



GLOBAL MANAGEMENT PERSPECTIVES
2nd International Annual Conference 2016

Global Issues in Leadership and Management

Conference Programme

**Institute of Tourism Studies
Malta
19-22 October 2016**



**LEEDS
BECKETT
UNIVERSITY**



WEDNESDAY, October 19th 2016

19.00 - 21.00 Conference Registration and Welcome Drink

THURSDAY, October 20th 2016

9.30 - 11.00	Opening Ceremony Welcome by Stefania Cerutti and Elisa Piva Introduction to GLOBAL MANAGEMENT PERSPECTIVES Vincent Zammit Keynote speech "Sustainability and Global Challenges for Businesses" Kevin Griffin Keynote speech " Corporate Reputational Risks in the 21st century" Razaq Raj Questions and Answer session	
<i>Coffee break</i>		
SESSION 1 - Challenges and Issues for making Tourism more Sustainable		
Chair: Vincent Zammit		
11.30 - 13.00	Dimitri TASSIOPOULOS <i>Nelson Mandela Metropolitan University and HSRC, South Africa</i> Adlai DAVIDS <i>Human Sciences Research Council (HSRC), South Africa</i>	Factors that impact on the uptake of HIV and AIDS workplace programmes in South Africa: potential impediments toward managing sustainability in tourism
	Mogos TEWELDEMEDHIN, Aletha SIEBERT, Jan Johannes SWARTZ and Erling KAVITA <i>Namibia University of Science and Technology, Namibia</i>	Assessment Of Wpp For Hiv/Aids Tourism Industry Sector In Namibia
	Adebowale-Yemi OGUNLEYE <i>Leeds Beckett University, UK</i>	Sustainable Tourism Concept: Igogo Cultural Festival In Owo Nigeria
<i>Lunch</i>		
SESSION 2 -Challenges and Issues for Cultural and Heritage Tourism		
Chair: Stefania CERUTTI		
14.15 - 16.00	Milena IVANOVIC <i>University of Johannesburg, South Africa</i>	Community-based tourism under tribal authorities in South Africa: Issues and challenges
	Vreny ENONGENE, Kevin GRIFFIN <i>Dublin Institute of Technology, Ireland</i>	Religious Heritages as Tools for Sustainable Economic Development: the case of Ireland's Ecclesiastical settlement Glendalough
	Vincent ZAMMIT <i>Institute of Tourism Studies, Malta</i>	Contemporary Cultural Tourism as Sustainable Tool for Malta
	Tariq ELHADARY <i>Ministry of Presidential Affairs, Scholarships Office, UAE</i> Razaq RAJ <i>Leeds Beckett University, UK</i>	Consumption of Zam Zam Water as a Natural health medicine for visitors attending pilgrimage in Makkah

FRIDAY, October 21st 2016

SESSION 3 - Creativity for Businesses in a Global Economy		
Chair: Kevin Griffin		
09.30 -11.00	Juergen WIELAND <i>University of Gloucestershire, UK</i>	Influencing factors for successful management of standardised marketing mix
	Emanuele POLI <i>University of Bolzano, Italy</i>	The Ligurian migration phenomenon: the "internal" case of Genoa, from the Unification of Italy to the early Twentieth Century.
	Anna Rosa CANDURA <i>University of Pavia, Italy</i>	
	John UDOFA, Razaq RAJ <i>Leeds Beckett University, UK</i>	Evaluation of Customers Patronage / Loyalty and Satisfaction
	Juergen WIELAND <i>University of Gloucestershire, UK</i>	Qualitative findings on marketing mix practices from SMEs of laboratory equipment
<i>coffee break</i>		
SESSION 4 - Destination Management and Cultural Impact		
Chair: Razaq Raj		
11.15 -12.45	Elisa PIVA, Stefania CERUTTI <i>Università del Piemonte Orientale, Italy</i>	Regional Destination and Brand Identity: the Case of Piedmont Region, Italy
	Lluís PRATS <i>University of Girona, Spain</i>	
	Giusy CARDIA <i>University of Malta</i>	Proposal of a model to manage culture and tourism in the European capitals of culture
Juan Ignacio PULIDO FERNÁNDEZ <i>University of Jaen, Spain</i>		
	Idris JAFFER <i>Sheffield Hallam University, UK</i>	In 21st century is it essential for an event graduates/ professionals to have a good understanding of cultural and religious differences?
12.45 - 13.00	Closing Session/Panel Discussion Vincent Zammit, Kevin Griffin, Razaq Raj, Stefania Cerutti, Elisa Piva	
<i>Lunch</i>		

14.00

Valletta walking Tour

20.00

GALA DINNER

SATURDAY, October 22nd 2016

09.00

optional FULL DAY TOUR - Highlights of Malta