Consumer Behavior in Tourism Symposium 2010

Bruneck / Brunico, Italy ▪ December 1 - 4, 2010

"The changing face of tourism: Emerging issues for consumer behavior research and practice"

Program*

Conference Website
http://cbts2010.unibz.it/

Competence Centre in Tourism Management and Tourism Economics

(TOMTE)

Free University of Bozen-Bolzano

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Virginia Polytechnic Institute & State University, Department of Hospitality and Tourism Management, Pamplin College of Business, Blacksburg, Virginia, USA

Arch Woodside

Boston College, Carroll School of Management, Chestnut Hill, Massachusetts, USA

Keynote Speeches

Wednesday
December 1st, 2010

Prof. Muzaffer Uysal
Virginia Polytechnic Institute & State University, Department of Hospitality and Tourism Management, Pamplin College of Business, USA
"Tourism research challenges and issues: reflections and observations"

Thursday
December 2nd, 2010

Prof. Regina Schlüter
Universidad Nacional de Quilmes y Centro de Investigaciones y Estudios Turísticos, Argentina
"Anthropological roots of rural tourism development: the example of culinary tourism"

Prof. Arch Woodside
Boston College, Carroll School of Management, USA
"Advances in case-based theory, research methods, and practice in consumer behavior in tourism"

Friday
December 3rd, 2010

Prof. Sue Beeton
La Trobe University, School of Management, Australia
"Consuming TV and tourism: when the viewer becomes the actor"

Industry Session

Thursday
December 2nd, 2010

Prof. Perry Hobson
Southern Cross University, School of Tourism and Hospitality Management, Australia

Wednesday
December 1st, 2010

Session 1
(16.00 - 18.00)

Emerging theoretical directions and developments in tourism and hospitality related consumer behavior

Chair: Oswin Maurer

An examination of consumer experience and relative effects on consumer values
Andrew R. Walls, *San Francisco State University, USA*

Motivation, satisfaction and behavioural intentions within the context of Australian and New Zealand ski resorts
John Gayler, *Deakin University, Australia*
John Hall, *Deakin University, Australia*

"Group Shopping" by tourists in china: something uniquely Chinese?
Zhihong Gao, *Rider University, USA*

Using quarterly data to determine the sensitivity of tourism demand by UK residents
Ramesh Durbarry, *University of Technology, Mauritius*

Place attachment and place satisfaction on tourist pro-environmental behaviour in national parks: a conceptual framework
Haywantee Ramkissoon, *Monash University, Australia*
Betty Weiler, *Monash University, Australia*
Liam Smith, *Monash University, Australia*

Inherent analytic tendencies in consumer decision making
Donald L. Pardew, *Cybernetica Consulting, USA*

Thursday
December 2nd, 2010

Session 2a
(10.00 - 12.00)

Social, cultural and economic forces shaping the future of tourism and hospitality

Chair: Donald L. Pardew

Demographic change as a driving force of future consumer behavior
Thomas Bausch, *Munich University of Applied Sciences, Germany*

An holistic examination of the antecedents and outcomes of commemorative event attendance: Anzac Day, Gallipoli, Turkey
John Hall, *Deakin University, Australia*
John Basrin, *Deakin University, Australia*
Leonie Lockstone-Binney, *Victoria University, Australia*

Authenticity perception of cultural events: a host-tourist analysis
Linda Osti, *Free University of Bozen-Bolzano, Italy*
Juan Gabriel Brida, *Free University of Bozen-Bolzano, Italy*
Marta Disegna, *Free University of Bozen-Bolzano, Italy*

Cultural festivals and visitors' behavior: empirical evidence from Sannio Film Fest
Mirella Migliaccio, *University of Sannio, Italy*
Francesca Rivetti, *Seconda Università degli Studi di Napoli, Italy*

Implementation of innovations in hiking tourism using the example of producing an iPhone-application
Axel Dreyer, *Hochschule Harz, Germany*
Sabrina Schneider M. A., *Hochschule Harz, Germany*

Will you buy and pay more when you travel abroad? The influences of shopping habitat and source of income
Dungchun Tsai, *National Cheng Kung University, Taiwan*
Pei-Tzu Chang, *National Cheng Kung University, Taiwan*

Thursday
December 2nd, 2010

Session 2b
(10.00 - 12.00)

Methodological traditions and new developments: assets and liabilities, challenges and promises

Chair: Perry Hobson

Assessing the impact of contextual conditions on points of interest selection
Linas Baltrunas, *Free University of Bozen-Bolzano Italy*
Francesco Ricci, *Free University of Bozen-Bolzano, Italy*
Bernd Ludwig, *Free University of Bozen-Bolzano, Italy*

Measuring emotional experiences in tourism settings: the case of hotel services
Philipp Boksberger, *HTW Chur, Switzerland*
Alexandra Brunner-Sperdin, *University of Innsbruck, Austria*
Nicola Stokburger-Sauer, *University of Innsbruck, Austria*

Formative vs. reflective constructs in tourism context: review and empirical testing
Babak Taheri, *University of Strathclyde, UK*
Karen Thompson, *University of Strathclyde, UK*

Ethnocentrism revisited: applying an alternative measurement approach
Amata Ring, *University of Vienna, Austria*
Karin Teichmann, *University of Innsbruck, Austria*
Marco Maier, *Vienna University of Economics and Business, Austria*

The terrorscale: a scale to measure the contact with terrorism of international tourists
Claudia Seabra, *Polytechnic Institute of Viseu, Portugal*
Jose Luis Abrantes, *Polytechnic Institute of Viseu, Portugal*
Elisabeth Kastenholz, *University of Aveiro, Portugal*

Neural network modelling of tourist temporal behavior
Bozidar Klicek, *University of Zagreb, Croatia*
Dijana Oreski, *University of Zagreb, Croatia*
Nina Begicevic, *University of Zagreb, Croatia*

Thursday
December 2nd, 2010

Session 3a
(14.15 - 16.15)

The role of scientific and applied research in theory development in tourism and hospitality

Chair: Regina Schlüter

Product development and customer behaviour. Empirical evidence and methodological issues
Marcus Herntrei, *European Academy of Bolzano, Italy*
Harald Pechlaner, *European Academy of Bolzano, Italy*
Marianna Elmi, *European Academy of Bolzano, Italy*

Evaluating tourism expenditures between Northern and Southern Italy
Andrea Alivernini, *Banca d'Italia, Italy*

Tourist's perceptions of mountain destinations
Carla Silva, *Polytechnic Institute of Viseu, Portugal*
Elisabeth Kastenholz, *University of Aveiro, Portugal*
José Luis Abrantes, *Polytechnic Institute of Viseu, Portugal*

The economic value of hotel room characteristics in Bolzano
Günter Schamel, *Free University of Bozen-Bolzano, Italy*

Understanding the overall rural tourism experience for improved destination marketing
Elisabeth Kastenholz, *University of Aveiro, Portugal*
Elisabete Figueiredo, *University of Aveiro, Portugal*

Length of stay: price and income elasticities at different destinations in Italy
Luca Salmasi, *University of Verona, Italy*
Martina Celidoni, *Università degli Studi di Padova, Italy*
Isabella Procidano, *Università Ca' Foscari Venezia, Italy*

Thursday
December 2nd, 2010

Session 3b
(14.15 - 16.15)

Emerging practical applications of consumer behavior theory in tourism and hospitality

Chair: Linda Osti

Cruisers' behaviour: intention to return as land tourists and recommend the destination. A structural equation model
Manuela Pulina *Free University of Bozen-Bolzano, Italy*
Maria Eugenia Rieño; *Free University of Bozen-Bolzano, Italy*
Sandra Zapata Aguirre; *Colegio Mayor de Antioquia, Colombia*
Juan Gabriel Brida, *Free University of Bozen-Bolzano, Italy*

Tourism consumption index prices and Uruguayan tourism real exchange rates with Argentina and Brazil
Gabriela Mordecki, *University of the Republic, Uruguay*
María José Alonsopérez, *University of the Republic, Uruguay*
Silvia Altmark, *University of the Republic, Uruguay*
Cecilia Lara, *University of the Republic, Uruguay*
Karina Larruina, *University of the Republic, Uruguay*

Opportunities for understanding consumer behaviour from online destination marketing tools
Elena Not, *eCTRL Solutions, Italy*
Adriano Venturini, *eCTRL Solutions, Italy*

Multi-destination pleasure trip behaviors in Sicily
Stefano De Cantis, *Università degli Studi di Palermo, Italy*
Mauro Ferrante, *Università degli Studi di Palermo, Italy*
Franco Vaccina, *Università degli Studi di Palermo, Italy*

Tourist experience: co-creation behavior before and during the tourism consumption time
Solmaz Filiz Karabag, *Zirve University, Turkey*

Thursday
December 2nd, 2010

Session 4a
(16.30 - 17.30)

Critique of the linkages between theory and practice in tourism and hospitality

Chair: Evangelos Christou

Event-induced tourism development in winter sports destinations – challenges for post-event tourism marketing
Sebastian Kaiser, *FH Kufstein Tirol Bildungs GmbH, Austria*
Robert Kaspar, *FH Kufstein Tirol Bildungs GmbH, Austria*

Measuring the service quality among international tourists: a study of serviced apartments in Bangkok
Suree Khemthong, *Sukhothai Thammathirat Open University, Thailand*
Arthit Waitayaphat, *Centre Point Serviced Apartment, Thailand*

Emerging needs in tourism demand: a critical perspective
Laura R. Iacovone, *University of Milan, Italy*

Thursday
December 2nd, 2010

Session 4b
(16.30 - 17.30)

Critique of the linkages between theory and practice in tourism and hospitality

Chair: Serena Volo

The interplay between passion and reason: a framework for the tourist vacation decision-making process
Andrew R Walls, *San Francisco State University, USA*
Youcheng (Raymond) Wang, *University of Central Florida, USA*

The youth's perception of Moscow hotels: how service quality, value, and satisfaction influence customer loyalty?
Jennifer S. W. Chang, *University of Westminster, UK*
Elena Martirosyan, *University of Westminster, UK*

Tourists' attitudes towards advertising in a Malaysian tourism context
Azizul Yadi Yaakop, *University of Surrey, UK / Universiti Malaysia Terengganu*
Jane Hemsley-Brown, *University of Surrey, UK*
David Gilbert, *University of Surrey, UK*

Friday
December 3rd, 2010

Session 5a
(10.30 - 12.30)

Emerging practical applications of consumer behavior theory in tourism and hospitality

Chair: Günter Schamel

The role of winery visitors' satisfaction in creation of positive behavioral intentions towards the winery and its brand
Evangelos Christou, *University of the Aegean, Greece*
Athina Nella, *University of the Aegean, Greece*

Experience economy constructs as a framework for understanding wine tourism
Donna Quadri-Felitti, *New York University and Iowa State University, USA*
Ann Marie Fiore*, Iowa State University, USA*

The overseas package holiday experience for the UK baby boomer market
Bridget Major, *Northumbria University, UK*
Fraser McLeay, *Northumbria University, UK*

Value-based pricing and behavioral pricing in the tourism and hospitality industries
Andreas Hinterhuber, *Università Bocconi, Italy*

The role of a sport event image in shaping the development of the destination image
Serena Volo, *Free University of Bozen-Bolzano, Italy*

Friday
December 3rd, 2010

Session 5b
(10.30 - 12.30)

Social, cultural and economic forces shaping the future of tourism and hospitality

Chair: Thomas Bausch

Exploiting web 2.0 for engaging customers and social networks in sustainable supply chain management in tourism
Marianna Sigala, *University of the Aegean, Greece*

The knowledge of the evolution of the tourist behaviour in a mature destination: a key element to introduce new competitiveness marketing strategies
M. Antonia Garcia, *University of the Balearic Islands, Spain*
Margarita Payeras, *University of the Balearic Islands, Spain*
Marta Jacob, *University of the Balearic Islands, Spain*

Determinants of summer tourist spending: a regression
Ruggero Sainaghi, *IULM, Italy*

How diverse are disabled tourists? A pilot study on accessible leisure tourism experiences in Portugal
Elisabete Figueiredo, *University of Aveiro, Portugal*
Celeste Eusébio, *University of Aveiro, Portugal*
Elisabeth Kastenholz, *University of Aveiro, Portugal*

Consumer behaviour in rural tourism. Conjoint analysis of choice attributes in a Friuli Venezia Giulia rural area
Stefania Troiano, *University of Udine, Italy*
Francesco Marangon, *University of Udine, Italy*
Tiziano Tempesta, *University of Padua, Italy*
Daniel Vecchiato, *University of Padua, Italy*

Yacht charter tourism versus sun and sand tourism in the Balearic Islands: a different consumer profile
Marta Jacob, *University of the Balearic Islands, Spain*
Margarita Payeras, *University of the Balearic Islands, Spain*
Antoni Alcover, *University of the Balearic Islands, Spain*
Margalida Alemany, *University of the Balearic Islands, Spain*
M. Antonia García, *University of the Balearic Islands, Spain*
Lorena Martínez-Ribes, *University of the Balearic Islands, Spain*

Poster sessions

Thursday
December 2nd, 2010

Mobile online information search behavior during vacation – an explorative study
Roger Walser, *HTW Chur, Switzerland*

Factors influencing the adoption of e-tourism: comparative analysis in terms of perceived benefits
Tan Vo Thanh, *La Rochelle Business School, France*
Thi Bich Ngoc Pham, *University of Perpignan Via Domitia, France*

International tourists' environmental attitude and behaviour towards hotels in Accra
Ishmael Mensah, *University of Cape Coast, Ghana*
Rebecca Dei Mensah, *University of Cape Coast, Ghana*

Building of professional career of specialist in tourism sphere (experience of Saratov State Technical University)
Kira M. Kerimi, *Saratov State Technical University, Russia*

A multidisciplinary approach on destination image concept
Ana Isabel Rodrigues, *Polytecnique Instiute of Beja, Portugal*
Antonia Correia, *University of Algarve, Portugal*
Metin Kozak, *Mugla University, Turkey*

Consumer preferences and price markets on rental second homes in Spain: public attributes influence and social marketing implications
Albert Saló, *Universitat Ramon Llull, Spain*
Gerard Costa, *Universitat Ramon Llull, Spain*

The evaluation of the tourism potential using elementary fuzzy number
Alecu Ciprian Ionel, *ICES Gh. Zane Iasi- Branch of Romanian Academy, Romania*

Poster sessions

Friday
December 3rd, 2010

Volga as cultural-aesthetic topos of tourism and travelling
Olga Lysikova, *Saratov State Technical University, Russia*

Immersed in green? Reconfiguring Italian countryside through rural tourism promotional materials
Elisabete Figueiredo, *University of Aveiro, Portugal*
Antonio Raschi, *CNR – Ibimet, Italy*

From government to governance: the evolution of destination organizing processes. The case of Sicily
Maurizio Giannone, *Sicilian Tourism Government, Italy*

Fulfilling the promise of happiness: a challenge for new tourism
Paolo Corvo, *University of Gastronomic Sciences, Italy*

Hospitality consumer attitudes and trends.
Ioannis S. Pantelidis, *London Metropolitan Business School, UK*

The impact of nautical marinas in Croatia: a mapping approach
Linda Osti, *Free University of Bozen-Bolzano, Italy*
Edna Mrnjavac, *University of Rijeka, Croatia*
Tea Baldigara, *University of Rijeka, Croatia*
Maja Mamula, *University of Rijeka, Croatia*
Irena Narančić, *University of Rijeka, Croatia*

The SWOT for the yachting charter tourism: a basic analysis to design new marketing strategies according to consumer behavior theory
Margarita Payeras, *University of the Balearic Islands, Spain*
Marta Jacob, *University of the Balearic Islands, Spain*
M. Antonia Garcia, *University of the Balearic Islands, Spain*
Antoni Alcover, *University of the Balearic Islands, Spain*
Margalida Alemany, *University of the Balearic Islands, Spain*
Lorena Martínez-Ribes, *University of the Balearic Islands, Spain*

Doctoral colloquium

Thursday
December 2nd, 2010

16.30 – 17.30

Chair: Sue Beeton

Islandness and remoteness as resources-evidence from the tourism performance of small remote island economies (SRIEs)
Shamnaaz B. SUFRAUJ, *University of Trento, Italy*

Factors that affect online travel buying behaviour: profiling travel e-consumers
Suzanne Fonseca Amaro, *Polytechnic Institute of Viseu, Portugal*

Is there still value in the package holiday? An empirical study of consumers' holiday mode decisions
Oliver Wenzel, *University of St. Gallen, Switzerland*

Industry session

Thursday
December 2nd, 2010

Marktforschung im Tourismus
Erkenntnisse aus Praxis und Wissenschaft

(16.00 - 17.30)
In German

Moderator: Oswin Maurer
Thomas Bausch
Martin Bertagnolli
Wolfgang Wagner

Marketing research for tourism

(17.40 - 18.40)
In English

Perry Hobson

CBTS Organizing Committee

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Consumer Behavior in Tourism Symposium 2010

Organized by the
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