





Collection of Abstracts



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Abstract 1

Evaluating tourism expenditures between Northern and Southern Italy

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Session 3a: The role of scientific and applied research in theory development in tourism and hospitality

Keywords: Economic contribution, tourism domestic expenditure, household consumption

Type of presentation: Research paper

Abstract:

The paper aims at estimating the economic contribution of tourism in Italian region economies, both in absolute and GDP share terms, for the years 1998-2008, through an analysis of the evolution of tourism expenditure patterns. To this end, an estimate of the Italian domestic expenditure disaggregated by geographical area of origin and destination, not available among the Italian official statistics, is carried out.

The preliminary step for the measurement of domestic expenditure is the assessment of the daily per-capita expenditure, by means of a regression analysis where dependent variable is the daily per capita expenditure in Italy of tourists from France, Germany, Greece and Spain (the EU area countries having the per capita GDP most similar to Italy in the period 1998-2008), disaggregated by geographical area and accommodation. These data are drawn from the extensive inbound-outbound frontier sample survey on Italy's international Tourism (IIT) carried out by the Banca d'Italia.

The daily per capita expenditure achieved is then corrected in order to make it fully representative of the Italian domestic expenditure, and it is multiplied by the number of domestic nights spent disaggregated by geographical area of origin and destination, drawn from the Istat tourism statistics, to achieve the total expenditure from/to the areas. Tourism expenditure by area of origin and destination (domestic, inbound and outbound) is then evaluated in terms of economic impact on GDP.

Secondly, Istat regional household consumption is measured with reference to the territory where it is actually consumed and not to the residence of households of that area. In order to pass from the territorial criterion to that of households residence consumptions, the territorial consumptions have to be diminished by the value of the tourism balance of payment (domestic, inbound, outbound) of the considered area. The last part of the paper deals with this correction both in absolute and GDP share terms.



Abstract 3

Assessing the impact of contextual conditions on points of interest selection

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Session 2b: Methodological traditions and new developments: assets and liabilities, challenges and promises

Keywords: Recommender systems, user preferences, context dependence, situation awareness, personalization

Type of presentation: Research paper

Abstract:

Our research is concerned with the development of a mobile assistant for city tourists. It creates context-dependent recommendations of points of interest (POI) and complete itineraries. The research hypothesis is that while a tourist is walking in a city contextual conditions, such as the weather or the distance to a POI, are changing, and a recommender must take them into account. In fact, the real impact of these contextual conditions on tourists' preferences are not known.

In this paper, we report about the statistical analysis of the data collected by a set of tools explicitly developed for acquiring these preferences in a user study conducted in the WWW. These data reveals interesting insights on which contextual factors influence tourists in selecting points of interest. We analyzed the mutual information MI of the contextual variables and the influence of context variable.

On the basis of a large set of contextual conditions (taken from literature) and some types of points of interest in Bolzano/Bozen, in the study users were asked to imagine a situation characterized by a contextual condition and to rate the influence of this condition on their decision to visit a POI. 1524 answers were collected from test persons coming from different countries, having different age, sex, and styles to spend leisure time.

In a second phase of the survey, users were asked to rate concrete points of interest given a certain contextual condition. These context dependent questions were constructed randomly taking however the results of the first phase into account: conditions that showed to be relevant in the first phase were used more frequently in questions than other conditions (with high MI). Also the second experiment was conducted in the WWW. Its aim was to capture quantitatively the correlation between points of interest and potential circumstances during an itinerary.

The results of the first phase indicate that the influence of contextual conditions on user interests depends on the type of a point of interest. The only condition relevant for all types is the distance to get there. The least influential conditions are external factors such as transport facilities. In the paper we will precisely describe the varying relationships between contextual conditions and types of POIs.



Abstract 5

Measuring emotional experiences in tourism settings: the case of hotel services

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Session 2b: Methodological traditions and new developments: assets and liabilities, challenges and promises

Keywords: Experience quality, flow-experience and ESM, tourism, hotel services

Type of presentation: Best Practice

Abstract:

When consuming tourism and leisure products tourists do not only expect professional services but also desire satisfying emotional experiences. Though there is a lack of research into affective satisfaction drivers that might stem from the difficulty to assess emotions. Emotional states or experiences, however, should be included when measuring service satisfaction, and specifically when investigating satisfaction with tourism services. The research objective, therefore, is to first theoretically assess the importance of emotions for the satisfaction with tourism services. Second, a more traditional and an innovative approach to measure service experiences are presented and contrasted. This is done by presenting the findings gained through two empirical studies in which two distinct methods were applied. Hotel services are selected for demonstration purposes. Findings suggest that cognitive quality measurement models are not adequate to assess emotional aspects of customer satisfaction as emotional reactions increasingly affect the decisions of customers. Finally, important implications for future marketing practice and theory can be derived from these results.



Abstract 6

The youth's perception of Moscow hotels: how service quality, value, and satisfaction influence customer loyalty?

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Session 4b: Critique of the linkages between theory and practice in tourism and hospitality

Keywords: Service quality, value, satisfaction, loyalty, Moscow hotels

Type of presentation: Research paper

Abstract:

Russia is a relatively developing market for hospitality and tourism with an increasing number of business visitors and leisure travelers in recent years. In 2009, the total passenger flow through the Moscow Aviation Centre (comprising three international airports) exceeded 39 millions. However, no research has explored the determinants of customer satisfaction and loyalty in Russia hospitality sector although the prior studies had addressed the relationship between service quality, perceived value, satisfaction and loyalty in various industries and markets (e.g. McDougall & Levesque, 2000). This study aims to investigate how service quality and perceived value affect customer satisfaction and loyalty in Moscow hotels in relation to the young people.

The structured self-administered questionnaire was sent to those who stayed in two Moscow hotels in the past three months by emails via the social networks, such as Facebook, Twitter and Vkontakte (Russian social network) and also through face-to face survey. A pilot study of 20 respondents was conducted to ensure content validity of the questionnaire. 300 usable samples were collected during a 2-week period in August 2010.

Most of measurement items in this study were adapted from the literature and some were developed based on experts' suggestions. More specifically, the measurement items of service quality were adapted from SERVQUAL (Parasuraman et al., 1988). Most of the perceived value measurement items were adapted from Zeithaml (1988), and an additional item of this construct was developed by the researchers. Satisfaction measurement includes 5 items to assess overall satisfaction toward Moscow hotels. The loyalty measurement contains 8 items which were divided into two categories, namely repurchase intentions and willingness to recommend. All four constructs were measured with a 7-point Likert-type scale ranging from 1 (extremely disagree) to 7 (extremely agree). The Cronbach's alpha coefficients were more than 0.9. Thus, the construct reliability was considered to be good.

Using stepwise multiple regression the results are consistent with the previous studies that service quality and perceived value influence customer satisfaction and loyalty positively. Additionally, analyses indicate that compared to service quality, the customer satisfaction and behavioural intentions of youth hoteliers for Moscow hotels are more affected by "customer value" than by service quality.



Abstract 7

The role of winery visitors' satisfaction in creation of positive behavioral intentions towards the winery and its brand

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Session 5a: Emerging practical applications of consumer behavior theory in tourism and hospitality

Keywords: Wine tourism, behavioral intentions, brand bonding

Type of presentation: Research paper

Abstract:

The importance of visitor satisfaction with the cellar door experience has been emphasized in addition to just the quality of the wine product for creating benefits to the winery and the wine region. The present study proposes that service quality and perceived value of the winery experience are antecedents of visitor satisfaction, which in turn can lead to positive behavioral intentions towards wine as a product category, the winery and the winery's brands, i.e. on product, company and brand levels.

The relationship between customer perceived value, satisfaction and behavioral intentions has been both theoretically and empirically justified. A growing number of studies examine the issue in the context of various tourism fields and attempt to confirm relationships between these important constructs, while often incorporating quality in their models. Such examples of most recent studies in the sub-fields of tourism are: travel behavior, golf tourism, heritage tourism¹, destination loyalty, festival tourism.

In the field of wine tourism, these relationships have received limited attention. Satisfaction from the winery experience has been noted to have severe implications on brand attachment, consumer-based brand equity and increased gratitude, all of which can be translated to higher revenues for the winery. Concerning wine festivals, visitor satisfaction was found to strongly impact future behavioral intentions.

An empirical study was conducted at 18 wineries in Greece to test our hypotheses. 517 usable questionnaires were completed by visitors of 18 nationalities. Results showed significant positive correlations among satisfaction, behavioral intentions and brand bonding. More specifically, higher levels of satisfaction were linked with higher levels of willingness to revisit the winery, create positive word of mouth and enhance consumer preferences for substituting other alcohol beverages with wine. Moreover, satisfactory winery experiences proved to lead to increased levels of brand attachment and consumer-based brand equity. The practical application of this study is that wine tourism can be a valuable tool for wineries, both in terms of revenue and creation of emotional connections, provided that wineries offer experiences of high quality and value, in order to ensure their visitors' satisfaction.



Abstract 8

The evaluation of the tourism potential using elementary fuzzy number

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Keywords: Tourism potential evaluation, development strategies, fuzzy theory

Type of presentation: Poster Presentation

Abstract:

The evaluation of tourism potential of a region became a priority for the travel tour operators to substantiate development strategies and implementation of new destinations to its service portfolio for the purpose of foundation of the development policy and also including new destinations in the services portfolio.

The evaluation of the tourism potential is important also for the final consumer – the tourist, who express his preferences depending on certain personal needs of travel and leisure. In the context of globalization and the increasing of the variety of the tourism attraction, of the development of new destinations and of increasing the degree of access, is necessary to evaluate the tourism potential of a region, as a premise for formatting the consumer preferences, in the condition of an equal access to information.

The direct evaluation of the tourism potential using a crisp number is difficult and it does not include specific characteristics.

The fuzzy theory has known a broad development in the last decades. The first logic relatively based on imprecision appeared in 1920 due to Jan Łukasiewicz. In 1962 Moore realized the uncertainty absorption analysis through an interval. But only in 1995 L.A. Zadeh estended this theory through a formal system of mathematical logic, using work methods focused on nuanced words of the usual language. Gradually, fields such as applied engineering [Bojadziev, 1996], economics [Kaumann, Aluja, 1995], and, recently, social life resort to fuzzy theory elements.

In this material we develop a theoretical model for evaluating the potential of a region, using rectangular fuzzy numbers. The elementary fuzzy numbers offer the possibility of an interdisciplinary approach of this problem by the possibility of an increased panel of options, which surpass the differences of form, manifestation, the characteristic feature of the tourism potential from a certain region. Aim to achieve a unified sense of knowledge, providing a general vision of a high degree of comparability.



Abstract 10

Multi-destination pleasure trip behaviors in Sicily

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Session 3b: Emerging practical applications of consumer behavior theory in tourism and hospitality

Keywords: Multi-destination trip, tourist behavior, spatial movements, tourism statistics, tourist choices

Type of presentation: Research paper

Abstract:

Many pleasure trips are often characterized by the visit of more than a single destination. The topic is well documented in literature (Cooper 1981; Mings & McHugh, 1992), but the main determinants and consequences of multi-destination trips have not been adequately analyzed (McKercher & Lew, 2004). Moreover, the empirical studies on this topic are limited to a few pioneering studies (Lau & McKercher, 2007; Mings & McHugh, 1992; Wu & Carson, 2008). This lack may be attributable to the failure of tourism organizations to collect data on multi-destination trip behaviors, as it results, for example, from European statistics on tourism (according to the Council Directive 59/95 EC), where no information on the average number of destinations visited within a single trip are provided. Moreover, a deeper analysis of the determinants of multi-destination trip behavior has still to be made. To quantify the relevance of the phenomenon and to analyze its determinants, an empirical research, within a wider project co-funded by the Italian Ministry of University and Research (MIUR), was conducted between the summer of 2009 and the spring of 2010. Through a complex space-time sampling plan (at two stages: space-time units, and individual units), about 5,000 Italian (Sicilians excluded) and Foreign tourists departing from Sicily were interviewed at the end of their vacation. A specific section of the questionnaire was dedicated to the collection of information on the number of destinations visited (with at least one overnight stay) in Sicily, on the number of nights spent, and on the typology of establishment chosen in each destination. These issues and the main features of this research will be described and discussed in the present paper. A more profound knowledge of tourists choices with reference to the macro-destination Sicily, of the main tour pathways undertaken, of the most visited destinations, and of the factors which are more strongly correlated with particular multi-destination choices (trip motivations, mode of transportation used, group composition of tourists, total cost of the vacation, etc.), are of particular relevance both for tourism public and private stakeholders.



Abstract 15

"Group Shopping" by tourists in China: something uniquely chinese?

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Session 1: Emerging theoretical directions and developments in tourism and hospitality related consumer behavior

Keywords: Chinese tourists, group shopping, internet bargaining

Type of presentation: Research paper

Abstract:

Facilitated by the Internet, Chinese consumers are popularizing the practice through the concept, "group shopping (tuangou)": strangers meet online to form into shopping groups and then bargain with a wholesaler to obtain a huge volume discount. A variety of products have become the targets of group shopping (Tong 2010).

The group shopping phenomenon is a new twist of the Chinese collectivist culture, which emphasizes group interest and team efforts. Traditionally, the Chinese differentiate between in-group members and out-group members, and are less likely to help strangers (Triandis 1994). Yet, the market place is transforming the Chinese consumer's view of who belongs to the in-group. Apparently, consumers feel united in their interest in hunting for good buys. This new alignment means that strangers do not hesitate to approach each other online in their group shopping efforts.

Tourism is different from other consumer products in that it is service-based and experiential in nature. Still, Chinese tourists have been innovatively applying the group shopping concept to their travel plans. Group shopping in Chinese tourism blurs the line between "the buyer" and "the seller," and entails all the marketing components. Group members are usually recruited online at discussion forums devoted to tourism, so the target tends to be independent budget travel enthusiasts who want to avoid the hassles associated with guided tours. The tour organizer/leader does all the research beforehand and determines the product (the destinations and itinerary, etc.) and publishes the detailed information as "road map (lushu)" together with the recruitment announcement, estimated daily budget, member qualifications, and policies. Group members share car rental costs and receive group discounts on admission fees. As the leader or other members recount their experience via blogs or online forums, they also help promote tourist destinations and/or service providers they find satisfactory.

This paper first discusses the environmental factors that have spurred the phenomenon of group shopping in Chinese tourism. It then uses a case study to identify the many interesting facets of group shopping in Chinese tourism. It finally explores the possibilities for the tourism industry to facilitate and benefit from group shopping in tourism.



Abstract 16

The knowledge of the evolution of the tourist behaviour in a mature destination: a key element to introduce new competitiveness marketing strategies

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Session 5b: Social, cultural and economic forces shaping the future of tourism and hospitality

Keywords: Balearic Islands, tourist behaviour, tourist products, tourism promotion campaigns.

Type of presentation: Best practice

Abstract:

Tourism plays an important role in the Balearic economy, considering that more than 13 million tourists arrived to the Balearic Islands by air and sea in 2009 and spent more than €9 billion on the Islands. Tourism accounts for 48% of the Balearic GDP (€11,420 million) and generates 31.5% of employment (154,248 jobs).

This intense concentration on the production of tourism services since the 60s, which was based on a Fordian model known as mass tourism, has been the driving force behind the prosperity of the Islands' economy and their residents, and has translated into high levels of income per inhabitant. From 1969 to 1997 the Balearics was Spain's leading region in terms of GDP per capita. However, in recent years, the data reflect a slowdown in the Balearic GDP's growth rate and a continuous decline in productivity, which has translated into a drop of the Balearics from the ranking of the country's regional GDP per capita.

The "traditional" model was characterized by the supply of standard products or tourism packages for mass markets, being the price the key element. However, in recent years, the constant transformations of the society -consequence of the economic, political, legal reforms, as well as changes in demographic trends and technological factors- have generated changes in the behaviour pattern of the tourist who visits the Balearics and, consequently, the need of implementing a set of marketing strategies in order to increase the archipelago's competitiveness.

This paper analyzes how the tourist behaviour in the Balearics has evolved over the last decade and how these changes have been translated into the destination promotion policies and campaigns to maintain tourism activity, increase tourist average expenditure, lengthen the tourist season and change the image of islands and, finally, to achieve a sustainable long-term growth of Balearics' economy.



Abstract 17

Motivation, satisfaction and behavioural intentions within the context of Australian and New Zealand ski resorts

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Session 1: Emerging theoretical directions and developments in tourism and hospitality related consumer behavior

Keywords: Ski tourism, satisfaction, motives, augmented service

Type of presentation: Research paper

Abstract:

Ski resorts contribute significantly to tourism revenue, however, their long term viability is threatened by alternative vacation destinations serviced by low cost airlines and a reduced ski season caused by global warming (ARCC, 2009; Hennessy et al., 2003). Consequently, this study set out to conceptualise and empirically test a model that examines the constructs of consumer motivation, satisfaction, behavioural intentions and recommending behavior within the context of ski resorts.

The link between purchasing behaviour and the consumption environment has been a feature of consumer behaviour for some time with early theorists concluding that human motivations, intentions, and behaviour are a function of the interaction between consumers and situations or settings (Lewin, 1951). Unlike business hotels, resorts are required to provide comprehensive services, which are supported by a myriad of hospitality management factors which include entertainment and 24 hour services as well as accommodation and dining.

A sample of 650 respondents who had been skiing at Australian and New Zealand resorts in the last three years was surveyed using a likert style, questionnaire that adapted scales from Matzler, Füller, & Faullant, (2007). A series of push and pull factors were included as well as measures of satisfaction, with attributes of the resort. Behavioural Intentions were measured using 11 items adapted from the behavioural intention battery of items provided by Zeithaml, Berry and Parasuraman (1996) and motivations were investigated based on the research of Beh & Bruyere, (2007); and Yoon & Uysal, (2005).

Confirmatory factor analysis and structural equation modelling were utilised in the analysis. The results highlight that overall satisfaction is positively influenced by attribute satisfaction, which includes aspects directly related to skiing such as lifts, as well as the augmented product, which includes entertainment, restaurants and accommodation. While, overall satisfaction has a positive influence on the behavioural intentions of consumers, both intrinsic and extrinsic reasoning for visiting the destination, has a moderating effect on satisfaction and, as a consequence, behavioural intentions. The research addresses a gap in the literature and has implications for academics and practical advice for resort managers to more effectively and efficiently target customer needs.



Abstract 18

From government to governance: the evolution of destination organizing processes. The case of Sicily

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Keywords: Tourism planning, territorial programming, governance

Type of presentation: Poster presentation

Abstract:

During the last fifty years the development of tourism in Sicily has experienced two different stages of space organisation. The first one, between the 1950s and the 1970s, was characterised by a top-down approach to the subject of development, as the sovralocal public administration only, both national and regional, was in charge of identifying the areas object of investments.

Starting from the 1980s, thanks to the establishment of local development policies, the tourist planning activity gave way to the territorial programming, and while space interventions once stemmed from the strategy of the central authority, in territorial programming the participatory dimension prevails with local communities as stakeholders.

As a consequence of the new bottom-up approach, the 'weak' territories from the tourist point of view, such as inner or rural areas and smaller towns, have had the chance to put themselves on the market for the first time with the purpose of attracting tourist flows and increasing the opportunities for an economic growth.

However, as result of the last period, investments seem to be still directed preferably to 'fully developed' tourist areas, thereby questioning exactly the philosophy of the territorial programming and implicitly evoking the principles of the tourism planning.



Abstract 19

An holistic examination of the antecedents and outcomes of commemorative event attendance: Anzac Day, Gallipoli, Turkey

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Session 2a: Social, cultural and economic forces shaping the future of tourism and hospitality

Keywords: Values, emotions, event management, battlefield tourism, satisfaction

Type of presentation: Research paper

Abstract:

This study holistically examines the influence of personal values, motives, event attributes and demographic characteristics of participants on event attendance, visitor satisfaction and recommending behaviour. The Anzac Day commemoration at Gallipoli, Turkey, provides the backdrop for the study. Anzac Day, 25 April, is a national day of commemoration in Australia similar to France's Bastille Day or Independence Day in the United States of America. The event is attended by between 10,000 and 20,000 participants each year.

This study extends the contribution of earlier published research by Hall, Basarin, Lockstone-Binney (2010). It incorporates broader antecedent measures, including personal values, motives and emotions, to examine the outcomes of visitor attendance at commemorative events. Personal values assist individuals to form attitudes, make judgments and comparisons and ultimately guide the behaviour (Long and Shiffman, 2000;). In this study, personal values are measured by the Khale (1983) List of Values (LOV. Motivation describes what energises and directs an individual to act in a certain way to achieve a desired satisfaction (Beerli and Martin, 2004). Motives associated with visiting battlefields are analysed in this study from the perspectives of heritage tourism, thanatourism and pilgrimage tourism. Emotions in the context of an event such as Anzac Day ceremonies add a critical dimension in explaining satisfaction and recommending behaviour. This study measures the impact of emotions in relation to commemorative events, using the Shaver (1987) emotional typology.

Data was gathered by entrance and exit surveys. Confirmatory factor analysis and Structural Equation Modeling were used in the analysis. The results indicate that the antecedents of values and motives have a significant impact on the appreciation of the attendees' of the event and its associated attributes including the emotional experience and are in turn significant predictors of the outcomes of event satisfaction and recommending behaviour. The study provides an improved understanding of how visitor satisfaction in the context of events, particularly commemorative events of a non-commercial nature, can be understood and best managed to promote outcomes such as positive word of mouth (WOM) recommendations, thereby maximising the economic, political, social and tourism benefits that the events can generate (Getz, 2008).



Abstract 20

Product development and customer behaviour. Empirical evidence and methodological issues

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Session 3a: The role of scientific and applied research in theory development in tourism and hospitality

Keywords: Product development, destination development, conjoint analysis

Type of presentation: Research paper

Abstract:

Tourism destinations can be regarded as competitive units which meet global competition (Bieger, 2002), as today the tourists can choose between hundreds of destinations. Due to this intensive competition among destinations and increasing market saturation and due to changing conditions, forced for example by climate change, maintaining competitiveness calls for increased action in the field of innovation and product development (Pikkemaat/Weiermair, 2007). Destinations which can clearly communicate their individual image and the tourist products they offer, have an advantage to be taken under consideration by the potential guests (Crompton/Ankomah, 1993).

Thus, innovation and product development become crucial in determining the competitiveness of a tourism destination and can be regarded as integrated part of strategic planning processes (Pechlaner/Herntrei/Kofink, 2009). The process of strategic planning and product development is constrained by a high level of uncertainty (cf. Milliken, 1987). The uncertainty regarding climate change and the adaption to it is increased by the public perception of sometimes ambiguous and conflicting messages concerning climate change, emerging from researchers, policy makers or NGOs (Shackley/Deanwood, 2001; Lewis/Harvey, 2001). As a result, instead of formal strategic planning, entrepreneurial and small organizations which are dominating the Alpine tourism industry, stop planning for saving resources and start focusing on doing, with action largely based on intuition (Bhide, 1994; March/Simon, 1961). Little is known or scientifically proved about changes of consumer behaviour caused by climate change.

To collect scientific evidence on the demand side and the needs and expectations of tourists with regard to changing climate and in order to reduce planning uncertainty for destinations, in the frame of the Project "ClimAlpTour" of the European Alpine Space Programme a face-to-face conjoint analysis has been conducted in different regions along the Alpine arc. The first results show that despite climatic changes tourists still prefer traditional core products like hiking, biking and skiing. Thus adaptation strategies such as artificial snowmaking become ever more important. But the results also show an upcoming demand for innovative tourism products in the fields of mobility and education, which need to be taken into consideration for future strategic product development.

The study shall discuss the conjoint analysis as an appropriate instrument for the investigation and the analysis of consumers' preferences also in the context of highly complex tourism products.



Abstract 21

Value-based pricing and behavioral pricing in the tourism and hospitality industries

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Session 5a: Emerging practical applications of consumer behavior theory in tourism and hospitality

Keywords: Pricing, behavioral aspects, hospitality industry, value-based pricing

Type of presentation: Research paper

Abstract:

Pricing decisions have a significant impact on profitability of tourism and hospitality operators. In very generic terms, pricing approaches are based either on costs (cost-based pricing), competitive price levels (competition-based pricing), or customer value delivered (customer value-based pricing). Based on a literature survey and an own empirical study we note that customer value-based pricing approaches, despite being seen nearly universally as superior pricing approaches, lag other pricing approaches in their adoption rates. In this paper we present empirical findings about factors preventing companies to adopt customer value-based pricing approaches. We discuss issues related to customer fairness perceptions and illustrate how companies in the tourism industry can extract both consumer surplus while at the same time achieving favorable perceptions by customers regarding transaction fairness. Behavioral pricing is a relatively young research area. Behavioral pricing is concerned with how customers perceive, evaluate, and memorize pricing information.

The way managers communicate prices to customers significantly affects, e.g. perceptions of price fairness, perceptions of value versus prices paid, perceptions about transaction equity, etc. In other words: managers have the possibility to influence customer perceptions of fairness and value via a variety of cues. We discuss behavioral aspects of pricing related to the tourism industry and conclude the paper with findings from the literature highlighting how practitioners can use behavioral aspects of pricing to improve profitability; in parallel we highlight a series of theoretical propositions inviting researchers in the hospitality industry to conduct further studies aimed at confirming or challenging findings from other industry contexts.



Abstract 22

Emerging needs in tourism demand: a critical perspective

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Session 4a: Critique of the linkages between theory and practice in tourism and hospitality

Keywords: Tourism marketing, emerging needs in tourism demand, consumer benefits, 'laddering' method

Type of presentation: Research paper

Abstract:

Based on the fact that the most of the contributions of tourism marketing literature and of major tour operators' strategies tend to be focused indeed on an ex-post process of demand's segmentation, from customers' feedbacks about the preferences granted to different types of offer's settings (destination, location, accommodations, and so on), this leads in the companies to the prevalence of a sales' orientation rather than marketing one. The purpose of the paper is to demonstrate that a proper application of analysis methodologies to advance the requirements of demand is able to detect currently unmet needs and new customers' profiles. These aspects are even more critical in a context characterized by a more and more aware, skilled and sophisticated demand, a state of economic recession, and therefore by an increasing competition between firms.

In this regard, it was used initially two focus groups, involving as many target differentiated by age, integrated by laddering method and psychodynamic approaches, such as "picture language". Subsequently, quantitative survey was conducted through a questionnaire administered to 150 individuals to verify the significance of the results of previous phase.

Among the main findings, it appears as the holiday is seen actually as a primary need - related to the main dimensions of values' system of the individual (affectivity and love; health and wellness) whose perceived value is also steadily increased in recent years.

There are also many relevant aspects that emerged on the benefits sought, an expression of emerging needs with respect to vacation in the strict sense (holiday as a synonym for personal growth) and tourist services offered by different actors (personally consulting, flexibility and customization in the design but together with a competitive price).

More specifically, research has allowed the identification of clusters and/or chains of tourism needs concerning "what" and "how" the consumers desire to enjoy the tourism product, allowing the researchers to draw new profiles, contrary to what is commonly thought absolutely cut across all socio-demographic characteristics. In this sense, the study will then be deepened and strengthened through the use of additional statistical methods such as factor analysis and other similar methods.



Abstract 23

Yacht charter tourism versus sun and sand tourism in the Balearic Islands: a different consumer profile

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Session 5b: Social, cultural and economic forces shaping the future of tourism and hospitality

Keywords: Yacht charter tourism, traditional tourism, Balearic Islands, tourist profile, daily expenditure

Type of presentation: Best practice

Abstract:

This paper analyzes the consumer profile of yacht charter tourism in the Balearic Islands as opposed to that of traditional sun and sand tourism. Empirical evidence from a sample of yacht charter tourists and a database on charter firms in the Balearics provided by the National Charter Federation, gives information on tourist behaviour and socio-demographic characteristics, motivations, travel planning, tourist satisfaction, daily tourist expenditure and firms' turnover and employment. Several statistical testing and ANOVA analysis were carried out with data. Results indicate that the consumer profile of a yacht tourist is a British, German or Spanish male, between 35 and 55 years of age, with University studies and holding executive or intermediate positions while the consumer profile of a traditional tourist is a British, German or Spanish male, between 35 and 45 years of age, with upper secondary education and holding employee's positions. Main motivations for choosing the Balearics as charter destination are coastal attractiveness, meteorology and ease to reach home ports while main motivation for a traditional tourist is leisure. The average stay for a charter tourist is 11.8 days, much higher than that of a traditional tourist which was 9.9 days in 2008. Sailing monohull is the most frequent type of boat demanded by charter tourists. Among sailing boats, the most demanded length is above 12 metres whereas for motor boats is inferior to 12 metres. Germans, Italians and



Spaniards charter tourists usually travel with friends while British with their family whereas traditional tourists mainly with family. Charter tourists' satisfaction with services, charter firms and boat rented is very positive and satisfaction with the destination is important, especially in relation with environmental issues. Loyalty of yacht charter tourists is high while satisfaction and loyalty of traditional tourist with destination is very high. Finally, average daily expenditure per charter tourist, including charter cost and other spending on hotel accommodation, bars and restaurants, shopping and others, is €170, much higher than that of a traditional tourist (€105.2).



Abstract 24

Event-induced tourism development in winter sports destinations – challenges for post-event tourism marketing

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Session 4a: Critique of the linkages between theory and practice in tourism and hospitality

Keywords: Services marketing, tourism management, tourism development

Type of presentation: Best practice

Abstract:

Introduction and Objectives

Climate Change, changing consumer demand patterns, pressure on innovations for tourism development as well as specific market conditions require precisely fitting marketing strategies that cannot necessarily be derived from general marketing theories or practice. Events are often perceived as a tool to enhance the positioning of a destination in the international tourism market. Nevertheless most research is focused on the event itself rather than in the event-induced tourism development. This paper addresses the challenges for post-event tourism marketing within the theoretical framework of services marketing.

Methods

Specific challenges of winter resort marketing can be derived from the peculiarities of services, the characteristics of the demand as well as the specific market conditions. First those challenges will be subject to a theoretical discussion with regard to the theory of service production and consumption as well as general marketing theories. Secondly the event-induced tourism marketing of two Austrian winter resorts, Ramsau (1999) and St. Anton (2001), will be analysed based on N=14 qualitative interviews with key stakeholders in the field of tourism, politics and event management. Finally theses for the improved marketing within the event-life-cycle will be formulated.

Results

The results of the qualitative interviews clearly indicate (1) a gap between the theoretical relevance of the systematic consideration of the aforementioned peculiarities and the common practice. Furthermore (2) a low level of consciousness of those peculiarities within the key stakeholders has to be attributed. This particularly applies to the characteristics of the creation of value in services-networks where the relevant suppliers are connected in some kind of „community of fate“. The quality that one member of the network contributes influences the overall quality. Thus both cooperation between providers of different and the same industries is indispensable (cooperation in competition). Finally (3) it can be proved that both destinations have developed their post-event tourism marketing based on the key assets of the World Championships, being the sports infrastructure, the general touristic infrastructure and the positioning in the tourism market.



Abstract 25

Tourist experience: co-creation behavior before and during the tourism consumption time

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Session 3b: Emerging practical applications of consumer behavior theory in tourism and hospitality

Keywords: Tourist experience, co-creation behavior

Type of presentation: Research paper

Abstract:

It has been argued that tourism and its related fields are facing new challenges (Stamboulis and Skayannis, 2003). One of the acknowledged challenges is when personal experience plays a key role. According to Binkhorst and Dekker (2009) tourists now want to have a relation to the context and an authentic experience which helps tourists' self development. However, this new tourist expectation is not an easy challenge for the actors in the tourism sector used to managing tourists, the work processes and services with company-centric approaches; and have focused on their own product and mass marketing. Still, in the future, how businesses will create tourist experiences is a central question in both the competitive tourism industry and the tourism literature. According to Prahalad and Ramaswamy (2004) (tourist) experience development can be managed by co-creation processes where value is created by the customers (i.e. tourists) and this will be the future of innovation in the tourism industry.

In this context, several studies have been expanding on the themes of tourist experience and co-creation (i.e. Dellaert, 1999; Ek et al., 2008; Lally, and Fynes, 2006; Binkhorst and Dekker, 1999). Dellaert's study (1999) sheds light on how tourists creates value in the experience economy. According to this study, tourists participate in value creation in several steps such as research, composition, transaction, creation, consumption, and evaluation. In this study however, the investigated tourist activities were already decided upon before the tourists starting their consumption. However, in practice, tourists may develop their activities in intertwined processes and continue to create, design, and consume during all their time as tourists. Therefore, the purpose of this study is to analyze the co-creation behavior, not only before, but also during all their time as tourists. In order to complete this analysis, a selected sample of business tourists from the USA in Turkey will be interviewed through open-ended questions. The data will be qualitatively analyzed in order to obtain the findings. Based on the findings, implications for tourism business and future studies on tourism will be discussed.



Abstract 26

Understanding the overall rural tourism experience for improved destination marketing

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Session 3a: The role of scientific and applied research in theory development in tourism and hospitality

Keywords: Rural tourism, tourism experience, experience marketing, destination marketing, sustainability

Type of presentation: Research paper

Abstract:

The tourist experience has received increasing attention in the context of destination planning and marketing, being recognized as the central element of tourist demand and satisfaction (Stamboulis & Skayannis 2003; Ellis & Rossman, 2008). The understanding of this experience, its nature, features, dimensions and determinants, is therefore most important, requiring multiple and multi-disciplinary approaches of analysis.

Particularly, in the rural tourism context, where resources are scarce and need to be carefully allocated to contribute to a sustainable development of frequently fragile, isolated territories and communities, a strategic management of the tourism experience is desirable. In this context, from the point of view of both the market and the destination, 'rural features' of the territory and the community visited play a significant role in any tourism experience designated as 'rural' (Saxena et al, 2007). We additionally understand the relevance of its integration into a wider social, heritage and economic system, aiming at sustaining the rural cultural economy (Kneafsy, 2001) and at optimally managing the potentially powerful impacts that tourism may produce (Lane, 2009).

It is in this context that the authors present a conceptual discussion attempting to reveal the most relevant dimensions of the complex rural tourism experience, to diverse degrees and with distinct interests sought and lived by tourists, the rural destination community and local agents of tourism supply, as well as shaped by the specific geographical, natural and cultural tourism destination context.

The paper first discusses the term "overall tourism experience" and the relevance of its analysis in the context of destination marketing. Then, the concept is applied to the rural tourism context, specifically referring to the experience sought and lived "on site", at the rural destination. Three main dimensions of analysis are distinguished: focusing on the tourist, the hosts (both the population and local service providers) and the territorial context. Finally, the need of integrating the diverse features and stakeholders involved in providing the rural tourism experience is stressed, yielding a full comprehension of the complex and multifaceted phenomenon and a correspondingly improved capacity of its planning and managing in a sustainable destination marketing context.



Abstract 27

Building of professional career of specialist in tourism sphere (experience of Saratov State Technical University)

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Keywords: Tourism sphere, professional career, professional education

Type of presentation: Poster Presentation

Abstract:

The urgency of the problem is caused by the changing of qualitative and quantitative criteria in the estimation of employee professionalism and competence and reflecting of scientific community to determination the specific of education and approaches to the process of career planning and developing in tourism sphere.

Theoretical study was accomplished within the framework of subject-object approach (J. Alexander, P. Bourdieu, E. Giddens, P. Shtompka) and of an interdisciplinary approach as a general scientific trend. Human capital theory (G. Becker, M. Blaug, T. Schultz) and the social space (P. Bourdieu, E. Giddens, P. A. Sorokin, P. Shtompka) were used as the basic concepts in study of issues of personal self-determination, human potential and resources both social and educational space.

Empirical research on a professional career in the tourism sphere was realized within the interpretive paradigm and was based on qualitative methodology primarily: method of participant observation, group discussion and semi-structured and structured interview methods.

In view of results of the research, the newest social, cultural and economic, the process of education and training in the tourism sphere based on experience of "Tourism Management Department", SSTU, is taking on new characteristics such as:

- Applying contemporary techniques and methods of training, including the most modern technology;
- Using the experience of specialists in tourism sphere as lecture and seminars provider;
- Cooperation with foreign high schools, that affords an opportunity for specialists to get an international certificate in hospitality management;
- Participation in International and Russia exhibitions, conferences and seminars during which an effective exchange of experiences with international and Russian colleagues occurs;
- Student involvement in real professional life of hospitality and tourism sphere;
- Meeting arrangement with potential employers.

So, career planning in tourism sphere is influenced by two major factors. First, the country's or region's social, economic and political stability and forecasted level of development like a social space for individual and professional growth. Second, a combination of personal and professional qualities of the employee who takes active life position and who realize that a higher education in the tourism sphere plays a major role in his/her career.



Abstract 28

Measuring the service quality among international tourists: a study of serviced apartments in Bangkok

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Session 4a: Critique of the linkages between theory and practice in tourism and hospitality

Keywords: Service quality, accommodation, international tourists, Bangkok

Type of presentation: Research paper

Abstract:

The importance of the serviced apartment sector to its growth in Thailand and the link between service quality and business performance provide the rationale for this study. Based on an assessment of previous studies, the authors found that the evaluation of service quality and the levels of satisfaction among international tourists are not fully investigated in the serviced apartment sector. The paper investigates the factors that measure different service quality levels between Asian and Western tourists during their stay in the serviced apartments in Bangkok. This study utilized the service marketing mix factors and the five dimensions of SERVQUAL model to measure the service quality, and assess overall of customers' satisfaction in the serviced apartments. The data was collected by using survey questionnaires in English version. Based on 148 completed surveys from serviced apartment players, the authors conducted a gap analysis between Asian and Western tourists in examining the levels of overall of customer satisfaction and the levels of service quality. The results from the independent t-test indicate that there was no significant difference in the overall service quality and the overall levels of satisfaction between Asian and Western tourists. Moreover, the results from a multiple regression analysis confirm that the marketing mix service experiences including product, price, place and people exert effects on the service quality. The research provides valuable insights into the role of service marketing mix variables as an organizational tool in determining and managing customers' satisfaction and perceived service quality. The service quality dimensions make a significant contribution to the prediction of overall customer satisfaction. The findings of the study can be utilized to enhance a much more efficient marketing strategy in the serviced apartment. Managers can focus their efforts to provide quality service and facilities that both Asian and Western tourists perceive as being important in determining their service quality of the serviced apartments.



Abstract 29

Neural network modelling of tourist temporal behavior

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Session 2b: Methodological traditions and new developments: assets and liabilities, challenges and promises

Keywords: Neural networks modelling, behavior simulation, temporal tourists behavior, consumer satisfaction, temporal data mining

Type of presentation: Research paper

Abstract:

Many services and related consumer needs are temporally dependent: they oscillate and vary over time. This article emphasizes the vast potential of using neural networks in the research of tourist temporal behavior, a topic which has hardly been examined so far. Our approach is based on a comprehensive survey of customer satisfaction and consumption administered in 12 coffee bars over 10 days, on a sample consisting of 931 customers. Along with the predictors and 14 dependent variables, the visit time was recorded, as well. The data was used to create different neural network models for predicting tourist satisfaction and consumption. The most valuable results were obtained from simulations using neural network models in which the following parameters were varied: different time periods (from 7 to 24 hours), days of the week, as well as other input parameters and aspects of service consumption in the aforementioned establishments, such as gender, age and the reasons for visiting those establishments). The results have also revealed the behaviour of different groups of customers in different establishments, competition between different service providers and rivalry between different groups of clients regarding using services within the same establishment at the same time. The knowledge thus obtained has been verified by a group of experts, familiar with the consumption in the establishments where the research was conducted. This paper has proved that it is possible to investigate, collect data and subsequently model temporal customer behaviour in a precise manner so as to gain a deeper understanding of interdependencies. Possible applications of these models are: prediction of the impact of particular changes on customer satisfaction and money spent by particular clients, enhancement of business through adaptation and improvement of products and business practices of particular service providers, as well as their application in dynamic mobile recommendation systems for individual tourists.



Abstract 30

Volga as cultural-aesthetic topos of tourism and travelling

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Keywords: Volga, tourism, culture and aesthetics

Type of presentation: Poster Presentation

Abstract:

Today the role of cultural heritage in the process of creation of the images of national identity becomes the sphere of intent research interest. In the focus of this interest there are the following matters: participation of tourists in the processes of globalization and cultural exchange, use and construction of cultural identities, production and construction of images and symbols of "your own" and "other" cultures. According to J. Urry metaphor "tourist" appoints to an organized movement of people, inclined to impose their meanings to strange places. National identity is more often defined in terms of not only local but also global scene. Z. Bauman believes that touristic world is entirely structured according to aesthetic criteria. Distinctive highlighters of the modern tourism and travelling are spatial mobility and temporality. Informational support of a cultural landscape is formed due to literature and artistic process. Panoramic landscapes and anthropogenic elements of Volga scenery are reflected in the works of art of Russian painters of the second half of the XIX century. Artists took river trips by boats and motor ships, moved from one Volga town to another, made drafts, sketches and studies. Travelling down Volga becomes a sacral way for artists finding an existential sense of their life in it. In June 2009 we carried out an empiric research in the form of a half-structured interview among tourists – passengers of cruise motor ships travelling back and forth Volga. Particularly, opinions of 22 cruisers travelling on board of motor ship "Alexander Nevsky" from Volgograd to Kazan and back were summarized. As a motivational factor of travelling down and up Volga, cruisers mentioned aesthetic pleasure of looking at natural landscapes and cultural places of interest. The largest European river is a spatial object regularly recalled in academic and artistic discourses, which is also scenery and a place of observation for many generations of aborigines and tourists. Volga serves a certain highlighter of construction of national identity, symbolizes historical succession of cultural heritage, is a cultural-aesthetic topos of tourism and travelling filled with personal images as the result of trips, places visited, artistic images.



Abstract 32

International tourists' environmental attitude and behaviour towards hotels in Accra

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Keywords: Environment, tourist behaviour, tourist attitude, accommodation, Accra

Type of presentation: Poster presentation

Abstract:

There has been a rise in green consumerism not only among general consumers but tourists (Grahn, 1991; McCool, 1994; Romeril, 1985). This has provided the impetus for the 'greening' of hotels. Studies also suggest that most hotel guests prefer to stay in a hotel that cares for the environment and are also prepared to pay more for a stay in such hotels (Gustin and Weaver, 1996; Arias, 2000; Hotelonline, 2002).

Ironically, the environmental impacts of hotels especially with regards to the consumption of energy and water are more likely to be exacerbated by their guests. For instance 40% of the water used in hotels is in guestrooms (Forte, 1994). Hotels must therefore educate their guests on environmental issues if they are to succeed in their environmental management efforts. In the opinion of Anguera et al, (2000) due to the unstable situation of personnel within the seasonal hotels, the hotel guests might even play a key role in achieving environmental targets. In spite of this, most studies on environmental management in hotels have centred on programmes and initiatives undertaken by management with little focus on the attitudes and behaviour of guests. This study sought to determine hotel guests' perception of the environmental performance of hotels in Accra and what influences their environmental behaviour in the hotels, as well as the implications for environmental management in hotels.

A purposive sample of 343 international tourists was surveyed at major tourist attraction sites in Accra. The results of the study indicates that majority of guests generally held the view that hotels do not destroy the environment but contribute to the global environmental problems. They (83%) are therefore willing to pay more to stay in a hotel with a responsible environmental attitude. Though about three-fourths (75.4%) of the respondents had not been educated by their hotels on environmental responsible behaviour as well as the environmental programmes of the hotels, yet they engaged in a number of eco-friendly practices bothering on energy and water conservation as well as waste management. Tourists' environmental behaviour is also influenced by factors such as negative perception of hotels' environmental performance, length of stay at hotel and sex. The results of this study have implications for environmental education of guests and environmentally-responsible marketing of hotels.



Abstract 33

Cultural festivals and visitors' behavior: empirical evidence from Sannio Film Fest

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Session 2a: Social, cultural and economic forces shaping the future of tourism and hospitality

Keywords: Touristic sites, cultural festivals, visitors' behavior

Type of presentation: Research paper

Abstract:

An interesting debate is currently taking place about the connection between tourism management studies and event management and studies, traditionally considered by scholars as separate fields. According to Getz (2008, p. 406), we consider event tourism at the crossroads of these fields, because of the set of interrelationships occurring between them, consisting of "both the marketing of events to tourists and the development and marketing of events for tourism and economic development purposes".

Therefore, tourism has been a key force promoting festival growth and expansion (Quinn, 2006, p. 298), but events could be considered as an instrument of territorial marketing (Getz, 1997; Paiola & Grandinetti, 2007). So it is very important to analyze the behavior of individuals attending events. According to this view, the aim of our research is to explore cultural festivals visitors' behavior. Particularly our attention is focused on Sannio Film Fest, an international film Festival devoted to costume and set design, which takes place since 1997 in Sant'Agata de' Goti, a historical town in the South of Italy.

Considering our research goal, this paper addresses to the following research questions: Which are the main aspects of visitors' behavior? Can we differentiate visitors' behavior on the basis of their characteristics? Can we identify relevant differences in their perception of the link between the festival and the region?

Stating these premises, we thought a quantitative approach could best address our research questions, so our research design was based on quantitative techniques for data collection and analysis.

Our unit analysis is made up of individuals who attend the event. Data collection was performed through a structured questionnaire administered to the visitors. Data analysis relied principally on cluster analysis: this multivariate technique allowed us to group visitors on the basis of their different behavior in attending the event.

The results of our research show a not homogeneous Festival audience. In fact, we can distinguish some clusters of visitors, which have different characteristics, different behaviors and different perceptions of the event. Consequently, Festival's management should define specific and differentiated strategies (Formica e Uysal, 1998).



Abstract 34

Tourism consumption index prices and Uruguayan tourism real exchange rates with Argentina and Brazil

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Session 3b: Emerging practical applications of consumer behavior theory in tourism and hospitality

Keywords: Price index, real exchange rate, competitiveness, tourism

Type of presentation: Research paper

Abstract:

The analysis of the tourist activity inside the Uruguayan economy involves the State, the workers and various private actors. In order to have a good insight it is needed an indicator of the evolution of specific prices and a measure of competitiveness of this activity. This is fundamental to evaluate consumer behavior in tourism, analyzing prices evolution and their impact on consumption, since prices are one of the most important variables in the consumers' decision about traveling.

The construction of the Uruguayan Tourist Consumption Prices Index with Argentina and Brazil, allows measuring the evolution of relative prices of goods and services consumed by visitors to the above mentioned countries, departing from the World Tourism Organization's classification of tourism specific goods, as an indicator of prices from the demand side.

Once constructed, the above mentioned indicators, we developed the Real Tourist Exchange Rate Index to measure the Uruguayan tourist competitiveness in relation to its main inbound tourists and competitors countries: Argentina and Brazil.

Both indicators are adequate inputs for the analysis and projection of the Uruguayan tourist demand from these countries. In this regard, they will allow the evaluation of the main variables affecting the tourist activity, in order to design policies and support public and private actors' tourist decision makers.



Abstract 36

Authenticity perception of cultural events: a host-tourist analysis

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Session 2a: Social, cultural and economic forces shaping the future of tourism and hospitality

Keywords: Cultural authenticity, host-tourist analysis, Christmas markets

Type of presentation: Research paper

Abstract:

Christmas markets have a very long tradition and draw their origins from German speaking countries. In 1970 the formula of Christmas markets was adopted by Innsbruck (Austria), and in 1991 Christmas markets were established also in the major towns of South Tyrol (Northern Italy): The initial idea behind the Christmas Markets in South Tyrol was to utilise the image of German culture and German traditions to create a winter event for locals and for Italian tourists. The impression that arose in the course of the expansion of the Christmas markets was that Italian tastes had come to dominate the markets and that Italian traders outnumbered local ones (Haid, 2006). Therefore it becomes natural to question whether the rise of the Christmas market in Italy, and in particular in South Tyrol, is to be considered genuine and authentic or merely an event for tourists.

Many cultural events are an adoption of past rituals and traditional forms created by destination managers in order to improve tourism development. However, to be successful cultural events need to be authentic. When analysing any type of cultural authenticity, "the presence of the original is the prerequisite of the concept of authenticity" (Benjamin, 1968, p. 220, cited in Taylor, 2001). Therefore, in the case of events, authenticity is linked to the reproduction of rituals and cultural traits as genuinely and accurately as possible to the original form. Consequently, to determine cultural authenticity and accuracy in the reproduction of the past, any investigator is required to involve the local community.

This paper presents the results of a research conducted on three Christmas Markets in Trentino - South Tyrol with the scope to determine authenticity of the event and its products. The analysis of the 1275 questionnaires collected at the three Christmas Markets among tourists and residents show a different perception of authenticity by the two groups with tourists holding a higher perception of authenticity than local residents. The conclusive remarks of this paper provide an insight into the challenges of organising cultural events for tourism reasons while assuring support and perceived authenticity by local residents.



Abstract 37

The Impact of nautical marinas in Croatia: a mapping approach

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Keywords: Tourism impacts, nautical tourism, marinas, Croatia

Type of presentation: Poster presentation

Abstract:

The concept of maritime tourism has been defined as an industry that includes the total of tourist, recreational and leisure activities which take place in the marine space (Diakomihalis, 2007). Hall (2001) states that maritime tourism is one of the world's largest industries of contemporary tourism, with a significant participation in the tourist economies of the countries which have developed it. Through the mid '90s maritime tourism has recorded a tendency for continuous and fast rates of development and several academics have investigated its impacts (Webe & Mikacic, 1994; Pollard, 1995; Kim & Kim, 1996; Orams, 1999). Yet, as Diakomihalis (2007) states, the sector is characterized by a great difficulty in the recording of statistical data for the precise estimation of its real size. Characteristically, the exact number of tourists that select maritime tourism remains unknown (Miller, 1993; Warner, 1999) and available data provide an indicative estimation.

Leisure boat tourism is part of the wider notion of maritime tourism and it is the subject of investigation of this paper. It comprises more than one sub-sector of maritime tourism including owning and chartering of a vessel to be used as a place of stay and recreation leisure as well as a means of transport. Therefore, it includes the totality of port facilities and services such as catering, accommodation, shops, fuel, repair and maintenance, and other entertainment services which in some cases include yacht clubs, swimming pools, car rentals, etc.

This paper presents part of the outcomes of a wide research project investigating the magnitude of impacts by leisure boat tourism on coastal towns in Croatia. This paper presents the results of an explorative work which includes both primary and secondary data analysis with the aim to map the supply side of the leisure boat market, in order to



determine the impacts of leisure boat tourism on costal towns in Istria (Croatia). Despite the positive tourism effects, the results of the paper show the need for governmental policies to protect residents' social needs.



Abstract 38

Hospitality consumer attitudes and trends

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Keywords: Consumer attitudes, consumer behaviour, service standards, restaurants

Type of presentation: Poster presentation

Abstract:

Consumer attitudes have been studied extensively in the past decade. Such research tends to focus on the retail aspect of consumption. In comparison to such research in retail, consumer attitudes and trends in the services and specifically the hospitality context are scarcely investigated. The paper explores consumer attitudes in the context of the hotel and restaurant sectors. A 36 point questionnaire with combined ranking questions and Likert scale questions was distributed via electronic newsletters of hotels and restaurant companies based in London UK. The paper reports on a sample of 70 hospitality consumers. The sample forms the first stage of a larger research project.

The paper illustrates key consumer attitudes such as:

- a significant change in eating out behaviour due to the credit crunch but not as bad as it was originally suspected.
- the consumer cares for the environment but that does not necessarily translate in hospitality consumer choices.
- a preference structure modelling in restaurant menu choice which suggests that the top three factors are quality, price and availability of choice in that order.
- friend and family word of mouth is still very important
- the internet is one of the top method of booking restaurants
- customers in general are satisfied with the current hotel online booking technologies available.
- consumers perceived that customer service standards in restaurants have not improved in the past 3 years.

Although some of the findings match findings in the literature there are findings that are somewhat unexpected. This initial research stage involves a relatively small sample with particular focus in the UK consumer, however the findings can serve as a compass to the areas worth investigating further in future research.



Abstract 39

Inherent analytic tendencies in consumer decision making

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Session 1: Emerging theoretical directions and developments in tourism and hospitality related consumer behavior

Keywords: Decision-making, decision tendencies, decision modeling, consumer behavior, Bayes, belief functions

Type of presentation: Research paper

Abstract:

Empirical observations of economic decision making and consumer behaviour that contradict the predictions of traditional economic theory has spawned new thinking about consumer behaviour and called into question many of the assumptions underlying traditional economic and consumer behaviour models. Still behavioural models that can accurately predict economic decision making and consumer behaviour over a wide spectrum of decision settings and decision-related complexities have eluded scientific discovery.

The general question arises as to whether or not, in the course of economic decision making generally, and consumer behaviour specifically, individuals invoke some form of rational, quantitative analysis that incorporates, either consciously or unconsciously, an identifiable analytic structure for discerning the connection between the available courses of action and the their goal-related consequences. That is, is there an inherent underlying dominant analytic structure to which the decision-making process tends, even if in some decision scenarios it may be swamped or overridden by higher valence factors (e.g., emotional, survival), and if so, what is that dominant analytic structure?

More specifically, the present study evaluated the hypothesis that consumer decision making does have an underlying dominant analytic structure to which it tends, and that the underlying structure, while more or less stable, will adapt to decision-specific exigencies if they are sufficiently consequential and sufficiently obvious to the decision maker.

In the present study subjects were presented with hospitality-related consumer decisions that, depending on which evaluative analytic structure was applied, would lead to different optimal courses of action. Each decision scenario had an objective function that was optimized by one and only one of four candidate evaluative analytic structures:

maximum likelihood, statistical- frequency-based expected value, Bayesian, or Demster-Shaefer belief function.

Results suggest that most decision makers, in most decision scenarios tend toward a belief function evaluative structure although how strictly they adhere to the structure depends on characteristics of both the decision scenario and the decision maker. The implications of the results for consumer behaviour model building are discussed.



Abstract 40

The SWOT for the yachting charter tourism: a basic analysis to design new marketing strategies according to consumer behavior theory

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Keywords: Yacht charter tourism, Balearic Islands, SWOT, consumer behaviour

Type of presentation: Poster presentation

Abstract:

The economy of the Balearic Islands is heavily dependent on tourism, generating revenue and employment; nevertheless, nowadays the archipelago is considered a traditional destination that could be currently reaching its mature stage. In this context, the new marketing guidelines for tourism adopted by the Balearic Government in recent years are based on promoting the development of different tourism products. The aim of this new strategy is to promote high value added products, like is the yachting charter tourism, to explore new market segments and to improve the image of the destination.

This paper identifies the strengths, weaknesses, opportunities and threats (SWOT) of the yacht charter sector, using empirical evidence from a demand survey on yacht charter tourism, a supply survey on a sample of charter firms, a database of yacht charter firms supplied by the National Federation of Nautical Activities and, finally, from several expert groups. The results will be very useful for this sector to design and launch successfully new marketing and promotion strategies and policies in order to maintain tourism activity, increase tourist average expenditure, lengthen the tourist season and change the image of the islands according to the consumer behavior.



Abstract 41

Cruisers' behaviour: intention to return as land tourists and recommend the destination. A structural equation model

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Session 3b: Emerging practical applications of consumer behavior theory in tourism and hospitality

Keywords: Cruise visitors' loyalty, recommendation, structural equation model

Type of presentation: Best Practice

Abstract:

This study analyses cruise visitors' travel experience, their intention to return to a destination and the probability to recommend it. The empirical data were collected via a survey of cruise ship passengers that stopped in Cartagena de Indias (Colombia) during 2009. In order to improve tourism product and increase the probability of a revisit, satisfaction can be regarded as one of the main determinants. To this aim, a structural equation model (SEM) is developed. Specifically, consumer's satisfaction is studied by taking into account the economic production factors, that is human and physical capital. Human capital is defined in terms of "satisfaction with the tour guide" and "satisfaction with the bus and taxi drivers". "Satisfaction of harbour facilities and services" and "satisfaction with transport" are used as physical capital variables. Two extra exogenous variables are also added to the SEM, that is "satisfaction with prices" that picks up the monetary value of the overall purchasing experience and "safety in the harbour".

The findings show that satisfaction is positively affected by human and physical capital. Satisfaction also positively influences customers' loyalty (i.e. the probability to return to Cartagena), however in this case the coefficients of the two latent satisfaction factors are not statistically significant.

As a further result, loyalty is also positively influenced by prices. Hence, the more satisfied customers' are with prices the higher their loyalty to Cartagena. As expected, the coefficient "safety in the harbour" presents a negative sign that implies that loyalty decreases as the destination is perceived as unsafe.

Finally, the loyalty to Cartagena has been disaggregated into two further components, that is the probability of a return visit and the probability to recommend. In both the cases, a positive coefficient is estimated that implies that an increase in loyalty enhances such probabilities. However, the coefficient for the probability of recommend (0.944) is higher than the one for the probability of return (0.537). This outcome is in line with the believe that respondents



may give a bias response in the former case, whereas a more spontaneous and true response may be obtained in the latter case.



Abstract 42

Experience economy constructs as a framework for understanding wine tourism

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Session 5a: Emerging practical applications of consumer behavior theory in tourism and hospitality

Keywords: Experience economy, wine tourism, experiential marketing, hedonic experience, visitor experience modeling

Type of presentation: Research paper

Abstract:

Growth in wine tourism is a global phenomenon characterized by travelers who seek out a particular cultural destination, site, or event related to wine. The emergence of wine tourism parallels the development of rural tourism, the growth in cultural tourism activities, and growth of global wine consumption. The economic impact of wine tourism has ranged from US\$2 billion in 2001 for California, U.S. and A\$412 million in 2002 for Victoria, Australia (Mitchell & Hall, 2006) and rising throughout the decade. Concurrently research into wine tourism has continued to expand with an emphasis on development and marketing issues in specific regions around the world (Mitchell & Hall, 2006).

Wine tourism investigations have focused on the demographics of tourists as well as their attitudes and behavioral intentions chiefly related to wine sales (Mitchell & Hall, 2006). The existing motivation research reveals that wine tourists look for dining, shopping, cultural and recreational activities (Getz & Brown, 2006) along with authenticity (Sims, 2009), which suggests the importance of building on the contributions of hedonic and experiential consumer behavior theories linked to wine tourism (Bruwer & Alant, 2009). Therefore, a more robust examination of these associations is propitious promising new theoretical directions for wine tourism and contemporary applications for managers.

Based on a review of the relevant research using hospitality-specific (e.g., EBSCO - Hospitality & Tourism Complete) and broad-based indexes (e.g. ProQuest, Wilson), the present authors (a) illustrate an emerging theoretical direction and (b) offer a new approach to the practical application of one of the acknowledged theories. Utilizing the pertinent constructs of the experience economy model by Pine and Gilmore (1999), this paper illustrates how the wine tourism value chain can be evaluated using this theoretical framework. Through this analysis, stakeholders can better craft and communicate offerings to experience-seeking visitors and researchers can assert a future agenda that will strengthen the theoretical applications of this consumer behavior within wine tourism as well as other rural and cultural tourism segments.



Abstract 43

Place attachment and place satisfaction on tourist pro-environmental behaviour in national parks: a conceptual framework

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Session 1: Emerging theoretical directions and developments in tourism and hospitality related consumer behavior

Keywords: Place attachment, place satisfaction, pro-environmental behaviour, national parks, Australia

Type of presentation: Research paper

Abstract:

There is a plethora of studies on place attachment in environmental psychology and other social science disciplines. However, studies investigating this construct in the tourism literature are scant. The absence of debate about place attachment in tourism has called for an investigation of this socio-psychological construct in the study of tourist behavior. One of the identified gaps in tourism literature is the need to construct a more robust scale for place attachment by investigating its salient dimensions and examining its influence on tourists' pro-environmental behaviors at a destination. While several studies have viewed place attachment as an outcome variable predicted by place characteristics and activities or as a predictor of customer loyalty, studies exploring different dimensions of place attachment on tourists' place-specific pro-environmental behaviors are still in an infancy stage. National parks are important tourism attractions and the relationships which tourists share with these natural places is being recognized to play an important role in influencing their environmental behavior. Hence, it can be argued that tourists' consumption of national parks as places is central to the study of environmentally-responsible behavior. Drawing from the place attachment and tourist behavior literature, this study develops and presents a conceptual framework which aims at exploring six sub-dimensions of place attachment (place dependence, place identity, place affect, place social bonding, place familiarity and place belongingness) and their role in predicting place-specific pro-environmental behavioral intentions of tourists visiting national parks in the state of Victoria, Australia. Additionally, the study proposes to test the moderating effect of place satisfaction on the respective relationships between each of the place attachment dimensions and tourists' pro-environmental behavioral intentions in national parks. This study concludes that the empirical testing of the theoretical statements brought forward in this study will progress the nature of debate on place attachment and pro-environmental behavior in the tourism community. It is expected to offer important insights for park managers from the perspectives of promoting place attachment leading to more pro-environmental behaviors of tourists and secondly, in helping to plan and market environmentally responsible activities in national parks.



Abstract 44

Ethnocentrism revisited: applying an alternative measurement approach

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Session 2b: Methodological traditions and new developments: assets and liabilities, challenges and promises

Keywords: Ethnocentrism, Rasch-modelling, item response theory, classical test theory, measurement scale

Type of presentation: Research paper

Abstract:

The purpose of the present study is to develop a measurement scale for consumer ethnocentrism in the tourism context that is objective and thus meets the highest standards of measurement quality applying item response theory. The concept of consumer ethnocentrism refers to the phenomenon that a sense of belonging to a certain ethnic group has an influence on consumer behavior of the group's members. In a service context, consumer ethnocentrism was defined as "the beliefs held by consumers about the appropriateness of making use of services provided by foreign companies" (de Ruyter, van Birgelen & Wetzels, 1998:187). These beliefs are usually based on the fear that consuming non-domestic services will harm domestic economy and eventually one's own well-being. The consequences of this phenomenon include overestimation of domestic and underestimation of foreign services (Sharma, Shimp & Shin, 1995). In the context of tourism, an individual's ethnocentric tendencies can manifest in a way that members of an ethnic group may feel that they are not contributing enough to the prosperity of their country. However, not only individuals vary in their degree of ethnocentrism but also items are more or less suitable to account for variations in ethnocentrism. To give an example for the latter: One's ethnocentric predisposition might not be harmed by items saying that foreign landscape is more beautiful than in the home country. However, other items might harm ethnocentrism (e.g. items saying that hospitality of a foreign country is superior to the home country's hospitality). A measurement theory that considers individuals independent from items is item response theory (IRT). IRT models allow for a scale's objectivity by estimating two parameters at a time – one parameter for an item and one for a person. In our study we develop a scale for measuring ethnocentrism that meets the criteria of objectivity. This is in contrast to common measurement approaches where measurement depends on the characteristics of a specific sample (Bond & Fox, 2007). Results favor a parsimonious measurement scale for consumer ethnocentrism in the context of skiing vacations. Conformity with previous research is discussed and areas of application are identified.



Abstract 48

Consumer preferences and price markets on rental second homes in Spain: public attributes influence and social marketing implications

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Keywords: Costa Brava, tourist profiles, consumer value, marketing mix

Type of presentation: Poster Presentation

Abstract:

This paper attempts to find out the relationship between tourist profiles and consumer value in a specialized tourism area like Costa Brava (Spain). Primary data were collected using a combination of quantitative and qualitative methods. A database of prices and characteristics of rental second homes in different strategic locations on the Costa Brava area has been used through brochures (1000 second homes).

A methodology based on hedonic techniques has been applied in order to highlight how consumer value and order preferences with attributes related to location: beach, landscapes and municipalities where are settled. Different quantitative rankings given by market value are obtained. Moreover, other attributes what consumers most value in second homes are also studied: swimming pool, car park, common garden, house size and so on.

Later a sample of in-depth interviews was used in the same area to explore how sustainable consumption practices on tourism help us to understand how beach and landscape values are taken into account. Qualitative rankings of how the public attributes are valued by consumers are considered. Also how suppliers develop corporate social initiatives to take advantage on final price shown on brochures.

Finally using one-way and two-way ANOVA, contingent tables and other statistical techniques we look for significant correlations among qualitative rankings (through surveys) and quantitative rankings (through hedonic pricing techniques). We want to find out whether consumer preferences are reflected on final prices of the tourist markets.

This paper is useful for managers of rental second homes intermediaries to command marketing mix techniques knowing the value of public attributes that consumers reveal thanks to surveys and knowing their own information provided by brochures breaking down the price through hedonic techniques. Social marketing implications have arisen in this paper when beach and landscape values are taken into account.



Abstract 50

The terrrorscale: a scale to measure the contact with terrorism of international tourists

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Session 2b: Methodological traditions and new developments: assets and liabilities, challenges and promises

Keywords: International tourism, terrorism, risk perception, travel decision making

Type of presentation: Research paper

Abstract:

Terrorism is unfortunately part of our lives and will not simply disappear. Accepting its presence, the management and prevention of its negative consequences is a key issue. This is an imperative not only for countries where terrorist attacks occur, but also for countries that may be affected indirectly. It is necessary to further consider this issue and create more effective instruments for crisis management, ideally based on cooperative solutions among industry, government agencies and tourism-related academic institutions (Sonmez, 1998). Although research on terrorism has been undertaken in the tourism domain, namely the study of the influence that it can have on tourists' decisions and behaviors, the concept of tourists' contact with terrorism has never been operationalized. In this paper we develop a scale that measures the contact of tourists with terrorism. Insights from an empirical study of 600 international tourists indicate that this multi-dimensional scale incorporates three types of contact: 1) Direct, 2) Indirect and 3) Attention to/ Interest in Terrorism on the Media. Discussion centers on implications of this scale for theory development and management decisions regarding tourism marketing and services strategies. Directions for future research are also presented.



Abstract 52

Tourist's perceptions of mountain destinations

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Session 3a: The role of scientific and applied research in theory development in tourism and hospitality

Keywords: Mountain tourism, tourism destination image, MDI scale

Type of presentation: Research paper

Abstract:

As most impressive features of the landscape, mountains reflect the highest and most central values and beliefs of cultures throughout the world and are fundamental to the world's well being. In fact, half of the human population depends, directly or indirectly, on mountains and human well-being depends on mountain resources. Mountains represent 24% of the Earth's surface (Kapos et al., 2000), concentrating about 12% of global population (Huddleston et al., 2003) and another 14% in their proximity. They play an important role as sources of water, clean air, minerals, energy as well as biodiversity and cultural heritage, consequently constituting an ideal territory for recreation and tourism (Monz, 2000).

But until very recently, tourism researches concerned with mountain places mainly focused on physical, ecological and environmental perspectives (Smethurst, 2000). A perspective of mountain tourism within the corresponding image context is therefore most interesting.

Destination image is a central concept in tourism literature because is highly related with tourists' behavior. Image affects the individual's subjective perception of the destination and consequent behavior, such as destination choice, trip planning, activity participation, and also post trip destination evaluation (Echtner & Ritchie, 1991). It is in this context that the present research project seeks to analyse, in a holistic and multi-disciplinary approach, tourists' image of mountain destinations. The aim is to develop the MDI Scale - Mountain Destination Image Scale - in order to measure a wider set of tourism mountain destination image parameters. Within the MDI scale, images are related to cognitive and affective factors.

Based on literature review of destination image and of social and cultural meanings of mountains overtime, and insights from an empirical study of 315 tourists in European Mountains Destinations – Serra da Estrela, Alps and Peaks of Europe - indicate that tourism mountain perceptions held by tourists are: (1) historic-cultural, (2) social and prestige, (3) natural/ecological, (4) sports and leisure, and (5) affective. Discussion is focused on theoretical and practical implications for tourism destination planning, marketing and management. Study limitations and directions for future research are also presented.



Abstract 53

Islandness and remoteness as resources-evidence from the tourism performance of small remote island economies (SRIEs)

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Keywords: Small island economies, remoteness, tourism, nature

Type of presentation: Poster Presentation – Doctoral colloquium

Abstract:

Size and geography contribute largely to shaping the economic structure of nations. The consequences of the small size of nations on economic performance have been studied for long and still debated today. The hazard of geography—remoteness—is an additional economic handicap for nations. These two characteristics, smallness and remoteness, are particularly found in island states, and when combined, are more likely to deter economic performance.

The present paper studies a unique grouping of islands, namely, small remote island economies (SRIEs). Remoteness implies higher transportation costs, which have a direct consequence on trade. Smallness presents challenges—including high unit production costs, limited and undiversified “conventional” resources, small domestic market, narrow range of exports and export markets, openness to trade, vulnerability to environmental shocks—that increase the economic volatility of SRIEs. However, smallness and remoteness can be advantageous for a tourist destination. Trade liberalisation has made it difficult for SRIEs to cope with traditional traded goods, such as, textile and clothing. Recent studies suggest that island economies are better off restructuring their economies towards services such as tourism and off-shore banking rather than towards export manufacturing. Can the disadvantages of remoteness and smallness be overcome by tourism development? The aim of this paper is to investigate whether smallness and remoteness promote tourism performance via a rich stock of natural beauty. The Heckscher-Ohlin paradigm, which stipulates that countries should develop industries in which they have abundant factors, forms the theoretical basis of this thesis.

Remote islands are found to be well-endowed in nature and scenery which plausibly play a major role in promoting tourism. The results of an empirical analysis favour the hypothesis that nature has a positive impact on both tourism performance (revealed comparative advantage) and tourism demand. Interestingly while being remote is detrimental to tourism performance, being both an island and remote is favourable. However, tourism demand is negatively affected by being an island, a small country, or a remote country but favoured by being a small island or a remote island. These findings suggest that SRIEs should not only capitalise on their “natural” comparative advantage in tourism but also sustain this advantage through nature-friendly policies.



Abstract 54

Formative vs. reflective constructs in tourism context: review and empirical testing

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Session 2b: Methodological traditions and new developments: assets and liabilities, challenges and promises

Keywords: Cultural tourism, Formative constructs, Reflective constructs, Partial Least Squares

Type of presentation: Research paper

Abstract:

Tourist behaviour researchers usually study latent factors through cause measured variables (i.e. correlational versus dependence relationships) in consumer behaviour and tourism fields (Cohen, Cohen, Teresi, Marchi, & Velez, 1990; Hair, Black, Babin, & Anderson, 2010; Jarvis, Mackenzie, & Podsakoff, 2003). The emergence of an argument for the consideration of formative measurements has recently gained momentum among tourism, hospitality and marketing researchers. Arguably, these two types of measurement method differ in the fundamental assumption of the causal relationship between the latent variable and its indicators (Bollen & Lennox, 1991; Camarero, Garrido, & Vicente, 2010; Coltman, Devinney, Midgley, & Venaik, 2008). The majority of scholars argue that formative constructs are neglected and that there is a lack of methodological literature to guide researchers on how such constructs should be estimated. Typical social science constructs such as attitudes, personality, and behavioural intention can be assumed to fit the reflective measurement model, where the measured indicators are assumed to be caused by the latent variable and the error is a function of the lack of ability of the construct to wholly explain these measured variables (Franke, Preacher, & Rigdon, 2008; Hair, et al., 2010; Henseler, Ringle, & Sinkovics, 2009; Nunnally, 1978). By contrast, in a formative measurement model the opposite direction of causal relationship between the latent variable and measured indicators is assumed (i.e. the observed variables cause the construct). Some typically cited examples of formative measurement are socio-economic status, social class and career success (Coltman, et al., 2008; Diamantopoulos, 2008; Hair, et al., 2010). This paper presents a review of formative and reflective constructs employed within the tourism context, and argues for greater consideration of mixed models, using formative and reflective measurements. Within the context of cultural tourism consumption in a Scottish city museum, we demonstrate an example of mixture of formative and reflective structural model and illustrate how it is assessed using component-based structural equation modelling or Partial Least Squares.



Abstract 55

Consumer behaviour in rural tourism. Conjoint analysis of choice attributes in a Friuli Venezia Giulia rural area

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Session 5b: Social, cultural and economic forces shaping the future of tourism and hospitality

Keywords: Consumer behaviour, rural tourism, conjoint analysis

Type of presentation: Research paper

Abstract:

Rural tourism offers potential for the socioeconomic development of rural areas. Understanding the consumer behaviour in rural tourism is necessary for the successful diversification of any rural economy. Studies of rural tourism demand are numerous. But studies on consumer behaviour are scarce. How individuals make trade-offs between, or assess the respective utilities of, the various categories of rural area destinations appears to be little known. In order to manage rural tourism destinations successfully, operators should provide consumers with more utility than competing alternatives by offering them the type of attributes they expect. By doing so, the probability of the rural destination to being chosen is increased because consumers select the alternative that maximizes their utility based upon their evaluation of available attributes and their corresponding levels. This study seeks to address this need by examining consumer behaviour in rural tourism in a rural area of the Friuli Venezia Giulia Region, the Natisone Valley, through conjoint analysis, which makes it possible to predict consumer behaviour by considering the preference of respondents for hypothetical tourism alternatives. This paper presents findings of a research investigation aimed at understanding how consumers make choices among rural tourism destinations and to analyze the attributes considered in choosing rural areas for tourism. To achieve these aims, we surveyed a representative sample of tourists. The questionnaire survey was performed in 2 cities (Cividale and Castelmonte) with 400 tourists. The study results provide insights into how each type of characteristic of the rural sites competes for the selection of the destination. In detail, the most important attribute in selecting rural sites for tourism is the facilities about information. These results can provide insightful utility for decision makers, in particular as regards local planning strategies. We discuss the results with an emphasis on the implications for rural tourism marketing.



Although this is a case study, other rural areas can apply the conjoint choice model to analyze the consumer behaviour in rural tourism to develop a suitable combination of factors for attracting potential rural tourists, and refer to the findings of this research for guidance in operating their rural tourism destinations.



Abstract 56

Will you buy and pay more when you travel abroad? The influences of shopping habitat and source of income

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Session 2a: Social, cultural and economic forces shaping the future of tourism and hospitality

Keywords: Shopping habitat effects, behaviour, purchasing intention, willingness to pay, product type

Type of presentation: Research paper

Abstract:

It is usual that people engage in shopping when they are in tour vacation, especially when they travel abroad. They may purchase something they don't buy in their daily life or be more willing to pay a higher price. However, few of studies have compared the purchasing behaviors between tourist shopping habitat and non-tourist shopping habitat. In addition, previous research had demonstrated that different source of income will influence people's spending behavior (Arkes, Joyner, Pezzo, Nash, Siegel-Jacobs, and Stone, 1994). We suspect whether the influence of source of income will vary in the different shopping habitat (tourist shopping versus non-tourist shopping). Thus, the main purpose of this study is to examine the main effects of shopping habitat and source of income on behavioral intention (purchasing intention and willingness to pay) and their interaction effect.

Furthermore, many studies have examined the moderating effect of product type (hedonic versus utilitarian) on product choosing and purchasing, but few of them had extend it on tourism domain. Therefore, this study also investigated the moderating role of product type played on shopping habitat effect.

After reviewing the related literature, this study proposes 4 hypotheses. Based on Yüksel (2007), H1 proposes that tourist shopping habitat has a stronger positive influence on purchasing intention and willingness to pay than non-tourist shopping habitat. H2 states that windfall has a stronger positive influence on purchasing intention and willingness to pay than non-windfall, according to Arkes, Joyner, Pezzo, Nash, Siegel-Jacobs, and Stone (1994), Bodkin (1959), and Milkman and Beshears (2009). Furthermore, based on Crompton (1979), H3 proposes that the impact of windfall on purchasing intention and willingness to pay will be stronger in the tourist shopping habitat than in the non-tourist shopping habitat. Following the arguments provided by Chernev (2004), Chitturi, Raghunathan, and Mahajan (2008), Higgins (2001) Higgins (1997), and Higgins (2001), H4 states that the effect of shopping habit is stronger when buying hedonic goods than utilitarian goods.

To collect the data, we conduct a 2 (shopping habitat: tourist shopping habitat versus non-tourist shopping habitat) x 2 (source of income: windfall versus salary) x 2 (product type: hedonic versus utilitarian) laboratory experiment with 171 effective subjects. Through ANOVA, several major findings of this study are found as follows:

- People in tourist shopping habitat have the higher purchasing intention and are more willing to pay a higher price than those in non-tourist shopping habitat.
- Although people whose income source is windfall have the higher purchasing intention and are more willing to pay a higher price than those whose income source is salary, the difference is not significant.



- The impact of windfall on behavioral intention would be stronger in the tourist shopping habitat than in non-tourist shopping habitat.
- The moderating effect of product type on shopping habitat effect is mixed.

This study, by experimental design, empirically examines the main influences of shopping habitat and source of income and their interaction effect. The findings of this study can provide some values for theoretical development and managerial implication even though the four research hypotheses are fully supported. For future research, it may provide another evidence for this research issue if we can collect the data by questionnaire survey.



Abstract 57

Factors influencing the adoption of e-tourism: comparative analysis in terms of perceived benefits

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Keywords: E-tourism, European outbound tourism markets, online tourism, travel products, perceived benefits

Type of presentation: Poster Presentation

Abstract:

This article examines: 1) the factors influencing the use of the Internet for researching and purchasing online tourism and travel products and/or services in the five European major outbound tourism markets: France, United Kingdom, Germany, Italy, and Russia; 2) the relationships between socio-demographic characteristics and e-tourism; and 3) the differences between factors influencing the use of the Internet for researching and purchasing online tourism and travel products and/or services among these five outbound tourism markets. Managerial implications for the marketers and planners of online tourism and travel products and/or services are finally recommended.



Abstract 58

The role of a sport event image in shaping the development of the destination image

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Session 5a: Emerging practical applications of consumer behavior theory in tourism and hospitality

Keywords: Destination image, sport events, semantic differential, cognitive image, affective image

Type of presentation: Research paper

Abstract:

The hosting of major sporting events is known to have significant effects on a destination's image, although the effect such sporting events have on the destination image among different populations or stakeholders in the destination or its time course and the factors that determine its time course is not well understood. Destination image is a construct that has much relevance, both theoretical and practical, not only to most aspects of destination marketing but also to local economic development planning and public policy. Not surprising therefore, it is a construct that has been extensively researched (Baloglu, 1999; Baloglu & McCleary, 1999; Beerli & Martín, 2004; Jenkins, 1999; Pike, 2002, Gallarza, Saura, & Garcia, 2002; Kim, McKercher, & Lee, 2009). The role of a sport event image in shaping the development of the destination image has received less attention, though some attempts have been made by Kaplanidou and Vogt (2007) and by Xing and Chalip (2006), Lee et al., (2005), whereas the remaining literature on sport events usually addresses economic effects on the destination only. The present research sought to better understand the character of the effect of regionally significant sporting events on a destination's image among populations with differing levels of implicit attachment to the destination and the event, viz., visitors and local residents, and event participants and non participants. The image of an event-hosting destination, as reported by a sample of residents and visitors was evaluated through an on-site survey conducted during and temporally proximal to the event. A sample of 156 attendees of the event were surveyed during the spring 2010. The sample included tourists and local residents, some of whom were participants to the event. Statistical analyses of the data characterize and differentiate the destination image among these groups, the role the event plays in the image creation, and the effect of destination image on stakeholders' tourism-related consumer behavior and attitudes related to the destination.



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Mobile online information search behavior during vacation – an explorative study

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Keywords: Mobile internet, online information search, technology acceptance model

Type of presentation: Poster Presentation

Abstract:

Beyond doubt the strong influence of the Internet will change the behavior of travelers in general and its role as information source for tourists respectively. According to Buhalis and Law (2008) this will lead to more consumer interaction and gives more power and influence to the tourists. Since the Internet offers massive amount of information and Xiang and Gretzel (2009) argue that online information search is an upcoming "mega trend" related to the internet. At the same time the usage of mobile phones widely spread throughout the population.

The emergence of the latest internet capable mobile handsets with large, colored high-resolution screens will strongly impact the traveler information search behavior and offers new opportunities for the tourism industry. Thus, Jang (2005) suggest that information search behavior of travelers should be addressed in future research to get an in-depth understanding of the online search behavior of travelers.

This study, therefore, explores travelers' mobile online information search behavior during their vacation in several destinations. The chosen research design is experimental in order to maintain control over all input variables. The tourists will receive latest mobile device and are asked to search for information related to the destination where they spent their vacation. While the mobile device is prepared with the most common applications it will store the searching paths of the users. Thus, this experimental design allows analyzing mobile online information search behavior of tourists in detail. In addition user acceptance of mobile Internet is tested by applying the Technology Acceptance Model adopted of Shin (2007).

The results of the explorative study will reveal which information tourists are searching while on vacation, how they are seeking the information and where they are looking it up. The findings will give evidence about traveler segments and their usage behavior. It will also highlight current barriers and weaknesses of the existing mobile online applications. Finally the study allows deriving recommendations for practitioners to develop effective and efficient mobile online marketing and information activities.



Notes





Consumer Behavior in Tourism Symposium 2010

Organized by
Competence Centre in Tourism Management and Tourism Economics
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