



Consumer Behavior in Tourism Symposium 2010

Bruneck / Brunico, Italy · December 1-4, 2010

Competence Centre in Tourism Management and Tourism Economics (TOMTE)

Free University of Bozen-Bolzano

Program*

Conference Website
<http://cbts2010.unibz.it/>

*Program as of November 8th. The conference organizers reserve the right to modify the program at any time. Any liability resulting from program changes be it direct or indirect, material or non-material, are hereby excluded. By attending the conference, this disclaimer is accepted without any restrictions.



**Wednesday
December 1st, 2010**

Session 1
(15.45-17.45)

**Emerging theoretical directions and developments in tourism and hospitality related
consumer behavior**

An Examination Of Consumer Experience And Relative Effects On Consumer Values

Andrew R. Walls, *San Francisco State University, USA*

**Will You Buy and Pay More When You Travel Abroad? The Influences of Shopping Habitat and
Source of Income**

Dungchun Tsai, *National Cheng Kung University, Taiwan*

Pei-Tzu Chang, *National Cheng Kung University, Taiwan*

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

Haywantee Ramkissoon, *Monash University, Australia*

Betty Weiler, *Monash University, Australia*

Liam Smith, *Monash University, Australia*

"Group Shopping" by Tourists in China: Something Uniquely Chinese?

Zhihong Gao, *Rider University, USA*

Inherent Analytic Tendencies in Consumer Decision Making

Donald L. Pardew, *Cybernetica Consulting, USA*



**Thursday
December 2nd, 2010**

Session 2a
(10.30-12.10)

Social, cultural and economic forces shaping the future of tourism and hospitality

Demographic change as a driving force of future consumer behavior
Thomas Bausch, *Munich University of Applied Sciences, Germany*

**An holistic examination of the antecedents and outcomes of commemorative event attendance:
Anzac Day, Gallipoli, Turkey**
John Hall, *Deakin University, Australia*
John Basrin, *Deakin University, Australia*
Leonie Lockstone-Binney, *Victoria University, Australia*

Authenticity perception of cultural events: a host-tourist analysis
Linda Osti, *Free University of Bozen-Bolzano, Italy*
Juan Gabriel Brida, *Free University of Bozen-Bolzano, Italy*
Marta Disegna, *Free University of Bozen-Bolzano, Italy*

Cultural Festivals and Visitors' Behavior: Empirical Evidence from Sannio Film Fest
Mirella Migliaccio, *University of Sannio, Italy*
Francesca Rivetti, *Seconda Università degli Studi di Napoli, Italy*

Implementation of Innovations in Hiking Tourism using the Example of Producing an iPhone-Application
Axel Dreyer, *Hochschule Harz, Germany*
Sabrina Schneider M. A., *Hochschule Harz, Germany*





**Thursday
December 2nd, 2010**

Session 2b
(10.30-12.10)

Methodological Traditions and New Developments: assets and liabilities, challenges and promises

Assessing the Impact of Contextual Conditions on Points of Interest Selection

Linas Baltrunas, *Free University of Bozen-Bolzano Italy*
Francesco Ricci, *Free University of Bozen-Bolzano, Italy*
Bernd Ludwig, *Free University of Bozen-Bolzano, Italy*

Measuring Emotional Experiences in Tourism Settings: The Case of Hotel Services

Philipp Boksberger, *HTW Chur, Switzerland*
Alexandra Brunner-Sperdin, *University of Innsbruck, Austria*

Formative vs. Reflective Constructs in Tourism Context: Review and Empirical Testing

Babak Taheri, *University of Strathclyde, UK*
Karen Thompson, *University of Strathclyde, UK*

Ethnocentrism revisited: applying an alternative measurement approach

Amata Ring, *University of Vienna, Austria*
Karin Teichmann, *University of Innsbruck, Austria*
Marco Maier, *University of Vienna, Austria*

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

Claudia Seabra, *Polytechnic Institute of Viseu, Portugal*
Jose Luis Abrantes, *Polytechnic Institute of Viseu, Portugal*
Elisabeth Kastenholz, *University of Aveiro, Portugal*

Neural Network Modelling of Tourist Temporal Behavior

Bozidar Klicek, *University of Zagreb, Croatia*
Dijana Oreski, *University of Zagreb, Croatia*
Nina Begicevic, *University of Zagreb, Croatia*



**Thursday
December 2nd, 2010**

**Session 3a
(14.15-15.45)**

The role of scientific and applied research in theory development in tourism and hospitality

Product Development and Customer Behaviour. Empirical Evidence and Methodological Issues

Marcus Herntrei, *European Academy of Bolzano, Italy*

Harald Pechlaner, *European Academy of Bolzano, Italy*

Marianna Elmi, *European Academy of Bolzano, Italy*

Evaluating tourism expenditures between Northern and Southern Italy

Andrea Alivernini, *Banca d'Italia, Italy*

Tourist's perceptions of mountain destinations

Carla Silva, *Polytechnic Institute of Viseu, Portugal*

Elisabeth Kastenholz, *University of Aveiro, Portugal*

José Luis Abrantes, *Polytechnic Institute of Viseu, Portugal*

The economic value of hotel room characteristics in Bolzano

Günter Schamel, *Free University of Bozen-Bolzano, Italy*

Understanding the overall rural tourism experience for improved destination marketing

Elisabeth Kastenholz, *University of Aveiro, Portugal*

Elisabete Figueiredo, *University of Aveiro, Portugal*

Length of stay: price and income elasticities at different destinations in Italy

Luca Salmasi, *University of Verona, Italy*

Martina Celidoni, *Università degli Studi di Padova, Italy*

Isabella Procidano, *Università Ca' Foscari Venezia, Italy*





Thursday
December 2nd, 2010

Session 3b
(14.15-15.45)

Emerging practical applications of consumer behavior theory in tourism and hospitality

Cruise visitors' intention to return as land tourists and recommend a visited destination. A structural equation model

Manuela Pulina *Free University of Bozen-Bolzano, Italy*
Maria Eugenia Rieño; *Free University of Bozen-Bolzano, Italy*
Sandra Zapata Aguirre; *Colegio Mayor de Antioquia, Colombia*
Juan Gabriel Brida, *Free University of Bozen-Bolzano, Italy*

Tourism Consumption Index Prices and Uruguayan Tourism Real Exchange Rates with Argentina and Brazil

Gabriela Mordecki, *University of the Republic, Uruguay*
María José Alonsopérez, *University of the Republic, Uruguay*
Silvia Altmark, *University of the Republic, Uruguay*
Cecilia Lara, *University of the Republic, Uruguay*
Karina Larruina, *University of the Republic, Uruguay*

Opportunities for Understanding Consumer Behaviour from Online Destination Marketing Tools

Elena Not, *eCTRL Solutions, Italy*
Adriano Venturini, *eCTRL Solutions, Italy*

Multi-destination pleasure trip behaviors in Sicily

Stefano De Cantis, *Università degli Studi di Palermo, Italy*
Mauro Ferrante, *Università degli Studi di Palermo, Italy*
Franco Vaccina, *Università degli Studi di Palermo, Italy*

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

Solmaz Filiz Karabag, *Zirve University, Turkey*



Thursday
December 2nd, 2010

Session 4
(16.00 - 17.30)

Critique of the linkages between theory and practice in tourism and hospitality

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

Sebastian Kaiser, *FH Kufstein Tirol Bildungs GmbH, Austria*
Robert Kaspar, *FH Kufstein Tirol Bildungs GmbH, Austria*

Measuring the service quality among international tourists: A Study of Serviced Apartments in Bangkok

Suree Khemthong, *Sukhothai Thammathirat Open University, Thailand*
Arthit Waitayaphat, *Centre Point Serviced Apartment, Thailand*

Emerging needs in tourism demand: a critical perspective

Laura R. Iacovone, *University of Milan, Italy*

The Interplay between Passion and Reason: A Framework for the Tourist Vacation Decision-Making Process

Andrew R Walls, *San Francisco State University, USA*
Youcheng (Raymond) Wang, *University of Central Florida, USA*

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

Jennifer S. W. Chang, *University of Westminster, UK*
Elena Martirosyan, *University of Westminster, UK*

Tourists' Attitudes towards Advertising in Malaysia Tourism Context

Azizul Yadi Yaakop, *University of Surrey, UK*
Jane Hemsley-Brown, *University of Surrey, UK*
David Gilbert, *University of Surrey, UK*



**Friday
December 3rd, 2010**

Session 5a
(10.30-12.20)

Emerging practical applications of consumer behavior theory in tourism and hospitality

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

Evangelos Christou, *University of the Aegean, Greece*
Athina Nella, *University of the Aegean, Greece*

Experience Economy Constructs as a Framework for Understanding Wine Tourism

Donna Quadri-Felitti, *New York University, USA*
Ann Marie Fiore, *Iowa State University, USA*

The Overseas Package Holiday Experience for the UK Baby Boomer Market

Bridget Major, *Northumbria University, UK*
Fraser McLeay, *Northumbria University, UK*

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

Andreas Hinterhuber, *Università Bocconi, Italy*

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

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



**Friday
December 3rd, 2010**

Session 5b
(10.30-12.20)

Social, cultural and economic forces shaping the future of tourism and hospitality

Exploiting web 2.0 for engaging customers and social networks in sustainable supply chain management in tourism

Marianna Sigala, *University of the Aegean, Greece*

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

M. Antonia Garcia, *University of the Balearic Islands, Spain*

Margarita Payeras, *University of the Balearic Islands, Spain*

Marta Jacob, *University of the Balearic Islands, Spain*

Determinants of summer tourist spending: a regression

Ruggero Sainaghi, *IULM, Italy*

How diverse are disabled tourists? A pilot study on accessible leisure tourism experiences in Portugal

Elisabete Figueiredo, *University of Aveiro, Portugal*

Celeste Eusébio, *University of Aveiro, Portugal*

Elisabeth Kastenzholz, *University of Aveiro, Portugal*

Consumer Behaviour in Rural Tourism. Conjoint analysis of Choice Attributes in a Friuli Venezia Giulia rural area

Stefania Troiano, *University of Udine, Italy*

Francesco Marangon, *University of Udine, Italy*

Yacht Charter Tourism Versus Sun and Sand Tourism in the Balearic Islands: A different Consumer Profile

Marta Jacob, *University of the Balearic Islands, Spain*

Margarita Payeras, *University of the Balearic Islands, Spain*

Antoni Alcover, *University of the Balearic Islands, Spain*

Margalida Alemany, *University of the Balearic Islands, Spain*

M. Antonia García, *University of the Balearic Islands, Spain*

Lorena Martínez-Ribes, *University of the Balearic Islands, Spain*



Friday
December 3rd, 2010

Volga as cultural-aesthetic topos of tourism and travelling
Olga Lysikova, *Saratov State Technical University, Russia*

Immersed in Green? Reconfiguring Italian countryside through rural tourism promotional materials
Elisabete Figueiredo, *University of Aveiro, Portugal*
Antonio Raschi, *CNR – Ibimet, Italy*

From government to governance: the evolution of destination organizing processes. The case of Sicily
Maurizio Giannone, *Sicilian Tourism Government, Italy*

Fulfilling the promise of happiness: a challenge for new tourism
Paolo Corvo, *University of Gastronomic Sciences, Italy*

Hospitality Consumer Attitudes and Trends.
Ioannis S. Pantelidis, *London Metropolitan Business School, UK*

The impact of nautical marinas in Croatia: a mapping approach
Linda Osti, *Free University of Bozen-Bolzano, Italy*
Edna Mrnjavac, *University of Rijeka, Croatia*
Tea Baldigara, *University of Rijeka, Croatia*
Maja Mamula, *University of Rijeka, Croatia*
Irena Narančić, *University of Rijeka, Croatia*

The SWOT for the yachting charter tourism: a basic analysis to design new marketing strategies according to consumer behavior theory
Margarita Payeras, *University of the Balearic Islands, Spain*
Marta Jacob, *University of the Balearic Islands, Spain*
M. Antonia Garcia, *University of the Balearic Islands, Spain*
Antoni Alcover, *University of the Balearic Islands, Spain*
Margalida Alemany, *University of the Balearic Islands, Spain*
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