



Consumer Behavior in Tourism Symposium 2011

Bruneck / Brunico, Italy · December 1 - 3, 2011

**“Future Tourism Demand: Demographic, Behavioral and Social Changes.
Challenges for Marketers and Economists”**

Program*

Conference Website
<http://cbts2011.unibz.it>

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

Free University of Bozen-Bolzano

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Galia Fuchs

Ben-Gurion University of the Negev, Beersheba, Israel

Donald Getz

University of Calgary, Haskayne School of Business, Calgary, Canada

Dogan Gursoy

Washington State University, College of Business, School of Hospitality Business Management, Pullman, USA

Perry Hobson

Southern Cross University, School of Tourism and Hospitality Management, Lismore, Australia

Elisabeth Kastenholz

University of Aveiro, Department of Economics, Management and Industrial Engineering, Aveiro, Portugal

Christian Laesser

University of St. Gallen, Institute for Systemic Management and Public Governance, St. Gallen, Switzerland

Alvaro Matthias

Universidade Lusíada de Lisboa, Lisboa, Portugal

Gianna Moscardo

James Cook University, School of Business, Townsville, Australia

Linda Osti

Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, Italy

Abraham Pizam

University of Central Florida, Rosen College of Hospitality Management, Orlando, Florida, USA

Francesco Ricci

Free University of Bozen-Bolzano, Faculty of Computer Science, Bolzano, Italy



Andrea Saayman

North-West University, Faculty of Economic and Business Sciences, Potchefstroom, South Africa

Melville Saayman

North-West University, Institute for Tourism and Leisure Studies, Potchefstroom, South Africa

Guenter Schamel

Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, Italy

Regina Schlüter

Universidad Nacional de Quilmes y Centro de Investigaciones y Estudios Turísticos (CIET) Buenos Aires, Argentina

Stefan Franz Schubert

Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, Italy

Marianna Sigala

University of the Aegean, Department of Business Administration, Chios, Greece

M. Joseph Sirgy

Virginia Polytechnic Institute & State University, Department of Marketing, Pamplin College of Business, Blacksburg, Virginia, USA

Youcheng Wang

University of Central Florida, Rosen College of Hospitality Management, Orlando, Florida, USA

Stephen Wanhill

University of Limerick, Limerick, Ireland

Arch Woodside

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





Keynote Speeches

Thursday
December 1st, 2011

Prof. Donald Getz

University of Calgary (Canada)

**"Social Worlds and the Highly-Involved Leisure Traveller:
Theoretical and Applied Perspectives"**

Friday
December 2nd, 2011

Prof. Stephen Wanhill

University of Limerick (Ireland)

"Amusement parks, their Development and Prospects."

Prof. Gianna Moscardo

James Cook University (Australia)

"The Future of Tourism: Are We Riding the Crest of a Wave?"

Prof. Daniel Fesenmaier

Temple University (USA)

"Developing technology, evolving travel behavior?"

Workshops

Thursday
December 1st, 2011

**"A meeting with the Editor"
(for doctoral students)**

Prof. Dogan Gursoy

Washington State University (USA)

Editor-in-Chief, Journal of Hospitality Marketing & Management

"Workshop on Meta-Analysis"

Prof. Michael Bosnjak

Free University of Bozen-Bolzano (Italy)



**Thursday
December 1st, 2011**

Session 1A
(15.45 - 18.15)

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

Chair: Oswin Maurer

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

Andreas Strobl, *University of Innsbruck, Austria*
Karin Teichmann, *University of Innsbruck, Austria*
Mike Peters, *MCI Management Center Innsbruck, Austria*

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

Federica Buffa, *University of Trento, Italy*

Ecological deconstruction toward reconstruction of tourist ecosystem

Luciano Pilotti, *University of Milan, Italy*
Roberta Apa, *University of Milan, Italy*
Alessandra Tedeschi Toschi, *University of Milan, Italy*

"Part of Me": National Parks as part of New Zealanders' Identity"

Alexandra Ganglmair-Wooliscroft, *University of Otago, New Zealand*

Wine Tourism and Consumer Behavior: an explorative study in Tuscany and Marche

Alessio Cavicchi, *University of Macerata, Italy*
Cristina Santini, *Università Telematica San Raffaele, Italy*
Chiara Seghieri, *Scuola Superiore Sant'Anna, Italy*
Monica Faraoni, *University of Florence, Italy*
Ulrich Orth, *Christian-Albrechts-Universität Kiel, Germany*
Albert Stoeckl, *Burgenland University, Austria*

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

Rene Haarhoff, *Central University of Technology, South Africa*

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

Linda Osti, *Free University of Bozen-Bolzano, Italy*
Marta Disegna, *Free University of Bozen-Bolzano, Italy*
Eugenia Comini, *Free University of Bozen-Bolzano, Italy*



**Thursday
December 1st, 2011**

Session 2A
(15.45 - 18.15)

Demographic, behavioral, cultural and social changes in tourism science

Chair: Serena Volo

Factors influencing length of stay of cultural tourists

Marta Meleddu, *University of Sassari and Free University of Bozen-Bolzano, Italy*
Juan Gabriel Brida, *Free University of Bozen-Bolzano, Italy*
Manuela Pulina, *University of Sassari, Italy*

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

Gabriela Mordecki, *Universidad de la República, Uruguay*
María Dolores Carnevale, *Universidad de la República, Uruguay*
Cecilia Oreiro, *Universidad de la República, Uruguay*

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

Gian Luigi Corinto, *University of Macerata, Italy*
Francesco Musotti, *University of Perugia, Italy*

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

Lorenzo Masiero, *University of Lugano, Switzerland*
Judit Zoltan, *University of Lugano, Switzerland*

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

Isabella Maggioni, *Università Cattolica del Sacro Cuore, Italy*
Elena Maria Maroz, *Università Cattolica del Sacro Cuore, Italy*

Market myopia in the development of hiking destinations – the case of Norwegian DMOs

Ingeborg Nordbø, *Telemark University, Norway*
Halldor Engilbertsson, *Telemark University, Norway*
Lill Susan Rognli Vale, *Vest-Telemark Development, Norway*

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

Piotr Zmyślony, *Poznań University of Economics, Poland*



**Friday
December 2nd, 2011**

Session 1B
(10.00 – 12.20)

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

Chair: Stefan Schubert

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

Emanuela Gasca, *Politecnico di Torino and SiTI – Higher Institute on Territorial Systems for Innovation, Italy*
Marina Bravi, *Politecnico di Torino, Italy*

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

Ursula Grisseemann, *University of Innsbruck, Austria*

Consumer behavior and commercial services in a “low cost era”: evidence from a small Italian airport.

Vincenzo Fasone, *Kore University, Italy*
Raffaele Scuderi, *Free University of Bozen-Bolzano, Italy*

Participatory Sports Tourism as Pilgrimage

Ben Wooliscroft, *University of Otago, New Zealand*

Responsible Tourism: Are Values an Imperative to Action?

Kerstin Freudenthaler, *Vienna University of Economics and Business, Austria*

Econometric modelling of inbound tourist expenditure in South Africa

Andrea Saayman, *North-West University, South Africa*
Mellville Saayman, *North-West University, South Africa*

Web 2.0 Applications, Social Media, Search Costs, Price, and Quality: Is Gresham's Law at work in the tourism industry?

Serena Volo, *Free University of Bozen-Bolzano, Italy*



**Friday
December 2nd, 2011**

Session 3B
(10.00 – 12.20)

Emerging theoretical, methodological and practical developments in tourism and hospitality

Chair: Guenter Schamel

The impact of search cost reduction on seasonality

Federico Boffa, *University of Macerata, Italy*
Marianna Succurro, *University of Calabria, Italy*

They all look alike! The branding of remote destinations

Ingeborg Nordbø, *Telemark University, Norway*
Fridrik Larsen, *Reykjavik University, Iceland*

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

Silvia Gravili, *University of Salento, Italy*
Pierfelice Rosato, *University of Salento, Italy*

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

Luis Felipe Mendieta Peñalver, *University of Alcalá, Spain*
Maria Jesús Such Devesa, *University of Alcalá, Spain*

Sustainable Tourism and Well-being Tourism in Mountain Destinations

Maria Della Lucia, *University of Trento, Italy*

Further Evidence that Belief Functions and Imprecise Probabilities Describe How Consumers Choose Service Providers

Donald Pardew, *Cybernetica Consulting, USA*

Weaknesses and Challenges of Promoting Farm-tourism for Rural Development: A Cross-regional Perspective

Marta Disegna, *Free University of Bozen-Bolzano, Italy*
Francesco Marangon, *University of Udine, Italy*
Christine Mauracher, *University Ca' Foscari Venice, Italy*
Linda Osti, *Free University of Bozen-Bolzano, Italy*
Isabella Procidano, *University Ca' Foscari Venice, Italy*
Stefania Troiano, *University of Udine, Italy*



**Friday
December 2nd, 2011**

Session 2C
(14.40 – 17.00)

Demographic, behavioral, cultural and social changes in tourism sciences

Chair: Linda Osti

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

Matylda Awedyk, *University School of Physical Education, Poznań, Poland*

Seniors' conversation about destinations visited: an online content analysis

Azadeh Kazemina, *Lulea University of Technology, Sweden*
Giacomo Del Chiappa, *University of Sassari and CRENoS, Italy*
Jafari Jafar, *University of Wisconsin-Stout, USA*

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

Božidar Kliček, *University of Zagreb, Croatia*
Dijana Oreški, *University of Zagreb, Croatia*

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

Galia Fuchs, *Ben-Gurion University of the Negev, Israel*
Natan Uriely, *Ben-Gurion University of the Negev, Israel*
Arie Reichel, *Ben-Gurion University of the Negev, Israel*
Daria Maoz, *The Center for Academic Studies, Israel*

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

Evangelos Christou, *Alexander Technological Institute of Thessaloniki, Greece*
Athena Nella, *University of the Aegean, Greece*

Tourism and consumer behavior in Italy

Fabrizio Antolini, *University of Teramo, Italy*
Andrea Billi, *Sapienza University of Rome, Italy*

Recommending music for places of interest in a mobile travel guide

Matthias Braunhofer, *Free University of Bozen-Bolzano, Italy*
Marius Kaminskas, *Free University of Bozen-Bolzano, Italy*
Francesco Ricci, *Free University of Bozen-Bolzano, Italy*



**Friday
December 2nd, 2011**

Session 3C
(14.40 – 17.00)

Emerging theoretical, methodological and practical developments in tourism and hospitality

Chair: Dogan Gursoy

Epidemic propagation in tourist information search: An experimental approach

Loris Gaio, *University of Trento, Italy*
Umberto Martini, *University of Trento, Italy*
Luigi Mittone, *University of Trento, Italy*

A review of online market segmentation in tourism

Juho Pesonen, *University of Eastern Finland, Finland*

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

Diego Giuliani, *University of Trento, Italy*
Juan Gabriel Brida, *Free University of Bozen-Bolzano, Italy*

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

Lidia Andrades Caldito, *University of Extremadura, Spain*
Frederic Dimanche, *SKEMA Business School, France*

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

Manuela Deidda, *Free University of Bozen-Bolzano and CRENoS, Italy*
Juan Gabriel Brida, *Free University of Bozen-Bolzano, Italy*
Nicolas Garrido, *Universidad Católica del Norte, Chile*
Manuela Pulina, *University of Sassari, Italy*

Quality management for golf resorts and incentive structures for managers

Sebastian Kaiser, *FH Kufstein Tirol, Austria*
Michael Trübestein, *FH Kufstein Tirol, Austria*

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

Anna Maria Parroco, *Università degli Studi di Palermo, Italy*
Raffaele Scuderi, *Free University of Bozen-Bolzano, Italy*

An empirical study on determinants of golf tourism

Michela Cesarina Mason, *University of Udine, Italy*
Federico Nassivera, *University of Udine, Italy*



CBTS Organizing Committee

Serena Volo and Oswin Maurer (Co-chairs of Organizing Committee)

Lisa Leoni (Conference Manager)

Bosnjak Michael

De Candido Barbara

Felder Juliane

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Götsch Hugo

Osti Linda

Steiner Markus



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Organized by the
Competence Centre in Tourism Management and Tourism Economics
(TOMTE)

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

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

CBTS 2011 registration desk phone:
+39-334 6630470

<http://cbts2011.unibz.it>
cbts2011@unibz.it



FREIE UNIVERSITÄT BOZEN

LIBERA UNIVERSITÀ DI BOLZANO

FREE UNIVERSITY OF BOZEN - BOLZANO

Fakultät für
Wirtschaftswissenschaften

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