





Collection of Abstracts



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(Chair of CBTS 2010)
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University of Aveiro, Department of Economics, Management and Industrial Engineering, Aveiro, Portugal



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Muzaffer Uysal

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

Arch Woodside

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



Abstract 8

The evaluation of the tourism potential using elementary fuzzy number

Alecu Ciprian Ionel

ICES Gh. Zane Iasi- Branch of Romanian Academy, Romania

aiciprian@yahoo.com

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 18

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

Maurizio Giannone

Tourism Observatory, Sicilian Tourism Government, Italy

mau.giannone@libero.it

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 20

Product development and customer behaviour. Empirical evidence and methodological issues

Marcus Herntrei

European Academy of Bolzano, Italy
mherntrei@eurac.edu

Harald Pechlaner

European Academy of Bolzano, Italy
hpechlaner@eurac.edu

Marianna Elmi

European Academy of Bolzano, Italy
melmi@eurac.edu

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.



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 30

Volga as cultural-aesthetic topos of tourism and travelling

Olga Lysikova

Saratov State Technical University, Russia

970380@list.ru

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

Ishmael Mensah

Department of Hospitality & Tourism Management, University of Cape Coast, Ghana
aprakof@yahoo.com

Rebecca Dei Mensah

University of Cape Coast, Ghana
bdei1@yahoo.co.uk

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

Mirella Migliaccio

University of Sannio, Italy

mirella.migliaccio@unisannio.it

Francesca Rivetti

Seconda Università degli Studi di Napoli, Italy

francesca.rivetti@unina2.it

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

Gabriela Mordecki

*Instituto de Economía, Facultad de Ciencias Económicas y de Administración, Universidad de la República, Uruguay
gabriela@iecon.ccee.edu.uy*

María José Alonsopérez

*Instituto de Estadística, Facultad de Ciencias Económicas y de Administración, Universidad de la República, Uruguay
turismo@iesta.edu.uy*

Silvia Altmark

*Instituto de Estadística, Facultad de Ciencias Económicas y de Administración, Universidad de la República, Uruguay
salt@iesta.edu.uy*

Cecilia Lara

*Instituto de Estadística, Facultad de Ciencias Económicas y de Administración, Universidad de la República, Uruguay
turismo@iesta.edu.uy*

Karina Larruina

*Instituto de Estadística, Facultad de Ciencias Económicas y de Administración, Universidad de la República, Uruguay
karinalarruina@gmail.com*

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 37

The Impact of nautical marinas in Croatia: a mapping approach

Linda Osti

Competence Centre in Tourism Management and Tourism Economics, School of Economics and Management, Free University of Bozen-Bolzano, Italy
linda.osti@unibz.it

Edna Mrnjavac

Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia
ednam@fthm.hr

Tea Baldigara

Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia
teab@fthm.hr

Maja Mamula

Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia
majam@fthm.hr

Irena Narančić

Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia
irenam@fthm.hr

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 39

Inherent analytic tendencies in consumer decision making

Donald L. Pardew

Cybernetica Consulting and (former) Columbia Business School, USA

dlp3@columbia.edu

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.



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



Abstract 48

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

Albert Saló

ESADE, Business School, Universitat Ramon Llull, Spain
albert.salo@esade.edu

Gerard Costa

ESADE, Business School, Universitat Ramon Llull, Spain
gerard.costa@esade.edu

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 53

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

Shamnaaz B. Sufraj

CIFREM, University of Trento, Italy
shamnaaz.sufraj@unitn.it

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.



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.



- 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.



Notes





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Universitätsplatz 1
Piazzetta dell' Università 1
39031 Bruneck/Brunico, Italy

Phone: +39-0474-013600
Fax: +39-0474-013609

CBTS 2010 registration desk phone:
+39-334 6630470

<http://cbts2010.unibz.it>
cbts2010@unibz.it



FREIE UNIVERSITÄT BOZEN
LIBERA UNIVERSITÀ DI BOLZANO
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