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## Competence Centre in Tourism Management and Tourism Economics (TOMTE)

# Consumer Behavior in Tourism Symposium 2011

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## **Collection of Abstracts**

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**Collection of Abstracts** 

# Consumer Behavior in Tourism Symposium 2011

"Future Tourism Demand: Demographic, Behavioral and Social Changes. Challenges for Marketers and Economists"



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# 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.



#### Evaluation of tourism experiences as a liminal experience

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

Keywords: Liminal experience, touristic experience, consumer behavior, tourist behavior, marketing

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: This study aims to investigate, using the liminality concept, the behavioral differences of tourists between their daily lives and their holidays.

Design/methodology/approach: This study is an heuristic research, conducted by questionnaire and in-depth interviews. The universe of the study consisted of tourists who visited Turkey. The sample of the study was determined by convenience sampling of 142 volunteers. A total of 136 questionnaires are analyzed. Moreover, eight tourists were interviewed using in-depth interviews to further investigate their experiences during the holidays.

Findings: This study shows that there are eight profiles of tourists' behaviors which are: being different, hedonism, expressiveness, local culture, refreshment, participation, knowledge acquisition and continue routine. Furthermore, as a result of the in-depth interviews, it was noticed that, for "liminoid experiences",: 1) people, who have a daily lifestyle preventing from expressing the real self-personalities, experience their real self-personalities during their holidays; and 2) some behaviors (imitation and emulation) are exclusively witnessed during holiday periods.

Originality/value: In this study, liminal and liminoid concepts are used in close meanings. Tourism experiences, equal to liminal experiences, the imaginary line between daily and tourism lives is the limen, tourism area equals liminal area, suspending daily concerns/works means the liminoid state, and all these concepts are the components of liminality concept.

Research limitations/implications: Sample size was one of the main limitations, together with the unwillingness of some tourists to fully share their experiences.



Practical implications: This study clarifies that what kind of behaviors tourists have during their daily lives and holiday periods. Findings can be useful to tourism destinations and tourism firms.



#### Tourism and consumer behavior in Italy

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

**Keywords:** Demand's trend, travel motivation, territory identity, macroeconomics, cultural change, lifestyle, political strategies

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: To analyze the effects of the current economic crisis and its principal economic and social aspects on the "tourism motivations" of foreign and national visitors to Italy, including how the effects on tourism motivations and demand are expressed in the tourism flows to, between and within its regions.

Design/methodology/approach: A descriptive statistical analysis is used to detect and profile the evolution of tourism demand and its antecedent "motivations" in response to the economic crisis. In particular, the motivations that "drive" foreign tourists to come to Italy (incoming tourism) and domestic tourists to travel within Italy are studied with the focus on the reasons behind such movements and the duration of these movements and length of stays profiled.

Findings: An associations was observed between reductions in disposable household income in Italy during the period of the financial crises and the choice of tourism destinations; for example, a reduction in the duration of holidays was observed, but was accompanied by an increased demand for a new market segment, i.e. Italian tourists prefer farm accommodation to hotels, which also contributes to the development of sustainable tourism.

Originality/value: The work highlights the main strengths and weaknesses of the Italian tourism system to adapt during a period of economic crisis when compared to other countries. The study identifies key factors such as price levels and more general destination management strategies that come into play during periods of economic crises. The importance of information technology for territorial marketing strategies in periods of economic crises is examined.

Research limitations/implications: There is some question as to the sufficiency of the existing statistical sources, both official and unofficial. The adequacy of the existing statistical sources to understand the effects of economic crises on tourism demand is explored, but remains a concern, and the kind of intervention necessary to achieve adequate local statistical information (Locale Observatory Rule) needs examination.

Practical implications: Destination stakeholders need to have a strategy for adapting to the pressures on demand during periods of economic crisis. The present study addresses some of the main issues these stakeholders must address and how they might adapt to them.



#### Outbound sightseeing tourism to Australia and Oceania as the destination of Polish tourists

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

Keywords: Outbound sightseeing tourism, tourism destinations, trends, factors, seasonality

Type of presentation: Research paper

#### Structural abstract:

Purpose of the study: The main objective of the study is to determine whether demographic factors such as age, gender and place of residence of tourists influence the destination and the season of trips chosen. The study focuses on tours to Australia and Oceania (A&O).

Design/methodology/approach: Information came from individual tourist service contracts concluded by an agency and its clients. The survey covered the time periods 1998 to 2009 and included 20 677 tourists. A&O was visited by 985 tourists (4,76%). The study methods used were descriptive statistics (chi-squared test) and analysis of the dynamics.

Findings: Because A&O is considered to be a "safe destination", providing a sense of comfortable travel, a large percentage of travelers are over 60, as well as under 26, traveling with parents. Because of the distance, trips to A&O are the most expensive ones. Therefore, on these routes tourists living in large cities and tourists living in small towns bordering the main cities. Trips to A&O are most popular in autumn, which is consistent with the general trend of outbound sightseeing tours to non-European destinations, but many trips also take place during the school holidays in July and August.

Originality/value: The research database also uses personal data which was very hard to obtain. Results show the structure of the trips of tourists traveling to countries outside Europe and are the only ones conducted in Poland so far. For the first time, also an attempt was made to demonstrate the impact of demographic and social factors in tourist demand. Trips to A&O are part of a larger project.

Research limitations/implications The survey data on visitors to A&O come from one tour operator only. The time period analyzed (1998-2009) does not include the period of major changes in the political system in Poland in early 90s.

Practical implications: Large sample studies offer a practical possibility of adapting the offer of travel agencies to the needs of tourists with regard to both demographic and social factors.



#### 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.



#### The impact of search cost reduction on seasonality

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

Keywords: Internet, search costs, net occupancy rate, seasonality

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: This study explores, how online booking affects seasonality, measured as variation in hotel bedplaces net occupancy rate between peak and off-peak periods.

Design/methodology/approach: A theoretical model on how online booking affects seasonality yields the testable implication that seasonality is positively affected by online booking. The results were tested on a sample of 18 European countries in the 1997-2007 period. The empirical analysis controls for the other possible determinants of seasonality, as well.

Findings: A theoretical model on how online booking affects seasonality shows that the decline in search costs, triggered by online search, increases competitive pressure. This effect is stronger in the peak period than offpeak, thereby increasing seasonality. The empirical analysis investigates the determinants of seasonality, and confirms that the use of internet as a reservation tool has a statistically significant impact on seasonality, along with other structural variables, and on the organization of the tourist sector.

Originality/value: The paper provides for a novel causal relation between online booking and seasonality, in part counterintuitive, and with a set of managerial implications. The empirical section also provides an overview on the determinants of seasonality, including the role of airports, transportation modes, and geographical concentration of inbound tourist flows, and income of the receiving country.

Research limitations/implications: The theory model is based on simplifying assumptions, due to tractability. An interesting extension would explicitly allow for different hotel quality levels to be considered in the theoretical model.

Practical implications: Seasonality tends to increase with the diffusion of online booking. Therefore, practices to deseasonalize, including price discrimination across different seasons, should be further encouraged as internet use spreads.



#### Recommending music for places of interest in a mobile travel guide

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

Keywords: Music recommender systems, context awareness, mobile services, tags

**Type of presentation:** Research paper

#### Structured abstract:

Purpose of the study: Context-aware music recommender systems suggest music taking into consideration contextual conditions that may influence the user's preferences. We consider a particular kind of context-aware recommendation task: selecting music suited for a place of interest (POI), which the user is visiting, in a mobile travel guide.

Design/methodology/approach: Our approach is based on matching music to POIs using tags. In order to test our approach, we have developed a mobile guide for Bolzano that suggests an itinerary and plays recommended music for each visited POI. A live user study was conducted where the performance of the system was compared with an alternative system variant, in which the music is not matched with the POIs.

Findings: A between-group study with 26 users (13 users for each system variant) was conducted in order to test the following two hypotheses: a) users agree with the music-to-POI match produced by our approach; b) users rate the selected music tracks higher in this mobile, in-context usage scenario, compared with the rating situation where the context is not defined. The results confirm both hypotheses. The users of the system evaluated music as more appropriate than users in the control setting. Moreover, users rated the tracks higher when using the mobile guide compared to listening the same tracks through a web player.

Originality/value: The topic of matching music to places is relatively new and there are still many open research questions. The complexity of this task lies within the heterogeneity of the two domains (i.e. music and location), making it challenging to find possible relationships between music and POIs. However, our results demonstrate that the proposed tag-based matching approach could be used to create new and appealing music services for the tourism domain.

Research limitations/implications: The results presented are a first attempt to create an engaging travel guide tool. The presented approach needs to be extended to other music genres and evaluated on a larger scale.



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 incar music player.



#### Sensitiveness of youth tourist demand to sustainability. A proposal of tourist profiles' classification

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

Keywords: Youth tourist demand, sustainable tourism, tourist profiles

#### Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: The aim is to analyze the sensitiveness of youth tourists to sustainability in mature destinations in order to describe 1) motivational and behavioral features of the demand, 2) whether different tourist profiles are identifiable, 3) whether and which implications there are for the tourist offer.

Design/methodology/approach: Starting from the literature on sustainable tourism, particular attention is given to the analysis on tourist profiles with different interest and sensitiveness to sustainability. The field research carried out in Italy involved the members of CTS- Centro Turistico Studentesco e giovanile (about 20.000 travelers) and obtained a redemption rate of 10%. The research considers organizational, motivational and behavioral variables connected to the environmental, economic and social dimensions of sustainability.

Findings: The research highlights qualitative and quantitative results. From a qualitative point of view the study 1) confirms the interest and the sensitiveness of a part of tourist demand within mature destinations to sustainability; 2) describes behaviors and motivations of these tourists; 3) identifies two tourist profiles ("Tourist hard-path" and "Tourist soft-path") characterized by a different sensitiveness to the three dimensions of sustainability (environmental, economic and social), 4) analyzes the personal, organizational, motivational and behavioral features of the two profiles. From a quantitative viewpoint, the research assesses the weight value of the two profiles.

Originality/value: The research analyses the sensitiveness of tourist demand to sustainability, which currently is a topic of particular interests, to both researchers and destinations. The identification, description and assessment of tourist profiles contributes to deepen the knowledge about tourist demand, and could be considered by DMOs in order to catch new segments of tourists and to renew and/or integrate the tourist offer of mature destinations.

Research limitations/implications: Explorative research limited to a specific (but intentionally selected) population. Other studies could be used for comparing the results with several tourist profiles in order to deepen demand's features and implications for the destinations.

Practical implications: The sensitiveness of young tourists to authentic tourist products supports the current interest of destinations to sustainability-oriented strategies. The limited weight of the hard-path profile should be considered in the definition of the tourist offer.



#### 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



#### Consumer behavior, profile and customer satisfaction: analysis and call to action in Piedmont

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

**Keywords:** Tourist expenditure profile, tourism regional policies, customer oriented approach, human resources in tourism, incoming tourism in Piedmont

Type of presentation: Best practice

#### Structured abstract:

Purpose of the study: To describe the Piedmont best practice in relation to the analysis of the tourist profile and expenditure, enabling the region to adapt and shape tourism policies; and to show how the local context and the human resources are vital to tourism competitiveness.

Design/methodology/approach: The methodology is based on a direct survey on tourists on approximately 5.000 interviews carried out during 12 months in Piedmont. The interviews have been articulated a) per regional tourist area, b) per specific tourist season and c) through cross-examination of data of the Piedmont Tourism Observatory form Sviluppo Piemonte Turismo.

Findings: The results of the regional analysis are relevant to define tourists' behavior, profile, expenditure and customer satisfaction in relation to tourism products offered. The analysis provides the basis for developing or redeveloping tourism products and regions; it offers a quantitative analysis of the interviews collected and a qualitative point of view; it offers suggestions to enhance the role of human resources in tourism and in regional tourist policies; it shows the state of the art; it enables to elaborate and develop operational calls to action, including promotional campaigns

Originality/value: The analysis of tourist behavior and profile in Piedmont and the related operative proposals, are the result of the survey carried out at regional level in the main tourist areas and during all seasons. The high number of interviews enables to define a picture of tourism in the region on the basis of the perception of tourists and of their evaluation of tourist offers. The contribution also suggests strategies and development policies capable capturing niche targets.

Research limitations/implications: The challenge is to build strategy and to adopt integrated policies involving all actors in the tourism sector, public and private, and to invest in professional development of human resources needed.

Practical implications: The research offers, based on the experience of the tourists, concrete elements to improve all components of the tourism value chain and the competitiveness of a destination as a whole.



#### Tourism organizations responding to major strategic challenges: targeting the senior tourists' segment

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

Keywords: Senior tourists, market segmentation, destination management

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: Population ageing, a phenomenon occurring in most western societies, has major social and economic impacts. The global tourism demand and supply is inevitably affected by this major demographic trend. This study seeks to identify tourism organizations that successfully target the seniors' segment.

Design/methodology/approach: After reviewing theoretical contributions referring to senior tourists, we focus on tourism offerings appealing to this segment. Best practices of tourism organizations are identified through extensive, Internet-based information search. Finally, three interesting case studies with clear targeting and appropriate marketing mix for the senior travelers are presented, i.e. two travel agencies ("ElderTreks", "Kavaliero Viajes") and the Spanish tourism organization.

Findings: Quite apart from the quantitative dimensions of population ageing, qualitative parameters should be also taken into account by tourism organizations. Today's seniors are more affluent and better educated; they have time flexibility, rich life experiences, and a relatively large share of discretionary money, thus constituting a highly promising, profitable market. Though, it appears that DMO's primarily focus on broad geographic target markets or specific tourism products, rather than designing and implementing marketing strategies tailored to the needs of senior tourists. Travel agencies seem to take a more active role in promoting special tourism packages for seniors.

Originality/value: This study highlights the important market potential that remains untapped in the senior travelers' segment. In order to gain benefits from this market, tourism marketers should treat it as a distinct target group. More comprehensive understanding of seniors' travel needs and behavior is necessary in order to understand and profile its different sub-segments. Thereupon, tourism marketers should design and implement tailor-made offerings.

Research limitations/implications: Few national and regional DMO's have realized that senior tourists constitute an ideal target. Given the purchasing power of seniors and forecasts that they will continue to increase in numbers, their strategic value is great.

Practical implications: There is still room for improvement in the way tourism organizations target senior travelers. More active strategies can be implemented in parallel with continuous monitoring of trends in the seniors' market.



#### 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 Agritorurism 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.



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

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

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.



#### 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 Waver 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.



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 administrated 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.



#### 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 us 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.



#### Consumer behavior and commercial services in a "low cost era": evidence from a small Italian airport

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

Keywords: Low cost, airport, commercial services, travelers, Italy

Type of presentation: Case Study

#### Structured abstract:

Purpose of the study: Literature shows no unanimous findings on the different attitude of low cost and traditional carriers' customers, respectively, to purchase commercial services. This paper aims to depict consumers' behavior at Olbia airport, where commercial services are above the Italian mean and are mainly offered to tourists.

Design/methodology/approach: Expenditure of passengers is analyzed through regression models, making use of microdata surveyed at Olbia airport. In particular, the approach aims at assessing the different behavior of the two groups, low cost and traditional carriers passengers, and at comparing the results with the ones emerging from the literature on consumers behavior.

Findings: Evidence on attitudes and consumer behavior provides the possibility to depict an average profile of airport users, according to different variables such as method of payment, nationality, typology of the goods. Emphasis is put on the different behavior of low cost travelers with respect to the remainder: in this sense the statistical analysis points out significant differences in the purchasing behavior. Implications for the management are discussed in the light of the strategies adopted for establishing commercial services.

Originality/value: Italy is a country, where commercial activities in the airport business account for less than the European and worldwide average. This study considers one of the Italian airports where commercial services are more developed. Findings are relevant for assessing the purchasing behavior of tourists, since the airport is mainly catering for leisure travelers.

Research limitations/implications: The sample refers to one airport only, unlike some contributions in the literature. Implications for the management decision-making process and the development of commercial services are discussed.

Practical implications: Findings have practical implications on airport managers' orientation towards commercial activities. Actually, greater attention is needed in a small airport in which most of the passengers' flows are related to leisure travel.



#### Analysis of international tourist communication campaigns: the electronic tourist brochure

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

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.



#### Responsible tourism: Are values an imperative to action?

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

Keywords: Responsible tourism, laddering, means-end theory, social marketing

#### Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: The aim of this research is to investigate values that drive responsible tourism behavior. More specifically, the study examines, if the values of travelers/tourists consuming (at least sporadically) responsible tourism offers differ significantly from the group of non-consumers.

Design/methodology/approach: Based on means-end theory, the values driving (responsible) tourism behavior are uncovered by soft laddering technique. The data was collected during one-on-one in-depth interviews (personal face-to-face or video-telephone interviews). Subjects were presented with a preference-oriented sorting task, asking them to select a travel package for their summer beach vacation. Hierarchical value maps are provided for each group (consumers/non-consumers) separately, as well as for all respondents.

Findings: This study sheds light on intrinsic motivations and decision factors in travelling responsibly. The preliminary results of this survey propose that choosing responsible tourism packages is done on the basis of different values than choosing regular holiday packages. Values such as universalism, warm relationships with others, and true friendship play a role in the selection of responsible tourism offers, while hedonism, a comfortable life, pleasure, and family security were the driving factors in choosing other packages.

Originality/value: Tourists' demand and willingness-to-pay for responsible travel products was continually examined in the past, but so far little effort has been made to connect the attitude of a responsible traveler to related personality traits and values. The results of this study will provide preliminary insights into tourists' preferences, behavior and values and, more importantly, will give hints on the consequences for marketing responsible travel offers.

Research limitations/implications: This research focuses on leisure travel only, as the decision making influence in business travel is limited; as a consequence, research results will only allow generalization with regard to this specific segment.

Practical implications: Results of the study are helpful for the development and marketing of responsible travel products, and/or a "responsible travel label" for small travel agencies, as well as big tour operators.



#### 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 macroquantitative 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.



#### Epidemic propagation in tourist information search: An experimental approach

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

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.



#### "Part of Me": National parks as part of New Zealanders' identity"

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

Keywords: National parks, domestic tourism, self-identity, extended self

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: New Zealand's National Parks are an important part of New Zealanders' identity and anecdotal evidence suggests they contribute considerably to their self-concept. This research explores Belks' Extended Self Scale, adapted to National Parks, for different groups in the New Zealand population.

Design/methodology/approach: The research is in its conceptual stage, encompassing a literature review on the value of National Parks and self-concept, extended-self. In a second stage, a survey of a representative sample of New Zealanders is undertaken, extending Belk's (1988) Extended Self Scale to public goods like National Parks, and the role they play for the self-concept of New Zealanders is investigated.

Findings: Tourist destinations like National Parks can form part of peoples' self-identity, a view that links to place attachment and place identity literature. They create powerful memories and become part of peoples' self-concept. Belk's (1988) "Extended Self" and related constructs increase our understanding of special possessions for peoples' self-concept. However, most research is directed at tangible objects owned by people rather than public goods like National Parks. Survey results, investigating the role of direct and indirect tourist experiences of National Parks and their impact on Extended Self, are presented.

Originality/value: While the self-concept has received considerable attention in marketing, its applications in tourism are limited. Things we consider our own, contribute substantially to our self-concept, with most research investigating tangible objects. This research investigates the role of a public good, National Parks as tourist destinations, for people's self-identity.

Research limitations/implications: The research is grounded in the New Zealand culture. While the survey provides for a representative view for New Zealand, the results cannot be generalized to other countries.

Practical implications: When providing funding for the national environment, public bodies are interested in usage. This research explores the indirect value of National Parks for domestic tourists' self identity and makes a case for its long-term importance.


# 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.



# 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.



## Understanding Chinese outbound tourists: towards a multi-factor profiling model

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

Keywords: China, demand segmentation, outbound tourism, consumer preferences, travel behavior

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: The goal of this paper is to define a model for profiling Chinese outbound tourists from multidimensional perspectives. In particular, their attitudes in terms of values, perceptions and expectations on destination attributes are investigated, in order to provide implications for communication strategies and product development.

Design/methodology/approach: Our study consists of two main steps: 1) desk research, starting from international organizations data on Chinese outbound tourism; 2) field research, using questionnaires employing a qualiquantitative approach, as well as intra- and cross-cultural studies, socioeconomic and cultural motives (in terms of trip characteristics, purposes, expectations, etc.) towards attending outbound travels, as well as Chinese tourists' patterns in seeking information about a destination, are investigated.

Findings: This research verifies, if due to spatial distance, Chinese outbound tourists share many of the same needs and expectations of the European ones, analyzing intercultural affinities and differences in terms of experiences, quality, complaints, satisfaction, and loyalty. The result is a segmentation model, in which the action of national culture, tradition and history in shaping outbound tourists' travel expectations is weighed. The Chinese outbound travel market has been one of the fastest-growing international markets over the past decade. Therefore, Italian operators should understand Chinese wants, in order to provide destination products, services and communication strategies embedding their norms and values.

Originality/value: This study proposes a multi-factor model to profile Chinese outbound tourists, and to understand their destination choice, analyzing tourism in a Chinese context (while former expectations models are generally structured in Western contexts) and from an European perspective. This research also tries to contribute to the small number of culturally specific studies on tourist segmentation, opening to a following research on Italian destinations' awareness in the Chinese market.

Research limitations/implications: The questionnaire approach used in this study is vulnerable to criticism, as well as the fact that outbound tourists, with their needs and expectations, are not a representative sample of the Chinese society as a whole.

Practical implications: Seeking to offer an increased understanding of the characteristics of the outbound Chinese travel market, this study suggests basic guidelines for destination product and services development to Italian operators, including communication and promotion strategies.



# 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 multidimensional 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.



## Travel behavior and preferences of the millennial generation: a South African case study

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

Keywords: Millennial, travel, behavior, South Africa, preferences

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: To determine the travel decisions and behavior of the millennials, new generation Y, who are fast thinking, acting and changing. Marketing decisions for best product positioning are based upon assumptions about consumer behavior and satisfying needs.

Design/methodology/approach: A total of 136 questionnaires were completed by students registered for diplomas and degrees in Hospitality and Tourism Management. The research aims at identifying millennial consumer needs which represent a growing and important future market. Quantitative and qualitative research was conducted by means of questionnaire with a focus on the demographic profile, expenditure, perception, motivation and preferences of destination choice.

Findings: Results indicated that students prefer shorter driving distances and sun-and-sand destinations, offering a variety of adventure activities. Although students have a relatively low disposable income, the limited number of financial commitments students have place them in a similar position to ordinary tourists in terms of average daily expenditure. The preferences of respondents are influenced by internal and external factors of previous experiences, personal barriers and age. Personality, life style, norms and values of individuals and also culture play a very important role in the decision making process. Choice of destination was also influenced by family, relatives and friends that could provide accommodation at the destination.

Originality/value: Limited research on student travel motivations and preferences has been done, specifically in the South African context. Millennilas, the new generation Y, are familiar with the latest communication, media and other technologies: they are fast thinking, acting and changing. Satisfying their consumer needs is challenging and out-dated approaches may not be successful.

Research limitations/implications: Millennials are known to be dynamic and, due to the changing nature of respondents, the research should be repeated on a regular basis to ensure that customer needs are satisfied.

Practical implications: Destination managers, marketers and tourism product owners can shape, adapt or develop products to meet the specific needs of this niche market. The millennials of today will become the future travelers of tomorrow.



## International visitors to national parks: Segmentation and satisfaction

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

Keywords: National parks, international visitors, segmentation, satisfaction, structural equation modelling

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: The aims of this paper are to profile and segment international visitors to national parks, and to investigate factors that influence the level of satisfaction of international visitors to parks in Victoria. In particular, this paper will examine differences and similarities between local and international visitation trends.

Design/methodology/approach: Utilizing information from the Parks Victoria Visitor Satisfaction Monitor, international visitors are profiled using descriptive statistics. Cluster analysis is undertaken to identify and describe the segments associated with international park visitation. ANOVA and MANOVA are used to identify distinctive differences between intrastate and interstate visitors. SEM is used to model and predict satisfaction

Findings: A large proportion of international visitors (approximately 50%) to Australia partake in visitation to parks. The distinct characteristics of international visitors in relation to domestic or interstate visitors are highlighted. International visitors fall primarily within two of the seven visitor segments identified by Parks Victoria. The factors that influence the satisfaction of international visitors are illustrated, and similarities and differences to domestic visitors are noted.

Originality/value: For some time, researchers have been calling for a greater application of marketing theory and principles to park planning and management (Wearing and Archer, 2001; Archer and Wearing, 2002; Reid et al., 2008). This research is significant and innovative, as it brings current theorizing and constructs from marketing research into park management, and it uses a strongly empirical approach to address vexing questions.



Research limitations/implications: The research is conducted in Melbourne, Australia. A comparative analysis of international visitors to national parks in other regions of Australia and internationally would enhance the value of this study.

Practical implications: In order to create strategies that seek to improve park management, it is necessary to determine and understand international visitors, their main antecedents of satisfaction, and to develop market segmentation strategies.



## 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.



## Seniors' conversation about destinations visited: an online content analysis

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

Keywords: Senior tourists, content analysis, leximancer, socioemotional selectivity, travel websites

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: The objective of this study is to analyze senior tourists' behavioral pattern using content analysis of their conversations in travel websites. Their motivation, fears, and emotional aspects of their decisions are investigated and interpreted based on the assumptions of Socio emotional Selectivity Theory (SST).

Design/methodology/approach: The study uses Lexcimancer technique to extract overall themes and concepts. A number of English-language travel websites which included age in their contributors' profile has been surfed. The comments of seniors' (65+) and non-seniors (18-49) about South Africa, Egypt, Mexico and Dominican Republic were copied into two distinct text documents and used as input to the Lexcimancer package.

Findings: The main themes of seniors' conversations were beach, restaurant, services and stay, while the youth talked about people, time, exploring and visiting city attractions. Senior's willingness to return to the destination was highly correlated with friendliness of staff and satisfaction with the hotel and restaurant services. Moreover, seniors were more concerned about the cleanliness of the accommodations and promptness of services, whereas the youth had more worries about waste of time and money, as well as terrorism attacks while visiting. Finally, comparing the two groups, seniors' conversations were more positive. The findings are in line with SST propositions.

Originality/value: The aging of population along with changes in older adults' socio demographics make seniors an appealing target market for the tourism industry and worthy of more research. Earlier studies commonly applied quantitative methods based on the scales designed for non-seniors, and lack a robust theoretical interpretation for seniors' leisure behavior. Relying on SST and using a solid data mining package, this study attempts to provide deeper understanding of seniors' decision making.

Research limitations/implications: Seniors are less prepared to participate in online communications. In future research, actual tourists might be asked to write about their trip in order to compare their themes with those found in different online sources.



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.



## Comparison of the contrast mining methods in identification of tourists behavioral changes

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

Keywords: Tourist behavior, contrast mining, STUCCO, MAGNUM OPUS

Type of presentation: Research paper

#### **Structured abstract:**

Purpose of the study: The purpose of this research is to explore contrast mining methods for identification of differences in the characteristics, motivation and choice of travel destination, satisfaction, and consumption of Italian tourists in Croatia in the years 2004, 2007 and 2010.

Design/methodology/approach: Data were collected from Italian tourists in Croatia in summer periods (sample 567 in 2004, 553 in 2007 and 750 in 2010) using stratified random sampling. Contrast set mining techniques, STUCCO and MAGNUM OPUS, are used to identify how tourists ' behavior differed between six years.

Findings: The application of the two contrast set mining algorithms indicates differences between the three datasets. Change in the tourist behavior is noticeable in the following target items: educational level, mode of transportation used to get to the destination, information sources that have influenced tourists decision, consumption per person, satisfaction with particular tourism products / services and overall satisfaction. Factors that affect the marketing strategies are obtained and tracking of the tourists have the potential to respond to promotions and which destinations will be popular in the future.

Originality/value: Contrast mining is a data mining technique oriented towards finding and understanding differences among groups. This paper presents a first attempt to compare two contrast mining algorithms, MAGNUM OPUS and STUCCO, in the domain of tourism and hospitality. Contrary to previous researches, this analysis uses significantly larger data set which are representative on the national level. Research results will be applied as supplemental methods in the development of tourism strategy at national level.

Research limitations/implications: The limitation of the research is the choice of the set of variables that affect tourists behavior. Also, future research should employ more countries to explore whether similar principles can be found among other tourists.

Practical implications: Results have implications for decision makers in tourism. It may guide them to better understanding of behaviors and desires of tourists and accordingly, to develop appropriate strategies, product and services.



# 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.



## 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.



## Understanding the choice heuristic of tourism decision making

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

Keywords: Choice heuristic, compensatory/non-compensatory preference, conjoint analysis, greedoid method

### Type of presentation: Research Paper

#### Structured abstract:

Purpose of the study: This study aims to complement tourism decision making theories by investigating the existence of different choice heuristics. It is also a study trying to explore proper estimation methods of tourists' preference and their choice heuristics.

Design/methodology/approach: This research introduces both, conjoint analysis and greedoid method to estimate tourists' preferences data and it compares the predictability of each choice heuristic. The data set is generated from 198 questionnaires of Chinese outbound tourists. Among 10 virtual destinations generated from an orthogonal design, the respondents are asked to indicate which ones they will consider first and then rank all of them by their preference.

Findings: Greedoid method is adopted on tourism products preference data successfully in this research. The findings reveal that at the stage of forming a consideration set, non-compensatory choice heuristic model has a better performance than compensatory choice heuristic model, but it is much simpler than the later one. As for estimation method, greedoid method can simplify the process of data collection, and it requires less information and efforts from respondents, than conjoint analysis.

Originality/value: This research initially adopts greedoid analysis to investigate consumers' choice heuristic on intangible service (destination package), which is a new attempt to apply this method in a relatively new research area. In addition, the incorporation of conjoint analysis and a two-stage choice model can provide new options on how to investigate tourists' preference and their choice.

Research limitations/implications: Because it is an explorative study on choice heuristic investigation, more improvement is needed in the future regarding research method. But it can be used as a starting point for further tourism studies.

Practical implications: By understanding the preference (evaluation criteria and choice heuristic) of target market, destinations can improve their products and service more effectively, and for advertisement, accurate destination image and information can be send to target tourists.



# Value perception of service bundling in the hospitality industry: a comparative analysis on hoteliers and tourists

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

Keywords: Service bundling, collaboration, tourism, qualitative study, hospitality industry

Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: The purpose of this paper is to investigate the value perception construct related to service bundling, and to highlight the differences between tourists ' and hoteliers' perception. The study is based on the findings of a previous research on hoteliers' attitude to collaborate and network.

Design/methodology/approach: The methodological approach is explorative. A qualitative study, based on 15 in-depth interviews, has been carried out. On the tourist side, we selected 10 tourists who usually visit Valle d'Aosta. Considering hoteliers, we interviewed 5 hotel owners from the most important ski-resorts in the same region (Courmayeur, Cervinia, Pila, Champoluc and Gressoney).

Findings: The results point out that hoteliers perceive service bundling itself as to be of high-value. Nevertheless, hoteliers think that service bundling needs too much effort and too many resources to be implemented. On the other side, customers think that service bundling is of high value to them, since it provides higher value for money and reduces their effort in searching and combining different service solutions. Some managerial implications, related to the opportunity to enhance the service bundling practice in the tourism industry, are provided.

Originality/value: The study focuses on the different dimensions of value perception related to service bundling practices. Often, literature about value perception considers the customer side only. The two different perspectives, in order to highlight common aspects and differences between hoteliers' and tourists' perception of value, are compared.

Research limitations/implications: Limitations of this study are related to the nature and the size of the sample. Furthermore, the study focuses on the Valle d'Aosta region only.

Practical implications: Service bundling practices could be a powerful way to increase the value delivered to customers and to boost cooperation among operators in a touristic destination with positive impacts on the brand image.



## Tourists intra-destination visits and transportation mode: a bivariate model

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

Keywords: Intra-destination visits, transportation mode, tourist behavior, bivariate probit

Type of presentation: Research paper

#### **Structured abstract:**

Purpose of the study: The aim of this study is to investigate tourists' profile in relation to both, the extent of the area visited within a larger destination, and transportation mode choice.

Design/methodology/approach: Two dummy variables are used, whereas the first one discriminates between one or more regions visited, while the second one distinguishes between public and private mode of transport. After having verified that the two variables are correlated with each other, we estimate a bivariate probit model.

Findings: The data refers to a face-to-face survey conducted in nine attraction points of Ticino, southern canton of Switzerland, with 629 tourists. In this context, we consider the four touristic regions of the canton in order to identify intra-destination movements within the canton. Results show, that the two dummy variables for destination and transportation are explained by a mixed combination of independent variables, including a subset of push motivations, activity participation, trip characteristics and socio-demographics. In order to fully interpret the model and its estimates, the analysis follows with investigation of marginal effects, partial derivatives, and prediction properties of the model estimated.

Originality/value: The analysis of tourist movement patterns is widely investigated within the tourism literature. A particular interest has been given to modelling destination choice, as well as to exploring the spatial dimension of tourists' mobility within and/or between destinations. In this context, a critical distinction in terms of transportation is between public and private modes, where the latter gives more flexibility in terms of time at disposal and itinerary choice.

Research limitations/implications: The data refers to a face-to-face survey conducted in nine attraction points of Ticino, southern canton of Switzerland, with 629 tourists. Investigation in different context is needed, in order to compare the findings.

Practical implications: An important aspect in understanding tourists' choice in terms of intra-destination movement is the analysis of push motivations being the internal factors related to travel behavior. Results are used in order to draw policy implications.



## 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). Bot,h 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.



## 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.



## 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.



## Women's leisure time in Italy. Time constraints and geographical gradients

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

Keywords: Leisure time, gender gaps, time-use survey

Type of presentation: Research paper

### Structured abstract:

Purpose of the study: The purpose of this study is to highlight gender and geographical differences in the amount and quality of leisure time in Italy. Using a new classification scheme, this study focuses on leisure time as competitor of work time, and on "social" vs "individual" leisure.

Design/methodology/approach: Using the national Time-Use Survey (Istat, 2006), a new criterion to classify daily activities in 8 categories of time-use is proposed. We assess the dependency of these categories by main socioeconomic and demographic characteristics of individuals, with a special attention to gender differences is assessed. Using fractional and multinomial fractional logit models, the relationship between leisure and work time under time constraints is evaluated.

Findings: Daily activities are classified according to three dichotomies derived by answers to three questions: what, where, with whom. This scheme was proposed for the first time in a recent book by Lo Verde (2009). From our study, it results that gender gaps in the amount of leisure time are still present in Italy, the burden of family and house keeping is still upon women. An interesting differentiation between men and women is observed in the quality and characteristics of leisure time. However, the North-South gradient is apparently smoothing and new models to spent leisure time are emerging.

Originality/value: A new theoretical framework for classification of daily activities is provided and empirically tested on data from the Italian National Time-use Survey. It allows to observe a set of new practices, together with many different (and gendered) allocations of time devoted to leisure consumption. The modelling of leisure time quotas as a constrained variable, limited by working hours, is a new approach to leisure studies.

Research limitations/implications: Main limitations to a deeper investigation of gender gaps in time-use are due to the lack of information, such as data referring to the interaction among family members in doing some activities.

Practical implications: Practical implications of this study concern the possibility to focus our attention on the "right to leisure time" for women, and provide useful information to better address policies to favor work-family conciliation in Italy.



## 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.



## Market myopia in the development of hiking destinations - the case of Norwegian DMOs

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Keywords: Customer-orientation, customer involvement, destination development, hiking, market orientation

**Type of presentation:** Research paper

#### Structured abstract:

Purpose of the study: Hiking has grown to become one of the largest segments within what is commonly referred to as activity based tourism (WTO 2010). The purpose of the study was to determine issues of product development and customer orientation among 18 hiking destinations in Norway.

Design/methodology/approach: Empirically, the research is based on 18 qualitative interviews with the marketing manager or marketing responsible at the destination DMOs. The interviews were semi-structured, following a predefined, but flexible interview guide. Data was coded and analyzed according to ad-hoc method.

Findings: The DMOs have a clear understanding of the importance of product development with added features to the hiking trails at offer. Features and add-on's (maps, signs and GPS coordinates) are being developed, but none have developed any sort of experience based added value to their products. Marketing strategies and product development is a top-down process and none of the DMOs seem to involve customers in the process. Furthermore, very few can give an account of future tourism demand, their customer profiles, their needs and wants, and what experiences are most valued.

Originality/value: In general, there are very few articles on hiking in tourism research, and none which address issues of product development and customer orientation. The empirical material helps to shed light on a booming tourism trend worldwide, especially in terms of how increased knowledge about product development and customer orientation could help local destinations to increase competitiveness. When put in the context of customer involvement in NPD, it becomes even more valuable.

Research limitations/implications: Only destinations and DMOs under the umbrella of the hiking campaign initiated by Innovation Norway and Visit Norway were included in the investigation. This may limit the generalization of the findings.



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.



## 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 exeption, 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 prisitine 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.



# 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.



# 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.



## An adaptation of the "Quality Life Years" construct to the measurement of service quality utility

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

Keywords: Consumer behavior, quality life years, service quality, choice behavior, utility

Type of presentation: Research paper

#### **Structured abstract:**

Purpose of the study: To lay groundwork for meaningful microeconomic analysis of service quality, by developing and validating a methodology for characterizing how consumers experience and internalize the dimensions of service quality. The study also seeks to develop scaling, using the quality life years (QLY) paradigm, to measures consumers ' utility of service quality dimensions.

Design/methodology/approach: Seventy five adults were presented with consumer choice problems couched in a QLY paradigm in which they had to tradeoff between different service quality dimensions. Voluntary and forced choices were investigated in two service products, restaurant dining and hotel lodging. A treatment by subjects design was used with service products counter balanced to control for order effects. Linear ANOVA was applied to transformed non-linear data.

Findings: Findings suggest consumers have discernible and differentiated images of different dimensions of service quality from which they can scale utility. Their images appear to be created from, and experienced as, aggregates of experiences with much variation in their composition but represented in memory as a family of exemplars. These images do not map so well onto the physical stimuli service quality researchers have asserted are the physical origins of service quality. Second, consumers do have differentiated preferences that lead to tradeoffs on service quality dimensions, and they can scale them well enough to produce at least crude measures of utility.

Originality/value: As best as can be determined it appears this is the first time that the "Quality Life Years" construct has been adapted to measure utility of service quality dimensions. Further, there is little applied research that takes up the issue of utility of service quality and its measurement. Moreover, the research is fueled by more current understandings of (behavioral) microeconomics, brain function, human memory and consumer decision making.

Research limitations/implications: Consumer choice problems were fabricated and not real consumer choices with practical consequences the consumer would experience. Only two service products were examined, limiting conclusions to the more general categories of services.

Practical implications: The ability to measure utility of the several dimensions of service quality would constitute a breakthrough in the basis of the design of services and service processes. Report stimulates interest in a neglected topic.



# Further evidence that belief functions and imprecise probabilities describe how consumers choose service providers

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

Keywords: Belief functions, consumer behavior, Dempster-Shafer theory, theory of evidence, decision analysis

## Type of presentation: Research paper

#### Structured abstract:

Purpose of the study: Formal decision analysis models provide prescriptive models for decision analysis, but they do not describe well, if at all, the natural consumer decision making process. The present study seeks to evaluate if belief functions provide a valid descriptive model for consumer decision making.

Design/methodology/approach: Eighty adults were presented two series of purchase decisions, one involving the selection of a hotel and the other the selection of a restaurant. The information provided allowed for the evaluation of the decision with formal decision models -- e.g., expected value, minimax -- as well as with belief functions, with the choice dependent on decision model used. Choices were evaluated for implied model used.

Findings: Consumers' choices conformed more to what would be expected if it was assumed their evaluation of the service alternatives and the identification of the optimal choice was being mediated by a process more closely resembling the formation of a belief function than if it was being mediated by a process resembling traditional prescriptive models. However, the quality and the context of the input information appears to be critical. It appears that while belief functions may describe well the process of choosing from among service alternatives, the input information must be contextually relevant and experientially interpretable.

Originality/value: Belief functions (also known by the name of the originators, the Dempster-Shaefer theory) and the entire area generally referred to as the "theory of evidence" is relatively new (about 30 years since its introduction) with most of the research to date focusing on the mathematical and statistical properties of the model. Less has been investigated about the model's power as a descriptive model of behavior, which the present study does.

Research limitations/implications: The conclusions drawn from the results are quite speculative and involve a backward reasoning which attributes the results to one particular cause without ruling out all other possibilities.

Practical implications: The results provide a plausible explanation for the structure of consumer decision making, and how various evidence is incorporated into consumers' decisions, which if validated will spawn a new genre and generation of marketing models.



## 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.



## A review of online market segmentation in tourism

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

**Keywords:** Segmentation, tourism, internet, online, review

Type of presentation: Research Paper

#### Structured abstract:

Purpose of the study: The purpose of this study is to review earlier, but recent segmentation studies and to examine how the Internet has affected them.

Design/methodology/approach: A literature review is conducted on articles that have the word 'segmentation' in the abstract, in the name of the article, or in the keywords, and which have been published either in the Journal of Travel Research, in Tourism Management, or in the Journal of Travel & Tourism Marketing since the year 2000. The articles are examined to find out how the Internet has affected tourism segmentation.

Findings: Altogether 73 segmentation articles were affected by the Internet. Most of the studies used the Internet either to collect the data or to validate the segmentation solution. Only few articles were focused on online segmentation. These results are congruent with the eTourism review article by Buhalis and Law (2009), which does not mention the word "segmentation" even once. However, the number of online segmentation studies has increased from the beginning of the last decade during the past few years, peaking in 2007 and 2008.

Originality/value: Earlier segmentation reviews in tourism have focused mainly on methodological questions, especially in data driven market segmentation. This is the first review in tourism for a long time that also includes common sense segmentation studies, as well as the first study to examine impacts of the Internet for tourism market segmentation.

Research limitations/implications: This study provides researchers' understanding of what online market segmentation in the context of tourism means, as well as some directions and topics of interest for future research.

Practical implications: Different ways how the Internet can be utilized to segment tourists are discussed in this article, providing practitioners with best practices and ideas derived from existing literature.



## 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.



## 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.


#### Women & gender: The impact of social changes in tourism

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

Keywords: Gender, tourism, social change, internet, consumer behavior

Type of presentation: Research Paper

#### Structured abstract:

Purpose of the study: The overall objectives of this study are: 1) to identify and examine the development of gender tourism in Spain, and 2) to evaluate the influence of gender in the Spanish market through the analysis of women's consumer behavior for tourism products.

Design/methodology/approach: This was an exploratory qualitative study carried out in two stages: 1) in-depth interviews with university researchers to identify the main trends in gender tourism in Spain, and to determine companies and tourism destinations that were actually specialized in "the women" segment; and 2) "discussion panels" with women to understand women's behavior in the selection and organization of tourist travel.

Findings: The feminine touristic phenomenon in Spain is still at its beginnings. It will grow based on a microspecialization of products. Gender has a big impact on the use of the Internet. All women participants in the discussion groups used the internet to organize their trips, but two profiles were created due to the differences in internet reliability perception. The "traditional profile" makes extensive use of travel agencies, while the "tech profile" relies on the internet and makes use of travel guides. Meanwhile, both profiles rely on the internet for the consumption of other products.

Originality/value: It is a pioneering research in Spain. This characteristic made it necessary to use a qualitative approach that would give a general and introductory view about the future prospect of this market segment. Nevertheless, it also offers remarkable conclusions for companies interested in implementing products especially designed for women, and to improve their experience with the internet as a distribution channel.

Research limitations/implications: The use of a qualitative method and two discussion panels limits the possibilities to extrapolate the results. Nevertheless, it offers an interesting initial view on the importance of the market segment.

Practical implications: Companies must put special effort on highlighting the security features of the internet, due to the lack of security that this distribution channel offers to many women, as the majority of family trips are organized by women.



#### 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.



#### 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.



#### How much time do visitors spend in a museum? An empirical investigation

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

Keywords: Length of stay, museum, zero-truncated negative binomi, management implications

Type of presentation: Research Paper

#### Structured abstract:

Purpose of the study: This paper examines the length of stay of visitors in a museum. Visitors' characteristics and attitudes regarding their decision to spend a part of their vacation visiting a museum is analysed. Specifically, visitors' behavior to the Iceman museum in Bolzano (Italy) is investigated through survey data.

Design/methodology/approach: A fundamental role is played by length of stay at a site influenced by tourists' budget, time constraint and preferences (Lancaster, 1966; Rosen, 1974). To this aim, a survey was conducted at the museum from June to August 2010, via face-to-face interviews. Empirically, a zero-truncated negative binomial specification is estimated as the dependent is a count variable that cannot assume a zero value.

Findings: The econometric findings suggest that the model is well-specified and the coefficients are statistically significant at least at the 10% level. From the empirical findings it has emerged, that length of stay in the museum is positively influenced by age, having a vacation in the Alto Adige Province, the importance visitors attribute to the museum, and adverse weather conditions. However, length of stay at the site is negatively affected by visiting the museum in groups and belonging to a family with multiple income.

Originality/value: The contribution of the present study consists of applying an under-researched empirical approach into the investigation of length of stay at a museum in a mountain destination. Empirically, given the specific characteristics of the time spent at the site (expressed in minutes), a zero-truncated Negative Binomial has been estimated.

Research limitations/implications: Future research will involve the administration of surveys at other cultural sites in the region, as well as other destinations, in order to find regularities and further test the economic theory.



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.



## The moderating role of travel motives on the relationship between environmental values and demand for eco-tourism

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

Keywords: Eco-tourism, new ecological paradigm, travel motives

Type of presentation: Research Paper

#### Structured abstract:

Purpose of the study: Eco-tourists show more environmental awareness and activity than other consumers. Most consumers do not follow their ecological values during their holiday though. The research at hand therefore seeks to investigate if tourists' motives influence the relationship between environmental values, and the demand for eco-tourism.

Design/methodology/approach: Data from visitors of an Austrian alpine region were collected using a questionnaire format. A total of 336 usable responses were obtained. Data were analyzed applying a moderated regression approach, explaining tourists' demand for eco-tourism. The independent variables were environmental values, while travel motives and demographics served as moderators. All scales were taken from existing literature using a 4-point Likert-type response format.

Findings: Respondents were predominantly male (61.0%), highly educated (41.1% with university degree) and aged 40.0 years on average. The results show that an individual's environmental values (i.e., an individual's concern for environmental conservation issues) are positively related with her/his interest in eco-tourism. Travel motives, however, moderate this relationship. More specifically, the relationship between environmental values and demand for eco-tourism is stronger the more tourists look for untouched nature and close contact to local people during their holidays. Other significant moderating variables are age, education, and employment.

Originality/value: Up to date, many attempts in market segmentation have been made to identify the characteristics, of eco-tourists. Merely few attempts have been made to investigate the relationships between these characteristics in order to understand how demand for eco-tourism is generated. The value of the study at hand is therefore the investigation of the relationship between ecological values and travel motives regarding their influence upon the demand for eco-tourism.



Research limitations/implications: Due to the research design and the sample characteristics, the results of our study lacks generalizability. Still, the study at hand delivers interesting insights in the interplay of factors influencing the demand for eco-tourism.

Practical implications: This survey helps practitioners, especially eco-tourism suppliers, to understand how demand towards eco-tourism products and services is generated. Motives fostering eco-tourism demand are identified helping practitioners in product and service development.



#### 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.



## Will a travel advertisement with picture and subjective claim attract more: mediating effects of hope and perceived risk

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

Keywords: Advertising claim, visual content, hope, perceived risk, gender, travel experience, purchase intention

Type of presentation: Research Paper

#### Structured abstract:

Purpose of the study: To investigate whether and how advertising claims type (subjective vs. objective) and visual content type (pictorial vs. non-pictorial), through hope and perceived risk, influence purchase intention. To examine the moderating effects of gender and travel experience on the relationship between advertisement and hope.

Design/methodology/approach: We use a  $2 \times 2 \times 2$  factorial design and manipulate three variables: advertising claim type (objective vs. subjective), visual content (verbal/visual vs. only verbal), and gender (male vs. female) with 219 effective subjects to collect the data. Then, we conduct ANOVA to test 8 research hypotheses.

Findings: 1. Consumers will have higher hope intensity when they read ads with pictures. However, different advertising claims won't influence consumers hope intensity. 2. Both claim types and content types can affect consumers' perceived risk. Consumers will have lower perceived risk when they read ads with pictures and objective claims. 3. Consumers will have higher purchase intention when they have higher hope intensity and lower perceived risk. 4. The moderate effects of gender and travel experience were not significant.

Originality/value: Hope is an important factor when consumers evaluate a product and make choice (MacInnis and Mello 2005). Its impact on consumer behavior in tourism is more significant. However, the research on this issue is limitted. Thus, this study examining the effects of advertising claims and visual content on hope and investigating the moderating effects of gender and travel experience on the relationship between advertisement and hope can fill this research gap.

Research limitation/implication: The results of this study can help tourism organization to design effective advertisement. For example, tourism advertisement should contain pictures and objective claims.

Practical implication: The results of this study can help tourism organization such as: travel agencies, hotels or resorts to design an effective advertisement. For example, tourism advertisement should contain pictures and objective claims.



#### 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.



## 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.



#### 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.



#### Park visitation: Constraints and satisfaction – a meta-analysis

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

Keywords: Constraints, satisfaction, park visitation, meta-analysis

Type of presentation: Research Paper

#### **Structured abstract:**

Purpose of the study: To develop an understanding of the barriers and constraints that serve to influence participation in tourism, leisure and recreational activities in National Parks, in addition to an examination of the antecedents of satisfaction for visitors to National Parks is provided.

Design/methodology/approach: The studies employ meta-analyses, which enable inferences about the overall relationships among variables to be made. In the case of constraints, the relationship between constraints, demographics and visitation is explored along with a meta-analysis concerned with satisfaction, and its relationships between variables that influence satisfaction within Parks.

Findings: From this analysis, a number of robust conclusions can be made: ten key constraints on park visitation, as well as five socio-demographic variables that play an important role in park use, are identified. The ten key constraints on park visitation were: time, health, transportation, cost, fear, knowledge, interest, facilities, partner and location. The five socio-demographic traits identified were: education, income, race, gender and age. The influence of socio-demographic variables upon the ten key constraints on park usage are highlighted. The analysis clearly shows that the management of park facilities increases user satisfaction and satisfaction with park management.



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.



#### 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



### **CBTS Organizing Committee**

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