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Abstract 1

Managing destination competitiveness through Interaction Spatial Models: A tourist spatial behavior approach

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Tourist behavior, spatial analysis, competitiveness, model.

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The purpose of this conceptual paper is to suggest how the "Interaction Spatial Models" (Nakanishi & Cooper, 1974) can be applied to evaluate tourists' spatial behavior (TSB) and as a result, to measure tourism destination competitiveness (TDC) by adopting an integrative and complete approach.

Design/methodology/approach: Based on a "state of the art" literature review, the authors first propose a theoretical model of TSB that considers a set of destination characteristics, a set of tourist characteristics, and a number of alternative destinations, in order to offer an explanation of tourist decision-making and behavior. Secondly, the mathematical specification of this model is formulated with the aim of allowing its practical implementation.

Findings: Fitting the model allows to identify (1) the variables that contribute to making a destination more competitive and (2) tourists' sensibility (elasticity parameters in the model) towards those variables for each of the destination's target markets. Accordingly, the specific variables that should be managed at the destination level to improve market share as compared to competitors will be known. In addition, it will also be possible to simulate how destination attractiveness for a particular tourist segment increases when the destination improves in some of the destination features that are relevant for its visitors.

Originality/value: Considering that there is an important link between TSB and TDC, our proposed approach offers a new insight on TDC. It introduces in the TDC evaluation not only the destination characteristics, but also the characteristics of their major competitors so as to offer a more realistic approach about the destination's ability to attract tourists as well as the internal and external destination factors that trigger that attractiveness.

Research limitations/implications: The model has yet to be tested on a large dataset. However, intermediary results already indicate that the spatial interaction model can be a powerful tool to determine how destination attributes influence TSB.

Practical implications: The model suggests that destination managers can use this tool to evaluate a destination's strengths and weaknesses as compared to other destinations' strengths and weaknesses. TDC should indeed be used in comparative terms.



Abstract 5

Demographic transition and tourism demand: how are the interrelated?

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Session: Demographic, behavioral, cultural and social changes in tourism science

Keywords: Tourism, demand, demography, migration, crisis

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The research aims to discover how demographic transition is affecting tourism demand in Italy, which experienced deep demographic transformations during the last decade that may have affected quantity and structure of tourism demand. The purpose of this paper is to investigate the implications of this process.

Design/methodology/approach: Firstly, demographic data was analyzed focusing on ageing population and migration inflow data. The hypothesis was that demographic change could modify touristic demand. To understand, how tourism demand changed during last years, data on demand composition and demand size was used and the two typologies of data were related to each other.

Findings: In the last decades, the population structure in Italy has undergone substantial changes that may be synthesized in two macro-categories: an ageing population and a relatively large and rapid migration inflow. As a consequence of these changes, tourism demand has changed. Internal and national demand has changed, because the older population, increasingly affected by the economic crisis, asks for a lower price tourism and often even for a "social tourism". Internal and international migration have generated a new tourism demand, made up of migrants who come back home, usually during summer holidays.

Originality/value: The attempt to link demographic transition to changes in tourism demand is pioneering, especially if referred to Italian data. Our findings extend previous observations that tourism demand may be affected only by factors like income, prices and preferences. Moreover, a further step of the research would try to explain if and how the tourism industry is able to face the transformations taking place in Italians' and migrants' demand.

Research limitations/implications: Main limitations are related to the availability of some types of data and the reliability of data and data sources.

Practical implications: Knowledge about how tourism demand in Italy that has transformed itself during the last years may be very useful to both, the tourism industry and institutions which are supporting this sector.



Practical implications: This research may contribute to the development of new contextual music services that enhance the user's experience. Another possible application of matching music to places may be a location-aware in-car music player.



Abstract 9

Wine tourism and consumer behavior: an explorative study in Tuscany and Marche

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: Cluster analysis, Italy, wine tourism, segmentation

Type of presentation: Research paper

Structured abstract:

Purpose of the study: This study presents an explorative analysis of wine tourists' behavior in two Italian regions, Tuscany and Marche (Central Italy). Adopted measures includes multi-item batteries for pleasure, arousal, and satisfaction, as well as measures of brand name strength and place attachment

Design/methodology/approach: The research design is based on a wider extensive research about brand attachment implications of tourism experience, carried out between 2009 and 2010 across selected regions within different nations. 364 participants were randomly selected, intercepted and asked to complete a questionnaire on experiential aspects of their visit to the region, on attributions, brand attachment, and boundary conditions (place attachment, distance from home).

Findings: The complexity of the relationships between wine tourism supply and tourist experience emerges: the different set of preferences that tourists show (in terms of what they like or dislike) has a strong impact on what they seek in a location.



We have seen how the importance given to the wine tasted changes according to a visitor's profile: this work suggests other levers than wine tasting for increasing awareness and loyalty towards a regional wine by reinforcing the relationship among wine and some features of the touristic offer of the territory chosen in accordance to the visitor's profile.

Originality/value: This is a first cross-country analysis in order to outline possible similarities in wine tourists' behavior by exploring region and wine tourism experiences connected with brand attachment and brand loyalty. The importance of knowing who the wine tourist really is, becomes evident: a deeper knowledge of wine tourists would help wineries to better address their service and to find the best way to build a profitable relationship with them.

Research limitations/implications: Although we provide useful and evidence based suggestions to better target tourism initiatives, one major limitation of the study is the nature of collection method (interviews to a non probabilistic sample) that limits the generalization

Practical implications: A differentiation of the supplied products and services based on visitor segment's desires would surely improve the long-term overall profitability of the wine tourism business



Abstract 12

Territorial distribution of rural tourism and use of the Internet. A case study in the Marche region

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Session: Demographic, behavioral, cultural and social changes in tourism science

Keywords: Rural tourism, internet, social network sites, Marche region, local labor systems

Type of presentation: Research paper

Structured abstract:

Purpose of the study: To verify if and how rural tourism could be a sustainable model of tourism, producing economic and territorial re-equilibrium, and if farm enterprises are proactive or non-proactive economic agents when introducing hospitality and online social networking in marketing farming activities.

Design/methodology/approach: The authors collected statistical data on local economy patterns, territorial distribution of tourism activities, agritourism farms, rural tourism and use of the Internet and Social Network Sites (SNSs) in farm enterprises. The research allows to delineate a quantitative model of rural tourism in the Marche region and its role in delineating a sustainable economic integration between rural and non rural areas.

Findings: The research permits to delineate the specific model of the Marche region as a possible stream of sustainable economic integration and to formulate the hypothesis that the various patterns of tourism in rural and less crowded areas would be a sound contribution to the social cohesion, to tourism sustainability and to territorial economy. This is in order to diminish the impact of tourism "littoralization" and to re-equilibrate the differences between coastal and mountain zones in the Marche region.

Originality/value: The absolute lack of previous similar research, not in the general field of SNSs, but with specific respect to the use of the Internet in rural areas and especially with respect to rural tourism in Italy provides for a certain degree of originality. The increasing use of SNSs in society allows for future implementation in rural areas for marketing purposes.

Research limitations/implications: The analysis does not consider the economic use of web tools of non "rural" entrepreneurs located in rural areas, but it focuses on Agritourism Farms and Country Houses only.

Practical implications: The hypothesis that the Internet is capable to unfold the possibilities of rural tourism to achieve a modern pattern of relationship is validated by the large diffusion of web tools in farm enterprises.



Abstract 13

Analyzing the performance of the South Tyrolean hospitality sector: a dynamic approach

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Keywords: Regional hospitality sector, window DEA, hierarchical clustering

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The objective of this paper is to introduce a methodology to explore the dynamical behavior of the economic efficiency of the hospitality sector. As a case study, the hospitality sector in the Autonomous Province of Bolzano, during the period 2002-2008, is analyzed.

Design/methodology/approach: First, using the Data Envelopment Analysis (DEA), the efficiency level of the decision making units (DMUs) with respect to its own performance over time, and the performance of the relatively most efficient regions and periods, is quantified. The dynamics of the hospitality sector of each DMU are also considered, analyzing the evolution of its economic efficiency through a cluster analysis, hierarchical and spanning trees.

Findings: Employing annual data from 2002 to 2008, the DMUs are clustered according to the temporal evolution of their efficiency. Hence, using two complementary measures of distance (i.e. the correlation and the average distance) between the time series of the hospitality sector, evidence has been provided that neither the evolution of the trend, nor the trajectory of the efficiency of DMUs are affected by their geographical location. Other factors, such as the size and the subsector of activity, seem to affect the common trend and trajectory of the DMUs in the sample.

Originality/value: The contribution of the present study consists of applying an under-researched methodology to explore the dynamical behavior of the economic efficiency of the hospitality sector in the Autonomous Province of Bolzano. The evolution of the economic efficiency is analyzed using a cluster analysis. Also, geometrical and taxonomic aspects of the performance between DMUs pairs are presented, using minimal spanning and hierarchical trees, respectively.



Research limitations/implications: Future research will involve using new distances to extract different information from this empirical data. Furthermore, if longer time series were available, the evolution of the clusters could be further investigated (Brida et al., 2010).

Practical implications: Exploring the key determinants of the dynamics of efficiency represents an essential tool to manage the hospitality sector in the South Tyrolean region, providing entrepreneurs with useful indications about the best way to process inputs.



Abstract 14

Sustainable tourism and well-being tourism in mountain destinations

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Sustainable tourism, well-being, tourist offer innovation

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The paper provides for an analysis of the relationship between sustainability and well-being, i.e. an assessment of and at which conditions sustainability may be a driver of the well-being of destinations and tourist experience. The focus is on mountain destinations whose identity and attractiveness are based on landscape and cultural heritage.

Design/methodology/approach: The research, carried out in Dolomite destinations, is divided into two steps. A quantitative analysis, assessing the level of sustainability of these areas according to the two dimensions of tourism intensity and regulation adopted by the Weaver model (2000). A qualitative analysis of the well-being tourist products in a sample of destinations which result to be sustainable mass or niche destinations.

Findings: The classification of the areas investigated, according to the degree of sustainability, has proven to be consistent with the tourist development in these destinations. The most well-known Dolomite valleys result to be both sustainable or unsustainable mass destinations; UNESCO WHS destinations are mostly sustainable destinations and some of them are still niche destinations. Nature is the core of the Dolomites well-being offer. Sustainability, aesthetics, scientific and cultural relevance are attributes used for its qualification. Consequently, the Dolomites well-being tourism may be considered as a kind of sustainable tourism, motivated to seek holistic self-improvement by experiencing landscape, cultural values and traditions.

Originality/value: The study faces the challenge to assess the sustainability of tourism development by using a quantitative approach and by applying it to the smallest geographical unit of analysis possible. It tries to identify and measure variables which describe the dimensions adopted by a qualitative model to classify the sustainability of different destination development paths. Data are collected at municipal level. However, evaluations also take into account destinations to which municipalities belong.

Research limitations/implications: The application of the Weaver model by using a quantitative approach requires the identification of additional explanatory variables and the existence or access to data at a micro level of analysis, i.e. municipalities. In particular, the dimension of tourism regulation adopted by the model still remains more difficult to measure than the dimension of tourism intensity. The latter also involves qualitative variables which refer to the environmental and social dimensions of sustainability.

Practical implications: Mapping the degrees of tourism sustainability may support decision making processes of both, local institutions and DMOs, respectively, with regard to the future evolutionary scenarios of these destinations and the development of sustainability-oriented strategies/products.



Abstract 15

Weaknesses and challenges of promoting farm-tourism for rural development: A cross-regional perspective

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Farm-tourism, rural development, development policies

Type of presentation: Research paper

Structured abstract:

Purpose of the study: This study aims to analyze farm-tourism suppliers from a cross-regional perspective in North Eastern Italy in order to determine the viability of the promotion and investments exerted in this sector by national laws and local governments to counteract the decline of traditional agrarian industries.

Design/methodology/approach: Through the employment of the same quantitative questionnaire administered to farm-tourism suppliers of three provinces in Trentino South-Tyrol, Friuli Venezia Giulia and Veneto, the authors provide an overview of the supply side of farm-tourism. By using the same sampling technique, it has been possible to aggregate the results and to compare the different regions analyzed.

Findings: The three Italian regions face similar weaknesses and challenges: 1) the databases held by the local governments in terms of numbers and types of farm tourism facilities are incorrect, implying that there is no control on the development of the sector; 2) despite the positive intention of local governments to promote farm tourism as a means to counteract the decline of agriculture, farmers consider farm-tourism as a short-term solution and a way to



obtain public funds rather than an effective rejuvenation strategy; 3) the secondary importance of the tourism business within the farm results in a lack of professionalism.

Originality/value: Despite the existence of other studies on farm-tourism, this work provides a contribution to the current literature on rural tourism planning and policies, as it offers a first approach to benchmarking by comparing different regions. Furthermore, the results of this study offer an overview on the activities conducted by local governments, and identify the weaknesses and challenges of the sector.

Research limitations/implications: The absence of an up-to-date and correct database created sampling problems that involved arbitrary decisions by the authors. It also sets the need for the creation of an observatory of farm-tourism.

Practical implications: This study does not only provide a contribution to the academic literature, it also provides useful information to local governmental bodies on future planning and policies for rural and agricultural areas.



Abstract 16

Proposing a restaurant preference behavior model for casual dining

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Food related lifestyles, cross cultural comparisons, casual dining, consumer preferences, consumer behavior

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The purpose of the paper is to build a model to support research of consumer preferences, behaviors and feelings regarding restaurants. The model was tested on two populations. Based on synthesizing existing methods, one universal tool is proposed: "Restaurant Preference Behaviors" (RPB).

Design/methodology/approach: The first step involved secondary research. After a systematic critical literature review, a preliminary model for testing restaurant's consumer preferences and behaviors was built. The second stage was testing the model - a survey was completed by over 900 Polish and American hospitality students. The data was analyzed using statistical methods such as descriptive and univariate analysis, correlation analysis and Ward's hierarchical clustering method.

Findings: There are already existing useful tools to investigate satisfaction from services provided by restaurants which also indirectly include the research of preferences. There are also tools for studying consumer behavior, taking into account restaurant preferences at different forms and levels. However, the proposed RPB model provides a new ability to study restaurant preferences, specifically. Using the designed tool, it was possible to identify preferences regarding the restaurants, hence it seems to be an efficient measuring tool. Using the tool for two different populations provided the framework to examine and show how the populations differ from each other.

Originality/value: The RPB model successfully grouped questions from a variety of previously used and verified models. This paper shows that the compilation of the selected models makes sense. It was possible to identify preferences regarding casual dining restaurants. The model also shows applicability across two different national populations, indicating how the populations differ. Hence, the tool can be applied in practice to investigate customer preferences regarding casual dining restaurants.

Research limitations/implications: The model consists of 50 questions, too long for an average respondent. From a practical standpoint it should be shortened. It shows there are differences between the populations, but these differences cannot be specified directly.



Practical implications: Present models investigate satisfaction with services provided by restaurants, indirectly studying preferences. Other models study consumer behaviors, taking into account restaurant preferences at different levels. The RPB (model) tool allows to study restaurant preferences, specifically.



Abstract 18

Analysis of international tourist communication campaigns: the electronic tourist brochure

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Keywords: Tourism promotion, electronic campaigns, European tourism

Type of presentation: Research paper

Structured abstract:

Purpose of the study: This paper analyzes the degree of specialization of tourist images presented on the official websites of Italy, France, Greece, Turkey, Austria, Germany and Spain during the years 2005 and 2010 to compare and identify trends of their international communication strategies.

Design/methodology/approach: From 2005 to 2010, an analysis of 1013 electronic brochures of National Tourist Offices (NTOs) of the main tourist-receiving countries Italy, Greece, Turkey, Austria, Germany, France and Spain was conducted. The set of these seven countries represents approximately 55% of the European and more than 30% of the world's inbound tourism.

Findings: Regarding the degree of specialization in online campaigns, an initial assessment indicates that the majority of countries surveyed chose a single type of tourism activity to feature on their covers mostly using a PDF format with more traditional approaches in France, Spain, Italy and Turkey. Germany and Austria show little variations, but also have similarities with each other, with Greece being further away from the overall average. Very significant is the presence of online brochures, which are similar to the printed version of the brochure.

Originality/value: Investigations into tourism promotions in Europe, apart from being frequent, usually suffer from an international comparative perspective. Still very few comparative studies of European countries communication, promotion and marketing do exist. In addition, the overall behavior of the countries studied for a time period of six years is analyzed.

Research limitations/implications: The absence of objective measures is a limitation. However, the external validation of these variables increased confidence in the self-reports and reduced the risk of common method variance.

Practical implications: The results of the investigation allow its use for institutions and international organizations, when considering the optimization of certain tourism promotion activities and to discuss future trends.



Abstract 20

Vacationing in a terror inflicted destination: Tourists' risk perceptions and rationalizations

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Session: Demographic, behavioral, cultural and social changes in tourism science

Keywords: Risk perception, rationalizations, tourism and terror

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The purpose of this exploratory study is to examine the destination risk perceptions and risk rationalizations of tourists who are about to cross the border into an area that has previously been hit several times by terror, after travel advice was issued by their government.

Design/methodology/approach: The data was collected by means of a questionnaire from Israeli tourists waiting in line in Eilat, Israel to cross the Israeli-Egyptian border to Sinai. The questionnaire was based on Fuchs and Reichel (2006) and Uriely, Maoz and Reichel's (2007) studies on risk perceptions. The statistical analysis of 489 fully completed questionnaires utilized exploratory factor analysis and Anova.

Findings: The main perceived risk dimensions were "terror and security", "guest-host contact", "host behavior towards tourists" and "worries about masses and drugs". The "terror and security" dimension of perceived risk includes the fear of being injured by a terror attack and concerns about the worries of family members who stayed at home. The tourists utilized several rationalizations to justify their seemingly irrational behavior, which seem to reduce their terror-related perceived risk. Three main dimensions of rationalization used by these tourists are: "the specific time and the place of the vacation", "comparison to risks at the home destination" and "low chances of risk".

Originality/value: The literature on tourists' response to terror-related risks is based mostly on analyses of macro-quantitative or ethnographic data. A systematic quantitative study of tourists who arrive in terror-inflicted destinations, and might be threatened by actual terror events has yet to be conducted. The current study fills that gap in the literature by examining tourists on their way to cross the border to a terror inflicted destination.



Research limitations/implications: We do not document those whose motivation for a vacation was not high enough for crossing the fear of risks threshold. Clearly, a knowledge gap still exists about characteristics of destination "risk averse" tourists.

Practical implications: The findings of this study may help policy makers and marketing experts to better understand tourist behavior in terms of terror inflicted destination choice. The revealed rationalizations can be relevant to homeland security officers.



Abstract 21

Epidemic propagation in tourist information search: An experimental approach

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Keywords: Viral marketing, social media, destination marketing, experimental economics, diffusion process

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The goal of the paper is to describe and assess the diffusive dynamics of information signals among a population of potential tourists. An epidemic process is triggered in the laboratory and then fostered by reciprocal interaction among agents in a web social network.

Design/methodology/approach: The investigation has been designed and organized on the basis of methods and principles of behavioral economics and population dynamics. After a first step, where a controlled experiment triggers a set of information signals, the succeeding growth and evolution of a population of agents is controlled through monitoring and analyzing access information to a tourism web site. Process monitoring is managed by a dedicated application.

Findings: The experiment allows to sketch some hypotheses on the dynamics of information propagation among potential tourists, and to outline the features of a diffusion process fueled by word of mouth in a web context. Moreover, the investigation permits to map some typical profiles for potential tourists involved in web network interactions. Outcome from observation of propagation process are referred both to time domain (speed of propagation) and to some network topological properties.

Originality/value: To the authors knowledge, there is no earlier line of research that inquired into information propagation dynamics in populations of potential tourists, and where the diffusion process is started by an experiment controlled in the laboratory. A further innovative element is the building and use of a custom software application.

Research limitations/implications: The investigation is marked by research hypothesis rooted in the behavioral approach and methodology that characterize experimental economics. The process is triggered by a web game, and then fueled by an incentive mechanism.



Practical implications: The investigation provides normative results that can be used by Destination Management Organizations for the strategic analysis and evaluation of online communication initiatives, and for the assessment of web 2.0 tools and web sites.



Abstract 23

A conjoint experiment for the economic analysis of tourism demand. The case of Royal Residences in Piedmont region

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: Cultural heritage, tourist behaviour, conjoint analysis, choice experiments, tourism demand

Type of presentation: Research paper

Structured abstract:

Purpose of the study: Starting from an analysis of the Metropolitan Museum System of Turin, this work focuses on consumer/tourist behavior from the economic standpoint and in relation to the Savoy Residences network. It proposes a study aiming at evaluating the expected benefits of tourism services.

Design/methodology/approach: A conjoint analysis was implemented and choice scenarios were defined by a certain number of tour packages, characterized by different attributes and the presence of the Savoy Residences access ticket. The elicitation procedure was structured through a choice experiment.

Findings: A substantially purist attitude towards the tourist proposal emerges. Apparently, our potential visitors are able to appreciate efforts directed towards improving fruition of the entire network and are not particularly interested in mixing different types of experience. From the visitors point of view, at the moment a service that facilitates fruition of the Residences as a network of cultural goods with the same historical origin and characterizing the territory of Piedmont is missing.

Originality/value: Today, the economic valuation of tourist behavior is not apparently a fully consolidated scientific and methodological territory. According to this, the study tackles the legitimacy of a demand-oriented, rather than a top-down approach, and analyzes, how the monitoring of cultural demand can contribute to calibrate a successful supply, and how to put in place suitable structures for incoming tourism to be able to generate benefits for the local community.

Research limitations/implications: This research gives an example of an economic evaluation method that deals with a stated preference approach, related with the phases of tourist behavior.

Practical implications: The approach could become a good practice for who whoever is engaged in analyzing tourist demand. Today, cultural tourism observatories are best practice that may be applied especially with regard to economic valuation goals.



Abstract 24

Empirical assessment of the tourism-led growth hypothesis: the case of the provinces of Bolzano and Trento

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: International tourism, economic growth, Johansen cointegration tests, Granger causality

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The study aims at empirically validating the tourism-led growth hypothesis (TLGH) for the Italian provinces of Bolzano and Trento, two of the most important regions in Italy concerning the expansion of tourism. The focus is on the issue, if international tourism can drive their long-run economic growth.

Design/methodology/approach: In order to test for the presence of a stable causal relationship between international tourism and local long-run economic growth, cointegration techniques and a VECM-based Granger causality test are used. The data consist of the long time series of the real *GDP*, the number of foreign tourist arrivals, and a measure of relative prices (as a proxy for external competitiveness).

Findings: With the use of multivariate cointegration tests à la Johansen, the findings show that for both, the provinces of Bolzano and Trento, the system of variables represented by real *GDP*, international tourism and prices tends to converge to a long-run equilibrium state, meaning that a stable long-run relationship amongst the three variables does exist. On the basis of this empirical evidence, the presence of unidirectional causality from international tourism to real *GDP* has been detected. According to the results of the Granger causality test, based on the estimation of a VECM, the presence of this phenomenon can be confirmed for both provinces.

Originality/value: Cointegration tests, VECMs and Granger-based causality tests are consolidated econometric tools that allow to investigate the presence of causal effects amongst variables. Several researches, which used these tools to validate the tourism-led growth hypothesis (TLGH) for national economies, have recently appeared in the literature. This study contributes to the existing literature by investigating the validity of TLGH for local-level economies, such as the Italian provinces of Bolzano and Trento.

Research limitations/implications: The study assesses the impact of international tourism on the long-run economic growth of two regions, without taking into account that they are neighbouring. It may be interesting to also consider the spatial spillover effects.

Practical implications: The study found that the international tourism industry can be a potential strategic factor for the development of the economies of Bolzano and Trento. An immediate policy implication is that investments in tourism infrastructure should continue.



Abstract 26

The relevance of perceived customer value for customer loyalty: Empirical insights from the Alpine luxury hotel industry

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: Perceived value, loyalty, relationship marketing, luxury hotels

Type of presentation: Research paper

Structured abstract:

Purpose of the study: Perceived customer value and customer loyalty are among the most important psychological outcome variables for companies and help managers to understand customers' decision making processes. This study investigates, how customers' perceived functional-, hedonic-, and social value is associated with attitudinal and behavioral loyalty in hotels.

Design/methodology/approach: Quantitative data was collected in five Alpine luxury hotels in the regions of Tyrol (Austria) and Bavaria (Germany). Applying a self-administered questionnaire survey, 323 hotel guests completed the questionnaire. The independent variables were customers' perceived functional-, hedonic-, and social value. The dependent variables were attitudinal loyalty (i.e. word-of-mouth and revisit intentions) and number of stays as an objective measure for behavioral loyalty.

Findings: Hypotheses were tested using multiple regression analysis. The findings show that revisit intentions were significantly affected by customers' perceived hedonic value, utilitarian value, and social value. Word-of-mouth was significantly affected by utilitarian value and hedonic value. Interestingly, no significant effect was found for social value on word of mouth. Additionally, customers' perceived hedonic value, utilitarian value, and social value significantly influenced behavioral loyalty. Overall, the results are important for relationship marketing and hospitality management.

Originality/value: The study shows that investigating perceived customer value and loyalty in the context of luxury hotels is of significant importance, since these hotels have to offer both, impressive physical appearance and high-quality, personalized services to their guests. The chances of achieving competitive advantage, solely through the provision of tangibles, such as exclusive hotel furniture, are rather short-lived. Competitive advantage of hotels is achieved through creating symbolic, emotional and intangible differences.

Research limitations/implications: Research should consider both, perceived value and customer loyalty as multi-dimensional constructs. Customer value goes beyond a price-performance ratio concept, but incorporates functional-, emotional-, and social aspects. Loyalty comprises a behavioral and an attitudinal component.

Practical implications: Luxury hotel managers have to surpass utilitarian aspects and to focus on the affective and emotional nature of value. It is the emotional experience that makes guests return to the hotel, and to recommend it to others.



Abstract 29

Quality management for golf resorts and incentive structures for managers

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Remuneration structures, golf, management, quality management

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The research project focuses on quality management systems for German golf resorts in general, and incentive structures for managers of the analyzed golf courses in detail, both theoretically and empirically.

Design/methodology/approach: The research is based on a theoretical and empirical analysis of quality management criteria and remuneration structures for golf resorts, and their management institutions. Primarily, the Principal-Agent-Theory is seen as an optimal way for explaining theoretically potential conflicts and solutions between the relevant golf management stakeholders. Secondly, an empirical survey, focusing on all golf resorts in Germany, is undertaken.

Findings: From a theoretical point of view an optimal remuneration structure leads to a higher efficiency of management, and thus to a higher quality of the services offered. A targeting quality management system plays a decisive role within the overall managerial framework. The theoretical and empirical results of the study are evaluated, and the golf resorts are empirically clustered and analyzed in groups. In combination with a profound theoretical background, the results offer a deeper and detailed insight into management problems.

Originality/value: Most of the existing studies focus on golf resorts in general, or on resort-specific criteria such as size, layout, or membership structure. Consequently, deeper analyses of quality management systems and especially remuneration structures for golf resorts are often neglected or are not available at all. The study aims to fill this research gap.

Research limitations/implications: The study analyses primarily the German golf market, but the results might be easily transferable to other markets, and/or other branches of the sport and leisure industry.

Practical implications: A theoretically and empirically based understanding of the relevance and current practice of quality management in German golf in general, as well as of incentive structures for managers, allows to adequately adjust managerial work and structures.



Practical implications: The methodology used permits tourism marketers to gain insight into the strength and weaknesses of their destinations. The findings provide practitioners with informative clues into seniors' destination image, as well as their motivations and fears.



Abstract 32

Singapore F1 Grand Prix: A case study on incentivized marketing to drive tourism tapping into consumer behavior

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: SGP, marketing, Grand Prix, consumerism, incentive

Type of presentation: Case Study

Structured abstract:

Purpose of the study: Asian Financial crisis and now impending US recession bring to call the importance of consolidating tourism development and marketing. This case study offers insights into market dynamics leveraging the Singapore Grand Prix.

Design/methodology/approach: A qualitative research method has been used to investigate the why and how of decision making, not just the what, where, and when. Review of literature and time series data analysis has been complemented with non-participant observation and interpretive techniques focusing on the past four years of active engagement with Singapore F1 Grand Prix.

Findings: Innovative programs, structured government led policies and affiliation/accreditation to world class sports ensures attracting the best of talents. Singapore F1 Grand Prix has ensured that Singapore is able to rebuilt its economy, especially infrastructures like integrated resorts, and sports complexes which will help to get big brands to sponsor the event and in turn drive more spending power towards consumer marketing, all leading to the tourism industry becoming attractive for foreign direct investments. Tax incentive schemes like Double Tax Deduction for inbound tourism promotion have proved to be pivotal.

Originality/value: This article highlights a best practice with recommendations that aim at identifying key issues for a sustainable development agenda and, more importantly, provide a framework for achieving this.

Research limitations/implications: Lack of authoritative prior research studies on the topic is one very important limitation, as is the non-availability of data on Singapore Grand Prix.

Practical implications: As best practice and case study, all data is factual and the analysis shows, how the leverage international events for tourism.



Abstract 33

Innovation in museal networks: apical subjects' interactions for simplifying the complex governance

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Network, museums, apical subjects, governance

Type of presentation: Research Paper

Structured abstract:

Purpose of the study: The intent of this study is to analyze the museums network, not from the point of view of their organization, but focusing our attention on apical subjects' interactions

Design/methodology/approach: We've abandoned the "topological network design, in which the network is not just a form of organization characterized by a particular geometry of the reports that, depending on the schools, may be a plot more or less open" in order to consider the museum not only as a pole of services delivery, but as a government pole where those interaction relationships established among the organization members would prevail.

Findings: In this case, according to this treatment, it is shown the presence and the interconnection of two processes, paradoxically in contrast and in synergy to each other, which are the action and the institutionalization. The link knowledge/level - micro/human being borrowed from Croizier's vision, without omitting the contribution of Friedberg, Pfeffer, Crespi and Morgan is helped by the micro-institutional perspective of Meyer, Rowan, Zuker, DiMaggio, Powell.

Originality/value: This contribution's goal is to deepen the museums network phenomenon, viewing it from two points of observation: from the social actor's (player's micro-level), and from the institutional management's (the score of the game in a certain moment's macro-level), highlighting the new relationships between these two levels and how they influence each other.

Research limitations/implications: It is a theoretical model. It is important to underline the innovation brought by the network cognitive value among apical subjects, with a reference to the strategic relevance of how the competitive action work.

Practical implications: The intent is to propose a museal network in Puglia based on this approach for the tourism development of this area. Only a museal network can be a dynamic model of development for cultural resources.



Abstract 37

An empirical study on determinants of golf tourism

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Golf tourism, quality, satisfaction, behavioral intention, SEM

Type of presentation: Research paper

Structured abstract:

Purpose of the study: Based on a tourist sample, this study aims to provide a better understanding of sport-based travel by analyzing the golf sport in the context of tourism's activity. The relationships among quality, perceived value, satisfaction, behavioral intention and the moderating effects of tourist characteristics are assessed.

Design/methodology/approach: The instrument used for this study was a self-administered survey, developed based on a literature review (Petrick, 2002a and 2002b). Both Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were applied to the data sets, using the SPSS and LISREL statistical package programs. The moderating effects of tourists' characteristics were tested, using a Multi-group LISREL.

Findings: Golf tourism's significance in global tourism is undeniable. Moreover, it has only recently become the focus of concentrated academic inquiry. The study summarizes the determinants of golf tourism via a structural equation model. The structural relationships between all variables, with respect to different stages of tourist behaviors, were investigated. In addition, the path "quality→perceived value→satisfaction→behavioral intentions" appears evident in this study. The results show that perceived value has both, direct and indirect effects on behavioral intentions, whereas the moderating effects of age were statically significant, while the results of gender and provenience were not significant

Originality/value: This paper contributes to the emerging body of literature on sport tourism, by conceptualizing and testing a structural model. The theoretical contribution of this study is a development of an integrated tourist behavior model, by including perceived value into the "quality–satisfaction–behavioral intentions" paradigm. In addition, the moderating effects of tourists' characteristics and motivations on the model are tested. The study's findings also do have significant managerial implications.

Research limitations/implications: The nature of the convenience sample and the use of self-reported purchase intention measurements somewhat limit the generalizability of the findings. The findings of this study need to be further tested, using different samples.

Practical implications: For managers, this study can throw some light on the profile of golf tourists, hence helping to clarify the role the perceptions of price-value of a tourism service, quality, and overall satisfaction has on behavioral intentions.



Abstract 38

Factors influencing length of stay of cultural tourists

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Session: Demographic, behavioral, cultural and social changes in tourism science

Keywords: Length of stay, cultural tourism, museum, zero-truncated negative

Type of presentation: Research paper

Structured abstract:

Purpose of the study: Within a microeconomic setting, the objective of this paper is to provide evidence on the attitude of museum visitors, regarding culture and their overall vacation motivation. As a case study, the visitors' experience to the South Tyrol's Museum of Archaeology in Bolzano (Italy) is analyzed.

Design/methodology/approach: Based on the consumer behavior theory developed by Lancaster (1966) and Rosen (1974), a destination incorporates a bundle of characteristics that determine consumers' utility. A fundamental role is played by length of stay determined by tourists' budget, time constraints and preferences. Empirically, a zero-truncated negative binomial model is estimated to understand in which manner each variable affects the length of stay, taking into account tourists' heterogeneity.

Findings: Employing empirical data obtained via a survey of 724 visitors at the museum from June to August 2010, evidence is provided that the cultural length of stay in a mountain destination with two peak seasons (summer and winter) is higher than the length of stay in more traditional tourism destinations. The econometric analysis indicates, that respondents who visited the Iceman museum, are mainly interested in a cultural experience and can be regarded as specific tourists.

Originality/value: The contribution of the present study is in applying an under-researched empirical approach into the investigation of length of stay of cultural tourists in a mountain destination. Given the specific characteristics of the dependent variable (i.e. length of stay), that is a count variable that assumes at least the value of one, a zero-truncated Negative Binomial has been estimated.

Research limitations/implications: Future research will involve a survey at accommodation establishments (e.g. hotels, etc.), to gather information to be able to better distinguish between cultural and non-cultural visitors, allowing for direct comparison.



Practical implications: The findings provide an essential tool to manage heritage resources and plan to tourism development around the museum. Although one of the main attractions in Bolzano, the Iceman deserves even more attention from local institutions.



Abstract 39

Analysis of the efficiency of Spanish hotel industry: An applied study

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Technical efficiency, data envelopment analysis, independent hotels, dual structure, productivity

Type of presentation: Research paper

Structured abstract:

Purpose of the study: Despite the importance of the hotel sector in the global economy, the study of its effectiveness has not reached the status of those in sectors as banking, education and healthcare. This study examines the technical efficiency and scale of the Spanish hotel sector.

Design/methodology/approach: To estimate efficiency, we use a non parametric model, Data Envelopment Analysis. DEA is a technique for measuring efficiency, based on obtaining an efficient frontier from a sample of decision units (UTD) homogeneous with respect to the inputs and outputs used in the production process.

Findings: The findings highlight the low average level of efficiency obtained (at 62,61%), and its positive relationship with the variables derived from chain managed hotels, hotel size and category. The growing market share of hotel chains in the structure of the hotel sector in Spain suggest, that specific location and product differentiation on their own are not sufficient to compete under current circumstances. Given this environment, independent hotels, in order to survive on medium and long term, must respond by reaching the same level of technical efficiency and productivity as chain managed hotels.

Originality/value: The resulting panel of data used in the representative sample of the Spanish hotel sector consists of 5.088 observations (424 establishments). Our approach aims to identify differences between independent hotels versus hotels managed by hotel chains, and hence to identify key drivers.

Research limitations/implications: The lack of statistics and information. The variables dimension and form of management define a dual structure in the Spanish hotel sector. Conclusions are limited to the sample used.

Practical implications: The transformation in the tourism market force us to choose a microeconomic approach, so that the conclusions and policy proposals drawn respond to the realities of the sector.



Abstract 41

The impact of tourism demand on the educational level of workers: The Uruguayan case

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Session: Demographic, behavioral, cultural and social changes in tourism science

Keywords: Tourism, education, sequential logit

Type of presentation: Research paper

Structured abstract:

Purpose of the study: This paper analyzes the growth of tourism in Uruguay, as a determinant of the increase of educational levels in tourism workers. The years studied were: 1990, 2000, 2005 and 2010.

Design/methodology/approach: A sequential logit model, built from four conditional logit models, is used to estimate the probability of completing each educative level considered. Among the variables taken into account to control each decision, besides those traditionally considered, a dummy that indicates, if the individual works in the tourism industry or in another industry it, is included.

Findings: The educational levels considered were: "primary, incomplete secondary, complete secondary, incomplete university, and complete university" and the data sources used were the Continuous Household Surveys. The main results obtained indicate that working in the tourism sector has a significant effect on the increase of years of education. In particular, there is a significant positive effect on primary completion by 2005, and ending both the primary and secondary education by 2010. In the case of university education, effects are negative in all years considered. This is relevant for Uruguay and the necessary definition of the sectors to promote.

Originality/value: The tourism industry represents a key sector in the economy, with importance on the generation of added value as well as its role in creating employment and generating inflows of foreign currencies. In Uruguay, there is no other research studying the relationship between working in the tourism industry and the educational level of workers. Also, it is something original to use a sequential logit model to study this phenomenon.

Research limitations/implications: The data available does not allow to apply the classification of tourism workers and it was necessary to adapt the definition of the sector workers to the categories used in the Continuous Household Surveys considered.



Practical implications: The findings of this work imply positive externalities from both points of view: education and the tourism sector. Investing in the tourism sector has positive effects on workers' educational levels.



Practical implications: Suggestions on how hiking products and destinations can benefit from product development and customer orientation, and how products can be developed that satisfy the needs, wants and demands of the future hiking tourist.



Abstract 43

They all look alike! The branding of remote destinations

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Remote destinations, branding, image, tourism

Type of presentation: Case Study

Structured abstract:

Purpose of the study: This article raises the question as to whether remote destinations are too similar in their branding approaches, basically focusing on pristine environment and authentic experiences.

Design/methodology/approach: Through a case study of a number of remote destinations, among those that of Iceland and Patagonia/South Chile, the article discusses, if the concepts of "unspoilt nature", "pristine landscapes" and "authentic experiences" are used too uncritically in the marketing of remote destinations among the responsible local DMOs in their eager to respond to what is perceived to be an increasing tourist demand.

Findings: During the last decade, considerable amounts of time and money have been spent in order to establish a positive image of remote areas, hence to influence consumer decision-making. However, looking into the images of remote destinations created worldwide, they seem, almost without exception, to be positioned around images of unspoilt nature, pristine landscapes and authentic experiences. This similarity hampers the qualitative differentiation between different remote destinations and complicates the decision making process of consumers.

Originality/value: The article addresses problematic issues related to the branding of remote destinations in terms of destination image, which are all centered around concepts of pristine landscapes, unspoilt nature and authentic experiences. Apart from the inherent interesting ground of this question, the article also provides for some solutions, as to how remote destinations could differentiate themselves in terms of modern customer demands and the experience economy.

Research limitations/implications: The paper helps to shed light on an important contemporary issue: the branding of remote tourism destinations. The paper thus suggests new approaches to the understanding of remoteness in tourism branding.

Practical implications: Local and regional DMOs working with remote destinations would clearly benefit from more knowledge on how to differentiate themselves from each other in terms of contemporary touristic demands and trends.



Abstract 44

The analysis of motivations and holiday styles affecting tourists in Sardinia and Sicily: a segmentation study

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Segmentation, tourist behavior, multivariate analysis, sensitivity analysis

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The study pursues two different aims: to analyze the motivations and behavior of tourists visiting Sardinia and Sicily (Italy), between 2009 and 2010; to classify tourists by motivations and behavior.

Design/methodology/approach: Data from a PRIN sample research on tourist behaviors, carried out in Sardinia and Sicily between 2009 and 2010, are tested with statistical multivariate models, and results of this analysis are discussed. The role of the different variables used to predict behavior is examined with respect to preliminary conditions and final results, also in terms of sensitivity analysis.

Findings: Tourists intercepted in Sardinia and Sicily show different behavior, according to their belonging to different segments. Analysis of the different role of input variables in predicting behavior shows interesting results in terms of which variables should be included in future studies. The comparison between tourists in Sardinia and Sicily provides clear similarities and differences. Tourist classifications, obtained through different segmentation algorithms, suggest that results are in general model dependent.

Originality/value: The main value of the study lies in the large and recent sample (almost 6.000 respondents) collected on the two major Italian islands, Sardinia and Sicily. The originality of the study is due to both, the fact that only a few studies on tourist behavior have been conducted in the area, as well as that sensitivity analysis has not been adequately applied in tourism studies so far.

Research limitations/implications: The research was carried out by using a formalized random sampling design. Due to the fact that data was gathered in Sardinia and Sicily only, results cannot easily be generalized to other territorial contexts.

Practical implications: The research provides public and private tourism operators with indications about possible supply strategies related to the determinants of tourist behavior, which can be used to reach the different segments of tourists identified.



Abstract 45

Renewable Energy Sources and Energy Saving Systems in the hotel industry: Tourists attitudes and hotel owners investment

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: Tourists attitudes, eco-friendly hotels, theory of planned behavior, renewable energy sources, hotel investments

Type of presentation: Best practice

Structured abstract:

Purpose of the study: The aim of this research is to gain a better understanding of tourists' attitudes towards hotels investing in Renewable Energy Sources (RES) and in Energy Saving Systems (ESS). Hotel owners are also interviewed to determine their motivation in investing in such energy sources and systems.

Design/methodology/approach: Two different questionnaires have been distributed: one to tourists, and one to hotel owners. The research has been applied to South-Tyrol, an emerging leader in RES and ESS in Italy and Europe-wide. Quantitative data has been used to provide, firstly, an overview of the attitudes of both tourists and hotel owners, secondly, to prove the theory of planned behavior.

Findings: Through non-parametric tests it has been possible to determine, whether daily attitudes and behavior at home can influence an individual's behavior as a tourist at the destination: will the use of RES at home affect the choice of eco-friendly hotels and the availability to pay extra money for hotels investing in RES/ESS? This research demonstrates that the theory of planned behavior cannot be applied in full when it comes to eco-friendliness. Furthermore, the research demonstrates that although the majority of the interviewed hotels are investing in RES and ESS, customers are not yet ready to fully appreciate eco-friendly hotels.

Originality/value: Limited research has explored attitudes and perceptions of tourists towards eco-friendly hotels. The originality of this work lies in a survey being conducted to both supply and demand at the same time and in the same destination. The research sets a first framework for the development of further studies on eco-sustainability in the hotel industry and can be easily applied to other destinations.

Research limitations/implications: Among tourists, 131 valid questionnaires were collected, focusing only on one destination in South-Tyrol (Toblach-Dobbiaco), and only in the summer season. To overcome limitations, future studies will expand to the winter season and other destinations.



Practical implications: The survey conducted among tourists can be of high interest to hotel owners. The survey among hotel owners can be used by tourist offices to create specific advertising campaigns; by governmental offices for public funding policies.



Abstract 48

Incoming tourism dynamics in the short term: Clustering Italian tourist areas

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Incoming tourism, Italian tourist areas, B-splines, k-means

Type of presentation: Research paper

Structured abstract:

Purpose of the study: The study aims to cluster Italian tourist areas according to the yearly time series of tourist arrivals over the period 2000-2009. The territorial distribution of each cluster's representative pattern is discussed, as well as the prevailing typology of tourism of the resulting average short-term dynamics.

Design/methodology/approach: The technique of Abraham et al. (2003) is used, in order to cluster the time series of tourist arrivals, after an opportune standardization. The clustering technique is a two-stage and strongly consistent methodology, that combines B-splines fitting and *k*-means. A representative time series of each group (cluster center) is assessed.

Findings: Three different numbers of clusters (2, 3 and 4) are tested, of which two persistent patterns emerge. The latter are increasing and characterized by convex and concave shapes respectively, which suggests that groups of destinations are located at different stages of their lifecycle (Butler, 1980). The patterns detected are discussed in terms of their territorial distribution and the typology of prevailing tourism in the area, according to the ISTAT classification (artistic, religious, seaside, etc.).

Originality/value: The work extends the contribution of Parroco and Scuderi (2011), whose application of Abraham et al. (2003) technique is new in tourism sciences. The interpolation of a function to data, and the detection of those tourist areas showing similar patterns, are interesting starting points towards the understanding of similarities in long term dynamics, and thus lifecycles, conditional to the availability of datasets with more time observations in time.

Research limitations/implications: The methodological approach is explorative. Merging of data on some tourist areas is necessary, due to Italian privacy laws. For this reason, detailed information on some issues is not provided.

Practical implications: The methodology allows to detect, if areas with similar characteristics, such as location in the same region or common typology of prevailing tourism, are also characterized by similar tourist flow dynamics.



Abstract 50

Ecological deconstruction toward reconstruction of tourist ecosystem

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: Consumer behavior, destination management, territorial competitiveness, long tail, quality of services

Type of presentation: Research Paper

Structured abstract:

Purpose of the study: This paper proposes a model of competitiveness analysis based on a (re)defined concept of competitiveness of tourist destinations and its drivers, including consideration of a demand characterized by an increasing variety and differentiation (long tail), whose satisfaction requires the aggregation of different components of offer, also multi-local (micro-meso-macro).

Design/methodology/approach: The paper reassembles the main contributions of the literature in a integrated model for the analysis of competitiveness, considering a larger concept of destination, which refers to Multi-Local-Eco-Tourism Systems. The model, that includes 47 variables, is validated with a Structural Equation Modeling System with regards to the TmLES of the Lake Garda. Data was collected through a direct survey on consumer and supply behavior.

Findings: The analysis has highlighted the importance of the different drivers of competitiveness, confirming the need to aggregate the different components of the overall system (regions, networks, firms) through meta-organizers, which enhance excellence in developing mechanisms for co-petition intra- and inter- system for sustainable governance of growth in size and depth of the market. The benchmarking analysis (between the different geographical areas that make up Lake Garda), has also identified the strategies that lead to improved economic and competitive performance (best practice), and the medium-long term success factors they are based upon.

Originality/value: The paper proposes a new approach of competitiveness analysis, considering a meso-system touristic level, namely an "eco-territorial system" that can take into account different levels and sizes depending on the competitive position, between the country system (macro-area) and the touristic destination (micro-area). This approach allows to account for the systematic change that is required by international competition to meet growing demand for variety and quality, and thus the elongation of the tails of offer and demand.



Research limitations/implications: The research has highlighted the explicative potential of the model, whose implementation, however, requires further investigation for evaluating the competitiveness of different TmLES from a benchmarking point of view not only internal, but also external.

Practical implications: The model could be an effective tool for policy maker in order to identify possible gaps of competitiveness and the necessary policy to reduce them.



Abstract 51

Econometric modelling of inbound tourist expenditure in South Africa

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: Tourism demand, tourism expenditure, South Africa, time-series modelling

Type of presentation: Research Paper

Structured abstract:

Purpose of the study: The purpose of the study is to determine the sensitivity of inbound tourist expenditure in South Africa to changes in prices, income and other variables.

Design/methodology/approach: While most tourism demand studies employ arrivals as dependent variable, a recent article by Song et al. (2010) showed that tourism expenditure as dependent variable produces more accurate results in terms of price sensitivity. This research follows micro-economic theory, where demand for a product is influenced by price, substitute prices and income. Expenditure by tourists from different origins form the dependent variable.

Findings: Using quarterly time-series data from 2003 to 2010, this article models inbound tourist expenditure from different source markets, i.e. Europe, USA, Australia, United Kingdom, Asia, South America, as a function of prices, substitute prices and income. Arrivals to South Africa have increased dramatically over the past number of years, but this increase in arrivals has not been accompanied by a similar increase in tourist spending. Previous research based on arrivals finds that South Africa is a relatively price insensitive destination. However, this research shows the contrary. It confirms the income elasticity of South Africa as a destination.

Originality/value: This is one of a few demand studies that uses expenditure as a dependent variable, thereby contributing to the limited literature in this regard. South Africa as a developing destination, provides an interesting case study compared to the existing literature. Analyses are also conducted for different markets, and not only on aggregate, which provides better policy implications.

Research limitations/implications: This research is based on expenditure data that was derived through surveys conducted by Tourism South Africa, and are therefore subject to any limitations experienced when using survey data.

Practical implications: Using expenditure rather than arrivals as the dependent variable, solve the conundrum of increased arrivals versus increased revenue from tourism. It provides more accurate policy implications, since the elasticities derived are more accurate.



Abstract 53

An empirical survey study of cruise tourism in Uruguay

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Session: Demographic, behavioral, cultural and social changes in tourism science

Keywords: Cruise, tourism, hierarchical cluster, CART

Type of presentation: Research Paper

Structured abstract:

Purpose of the study: In the present study, we realize an empirical evaluation of the main demographic and economic features of cruise passengers arriving at Montevideo and Punta del Este and portray, how this profile of visitors has evolved along the last summer seasons.

Design/methodology/approach: The empirical study is based on survey data derived from questionnaires answered by 1803 and 3348 cruise passengers in the 2008-2009 and 2009-2010 seasons, respectively. The methodological approach includes the application of multiple correspondence and hierarchical cluster analysis, resulting in the grouping of cruise visitors in Uruguay according to their degree of similarity, which are finally characterized through the use of classification and regression trees (CART).

Findings: The results show that two-thirds of cruise passengers arriving in Uruguay are visiting the country for the first time. The distribution by nationality evidences a concentration of Brazilians, Argentineans and US citizens, which represent more than 70% of cruise passengers in both seasons. Visitors are mostly women (68%) and one fifth of cruise tourists are 65 years old or older. The study clearly identifies three clusters of cruise passengers in the last two seasons, where the most discriminating factors are country of residence, occupation and number of former visits to the country.

Originality/value: The present study is the first one to apply a set of factorial and classification techniques to valuable survey data on cruise tourism in Uruguay. These surveys were conducted by the Ministry of Sports and Tourism and were proposed to cruise passengers arriving at Montevideo and Punta del Este, according to independent samples taken in each location.

Research limitations/implications: Survey data did not include information that proved to be relevant in similar studies, such as level of income, education, civil status or hours spent inland.

Practical implications: The study can be helpful in formulating strategic government policies to further develop cruise tourism in Uruguay, and to enhance its economic impact in the country.



Abstract 54

Customers' service quality and price fairness perceptions for services sold through discounted vouchers

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: Discounted vouchers, tourism services, service quality, price fairness, customers' perceptions

Type of presentation: Research Paper

Structured abstract:

Purpose of the study: Anecdotal studies show that discounted coupons are used for price differentiation and other revenue management purposes, which in turn negatively affect customers' perceptions of services. This study examines the impact of discounted vouchers on customers' perceptions about service quality and price fairness of discounted services.

Design/methodology/approach: A research instrument was designed for measuring customers' perceptions of the price fairness and service quality they have experienced when consuming a tourism/hospitality service that they have bought through a discounted voucher. The instrument was disseminated through the facebook pages of the most popular discounted voucher companies in Greece (i.e. <http://www.kamthing.com/>, <http://www.couponcity.gr/>, www.groupon.gr, <http://www.pros4s.gr/> and <http://www.goldendeals.gr/>).

Findings: The findings demonstrate that the discounted vouchers do create negative perceptions of price fairness, as a great majority of respondents felt that the service quality of the service experienced is similar to their previous experiences and prices paid, meaning that if a firm can provide a service at a discounted price, then customers are usually asked to pay very high prices and firms make enormous profit margins. Respondents also agreed that discounted vouchers resulted in crowded facilities which in turn alienated customers paying normal prices and reducing their possibilities to make a booking for using the discounted coupon they bought.

Originality/value: Previous research has investigated issues related to coupon design, market appeal and sales effectiveness, but research has failed to study the impact of discounted vouchers on consumer behavior. This is despite the fact that numerous tourism firms are currently using discounted vouchers for promoting and selling their services. Moreover, revenue management practices, such as that of discounted vouchers, may have detrimental impacts on customer behavior, if not applied appropriately.

Research limitations/implications: Findings represent the Greek market. As nationality, culture and international experience may influence customers' perceptions of revenue management practices as discounted vouchers, future studies should test and refine the findings with a wider sample.

Practical implications: The findings provide useful guidelines on how tourism firms should design, promote and implement discounted vouchers for eliminating any negative perceptions on service quality and price fairness.



Practical implications: The findings provide a tool to understand consumers' behavior and which factors do affect length of stay at a specific site. Also, museum managers may use the results for deciding on policies for the future.



Abstract 57

Determinants of shopping behavior at the museum store

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Session: Emerging theoretical, methodological and practical developments in tourism and hospitality

Keywords: Authenticity, emotions, behavioral economics, structural equations models

Type of presentation: Research paper

Structured abstract:

Purpose of the study: In this study, the determinants of the decision to buy and the expenditure made by visitors at the museum shop is investigated.

Design/methodology/approach: The study is based on a survey conducted among visitors of the MART museum in Rovereto. A factor analysis is conducted to determine the main motivational factors that guide visitors in their decision to visit the museum. Next, a Tobit regression analysis is performed to individuate factors that influence visitors' decisions to buy something at the shop, and how much to spend on these purchase.

Findings: More than half of respondents to the survey bought something at the museum shop or intended to do so, with an average expenditure of 20 Euro. Factor analysis revealed that motivations of MART visitors can be described by two separate factors, defined as "pull" and "push" motivational factors. Analysis of expenditure at the museum store shows that "pull" motivational factors and general satisfaction with the visit of the museum increases the probability to buy something at the museum store. Meanwhile, "push" motivational factors influence visitors' expenditure levels at the store.

Originality/value: The study is a first attempt to explore the purchasing behavior of museum visitors at the store of the museum. In particular, it is investigated how motivations and satisfaction of museum visitors affect expenditure levels at the museum shop.

Research limitations/implications: Motivational factors and satisfaction are strongly related to expenditure levels in the museum shop. These findings permit to extend the structural model that relates motivations and satisfaction with loyalty to include other managerial concerns, as expenditure in museum shop.

Practical implications: The understanding of who enters the museum shop and what determines visitors' expenditure allows museum management to segment potential demand and to define the target audience. Moreover, this knowledge also helps to improve the operational management of the shop.



Abstract 59

Demographic change and tourism: Adaptation measures in a South Tyrolean model region

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Session: Demographic, behavioral, cultural and social changes in tourism science

Keywords: Demographic change, regional development, spatial planning, touristic infrastructure

Type of presentation: Research Paper

Structured abstract:

Purpose of the study: The general tendency of over-ageing implies a change of the tourist age structure. Older people will become increasingly relevant as a touristic market segment. One purpose of the study (part of the Alpine-Space-Project DEMOCHANGE) is the development of adaptation strategies in spatial planning and regional development, and the implementation of pilot projects in tourism, in order to react to these demographic challenges.

Design/methodology/approach: A quantitative data collection to the demographic situation in South Tyrol has been done. Since the project builds on a strong participation of regional stakeholders, a local steering group and different focus groups have been created and accompanied in the strategy development process and the definition of pilot actions. During the implementation of pilot actions, qualitative and quantitative in-depth-analysis of tourism will be done.

Findings: Demographic change will determine a change of tourism demand. On the one side health care, maximal barrier-freeness, innovative health check, emergency and rescue systems will be more and more important. On the other side, older people are more and more capable and sportive, asking for age-friendly activities. As a combination of both, safety and activity, the local steering group has designed the pilot project "health ronda": a health focussed thematic hiking path, which shall promote the model region as intergenerational hiking region for both locals and tourists, and also integrate local seniors as accompanying persons.

Originality/value: The overall Alpine-Space-Project DEMOCHANGE follows an innovative approach by a close partnership of institutions of applied sciences, the regional implementation level, and several local population strata. Starting from age-based touristic infrastructure it bears innovative potential for the diversification of offer of touristic enterprises, like health weeks, etc.



Practical implications: This example of the DEMOCHANGE model region in South Tyrol gives insights how the combination of participatory processes and research can intertwine in the development of strategies and adaptation measures in regional development of tourism.



Abstract 60

Web 2.0 applications, social media, search costs, price, and quality: Is Gresham's Law at work in the tourism industry?

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: Web 2.0, social media, search costs, hotel pricing, Gresham's law

Type of presentation: Research Paper

Structured abstract:

Purpose of the study: The present study seeks to evaluate the effects of the increased access to information about price and utility of alternative service providers that has been afforded by shoppers of tourism services by the internet on search costs, price and quality of tourism services.

Design/methodology/approach: All operational-definition-qualifying hotels within several tourism hotel markets, defined by geographically circumscribed destinations, were evaluated on price, quality and search costs variables, where search costs were measured as the availability and accessibility of price, quality and utility information via the internet and the various platforms, over which the information is distributed. The relationships among these variables were evaluated using standard statistical measures of association.

Findings: Preliminary evidence is produced that in those markets where search costs are high, both price and quality vary less than for those markets where search costs are low, giving highly qualified but credible support to the idea that Gresham Law is at work. Markets with low search costs exhibit both, a greater correlation between price and quality and (necessarily) greater variation in both (i.e., greater market segmentation and differentiation). Part of the observed effect may be accounted for by smaller, less developed markets tending to be more homogeneous than larger developed markets, but this is one version of Gresham's Law.

Originality/value: The impact of Web 2.0 applications, e.g., blogs and other social media, on consumer behavior and marketing practices have been fully recognized and continue to be under vigorous investigation, but their microeconomic impact has been and continues to be less well understood and less energetically investigated. Yet, the ultimate financial impact these applications have on tourism markets, independent of the mediating mechanism, is extremely relevant.

Research limitations/implications: Sample of destinations (i.e., markets) was non random and small. The study was exploratory, and designed more to help clarify and to give direction to subsequent investigations, than to arrive at any final statistical conclusions.

Practical implications: Both, destination management organizations as well as individual enterprise managers, must understand the microeconomic impact of the Web 2.0 platforms and social media on consumer behavior and marketing paradigms to thrive, if not survive.



Abstract 61

Participatory sports tourism as pilgrimage

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Session: Future consumer behavior in tourism: macro-, meso- and micro- research approaches in tourism science

Keywords: Pilgrimage, journey, spiritual, transformative

Type of presentation: Research Paper

Structured abstract:

Purpose of the study: The purpose of the study is to reflect on the similarities, and differences, between religious pilgrimage and participatory sports tourism, illustrated with racing cyclists on the roads of the Tour de France.

Design/methodology/approach: This research is based in comparative case studies, a first person narrative of cycling on the roads of the Tour de France, and one assembled from secondary sources about religious pilgrimages. In addition to the first person case study, secondary sources are also consulted to illustrate the meaning of cycling on those roads to ardent cyclists. The attributes of each experience are compared.

Findings: There are considerable similarities between the religious pilgrimages undertaken and the "once in a lifetime" trips of racing cyclists to the famous mountain roads and climbs of the Tour de France. For some cyclists at least, all the attributes of a religious pilgrimage can be found in visits to these roads of the Tour de France. Accepting that something as profane as tourism can be as sacred as pilgrimage challenges our understanding of the place of tourism in modern lives. Some non-religious tourism can be important in the spiritual maintenance and development of people.

Originality/value: In an age when spirituality is often expressed outside of the church, it is important to consider where citizens may find their spiritual succor. In the past, pilgrims have been considered as tourists, and visits to stadia or golf courses as pilgrimages to monuments. This research finds tourists cycling on public roads are undertaking pilgrimage in its more traditional sense of a ritualized journey, akin to the Camino de Santiago.

Research limitations/implications: Research based on case studies often suffers from a lack of generalizability, but that is compensated for in the richness of the descriptions available and provides a first step in research area.

Practical implications: Recognizing that tourists can be immersed in a pilgrimage has implications for public policy (resource allocation), promotional implications (message content) and implications for goods and services that tourism operators should provide to support transformations/spiritual experiences.



Originality/value: To address the problem of 'How can Park Management organizations better utilize resources to suit visitor needs?' the following research questions have been answered: What are the constraints and barriers on Park Visitation? To what degree does each constraint or barrier affect visitation? What factors explain park visitation? What is the relative importance of each factor? What aspects explain visitor satisfaction? What is the relative importance of these factors?

Research limitations/implications: Within the context of parks, research into constraints faced by consumers is highly topical (e.g. Shores et al., 2007), and further research on the constraints of park use for different types of parks would be useful.

Practical implications: The park management implications of this research enable socially equitable visitation by minimizing the constraints on particular socio-demographics, as well as maximization of user satisfaction to National Parks.



Abstract 63

Consumer response to promotional pricing of city tourism product: the case of Poznan (Poland)

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Session: Demographic, behavioral, cultural and social changes in tourism science

Keywords: Promotional pricing, sales incentives, city tourism product, consumer behavior, Poland

Type of presentation: Research Paper

Structured abstract:

Purpose of the study: To analyze consumer involvement and response to an unusual sales incentive for a city tourism product; to estimate whether and how long promotional pricing, in the form of a marketing event organized once a year, can produce positive consumer response and therefore can be considered as an effective marketing tool.

Design/methodology/approach: A survey (personal interviews with a representative sample) was carried out for four years, during annual editions of the marketing event called "Poznan for half price". The survey results were analyzed using descriptive statistics and time series analysis methods. Also, the volume of tourism services sales during every event edition and public statistics regarding tourism flows were analyzed.

Findings: The findings show that consumers' reactions to promotional pricing, and thus the effectiveness of this marketing tool, decreases after the third event edition. Moreover, no clear response of consumers has been determined since the first edition. A significant share of respondents claimed that the promotional pricing event was not a decisive factor of visiting the city, while a number of tourists declared interest in returning to the city visitors after participating in the event.

Originality/value: The research refers to consumer reactions to unusual, innovative promotional activities, which are simultaneous 50% price cuts of all basic tourism services in the city. Also, surveys have been conducted since the very first edition and repeated using the same methodology which brings unique and original analysis of consumer response to that type of marketing activities.

Research limitations/implications: The four editions might give a blurred picture of consumer involvement and as further investigation is needed the fifth one could shed light on the actual trend and the results contribute to research on determinants of consumer behavior in tourism.

Practical implications: The research results could be helpful in promotional pricing planning by city DMOs and in the long run could help demonstrate the effectiveness of promotional pricing tools annually used by Poznań DMO.



Notes



Notes



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