), Aristi Karagkouni (Democritus University of Thrace, Greece)

Strategic Fit in a Dynamic Airline Industry: Case studies of Asean-Region Airlines (Onsite)

Authors: Tran Thi Thai Binh (Vietnam Aviation Academy, Vietnam), Eric Milliot (Universite De Nantes, France)

Session 2B – Current Developments in Tourism Markets

🕒 15:00 - 16:15

Room: UEH B1-204 (click [HERE](#) for virtual tour)

Session Chair: *Prof. Dr. Knut Scherhag (Worms University of Applied Sciences, Germany)*

The Impact of Customer Behavior on the intention of Vietnamese Tourists to Travel Abroad after the Covid-19 Pandemic: A case study in Ha Noi (Online)

Bui Thi Thu, Nguyen Thuy Trang, Ta Van Thanh

An Assessment of COVID-19 Pandemic Impact on Indian Tourism Consumption Expenditure (Onsite)

Rasmita Nayak (Indian Institute of Technology, India), Bimal K. Sahoo (Indian Institute of Technology, India), Mantu K. Mahalik (Indian Institute of Technology, India)

Empowering women through aviation and tourism: an engine for green job creation (Onsite)

Alberto Bernabeo (Royal Melbourne Institute of Technology University, Vietnam), P.D.Tran Le (Vietnam Aviation Expo JSC, Vietnam)

16:15-16:35 **Short break**

Parallel Session 3 (Online & Onsite)

🕒 16:35-17:50 (GMT +7)/10:35-12:00 (CET)/11:35-13:00 (ETT)/11:35-13:00 (EST)

Session 3A - Covid Effects and Recovery Strategies

🕒 16:35-17:50

Room: UEH B1-205

Session chair: *Dr. Thu Huong Nguyen, Victoria University, Australia*

Factors Influencing Domestic Tourist Preference of Holiday Destination in Vietnam post - Covid-19 Pandemic (Online)

Pham Dinh Han (Du Tan University, Vietnam), Le Thi Dieu Huyen (University of Finance and Accounting, Vietnam), Vũ Quoc Quy (Ho Chi Minh City University of Natural Resources and Environment, Vietnam), Vo Minh Phi (Vietnam)

Carryon forces affecting business travel decisions in the face of COVID endemic (Onsite)
Colin C.H. Law (Singapore Institute of Technology), Eliver Lin (Beijing Normal University-Hong Kong Baptist University United International College, China), Seck Tan (Singapore Institute of Technology)

Session 3B - Employee perspectives

🕒 16:35-17:50

Room: UEH B1-204 (click [HERE](#) for virtual tour)

Session Chair: Dr. Thomas Standfuss, TU Dresden, Germany

Factors of organizational citizenship behaviors affecting job performance: Evidence from ground services companies in Vietnam (Onsite)

Nguyen Thi Thanh Huyen (University of Economics Ho Chi Minh City, Vietnam), Bui Nhat Vuong (Vietnam Aviation Academy, Vietnam)

Mindfulness Training Applied in Organizations (Online)

Le Phuong Giao Linh (University of Economics Ho Chi Minh, Vietnam)

Does customer mistreatment impact employees' extra-role performance? The case of airport frontline employees (Onsite)

Do Uyen Tam (Vietnam Aviation Academy, Vietnam), Doan Kim Thanh (Vietnam Aviation Academy, Vietnam)

19:30-22:00

Gala Diner

Location: VAA campus 1, 104 Nguyen Van Troi, Phu Nhuan District

Saturday, November 26

Field trip - Optional Delta-Mekong (optional)

Registration is required in advance