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Keynote Speeches

**Monday
December 10th, 2012**

Ruhet Genc

*Istanbul Bilgi University (Turkey)
School of Tourism and Hotel Management*

"War and Peace Dilemma and Quality-of-Life"

**Tuesday
December 11th, 2012**

Muzzafer Uysal

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

**"Tourism Impact upon Quality of Life of Residents and Sustainability in the Destination Community:
Emerging Research Areas"**

**Wednesday
December 12th, 2012**

M. Joseph Sirgy

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

"The Psychology of Quality of Life Applied to Travel and Tourism"



Session 4
(16:00 – 17:30)

QoL from the Perspective of Residents

Prospects of sustainable tourism development in historico-cultural destinations - the example of the Epidaurus Festival

Gernot Wolfram, *MHMK Berlin, Germany*

Sebastian Kaiser, *SRH Heidelberg, Germany*

Tourism and the perceived quality of life of Sicilian residents. Evidences from a sample research

Antonino Mario Oliveri, *Università degli Studi di Palermo, Italy*

Anna Maria Parroco, *Università degli Studi di Palermo, Italy*



**Wednesday
December 12th, 2012**

Session 5
(11:00 – 12:30)

Social Relationships and Gamification

Holidays, Social Relationships and Happiness: a Case Study

Paolo Figini, *University of Bologna, Italy*

Customer-to-customer interaction and its impact on event satisfaction

Linda Osti, *Free University of Bozen-Bolzano, Italy*

Applications and impacts of gamification in tourism

Marianna Sigala, *University of the Aegean, Greece*

Session 6
(14:00 – 15:30)

QoL from the Perspective of Tourism Industry

Revealing the influence of managerial practices and entrepreneurs' characteristics on hotel efficiency

Enrico Tundis, *University of Trento, Italy*

Marco Corsino, *University of Bologna, Italy*

Enrico Zaninotto, *University of Trento, Italy*

Keeping mental budget: visitors' spending at a Christmas market

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

Marta Disegna, *Free University of Bozen-Bolzano, Italy*

Oksana Tokarchuk, *Free University of Bozen-Bolzano, Italy*



Session 7
(16:00 – 17:30)

QoL and Gourmet Tourism

Identifying Segments for Wine Tourism Activities in Südtirol/Alto Adige

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

How to enhance the quality of tour operator journey into wine regions - an analysis of desired components from a customer perspective

Axel Dreyer, *Hochschule Harz, Germany*

Juliane Ratz, *Hochschule Harz, Germany*

Joyful destinations: The governance of quality of life

Harald Pechlaner, *EURAC, European Academy of Bozen/Bolzano, Italy*

Michael Volgger, *EURAC, European Academy of Bozen/Bolzano, Italy*

Sabine Pichler, *EURAC, European Academy of Bozen/Bolzano, Italy*

Session 8
(16:00 – 17:30)

QoL and Rural Tourism

Helping the growth of quality of life-based innovation opportunities in rural areas. 'Albergo diffuso' as best practice

Maurizio Droli, *University of Udine, Italy*

Giancarlo Dall'Ara, *CEO GDA consulting firm, Italy*

Valeria Pecorelli, *University of Milano – Bicocca, Italy*

The impact of landscape on farm-tourism demand

Linda Osti, *Free University of Bozen-Bolzano, Italy*

Marta Disegna, *Free University of Bozen-Bolzano, Italy*

Francesco Marangon, *University of Udine, Italy*

Christine Mauracher, *Università di Venezia, Italy*

Isabella Procidano, *Università di Venezia, Italy*

Stefania Troiano, *University of Udine, Italy*

Agri-tourism and land use: an evaluation in Veneto and Friuli Venezia Giulia (Italy)

Francesco Marangon, *University of Udine, Italy*

Tiziano Tempesta, *University of Padova, Italy*

Luca Cecchin, *University of Padova, Italy*

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Abstract 1

Linking Garden Tourism with QoL Domains

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Session: QoL from the Perspective of Tourists

Keywords: garden tourism, botanical gardens, cultural tourism, demographics, cluster analysis

Structured abstract:

Purpose of the study: The study aims at profiling the garden tourist, to reveal how visitors experience these open spaces emotionally and how these aspects can be linked to elements of QoL (e.g. social relationships, emotional wellbeing, etc. as suggested by Kovács et al. in Smith and Puczko 2006, p. 45).

Design/methodology/approach: A comprehensive literature review forms the basis of the study. A garden visitor survey (n=1190) was conducted at four different heritage gardens in Europe including a garden in Bulgaria and Romania in August 2011. The findings of this study will be connected with domains and specific elements of QoL.

Findings: The findings reveal that garden tourists are not a uniform market. There are different types of garden tourists depending on their motivation and experience sought. In conclusion on the demographic characteristics of the respondents it can be said that the individual sites attract different types of visitors regarding their demographic characteristics. However, for all visitors experiencing a garden can be regarded as an important social experience. Regarding their emotional experience it can be said that gardens have the potential to foster emotional wellbeing. The findings suggest that visiting gardens can be seen as an activity that has the potential to raise people's QoL.

Originality/value: The contribution of this study lies particularly in the analysis of garden tourists characteristics and experiences and a discussion how garden experiences contribute to QoL. Overall, little is known about this niche market.

Research limitations/implications: The presented ideas and findings can be used as a basis for qualitative or quantitative studies in both areas, garden tourism and QoL.

Practical implications: The findings are important for further product development in the area of garden tourism and designing experiences for their visitors. Gardens have the potential to become significant tourist attractions.



Research question(s) and/or Hypothesis/es

Repeat visitation in a destination is one of the main objectives of tourism policies, and a key factor for sustaining tourism development. Knowing the factors that significantly affect the visitor's loyalty allows to address the actions of the operators of the tourist market.

- What are these factors?
- What is their weight in determining the loyal visit?
- Which aspect of repeat visitation do they influence?
- What are the policy indications that emerge?

Method

An ad-hoc survey was conducted from June to September 2011 among the visitors of the principal museums of the two provinces of the Trentino-Alto Adige region (Bolzano and Trento), Italy: the South Tyrol Museum of Archeology (ÖTZI), located in Bolzano, hosting the permanent exhibition of the "Iceman" Ötzi, and the Museum of Modern and Contemporaneous Art of Trento and Rovereto (MART). The questionnaires were self-administrated and a total of 1,284 interviews, divided almost equally between the two museums analysed, are successfully collected.

Three different econometric models are tested in order to enhance three different aspects of the information on the repeat visit, given a set of covariates:

- Logit, in order to analyse the influence on the probability of being a repeat visitor;
- Zero-Inflated Poisson (ZIP), for the sake of studying the influence of the covariates on the number of visits, by putting into account properly the high number of people who declared to be a first-time visitor;
- Count Quantile regression, whose scope is to detect the effect of the variables on different portions, i.e. quantiles, of the distribution of the number of visits.

A set of covariates regarding visit-related, trip-related, socio-economic and demographic information is tested.

Results

These are the main indications on repeat visitors (RV) that emerge from the models.

- They are more likely to revisit MART than ÖTZI museum.
- They show a higher attention to cultural aspects.
- Repeat visit happens less frequently during weekends. It is not necessarily done either for the temporary and the permanent collection.
- They take their families or friends with them, and not necessarily do the visit with children or in group.
- They do not want to learn something new or satisfy their curiosity.
- They consider the museum only as a unique attraction in the world only if they visit it for the first time, with respect to all other repeat visitors.
- They live near the areas of the museums and they are more frequently Italian; they are not married especially if they have a lower revisit rate; first time visitors are mainly women.
- Age, education, income, many motivations and occupation are not significant.

Conclusions and Implications

From the analysis of the literature, it emerges the necessity to analyse the repeat visitation via the number of the past visits, rather than the intention to revisit.

In order to enhance the repeat visitation of museums, policy indications that emerge are the following ones.

- Promote cultural events during the week rather than weekends
- Propose cultural events for children
- Give greater attention to tourists that come from far places and have a few time at their disposal

Museums-related culture: it is not merely related to "learning something" and "satisfying curiosity": it appears to be much more!



Abstract 5

How to enhance the quality of tour operator journey into wine regions - an analysis of desired components from a customer perspective

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Session: QoL and Gourmet Tourism

Keywords: tour operator, wine regions, customer expectations, bus tours, wine tours

Structured abstract:

Purpose of the study: Food and beverage is strongly related to the personally experienced quality of life. In example, wine is considered a life-style product. To discover and consume wine on culinary and wine trips in its terroir gains rising popularity and allows visitors an authentic experience of the regional culture.

In times of increasing competition in the segment of tour operators it is necessary to know detailed customer expectations for a target-oriented product design. One part of the study was to query the expectations of wine-interested travelers concerning the most important components of journeys into wine regions. So recommendations for future product design can be derived.

Design/methodology/approach: In spring a combination of personal and online surveys with the same questionnaire took place. The sample consisted of 191 fully completed questionnaires filled in by people with a general interest in wine. A uniform gender and age distribution among respondents was reached.

Locations for the survey were specialized wine stores as well as wine divisions in supermarkets in Germany. The link to the online survey was placed in social networks (e. g. wine and food oriented networks) and on websites of daily newspapers and mail-order houses. The focus lay on the German audience, but nonetheless French people (n= 27) were questioned to discover differences.

Findings: More than 75% of the respondents are interested in wine journeys, which should be short trips (2-4 days). This fits the general trend of shorter but more frequent (e.g. second and third trips) during the year. The majority prefers individual journeys, so tour operators need to adapt. One essential element of journeys into wine regions named by the respondents are wine tastings followed by visits of wine cellars. Furthermore already visited and prospective interesting wine regions were questioned. Here constancy concerning already visited regions and potential travel regions is visible. First findings seem to confirm that wine journeys are a relatively stable segment.

Originality/value:

Wine journeys and trips through culinary delights represent a significant segment for future tourism, because they follow the trend of increasing pleasure orientation in our society. **Research limitations/implications:** Over all people from the middle of Germany has participated in the survey. For presentable statements it would be advantageous to carry out the survey in other regions. Even though an even distribution of gender and age was reached, the sample cannot be considered representative for the German market.

Practical implications: Customer expectations and trends concerning the future selection of travel components in the segment of wine tourism can be worked out through the survey. Compared with the increasing relevance on the tourism market only few offers of wine tours by tour operators exist. This study provides information about essential components of wine journeys and helps tour operators to improve their offers and to compete with individual travelling.



Abstract 6

Helping the growth of quality of life-based innovation opportunities in rural areas. 'Albergo diffuso' as best practice

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Session: QoL and Rural Tourism

Keywords: health, quality of life, natural resource-based theory, innovation opportunity, management

Structured abstract:

Purpose of the study: The 'Albergo Diffuso' is a particular kind of hotel conceived to provide tourism experiences based on local community quality of life and awarded by the UNDP for its sustainability. This paper presents the best practices developed by these hotels to produce process and product innovations.

Design/methodology/approach: the study was concentrated on the issue of innovation management and was conducted through the participant observation. M. Droli has started collecting the best practices data since 2006 (4 firms). In 2011, the study involved 63 firms that are members of the national association of alberghi diffusi among 100 ADs recorded in the same year. Currently, we are implementing a plan to collect new best practices examples.

Findings: the 12 most recurrent groups of best practices in innovation opportunity management issues (alertness, awareness, attractiveness, assessment, adaptation, etc); (b) the corresponding first set of best practices such as awareness: balancing the expectation of success putting at the basis of the innovation opportunity competitive advantages as our 'time luxuries' (Enzensberger, 1999; De Masi, 2004) such as more relaxing life, wider living spaces, silence, etc; and (c) models to facilitate innovations.

Originality/value: we have observed environmental medicine research findings through the natural resource-based theory of the firm. These studies indicate -as mentioned before - QOL-based luxuries represent barriers at the entrance for those tourism firms placed in areas where these resources are scarce (e.g. urban areas). Rural communities therefore have a competitive position- known as rural advantage- that can be better exploited.

Research limitations/implications: "the scarcity of quantitative data and lack the cognitive nature of quality of life were two of the main limitations. The main implication consisted perhaps in the possibility to investigate smaller, but dynamic and globally-influent innovations."

Practical implications: we'll discuss new possibilities to increase the attractiveness of tourism firms operating in rural areas, to produce new rents e.g. from 'delta-silence' through dynamic packaging and to create occupation and preserve resources following 'virtuous' processes.



Abstract 8

Scuba Diving: A life risking or a quality of life enhancing experience?

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Session: QoL from the Perspective of Tourists

Keywords: quality of life, risk, Scuba Diving, adventure tourism

Structured abstract:

Purpose of the study: This exploratory study attempts to examine risk perceptions and experiences in the context of Scuba divers, as a sub-set of adventure tourism. The main risk question relates to the dilemma if it is life risking experience or a quality of life factor?

Design/methodology/approach: The study is based on open ended interviews with experiences Scuba divers. Seventeen Scuba divers were interviewed by two of the authors mainly in various places over Israel. Most of the interviewees were identified via the snow- ball sampling technique. Most of the questions focused on the "general experience of scuba diving", their motivation, risk feelings, risk control elements, and risk reduction means.

Findings: 1. The search for Quality of Life -"Nirvana" –major aspects are: relaxation, serenity, Yoga, meditation freedom and escape from daily worries.2. Motives include: "Dream of my childhood", "A journey into the self, learning how to behave rationally and calmly in a strange, foreign environment".3. Risk is a major component of the diving experience. Yet, it is carefully masked under a strong wish for improving one's quality of life by sensations of serenity, relaxation ("Nirvana") and the utilization of protective procedures.

Originality/value: Allman et al. (2009) maintain that risk is a means of becoming positively transformed, which is apparently essential to adventure seekers quality of life. In other words, extreme sport participants purposefully take risks and are transformed by the common realization of humility and true courage. Our study reveals that a supposedly highly risky sports turns out to be a means for achieving quality of life and "Nirvana".

Research limitations/implications: The study raises the possibility that risk is being commodified in order to market quality of life to masses of tourists. The sample's small size and its snow-balling methods could limit the study's generalizability.

Practical implications: Marketing scuba diving as a mixed experience of life risking experience with quality of life could be somewhat controversial, yet may attract the relevant segment by catering to their needs.



Abstract 9

The Sacred and Profane of Remembrance Tourism; Lest We Forget

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Session: QoL from the Perspective of Tourist

Keywords: Sacred, Profane, Pilgrimage, Normandy, Tourism

Structured abstract:

Purpose of the study: The goal of the project was to elicit the feelings, attitudes and emotional impressions of those visiting the touristified museums and allied iconic sites associated WWII landings in the Normandy/Caen region of France.

Design/methodology/approach: Given the purpose of the project and the nature of the expected data, qualitative methods derived from an interpretivistic paradigm were used. The combined techniques of photo elicitation, participant observation, introspection, informal and group interviews were used to derive a rich complimentary data set. The data were then ordered into themes and interpreted in light of two seminal consumer behaviour models.

Findings: The findings included 604 photos combined from five experienced academics travelling in concert from site to site, mimicking the pilgrimage of predominantly elderly tourists. Informal interviews were conducted at six museums, three gun batteries, two landing sites and an iconic building/guesthouse.

The a-priori hypothesis revolved around the notion of spiritual tourism, and related to this the notion of self-definition gained from experiential tourism. Also related is the notion of the Extended-Self (Belk, 1988); how we derive a sense of individuation from connection with things, people and places of importance. The findings are consistent with the a-priori hypothesis.

Originality/value: This study applying the notion of sacred consumption to the Normandy tourist pilgrimage is unique. While there are individual cases in the literature exploring the spiritual notion of tourism the secular consumer behaviour application of sacredness of a tourist pilgrimage that de-emphasises religion, while emphasising experiential gain, self-definition and perceptions of service encounter are noticeably absent. Both facets represent an addition to the spiritual notion of tourism.

Research limitations/implications: The results suggest a dichotomy that mirrors Belk et al 1989 'Sacred and Profane' model. Some sites evoke a sense of respect, reflection and gravitas, while others are deemed holistically profane and kitsch.

Practical implications: The Normandy sites have deep spiritual significance to many tourists/pilgrims. To those who manage, control and derive an income from these sites these findings can assist in improving the experience they are arguably responsible for.



Abstract 10

Agri-tourism and land use: an evaluation in Veneto and Friuli Venezia Giulia (Italy)

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Session: QoL and Rural Tourism

Keywords: agri-tourism, land use, landscape

Structured abstract:

Purpose of the study: The aim of the study is to identify the relationship between agri-tourism overnight stay offer and some characteristics of the territory. To this purpose we analysed some provinces of Veneto (Treviso, Venezia and Padova) and Friuli Venezia Giulia (Gorizia, Pordenone and Udine) regions in Italy.

Design/methodology/approach: For each municipality it was found the number of agri-tourism farms, rooms and beds. Some information concerning the characteristics of land use was also detected mainly using the data obtained from the Census of agriculture and Corine Land Cover 2006 software. An index of agri-tourism offer was constructed. Through stepwise regression were selected variables that affect the supply of accommodation in agri-tourisms.

Findings: The data analysis has revealed that the offer of accommodation by an agri-tourism farm seems to be primarily related to agricultural activities, while some features related to the use of urban land are much less important. In the selected model, which has a good ability to interpret data (r correct = 0.70), there are four independent variables: the percentage of land area occupied by vineyards and orchards, the percentage of farms with a worker that has received further training, the percentage of the area occupied by forests and the percentage of the area occupied by non-cultivated land.

Originality/value: The studies carried out with the aim of pointing out the relationships among land use, landscape and agri-tourism in Italy are a few. In this study we highlight that there are two distinct components that influence the development of the agri-tourism farm: the supply of quality agricultural products and the presence of scenic beauties. However investment in human capital may be a strategic variable for the diffusion of agri-tourism.

Research limitations/implications: The level of data analysis is rather aggregated and the territorial unit we considered is rather composite. Therefore, the statistical model can only provide general guidelines on the relationship between land use and beds supply.



Practical implications: The survey clearly shows that the policies in favour of the development of agri-tourism could act better in the areas with a balanced mix of scenic beauties and high quality agricultural products.



Abstract 12

Tourism and the perceived quality of life of Sicilian residents. Evidences from a sample research

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Session: QoL from the Perspective of Residents

Keywords: Quality of life, tourism, impact of tourism, hosts-guest relationship

Structured abstract:

Purpose of the study: The residents' attitudes toward tourism constitute a relevant component of tourism supply. This study investigates the relation between perceived impacts of tourism and residents' quality of life. The effect of some variables that influence perceptions and attitudes is measured as well.

Design/methodology/approach: Results from an in-progress sample research on 2500 Sicilian residents at the newly-instituted tourism districts are presented and discussed. Statistical multivariate models are fitted on data. Data are being gathered through both CATI and CAWI strategies. The distance decay (Jurowski & Gursoy, 2004) and the social exchange (Ap, 1992) theories are on the background. QOL is measured according to Andereck and Nyaupane's approach (2011).

Findings: Tourism affects quality of life in several ways and in both practical and perceived terms. Estimates of the impact of tourism on residents' QOL are referred to different touristic districts instituted by the Sicilian central administration. The mediating role of some variables on the relation between perceived impacts of tourism and QOL (length of stay, cognitive distance, social and economic exchange) (Rempel, 2012) is discovered and measured. The performances of different data gathering instruments in this specific field (mode effects) are assessed.

Originality/value: Few studies on the host-guest relationship have been carried out in Italy. This study has several strengths: it is the first on Sicilian touristic districts, and it has been financially supported by the European Union and facilitated by the Sicilian Regional administration. It consists of a large and recent research, carried out according to a proper random sampling design that allows us to quantify the errors of estimates.

Research limitations/implications: Data are gathered in Sicily; therefore results are referred to this Region, and might be used for different territorial contexts only for comparison purposes.

Practical implications: The research provides tourism district managers with valuable information about the residents' attitudes towards tourism. Decision makers might adopt proper policies and address tourist flows as a function of the deployment of socio-cultural resources.



Abstract 13

Customer-to-customer interaction and its impact on event satisfaction

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Session: Social Relationships and Gamification

Keywords: Customer-to-customer interaction, event satisfaction, event experience

Structured abstract:

Purpose of the study: Research in tourism has highlighted that “when holiday makers’ relationships are in difficulty and arguments prevail, the enjoyment of the destination is seriously compromised” (Parce and Maoz, 2008; cited in Pearce 2012), affecting, as a consequence, travellers’ well-being (Pearce, 2012). This study aims to investigate the impact of customer-to-customer interaction on the final satisfaction with events. Other fellow attendees can affect event experience by influencing the atmosphere of the event and by engaging in personal encounters.

Design/methodology/approach: A quantitative approach was used: 435 event attendees were interviewed over a three-day period at a community festival in July 2011. Respondents were given a set of questions on their perception and attitude towards the behavior of other attendees and how this affects their final satisfaction. The questionnaire also included general questions on motives to attend the event, satisfaction with the event, and demographic characteristics.

Findings: The analysis shows the impact that customer-to-customer interaction and other attendees’ behavior exert on general satisfaction with events. Other attendees not only affect satisfaction through direct interaction, they also affect the general atmosphere of the event through their behavior. The results of this study underline the importance for event organizers to control crowd behavior to create the correct atmosphere for the market target they want to attract.

Originality/value:

Most academic research in the tourism and event field has focused on satisfaction with the different features of the service; however only limited research has investigated the influence of customer interaction. This research work also analyses the influence of attendees’ behavior on satisfaction.

Research limitations/implications: Data were collected only at one event. Future research should expand the data collection at other events and across other cultures.

Practical implications: The results of this study offer an insight to event managers on a specific feature of attendees’ satisfaction.



destination competitiveness, sustainability, and QOL are intimately interdependent on each other and also conceptually and naturally linked” and these linkages need to be systematically examined. This study wants to fill a gap in the literature and focuses on a specific form of tourism: farm tourism.

Research limitations/implications: Data were collected only in two provinces of the North East of Italy and the sample size comprises only 229 valid responses. This best practice paper offers a first insight into the topic.

Practical implications: The results of this study can provide land planners with a valid overview of the importance of proper landscape planning if tourists want to be attracted.



Abstract 15

Decision Making for Well Being: Do Belief Functions Preserve Decision Heuristic Biases?

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Session: QoL from the Perspective of Tourism Industry

Keywords: Belief Functions, Decision Heuristics, Decision Bias, Well Being, Life Quality

Structured abstract:

Purpose of the study: Leisure travel, typically undertaken once per year as relief from employment, is recognized as contributory to life quality. Biased travel decisions can result in quality of life opportunity costs. It is important to understand the sources of these costs and how they can be mitigated.

Design/methodology/approach: Within subjects design: 50 adults were presented, sequentially, with two tasks concerning a choice of travel alternatives. The first set solicited their judgment about a feature of the alternatives using explicit and implicit judgment-biasing information. The second asked them to form a belief about the alternatives using the first set plus additional plausible or contradictory information. Then the preservation of judgment biases were tracked forward.

Findings: Travel related judgments and decisions were demonstrated to be susceptible to a wide range of decision and judgment heuristic biases. As expected, the susceptibility depended to a significant degree on the availability of corroborating or contradicting information. Judgment biases were observed to be preserved and represented in subjects' subsequent formulation of belief functions, but depended on the starkness and credibility of the second set of information and, if probabilistic, how the information was represented. However, initial, biased judgments formed in the first judgment task showed a general preservation when the information was migrated forward into a "alternative selection" decision.

Originality/value: Two lines of scientific inquiry that have recently acquired much experimental and theoretical attention and credibility and hold potential for improving quality of life type decision making: Behavioral economics, viz., decision heuristic biases; and statistical belief functions. These two theoretical areas are not adequately integrated. Belief functions are suspected of being susceptible to decision heuristic biases. The present research evaluates the suspicion and relates it to quality of life decisions.

Research limitations/implications: The scenarios constructed, and about which subjects were asked to formulate judgments and beliefs, were fictional, and it can be argued that subjects would behave differently if judging an actual travel decision.

Practical implications: Travel decisions and purchases must typically be made in advance of consumption, and judgment biases surely come into play. Awareness of such biases can improve travelers' decision making and lead marketers to responsibly communicate offerings.



Abstract 16

Joyful destinations: The governance of quality of life

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Session: QoL and Gourmet Tourism

Keywords: governance, quality of life, integrated location management, South Tyrol

Structured abstract:

Purpose of the study: The objective of the study is to understand which strategies and organizational patterns are needed to effectively manage QOL in tourist destinations. In particular, the paper analyzes how the interfaces between different target groups and the public and private spheres are managed in South Tyrol.

Design/methodology/approach: A qualitative research design was followed. Data were gathered through qualitative in-depth interviews and analyzed with the GABEK/WinRelan tool. The analysis process was based on a rule-guided development of networks of keywords, which are capable of summarizing the content of the interviews in a comprehensive way.

Findings: In South Tyrol, the governance of QOL is carried out by four relatively autonomous organizations (SMG, BLS, TIS, EOS). Each of these has a clearly defined scope of duties and is oriented towards a unique target group. Notwithstanding their different task profiles, these organizations collaborate intensively in order to promote QOL in South Tyrol in a holistic manner and to satisfy the partly overlapping requests of the various target and stakeholder groups. Therefore, they developed specific interfaces. For instance, SMG is increasingly concentrating its tourist promotion on the (innovative) clusters identified by TIS.

Originality/value: While a considerable number of studies have put under scrutiny the object (the 'what') of QOL research (QOL indicator sets, soft locational factors, sustainability), issues regarding operationalization and application (the 'how') have remained largely untouched. This means that especially from an organizational point of view it is still unclear how territorial units such as tourist destinations can effectively manage the public good 'quality of life'.

Research limitations/implications: The "South Tyrolean model" of governance of QOL separates tasks and target groups and allocates them to autonomous organizations. Additionally, these organizations are rooted in three different provincial ministries. Synergies are realized in a second instance.

Practical implications: A stronger integration of the South Tyrolean core competences (themes) with territorial units such as destinations seems to provide further potential to strengthen the synergies within this South Tyrolean model of QOL governance.



Abstract 17

Identifying Segments for Wine Tourism Activities in Südtirol/Alto Adige

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Session: QoL and Gourmet Tourism

Keywords: wine tourism, wine knowledge, segmentation

Structured abstract:

Purpose of the study: Objective is to determine the relevance of wine tourism in Alto Adige and to define characteristics of relevant visitor segments interested in wine tourism activities. Based on the findings, we derive recommendations how to foster the importance of wine tourism throughout the region.

Design/methodology/approach: Using a mixed online/offline survey, we define three relevant segments for wine tourism in Alto Adige: wine connoisseurs, gourmet travelers and ordinary wine drinkers. Gourmet travelers and wine drinkers are determined by self-assessment while wine connoisseurs are defined by asking them about their wine knowledge. Using the data collected, we post a series of hypothesis on the potential for wine tourism in Alto Adige.

Findings: The results of the statistical analysis reveal that wine connoisseurs have a detailed and significant knowledge about the wines of Alto Adige and that wine is a significant motivation in their decision to visit a destination. Moreover, they repeatedly visit Alto Adige and enjoy its wines during their stay as well as upon their return home. Gourmet travelers drink more wine from Alto Adige during their stay but do not know more about the region's wines than other guests. Wine drinkers who regularly consume wine during their stay are also buying Alto Adige wine while on vacation and at home.

Originality/value: The study is a unique effort to characterize tourists visiting Alto Adige with respect to their wine knowledge, consumption behavior and the importance of wine in their destination decisions. We are able to show that both wine connoisseurs have significant knowledge about Alto Adige wine while gourmet travelers do not. Therefore, any strategy for future wine tourism activities would have to differentiate between them as prime target groups.

Research limitations/implications: We present a first attempt to obtain a more differentiated picture of the wine tourism potential in Alto Adige. Future research is needed why gourmet travelers have only limited knowledge about Alto Adige wines.

Practical implications: The study shows that wine tourism strategies could target wine connoisseurs as premium customers for local wineries as well as gourmet travelers for educational activities to further their knowledge about local wines.



Abstract 19

Applications and impacts of gamification in tourism

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Session: Social Relationships and Gamification

Keywords: gamification, tourism, applications, impacts, customer engagement

Structured abstract:

Purpose of the study: Gamification is the application of game-play mechanics for non game-applications. Although gamification is used in tourism, research investigating the use and impact of gamification in tourism is scant. By adopting a case study approach, the study investigates the exploitation and impacts of gamification in tourism.

Design/methodology/approach: Four major gamification applications in tourism (IrelandTown, AustraliaFacebook, wineguru, lufthansawefly) are used as study cases for analysing their "funware" design and game mechanics and then, analysing the latter's influence on tourists' behaviour. Game mechanics are classified according to Xu's (2011) taxonomy (behavioral, feedback, progression), while game theories are also used for developing appropriate hypotheses about the impact of various game elements on tourists' behaviour. Gamification has been applied in many disciplines (e.g. education, research, business) for helping users to achieve better results (e.g. higher productivity, learning abilities and knowledge acquisition) in a more enjoyable and engaged way. Customers use e-business settings, because they seek both utilitarian (e.g. search efficiency, facilitation of decision making) and hedonic (e.g. self-actualisation, self-promotion, fun, exploration of new ideas, follow the fashion) benefits. In this vein, the gamification of e-business practices can help users to better meet all their needs (e.g. physical, social, personal) and improve their quality of life.

Findings: Gamification is successfully applied in several websites for creating loyalty, brand awareness and effective marketing engagement. The case studies have shown that successful gamification applications should adopt game mechanics that allow the combination of extrinsic and intrinsic motivation in order to optimise customer engagement, users' flow and task involvement. By increasing users' involvement and social interaction, gamification benefits not only the firms but also the users by meeting their higher order and social needs. Findings also show how gamification can be used by tourism firms for innovating their online business models and enhancing customer relationship management.

Originality/value: Gamification is extensively studied in fields like education, simulations and military applications. Gartner predicts that by 2015 more than half firms will apply gamification principles in their business practices, but research into gamification and tourism is scant, while research about gamification in the business field is currently developing. This study contributes not only in tourism research, but also in the business management field whereby research into gamification is currently under-developed.

Research limitations/implications: The study applies a case study methodology and so a larger scale study is required in order to replicate and refine findings in other contexts and generalise results

Practical implications: The study provides useful theoretical implications about the impact of gamification on tourists' behaviour. The study also gives numerous practical guidelines on how to design tourism gamification applications for enhancing customer loyalty and relations.



Abstract 21

Revealing the influence of managerial practices and entrepreneurs' characteristics on hotel efficiency

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Session: QoL from the Perspective of Tourism Industry

Keywords: Efficiency, DEA, Two-stage estimation, Hotel industry, Managerial practices

Structured abstract:

Purpose of the study: The study looks at which factors explain the observed heterogeneity in efficiency levels across hotels. It distinguishes the effects of both entrepreneurs' traits and hotel management practices on hotel efficiency from the overall influence of contextual (destination) factors.

Design/methodology/approach: Two-step approach to the study of efficiency. First step: a metafrontier approach in the Data Envelopment Analysis (DEA) framework to control for the specific environmental conditions which each hotel faces and to isolate the part of efficiency which is more correctly related to factors under management control. Second step: bootstrapped regression of residual efficiency on a set of proxy of managerial practices.

Findings: The study shows that, despite the variety of patterns of demand and competitive environment, destination explains only a small fraction of productive efficiency. When firm-level variables are considered, some behavioral variables turn out to play an important role: they include investment behavior, which is particularly important, and family management, which negatively affects efficiency. Moreover, the results confirm that a strongly conservative attitude toward technology is associated with low productive performance. Finally, entrepreneurs' characteristics seems to play a minor role.

Originality/value: The study contributes to the limited literature on how managerial practices, entrepreneurs' characteristics and investment choices influence the observed heterogeneity in efficiency scores among hotels. Moreover, the exploration based on a large, representative sample of hotels reduces issues of potential selection bias and considerably improve the internal validity of the analysis.

Research limitations/implications: The empirical setting of this analysis is the Province of Trento. As such, generalizations to the entire hotel industry of the findings should be made with caution at this stage of the research.

Practical implications: The study offers some insights for managers and public policy-makers in designing performance improvements. The study supports the view that there is room for improvement inside each destination, considering the relevant internal hotel factors.



Abstract 22

Prospects of sustainable tourism development in historico-cultural destinations - the example of the Epidaurus Festival

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Session: QoL from the Perspective of Residents

Keywords: cultural tradition, sustainability, tourism, body experience

Structured abstract:

Purpose of the study: By taking the example of the Epidaurus Festival at the ancient theatre and the sanctuary of Asklepios at Epidaurus/Greece the research project aims to identify and critically reflect on the prospects of a modern approach to sustainable creative tourism development in historico-cultural destinations. Furthermore is the discourse about identity and cultural recognition in this context reflected as a philosophical approach to quality of life discourses.

Design/methodology/approach: Initially a hermeneutical analysis of positions of cultural sciences, esp. referring to body and space experience during greek antiquity, has been made (comp. Sennett 1995, Schroer 2005). Secondly in-depth interviews have been conducted with representatives from the municipality of Epidauros, the Festival of Epidauros as well as Imalis, a research and training center dedicated to the study of the performing arts in the Ancient Hellenic tradition. Comparing ancient ideas to present concepts of identity via dance and sport expressions with the current Imalis concept of creating a new meeting point for creative tourism in the region leads to a placing of this project within quality of life discourses.

Findings: The (re-)invention of event formats as in the case under consideration, based on active participation as well as body experience in the tradition of Greek antiquity, offers a new approach to historico-cultural destinations. The results of the study clearly indicate that if strategically chosen as a point of reference such formats may reveal prospects of sustainable creative tourism development as they both have the strength to activate and stimulate spectators and participants with different cultural and social backgrounds as well as the ability to reach consensus among the stakeholders, including the local population. (comp. Richards; Wilson 2008; Wolfram 2012)

Originality/value: The originality of the paper lies in the exemplary description as well as critical reflection of the prospects of an innovative, participatory approach to sustainable creative tourism development. Based on the ancient Greek tradition of cultural experiences the revival and reinterpretation of the relevant event formats can be interpreted as a "vital act of remembrance and creation", based on a completely different narrative as proposed by conventional touristic offerings.

Research limitations/implications: The study is limited to the analysis of a particular example case, in combination with a profound theoretical background as well as qualitative interviews, however.

Practical implications: A theoretically and empirically based understanding of the current practice in the case under consideration allows the discussion as to how far the concept might be transferred to other venues with similar historico-cultural background.



Notes



CBTS Organizing Committee

Lisa Leoni (Conference Manager)

Michael Bosnjak and Oswin Maurer
(Co-chairs of Organizing Committee)

Serena Volo

Barbara De Candido


Juliane Felder

Elisa Ferrari

Hugo Götsch

Markus Steiner

Brigitte Valentini

Thursday 13th December 2012	Wednesday 12th December 2012	Tuesday 11th December 2012	Monday 10th December 2012
<p>10:00 – 11:30</p> <p>JOUR FIXE @ ALTITUDE</p> <p>Closing discussion</p>	<p>09:00 – 10:30</p> <p>KEYNOTE SPEECH</p> <p>M. Joseph Sirgy</p>	<p>09:00 – 10:30</p> <p>KEYNOTE SPEECH</p> <p>Muzaffer Uysal</p>	<p>09:00 – 15:00</p> <p>REGISTRATION</p>
<p>11:30 – 16:00</p> <p>SKIING @ KRONPLATZ</p>	<p>10:30 – 11:00</p> <p>Coffee Break</p> <p>11:00 – 12:30</p> <p>SESSION 5:</p> <p>Social Relationships and Gamification</p> <p>12:30 – 14:00</p> <p>Lunchtime Break</p> <p>14:00 – 15:30</p> <p>SESSION 6:</p> <p>QoI from the Perspective of Tourists III</p> <p>15:30 – 16:00</p> <p>Coffee Break</p> <p>16:00 – 17:30</p> <p>SESSION 7: QoI and Gourmet Tourism</p> <p>SESSION 8: QoI and Rural Tourism</p>	<p>10:30 – 11:00</p> <p>Coffee Break</p> <p>11:00 – 12:30</p> <p>SESSION 2:</p> <p>QoI from the Perspective of Tourists II</p> <p>12:30 – 14:00</p> <p>Lunchtime Break</p> <p>14:00 – 15:30</p> <p>SESSION 3:</p> <p>QoI from the Perspective of Tourism Industry</p> <p>15:30 – 16:00</p> <p>Coffee Break</p> <p>16:00 – 17:30</p> <p>SESSION 4:</p> <p>QoI from the Perspective of Residents</p>	<p>15:00 – 15:30</p> <p>WELCOME SPEECHES</p> <p>15:30 – 17:00</p> <p>KEYNOTE SPEECH</p> <p>Ruhet Genc</p>
	<p>17:30 – 19:00</p> <p>Break</p>	<p>17:30 – 19:00</p> <p>Break</p>	<p>17:00 - 17:30</p> <p>Coffee Break</p>
<p>19:00</p> <p>SOCIAL EVENT</p> <p>“SOUTH TYROLEAN DINNER”</p>	<p>19:00</p> <p>SOCIAL EVENT</p> <p>“CHRISTMAS MARKET VISIT”</p>	<p>19:00</p> <p>SOCIAL EVENT</p> <p>“CHRISTMAS MARKET VISIT”</p>	<p>17:30 – 19:00</p> <p>SESSION 1:</p> <p>QoI from the Perspective of Tourists I</p> <p>19:00</p> <p>“WINE AND CHEESE”</p>