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Collection of Abstracts

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Collection of Abstracts

Consumer Behavior in Tourism Symposium 2013

**“Competitiveness, Innovation and Markets:
The Multifaceted Tourists’ Role”**





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Abstract 1

Winery operators' perceptions of factors affecting wine tourism development in Italy

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Keywords: Wine tourism, regional development, perceptions of tourism operators

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The purpose of this study is twofold: first, to provide a situational analysis of wine tourism development in Italy and, secondly, to explore the winery operators' perceptions toward the factors that could contribute to the expansion of Italian wine tourism.

Design/methodology/approach: For the purpose of this paper, an online survey, based on Getz and Brown's (2006) questionnaire, was emailed to all wineries registered in www.movimentoturismovino.it and www.bereilvino.it databases. Apart from descriptive statistics, Principal Component Analysis with VARIMAX rotation was applied to obtain a better understanding of the complex factors that could expand the potential of wine tourism development in the research country.

Findings: Findings indicate that Italian wineries are -to a large extent- involved in wine tourism and offer a wide range of facilities and activities, including wine tasting and dining, tours, cellar door sales and events. Moreover, the wine industry's characteristics along with perceptions of wine tourism are discussed. Finally, Principal Component Analysis identified three critical success factors for the development of wine tourism in Italy, which were labeled as: 'Promotion of wine tourism and financial support to foster visitor demand', 'Legislation, regional infrastructure and destination identity', and 'Tourism training and supply-side issues'.

Originality/value: The current paper makes substantial advances in knowledge with respect to the developmental dimensions of wine tourism from both a business and a regional perspective. Moreover, it is one of the few empirical studies on wine tourism in a European context and the first in-depth study conducted at a national level. Thus, results may be used to inform benchmarking of wine tourism destinations.

Research limitations/implications: The relatively small size of the sample (282), compared to the total of approximately 3,000 Italian wineries, constitutes the major limitation to the study. Nevertheless, this paper provides only preliminary findings from an ongoing research.

Practical implications: This study offers valuable insights into the current state, potential and challenges of wine tourism development. From a managerial/policy perspective, results could be used to highlight the priorities and strategies for planning and competitive positioning.



Abstract 2

Effect of expenditure on intangibles on performances

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Keywords: Innovation, patents, performance, modelling of signalling effects

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This study aims at analyzing: a) the determinants of the innovative performance in the Italian hospitality sector; b) the impact of innovation – measured through firms' patenting activity - on firms' performance.

Design/methodology/approach: In the first part of the paper we propose a theoretical model illustrating the signaling effect of innovation in an environment characterized by search costs and product differentiation. In the second part, we provide both a descriptive analysis and empirical evidence on the determinants of the innovative activity and its impact on firms' performance using micro-data from Aida and Orbis databases (Bureau van Dijk).

Findings: We find that the firms' innovative performance in the Italian hospitality sector – measured through the number of successful patents applications – varies according to firms' size, age, financial structure, geographical location and legal status. All the explanatory variables are significant in explaining firms' patenting probability with the expected sign.

We then find that the predicted patenting probability is significant in explaining firms' productivity, but its impact is relatively small. The last result could be partially explained by the low technological content of the tourist sector. The patenting probability, on the contrary, seems to be relevant in explaining firms' increase in total revenues.

Originality/value: The literature on innovation in the tourist sector is scanty. Moreover, while previous studies do not consider an explicit measure of innovative performance, our analysis is based on micro-data on successful patents application in the Italian hospitality sector. Even if there are reasons to consider that not all the innovations in the tourist sector can be covered by patents, there is a lot of learn from an analysis of the patenting behavior and of its effects on performance.

Research limitations/implication: Our research is based on variables drawn from the companies' balance sheet. This may of course be a limitation due to firms' inaccurate reporting. Also, as stated above, some of the innovations in the tourist sector are not patentable.

Practical implications: The study' practical implications are twofold:(1) Government policies towards innovation and R&D in the tourist sector and (2) Extent to which innovation can be profitable / extent to which it has to be subsidized.



Abstract 3

Marketing performance measurement in hotels, travel agencies and tour operators: a study of current practices

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Keywords: Marketing performance measurement, marketing metrics, tourism strategy implementation

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Aim of this study is twofold: (1) to investigate the current adoption of Marketing Performance Management Systems by leading tourism firms belonging to hospitality, tour operators, and travel agencies sectors; and (2) to evaluate how the adoption of such metrics impacts on their decision-making activity.

Design/methodology/approach: The research adopts the in-depth interviewing methodology. We selected 28 tourism firms (12 hotels, 8 travel agencies, 8 tour operators) that were among the major players in their respective sectors in Italy. Semi-structured interviews were conducted with their managers. Analysis of frequency was used to detect the most frequently adopted metrics. Content analysis was performed to understand the impacts of such metrics on decision-making activity.

Findings: Metrics related to revenues, customer complaints and satisfaction were reported as the most frequently adopted by participants. Overall the presence of about 40 different metrics emerged from the study: detailed data are reported and discussed. In addition, data show that firms strongly perceive the need to design their specific dashboard of marketing metrics. Respondents state that the metrics provide them with timely feedback that is immediately reflected into corrective measures in marketing strategy implementation. In addition, the need for more accurate metrics is underlined: on this point firms are following a trial and error learning process.

Originality/value: The issue of marketing performance measurement in tourism has been widely overlooked. Most of previous work has dealt with measuring either financial or operational performance in several tourism sectors. At the same time, to the authors' knowledge, comprehensive studies about the return on marketing investments in tourism are available only at the destination marketing level and not at the firm level. This study aims to contribute to fill this gap.

Research limitations/implications: The study contributes to advance knowledge about marketing performance measurement in tourism. Nonetheless the limited sample size suggests caution before generalizing the findings.

Practical implications: The findings give an overview of the current practices of marketing performance measurement by some of the major tourism firms. Such results may serve as benchmark for other tourism firms.



Abstract 4

Estimating the carbon footprint of tourism in South Tyrol

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Keywords: Environmental effects input-output, analysis climate change South Tyrol, Italy

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This study aims at developing estimates of the greenhouse gas (GHG) emission intensity of South Tyrol's tourism industry. Because tourism does not feature as a distinct industry in the system of national accounts, its GHG emission level cannot be readily obtained from official statistics.

Design/methodology/approach: The analysis seeks to quantify both the direct emissions arising from supplying tourists with goods and services, and the indirect emissions associated with producing those goods and services. To this end, a three-region (South Tyrol, Italy, Rest of the World) input-output (IO) model is developed. The model is constructed by integrating existing data from a number of sources.

Findings: Direct and indirect carbon emissions are computed by linking the IO model with estimates of tourist demand obtained from South Tyrol's tourism satellite account. In this way, it is possible to examine the emissions associated with different types of tourists and tourism-related industries, inspect the breakdown of emissions by industry, and compare the performance of tourism with that of other economic sectors.

In addition, to the extent that the necessary environmental impact data are available, the IO model could be extended to analyze other types of tourism externalities (e.g. waste).

Originality/value: Only few analyses have attempted to measure the carbon footprint of tourism. Even fewer have sought to do so at the subnational level. I am not aware of any prior applications of multi-regional IO modeling – which allows locally produced products and imports to have different carbon intensities – to this issue. Also, this study explores the potential for linking a number of datasets into a coherent IO model.

Research limitations/implications: Inevitably, the study suffers from all the familiar limitations of IO modeling (linearity assumptions, fixed inter-regional trade patterns, underlying data quality issues, etc.)

Practical implications: Sustainability is becoming increasingly important as a factor of destination competitiveness. The modeling tool developed in this study can help tourism policy-makers analyze and communicate the environmental performance of the industry.



Abstract 5

Gardaland and its surrounding area: a study of residents' attitudes to tourism development

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Keywords: Tourism impact, residents' attitudes, sustainable tourism

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To analyze residents' attitudes toward tourism and its development in the area around Gardaland, the largest theme park in Italy. Residents' perceptions about economic, sociocultural and environmental impacts are registered and linked to their support for tourism development.

Design/methodology/approach: A cross-sectional study was conducted on a sample of 163 residents in the area around Gardaland. Participants' perceptions were measured through a questionnaire, including multiple items for each construct. Data were analyzed through both descriptive statistics and multivariate techniques.

Findings: Data show that residents are aware about the economic benefits of tourism and are not particularly afraid of sociocultural negative effects. On the contrary, they express concerns for environmental aspects: above all there is a strong perception (4.43 on a five-point scale) that tourism is the cause for vehicular traffic problems. More interestingly the findings isolate residents' perceptions about the impact of theme park tourism.

On average, a significant support (3.60 on a five-point scale) for further tourism development emerges. Such support is statistically and inversely linked to residents' perception about the negative impact of theme park tourism.

Originality/value: Whilst there is an increasing interest for understating residents' attitude to tourism and its development, to our knowledge no in-depth study considers residents' perceptions about the effect of theme-park tourism in their area. This research intends to fill this gap.

Research limitations/implications: The study took place in a very specific area. This represents both a strength (the findings enrich available knowledge on residents' attitudes to tourism) and a weakness (the generalizability of findings is limited).

Practical implications: The findings are relevant to destination managers, as they suggest that residents' support for further tourism development may arise by balancing, at least until a certain point, the negative environmental impact with personal economic benefits.



Abstract 6

Tourism trade show environment and visitors' emotion

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Keywords: Tourism trade show, Mehrabian-Russell model, product knowledge, revisit intention

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Up to date, little is known about general public's buying behavior at trade shows. The purpose of this study is to examine the influence of environmental stimuli on tourism trade show visitors' emotion. Additionally, the moderating effect of visitors' product knowledge will be explored.

Design/methodology/approach: This research adapts a modified Mehrabian-Russell model to examine visitors' revisit intention. This research proposes service quality, interaction with other visitors, information rate, and atmosphere can influence visitors' emotion, and then emotion can affect revisit intention. Additionally, this study hypothesize product knowledge can moderate visitors' revisit intention. To examine the proposed framework, this study focuses on the Taipei International Travel Fair. 226 surveys were returned.

Findings: These results provide support for the application of the modified Mehrabian-Russell model in the context of this study. On the basis of the statistical results, visitors' emotion affects their revisit intention. In relation to emotion, service quality and information rate are significant variables. To test the hypothesized moderating effects of product knowledge, an invariance analysis of different groups was applied. Participants were divided into two groups (i.e., knowledgeable and less knowledgeable). For the knowledgeable visitors, service quality and information rate can influence their emotion, and then revisit intention. For less knowledgeable visitors, only atmosphere can influence their emotion.

Originality/value: According to Kozak (2005), tourism trade shows are often open to the public as well as to trade buyers and sellers. However, most relevant studies still focus on the relationships between convention centers, exhibitors, and business traders, while few have explored the consumption behavior of non-business attendees.

This research contributes to the knowledge by exploring the factors that affect non-business buyers' emotion while attending trade shows and their revisit intention.



Research limitations/implications: This research did not include negative emotion into the proposed framework. It may still be useful to examine negative emotion's influences when studying visitors' intention to revisit tourism trade shows.

Practical implications: Exhibitors can decide whether attending trade shows that are open to the public is in their best interest. Additionally, they can have a better idea of how to appeal to different types of visitors.



Abstract 7

The signaling effect of online numerical information on the customers' reservation decision making

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Keywords: signaling, social proof, scarcity, online reservation

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Based on Cialdini's principles of social influence, numerical information like the number of people viewing the hotel's website and the number of people who have booked lodging at the hotel, once available to OTA users, is expected to have an impact on their reservation decisions.

Design/methodology/approach: A 2x2 experimental design is employed. Two independent variables are the number of people currently viewing and the number of people who booked (in the past 24 hours). These four treatments are randomly assigned to the participants who log onto a simulation OTA website. Customers' binomial reservation decisions (i.e., yes or no) are the dependent variable.

The sample size of 500 was recruited from the Amazon's Mechanical Turk (MTurk), an integrated participant compensation system that allows a large participant pool. Findings (Buhrmester, Kwang, & Gosling, 2011) indicate that MTurk can be used to obtain high-quality data inexpensively and rapidly.

Findings: The study made the following hypotheses: (1) The more people who are viewing the same hotel web page that the buyer is viewing, the more likely it is that the buyer will make the reservation. (2) The greater the number of people who have booked the same hotel that the buyer is viewing, the more likely it is that the buyer will make a reservation. (3) The cross-signaling effect of current event (i.e., the number of people viewing) is bigger than the past event (i.e., the number of people who have booked).

Originality/value: OTA used to offered information that was not transparent to buyers. Specifically, due to the practice of dynamic pricing, customers have limited information regarding the price change over time and the inventory. However, this asymmetric information matrix no longer exists. This study explores the very up-to-date online reservation mechanism that signals scarcity and social proof to buyers.

Research limitations/implications: With the increasing reservations made through these OTA and the updating features on these web sites, this study is the first attempt to understand the social proof and scarcity theory applied in the OTA signaling.

Practical implications: The most crucial expected empirical implication is that the tourism and hospitality market practitioners may understand the importance of transparent (yet unintentional) signals in avoiding the market failure.



Abstract 8

Hotel brand confusion and its impact on advertising

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Keywords: Hotel branding, hotel advertising, brand confusion, advertising effectiveness

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The purpose of this study is to investigate the problem of brand confusion in advertising and more specifically, to study into more depth some of the parameters that lead to brand confusion in print advertising of international hotel-chains.

Design/methodology/approach: This study was conducted in 127 men and women, and based on 17 international hotel-chain advertisements. Respondents were selected through quota sampling, using age and education as variables. Consumer characteristics and the dependent variable 'brand confusion' were measured through a questionnaire completed during interview, while print advertisements were presented followed by a set of questions containing measures of the attitude towards the advertisement.

Findings: Advertisements perceived as likeable and distinctive, and not information-overloaded, suffered less from brand confusion. Hotel brands with weak advertising support were found more vulnerable to brand confusion. Consumers with higher product category involvement, brand awareness and brand loyalty appear to confuse hotel brands less frequently. Overall, hotel brand salience, the degree of perceived exposure (as a result of the difference in magazine readership), the general affective attitude towards advertising, the likeability and distinctiveness of the advertisement, and to a certain extent the age of the respondent, are the main consumer-related explanatory parameters of brand confusion for hotels.

Originality/value: The purpose of this study was to explore the issue of brand confusion in advertising of international hotel chains, a topic never surveyed in the past.

Research limitations/implications: It is suggested that future research includes more advertisements (and in a variety of formats – not just print ads), more diversified stimuli, and certainly more product categories from different types of hotels.

Practical implications: The affective reaction to hotel advertisement is very important; advertisement likeability leads to less hotel brand confusion; hotel advertisements should be distinctive and not too information dense; building awareness, loyalty and involvement reduce brand confusion.



Abstract 9

Destination competitiveness and hotel performance during financial crisis

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Keywords: Tourism destination, firm performance, competitiveness index, hotel industry, Italy.

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To explore the relationship between regional competitiveness and hotel profitability and its changes therein between the 2005 (pre economic downturn period) and 2009 (economic downturn period).

Design/methodology/approach: We implement two least square regressions model (A and B) with the aim to infer the impact of an increase in competitiveness over hotel profitability. The first model (a) considers the competitiveness as the sum of eighteen elements (which has been used in order to create the competitiveness index) while in the second one (b) we treat competitiveness on a "disaggregate form" in which we use as independent variables factors extracted from the eighteen pillars.

Findings: Our analyses revealed that during periods of financial normalcy (i.e., 2005), there exists a positive relationship between destination competitiveness and firm profitability (as measured by ROE, ROA, and ROS). Especially, we find out that there are few indicators (i.e. infrastructure, technological and environmental indicators) that are related to hotel profitability. However, during periods of economic downturn (i.e., 2009) there are indicators, like those related to the environment, that maintain a positive impact on hotel profitability (moreover they obtain a higher value relevance – higher R^2 – with respect to ROE) whilst the other indicators (positive during normal year) became negative as a result of the high competition among the industry.

Originality/value: This is the first known study examining the value relevance of information related to regional competitiveness in the context of pre and during economic downturn, specially this paper is innovative because it is the first one that investigates the value relevance of regional competitiveness in the Italian environment focusing on the relationship it has with hotel profitability.

Research limitations/implications: Our main limitation is that the competitiveness indicator we used is more oriented to infrastructure, market openness and technological indicators which render the index to be less reactive to market changes.

Practical implications: Our results provided evidence of why local authorities should increase local competitiveness to generate long-term destination attractiveness, especially we show which element, such as Airplane Communication, Environmental and Ecological indicator and hotel and restaurant price indicators, must be enforced, and how, during economic downturns in order to sustain tourism demand.



Abstract 10

Tourism behavior and the Euro crisis. Effect of country animosity on destination image perception and intention to visit

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Keywords: Animosity, ethnocentrism, country image, destination image, Euro crisis.

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: During the recent crisis, Germany's push for austerity has prompted a resurgence in anti-German sentiment in some European nations. This paper investigates the influence of economic animosity towards a foreign country on perception of its general country image, tourism destination image and intention to visit.

Design/methodology/approach: The study proposes a research model which analyzes the relationship among economic animosity, ethnocentrism, general country image and destination image, and assesses how each of these constructs, and their interactions, affect intention to visit. The model has been tested with a survey on a sample of 384 Italian and Spanish graduate students with regard to the image of Germany during the Euro crisis.

Findings: Results from SEM testing show that higher level of animosity toward Germany does not affect the perceived level of neither its general country image or of perceived destination image. However, the study finds a strong and negative relationship between animosity and destination receptivity: as a consequence, Italian and Spanish consumers with higher level of animosity are less willing to visit Germany and to share positive word of mouth. The study also supports the relationship between animosity and ethnocentrism: thus, consumers that feel anger towards a country will favor domestic tourism destination, avoiding foreign ones even though they recognize their quality.

Originality/value: In our knowledge, this is the first paper to analyze the effect of consumers' animosity and ethnocentrism on country/destination image and intention to visit a foreign country. Moreover, this is the first study to assess the potential implications of the recent Euro crisis on the tourism sector from a consumer perspective.

Research limitations/implications: The model has been tested on a sample of students rather than on "real" customers. However, past meta-analyses on country image show that magnitude of results does not differ between students versus "representative" consumer samples.



Practical implications: Results suggest that antipathy from political strife imposed by a foreign "strong" country may exert a negative influence on tourism, while it may represent an opportunity for troubled countries which can capitalize on ethnocentrism sentiments.



Abstract 11

Cruise Tourism Impact: A Cluster Analysis

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Keywords: Residents' perception, cruise tourism, segmentation

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The study aims to analyse the different residents' perceptions toward the impact of cruise tourism and to profile them based on their socio-economic and demographic characteristics.

Design/methodology/approach: For this study, a questionnaire tested in prior research was adopted (Brida, Del Chiappa, Meleddu & Pulina, 2012a, 2012b; Del Chiappa & Abbate, 2012; Del Chiappa, Meleddu and Pulina, 2012). Data were collected in Cagliari. A convenience sample of 1039 residents was obtained. A non hierarchical cluster analysis (k-means method) was performed on the impact statements in an effort to identify groups of residents with similar response patterns. The number of clusters was chosen based on the results obtained from a previous exploratory hierarchical analysis, applied using the Ward method with Manhattan distances. To validate the analytical approach, an additional cluster analysis was conducted on the first six principal components extracted by applying a Principal Component Analysis.

Findings: Findings show that residents have, overall, a slightly positive perception towards cruise tourism development. Furthermore, the cluster analysis allowed us to identify five different segments in term of their perceptions toward the impact of cruise tourism development and their attitude to support a further development of it. Specifically, segments were labeled as follows: "Indifferent", "Lovers", "Cultural-Lovers", "Critics" and "Cautious". An additional cluster analysis was conducted on the first six principal components extracted by applying a Principal Component Analysis. The results show that the units follow the same grouping pattern in about 80% of the cases. The research findings also suggest that some socio-demographic variables influence the residents' perceptions and attitude (gender, age, level of education, employment reliance, the distance from the tourist areas and previous contact experiences with cruise tourists, etc.).

Originality/value: The present study contributes to the relatively recent and growing literature aimed at analysing the perceptions and attitudes of residents toward cruise tourism development in the Mediterranean area. Specifically, it presents and discusses findings of a study carried out in the port-of call of Cagliari by applying cluster analysis, which is still poorly applied in such a tourism research area.

Research limitations/implications: Currently, the main limitation of this study is related to the fact that it is based on a convenience sample. As a consequence, even though the sample size is significant, findings cannot be generalized.



Practical implications: In an attempt to effectively increase resident's support for specific projects, findings suggest that policy makers and destination marketers should run internal marketing operations tailored according to the different segment of residents to be considered.



Abstract 12

A cross-cultural comparison of customers' perceptions of hotel rate fences

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Keywords: Hotel revenue management, rate fences, cross-cultural studies, conjoint analysis

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To investigate whether Chinese, North American and European leisure travelers' preferences regarding hotel reservations differ under the joint influence of room rates and rate fences. Rate fences are defined as the rules and restrictions that hotels use to

Design/methodology/approach: A questionnaire was used as the data collection instrument, and conjoint analysis was the principal method of data analysis. Four rate fences identified by the literature together with three room rates were adopted to generate 16 combinations for respondents to rank according to their preferences

Findings: Among the four rate fences presented with three room rates, Chinese respondents assigned the highest importance to refundability (26.6%), followed by price (25%) and advance requirement (24%). North American respondents also attached the highest importance value to refundability (25.2%), followed by advance requirement (23.2%) and price (22.7%). In contrast, European respondents showed different opinions, placing the highest importance on price (26.5%), followed by refundability (23.6%) and advance requirement (23.5%). Both Chinese and Western respondents placed less value on rule type and changes allowed.

Originality/value: To date, there are no studies that delve into the preferences of hotel customers regarding rate fences

Research limitations/implications: The identification of Chinese, North American and European customers' preferences of rate restrictions should help hotel professionals to better understand the decision-making process and hidden needs of customers from different cultures.

Practical implications: The results indicated that there is no significant difference between the importance that North American and European customers ascribe to rate fences with the exception of rule type when making a reservation or purchase decision.



Abstract 13

Authenticity between philosophy and tourism

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Keywords: Authenticity, tourism, philosophy, events

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To provide an initial analysis of the concept of authenticity at tourist events starting from a philosophical point of view, and consequently, to identify the constitutive dimensions/aspects of authenticity in the tourism and event industry.

Design/methodology/approach: An ad-hoc survey was conducted among visitors and performers during the South-Tyrolean Medieval Games in 2013.

The questionnaires were self-administrated and a total of 480 interviews -divided almost equally between visitors (253) and performers (227)- were successfully collected. The questionnaire contained both closed-ended and open questions. In specific this paper focuses on the analysis of the perception of authenticity for tourist events in general.

Findings: Although this paper is based on a quantitative survey, the open questions allowed us to combine qualitative and quantitative data. Text mining was employed to explore the definitions of authenticity given by the respondents and to draw some differences between visitors and performers.

The results of the quantitative data show that both visitors and performers consider a general event authentic when it represents local history and traditions. However, when analyzing the qualitative data it is clear that for performers the passion with which the event is created is also a fundamental component of authenticity.

Originality/value: An ample body of literature has focused on authenticity in tourism and several scholars have given their own definition of authenticity without reaching a common definition of the concept. The pillars of authenticity in tourism are mainly provided by scholars who take a philosophical approach; so far none of these studies have employed a primary data collection to investigate how authenticity is defined and perceived by tourists.

Research limitations/implications: Data were collected only at one event and the analysis is based on a convenient sample due to the characteristics of the event setting. Data should be collected at other events and across different cultures.

Practical implications: Authenticity is commonly used by destinations to attract tourists. An understanding of what is considered authentic by tourists is essential to market attractions in the correct way and to create expectations that can be met.



Abstract 14

A multivariate nonlinear analysis of tourism expenditures

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Keywords: Tourism expenditures, copula, international tourism, spending behavior

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To determine the joint probability of tourism expenditures from a micro-economic point of view by using a novel non-linear approach based on Copula function and explanatory variables.

Design/methodology/approach: Independence among expenditure categories is the commonest hypothesis when we model the expenditure behavior. Nevertheless this hypothesis may be unrealistic. A new multivariate Copula-based logit model is provided to fulfill the gap. Data collected by Banca d'Italia in 2011 on international tourists who visited one of the city in the province of Bolzano are exploited for identifying the joint probability of expenditures in this area.

Findings: The main finding refers to the underestimation of the joint probability of spending in all categories when the independence is assumed; dependence structures represented by Copula functions definitely provide a better fit. As a consequence, the tourist profile can be identified; e.g., tourists in the province of Bolzano with the highest joint probability spend on food and beverage but do not on other services, they come from Germany or Austria, they make the visit with a partner, and they are retired.

Originality/value: Micro-economic studies in the tourism field usually assume independence between categories without considering consumer preferences are weakly separable and, consequently, different categories may be correlated. Relevant exceptions are represented by Bilgic et al. (2008) and Divisekera (2010). This study provides a novel non-linear approach that simultaneously analyzes the willingness to pay on different expenditure categories.

Research limitations/implications: The main limitation of the proposed model is represented by the propensity to spend in different categories; a different model is needed to determine the level of expenditures in different categories indeed.

Practical implications: The results of this study can support the policy makers and marketing experts in order to improve the touristic supply and to implement specific consumer-based marketing campaign offering a combination of different services.



Abstract 15

The competitiveness of a national arts festival in South Africa

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Keywords: Competitiveness, arts, festivals, South Africa

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To examine competitiveness factors of the Innibos national arts festival held annually in South Africa, and to determine the influence of the demographic profile of attendees of this festivals have towards competitiveness.

Design/methodology/approach: The research was conducted by means of a structure questionnaire at the Innibos National Art Festival held during July 2013. 373 questionnaires were received and the data was used to compile a profile of each visitor. A factor analysis was conducted. The significance of the influence of the demographic profile towards competitiveness were tested using ANOVA's.

Findings: The findings of this study revealed 5 competitiveness factors of Innibos arts festivals. Furthermore different attendees have different perceptions towards factors that contribute to the competitive advantage of an arts festival.

Originality/value: This research made several contributions. First, that culture as a dimension of destination competitiveness contributes to the growth of the South African tourism industry. Secondly, that competitiveness factors differ from event to event and festival to festival. Thirdly, that different demographic variables initiate competitiveness and must be managed accordingly.

Research limitations/implications: Arts festivals have become important in the South Africa context because of the growing need for art forms within specific cultures. Competition between these festivals increase annually and identifying the competitive advantage could sustain growth.

Practical implications: Due to the increase in the number of festivals in South Africa as well as the competition in general, marketers and managers of festivals are required to understand the initiators and factors being competitive.



Abstract 16

Evolution over time of satisfaction towards a tourist destination: A fuzzy approach

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Keywords: Fuzzy clustering, Likert scale, Tourism, Satisfaction

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The development and maintenance of competitive advantage is largely dependent upon the understanding of visitors' needs, behaviours and satisfaction. The purpose of this study is to analyse temporal differences in the satisfaction level of international visitors to South-Tyrol using a fuzzy segmentation approach.

Design/methodology/approach: Data were retrieved from the annual inbound tourism survey conducted by Banca d'Italia, where a 10–point Likert scale was used in order to measure satisfaction level. Since this type of scales involves a certain degree of vagueness, these data were formalized in terms of fuzzy numbers. Two fuzzy cluster analyses for fuzzy data were conducted: one for the years 2000-2001 and one for 2010-2011.

Findings: There is an increase in satisfaction level with food & beverage and prices, but a decrease with landscape. The analyses reported 3 clusters for both periods: "Unfulfilled", "With reservations", and "Enthusiastic". Differences were found in the clusters' profiles. The "Unfulfilled" were initially young, male, and travelled alone for business and personal purposes; now they are mainly from Austria, male, and they still travel alone for business and personal purposes. The "Enthusiastic" were initially over 45, visited only one city in Italy, and travelled for leisure purposes; now they are from Germany and still travel for leisure purposes.

Originality/value: An innovative approach is proposed for the treatment of data derived from linguistic (qualitative) variables. The Fuzzy C-Means algorithm for fuzzy data was adopted in order to capture both the fuzziness in assigning each unit to a cluster and the vagueness/imprecision in subjective evaluations. Furthermore, the temporal analysis offers relevant information on the evolution of the destination facilitating a review of the efficacy of the strategies implemented over the years.

Research limitations/implications: Only two periods were compared. The temporal evaluation should continue with an interval of around 5 years to better determine the evolution of the destination and to take into account unusual years.



Practical implications: South-Tyrolean destination managers and planners can use this study to: a) check the efficacy of the strategies implemented over the years; b) improve existing products and develop new ones in order to meet customers' needs.



Abstract 17

A Panel Analysis of Bilateral Foreign Direct Investments in the International Tourism Industry

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Keywords: FDI in tourism/accommodation, gravity equation, panel count data models, locational factors

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To provide estimates of the determinants of FDI flows in the tourism industry. Another contribution is to provide stylized facts on the trends and patterns in the change in investment in the tourism industry across world regions.

Design/methodology/approach: A FDI gravity model for the tourism sector is estimated using panel count data models. We select 3,000 FDI projects from the FDI markets database of which 80 percent belong to the accommodation sector and the remaining are travel arrangement & reservation services. Data is aggregated at the bilateral level for 70 major investing countries and about 115 host countries.

Findings: The results based on the random effect negative binomial regression models for 115 host countries and 70 parent countries with about 36,000 observations for the period 2003-2010 shows that gravity factors (such as home and host country GDP and geographical distance), host country wages, prevalence of HIV, entry regulation costs and strength of investor protection play a significant role in determining the number of investment projects in tourism activities. However, corporate taxes in the host country do not play a significant role. Results based on the conditional fixed effect negative binomial regression model and the quasi-maximum likelihood (QML).

Originality/value: The main contribution of the study is to provide new estimates of the determinants of FDI flows in the tourism industry using a unique database. We use panel count data estimators that make it possible to account for bilateral host-home country fixed or random effects and common time effects.

Research limitations/implications: The main limitations is that cross border mergers and acquisitions (e.g takeovers) cannot be accounted for because of data limitations.

Practical implications: Knowledge of the determinants of FDI in the tourism industry is important for policy makers. There is an ongoing discussion on the main factors (e.g. market size, cost based considerations, business climate conditions and infrastructure).



Abstract 18

Tourists are a flock of sheep! Herd behavior in purchasing tourism services

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Keywords: Herd behavior, informational cascade, tourism purchase, selection process

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Previous literature highlights the importance of informational cascades in decision-making processes. When products are experience goods and quality is affected by customers' imperfect information, some signals are perceived as indicators of quality. The paper analyses herd behavior in the context of tourism.

Design/methodology/approach: Following the standard approach in herd behavior, this study examines a context where several services and commodities, composing the tourist product, are offered by two firms, whose information on quality is not publicly shared. In this context, clues, such as the number of persons seated in alternative restaurants influence the decision processes of N tourists choosing in sequence.

Findings: In several situations, the actions of other tourists influence the choices of individuals more effectively than guidebooks or experts' advice. Under general assumptions, uncertainty about information drives profits of competing firms down, the high quality firms being the ones affected more seriously.

Originality/value: The paper is the first application of the herd behavior theory to the tourism context, where it can find important and interesting extensions. In particular, the paper adds to the previous literature by clearly stating the implication of informational cascades on firms' profits.

Research limitations/implications: This research is particularly relevant for the current organisation of tourism, in a context of increasing available information to the tourist through specialised web-sites and social networks.

Practical implications: This study suggests possible recommendations for private providers and for the public sector to improve the diffusion of quality information and to enhance the efficiency of tourist selection process.



Abstract 19

It pays to be different: Strategy choice and firm performance in the restaurant industry

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Keywords: Strategy, restaurants, firm performance, tourism industry, hedonic Pricing

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Using a sample of 310 restaurants in Croatia, a popular holiday destination in Southern Europe, we show that the adoption of either a “celebrity strategy” (social capital) or a “wine strategy” (financial capital) is associated with significantly higher revenues.

Design/methodology/approach: Our data set has been compiled from a highly respected Croatian restaurant guide published between 2005-2007 in Croatian language (Dobri Hrvatski Restorani). We run a series of hedonic regressions on the average price of a three course meal for two people. We also use the very robust-to-outliers MS methodology as well as quantile regressions to control for the presence of outlying restaurants in the database.

Findings: First, the presence of celebrities increases meal prices by approximately 10%. Second, a wine menu consisting mainly of high quality foreign wines increases meal prices by about 20%. The results also suggest that combining both strategies does not yield any additional returns. The returns to these strategies differ between market segments: on the one hand, cheap restaurants benefit more from a “celebrity strategy” because they disproportionately attract clients with “brand awareness”. The more expensive restaurants, on the other hand, benefit particularly from a “wine strategy” as they seem to attract “quality conscious” clients.

Originality/value: In this paper we identify the conditions under which a strategy of horizontal differentiation (celebrity strategy and/or wine strategy) is likely to improve a firm’s performance. To date, available studies on restaurants have focused most of their attention on the return of vertical differentiation as measured by experts ratings. This study departs from the existing literature by investigating the effect of horizontal strategies on performance.

Research limitations/implications: Further research would be necessary to see whether our results can be generalized to „non-holiday destinations“, suggesting the use of guides from metropolitan areas with large numbers of business people (instead of tourists).

Practical implications: We show that considerable profits can be earned in the (Croatian) restaurant industry by pursuing a strategy of horizontal differentiation.



Abstract 20

Consumer protection and destination competitiveness

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Keywords: Destination competitiveness, consumer protection, consumer law

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: While many destinations worldwide have enacted laws to protect consumers in general and thus tourists as consumers, the UNWTO has recently affirmed the essential need for an effective, consistent, fair and reasonable consumer protection framework for tourism.

This paper argues that laws protecting consumers provide an important underpinning to destination competitiveness. The link between consumer protection legislation and destination competitiveness is developed through its relevance to well established determinants of destination competitiveness such as destination management, quality of service, fair and equitable legal system, ethical business behaviour, safety and security, and destination image. While these factors are seemingly distinct, it is argued that consumer protection mechanisms have relevance to each.

Design/methodology/approach A substantial number of examples from legal judgements are used to demonstrate that consumer protection measures are particularly appropriate in tourism contexts, enhancing destination competitiveness, helping to minimise tourist dissatisfaction through more transparent and efficient market operations, while creating and maintaining customer loyalty, and consumer confidence. The examples show also that competition between suppliers, who respond to signals sent by well-informed and confident consumers, can variously lead to lower costs, improved product quality, greater innovation, higher productivity, as well as a more dynamic and efficient economy that promotes consumer well-being.

Findings: It is shown that the impact of consumer protection is limited by certain complexities that erode consumer confidence within tourism contexts, undermining the effectiveness of consumer protection legislation and its promotion of destination competitiveness. These complexities are associated with unstable tourism environments, the changing dynamics of the travel services chain, growing product complexity, information failures, changing tourist demographics and consumer values, and technological change. International examples of legal disputes are offered to better appreciate how these features increase the complexities of consumer law in application to tourism related issues.

Originality/value: The role of consumers in promoting competition and well-functioning markets has been neglected in the destination competitiveness research literature. This paper emphasises the importance of this issue, introducing material from legal judgements on consumer protection legislation that have not been addressed in the tourism literature to date. The paper also proposes an innovative research agenda to progress this topic.

Research limitations/implications: The paper comprises a scoping study of issues neglected in the destination competitiveness literature. The paper shows how consumer protection legislation can create confident consumers, a necessary condition for sustainable destination competitiveness, highlighting some issues for further research.



Practical implications: The findings have implications for tourism practitioners as well as researchers. Destination managers' worldwide need to ensure that policy development is underpinned by soundly-based research on consumers and consumer issues. The effectiveness of any consumer protection measures in the tourism context depends on the extent to which tourists are aware of their rights under generic legislation and quality assurance initiatives. Researchers on the topic of destination competitiveness need to pay more attention to consumer protection as an attribute of destination competitive advantage and future developments in the research literature should reflect this. Several challenges for research are identified



Abstract 21

The role of religious identity in tourism consumption patterns

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Keywords: Pilgrimages, sacred sites, healing effect

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Throughout Europe there are numerous pilgrimage sites which attract pious believers and secular tourists as well. The aim of the present study is to explore the religious tourism consumption patterns and to investigate the perceived physical and spiritual benefits of pilgrimages.

Design/methodology/approach: The present paper is based on the academic literature review focusing on Christian pilgrimages in Europe. In the first half of 2013 a questionnaire survey was employed with Hungarian tourists who had participated in Christian pilgrimages or travelled in Europe primarily for religious motivations in the previous three years. The sample included 180 questionnaires which were analyzed with SPSS.

Findings: The detachment from everyday life enables tourists to intensify their understanding of spiritual life often in a place where the natural environment is considered to have healing effects. Sharing the spiritual experiences with other fellow pilgrims makes people open to new experiences and relationships. The empirical results demonstrate that sacred sites, Christian festivities are interpreted as cultural heritage sites which attract both secular tourists and religious pilgrims. Furthermore, findings show that attending religious events, whether tourists are pious believers or not, had beneficial effects on individuals' perception of well-being and contributed to a positive valuation of their quality of life.

Originality/value: The originality of this research is to focus on the perceived beneficial effects of religious tourism and its impact on tourists' quality of life. Religious tourism related academic works deal with the economic, political, social, psychological, and emotional relationship between pilgrimage and tourism. However, as far as we are concerned the health related tourism consumption patterns of religious tourists, the main focus of this paper, has been neglected by researchers.

Research limitations/implications: The results of the empirical research reveal that participation in pilgrimages and religious festivities have positive impact of individuals' lives and have healing effect.

Practical implications: In Europe numerous sacred sites have become the economical resource for regional development and a better understanding of religious tourists' consumption contributes to the development of a more focused site management.



Abstract 22

Knowledge needs and the influence of R&D organizations on the innovation capability of hotel firms

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Keywords: Balearic Islands, knowledge, relational capital, R&D organizations, innovations

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This work will focus on analyzing the generation and transfer of knowledge in the hotel sector and on the interaction between the public R&D sector and the business sector in generating innovations.

Design/methodology/approach: Data was collected using a questionnaire in face-to face interviews with a stratified random sample of hotels in Mallorca. The questionnaire was divided in 3 sections: 1) Basic information on the firm, 2) Firm's knowledge needs and innovation activity, and 3) Relational capital based on collaboration with R&D organizations in innovation activities. Hypotheses were tested using multiple regression analysis and ANOVA testing

Findings: The generation of knowledge in R&D organizations in the Balearic Islands concentrates on generating new knowledge on the tourist and on the environment and on understanding the economic underpinnings of tourism activity, while the firms need new knowledge mainly to improve the business management.

39.36% of firms have collaborated with others in generating innovations: 42.65% have collaborated with a university, 5.88% with other R&D organizations and 2.94% with technological centers or parks. Relationships with research organizations have a positive influence on the innovation capability of hotel firms. As firm size increases, the level of collaborative relationships in innovation activities increases.

Originality/value: All the flourishing literature on different aspects of the knowledge triangle and innovation in tourism in the last fifteen years has not analyzed the knowledge needs in the business sector or the relationships and conduits of knowledge between the public R& D sector and the business sector. This paper tries to fill partly this gap in the tourism literature.

Research limitations/implications: These results have been obtained in Mallorca, a typical mature sand and sun destination with a small R&D sector. Future research could analyze if the same results hold in an emerging destination.



Practical implications: The results could be useful for policy makers when designing a policy for promoting the knowledge triangle in tourism.



Abstract 23

The influence of a key customer on the internationalization process of tourism ICT firms

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Keywords: Key customer, internationalization, ICT firms, relational capital

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: We analyze the role of a key customer (a hotel firm) in the internationalization process of ICT tourism firm. The key customer provides access to resources and knowledge for the international process of the ICT firm. A key customer can be defined as one representing 10% or more of sales.

Design/methodology/approach: We use multiple regression analysis to estimate a model of the extent of internationalization of young ICT firms and the role of their key customer. The dependent variable is the extent of internationalization, measured as a firm's foreign sales weighted by the psychic and geographical distance of the foreign markets. To test the hypotheses we use a database of young ICT firms in the Balearics.

Findings: We find that social interaction and relationship quality in a firms' key customer have a positive effect on the extent of internationalization of the young ICT firms.

Originality/value: There is no literature or evidence on the linkages between the internationalization process of the ICT firms whose key customer is a hotel firm and the one of its key customer. Most of the innovation activity carried out by hotels firms is in the ICT area, therefore, when a hotel firm goes international; the ICT firm follows the same international strategy and learns from its key customer.

Research limitations/implications: Young firms achieve a higher extent of internationalization by learning from key partners. However, as firms get more international experience, the influence of the key customer can be limited. Future research can explore this hypothesis.

Practical implications: Learning from key partners can facilitate the internationalization process of ICT firms. The results are useful for the design of policies to promote the internationalization of ICT firms with a hotel firm as key customer.



Abstract 24

Direct sales of regional producers in the Harz region – Challenges and first findings on the way to a pleasure region

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Keywords: Regional products, farm shop, direct marketers, best practice destinations

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Regional products are standing more and more in focus of the general public. People want to know where the food they consume comes from – in holiday as well as in daily life. In total 89% of the consumers have the wish for more regional food, in case of Best Ager's the share is even 97%. Furthermore food and beverage is essential for visitors and so also for destinations. Therefore there is the need for tourism destinations to react on this trend and use this potential for successful tourism marketing.

Design/methodology/approach: To face the growing competition between German destinations regarding the themes regional products and culinary tourism it is essential for regions and local stakeholders to know about their competitors and about who in detail are the customers. So the first step was to investigate best practice destinations on the stage of federal states in Germany, Austria, Switzerland and South Tirol. Furthermore a survey to identify the target group of farm shops and their buying behavior will be implemented. The interviews will be done on different days of the week in different farm shops in the Harz region.

Findings: The benchmark analysis showed that there is a high number of regional brands in Germany. In all investigated countries the tourism theme regional products and culinary tourism is strongly occupied. This leads to a high competition. To address the relevant target groups it is necessary to develop strategies in differentiation. Because autumn is a popular time to visit the Harz region the survey of farm shop visitors took place in October.

Originality/value: Regional Products in tourism have a high potential because they face general food trends in society. Therefore destinations use this trend to strengthen their tourism offers. One further strength of the use of regional products is the fact that this leads to a higher added value in the Harz region.

Research limitations/implications: Caused by the time and duration of the survey findings can be influenced. The selection of the farm shops where the interviews will take place can influence the kind of respondents e.g. if visitors are inhabitants or tourists. Because of the short interview period in the case of this project it is unlikely to gain a representative sample.

Practical implications: Findings about the competition regarding regional Products in tourism and about the farm shop visitors' profile are important. These information can be used by direct marketers in the Harz region to differentiate



from competitors and to specially address the relevant target group. This could strengthen local businesses and therefore help to strengthen regional economic cycles.



Abstract 25

Gallipoli: an analysis of website language patterns and motivation to visit

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Keywords: Thanatourism, Gallipoli, emotion, language, website

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Language used to promote thanatourism can crucially influence tourists' visitation patterns and behaviours. This study aimed to understand the language patterns used on websites that influence travelers to Gallipoli by analysing emotive language and categorising it according to different segmentations of Gallipoli visitors.

Design/methodology/approach: Websites promoting Gallipoli were identified through Google. Previous studies on thanatourism and the nature of visitation to Gallipoli were reviewed for categorising language patterns used in websites. Wordle software was used for conducting a website content analysis including: the frequency of words appearing in webpages. These were then categorised based on two typologies of motivation to visit Gallipoli (Dore, 2006; Catalca & Yurtseven, 2003).

Findings: The results across all websites reflected similarity of descriptive battlefield destination language, such as 'history' and 'battle' and a high frequency of language specific to Gallipoli, such as 'Anzac'. Emotive language identified in the study were clustered as 'Active Anzac' (Catalca & Yurtseven, 2003) a cohort with a high level of motivation to visit Gallipoli and 'Commemoration' (Dore 2006), a cohort motivated to visit Gallipoli by remembrance above education, exploration or leisure. Frequent use of words referring to the remembrance to those who died such as 'Anzac', 'battle', 'memorial', 'dawn', 'service', 'cemetery' projected a commemorative experience for potential visitors.

Originality/value: The findings suggest a good fit between the descriptive language used to represent the dark tourism destination attributes of Gallipoli and the emotive language used to motivate visitors to the site. There are few studies examining the different tourist types and their motives for visitation. This study contributes by showing that dark tourism products can be represented in websites using the relevant social discourse language to attract specific market segments.

Research limitations/implications: This study utilised existing typologies of motivation specific to Gallipoli and should be extended to other thanatourism motivation typologies. A limitation was the number and selection of websites used for the study.



Practical implications: The use of emotive language in the study has implications for the marketing and management of Gallipoli and other thanatourism sites. However, emotive language imagery influences the visitors' expectations and this can result in visitor dissatisfaction if reality is different.



Abstract 26

Identifying emotionally attached festival visitors

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Keywords: Segmentation, place attachment, festivals

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The failure of festivals has been prevalent given inadequate promotion and marketing research that effectively identifies target markets (Getz, 2002). With this in mind, this study, going beyond the conventional segmentation approach, aimed to profile and understand festival goers using the place attachment construct.

Design/methodology/approach: Data were collected at the three festivals using the two-phased procedure: an on-site and follow-up survey. Over six weeks, a total of 228 completed questionnaires were returned. Measures for place attachment consisted of multiple items derived from the previous literature. Items were modified to fit the study context and measured on a 7-point Likert scale. CFA and k-means cluster analysis were employed in this study.

Findings: The study findings suggested the two visitor groups using respondents' scores on the bidimensional festival attachment. Results also indicated that the high-attachment group displayed strong identification with the festival in line with their self-images and was less likely to substitute that festival because of its ability to fulfill visitors' specific goals and needs. Furthermore, significant differences between groups were observed in past experiences whereas no difference was found in other variables. Repeat visitors expressed greater attachment than first-time counterparts, which is consistent with previous findings reporting the positive relationship between place attachment and visitation history (Kyle, Mowen, & Tarrant, 2004).

Originality/value: Event researchers have profiled festival attendees commonly based on sociodemographic characteristics (Tkaczynski and Rundle-Thiele, 2009) to understand their needs, characteristics, and behaviors. Despite the superiority of psychological basis for segmentation (i.e., place attachment; Kyle, Graefe, & Manning, 2004), little empirical research has been conducting to profile visitors based on their strength of festival bonding.

Research limitations/implications: In theory, this study offers the utility of the place attachment construct for visitor segmentation within the festival context. The results have further provided empirical support for the superiority of psychological basis for segmentation.

Practical implications: Based on these findings, festival managers could consider identifying visitors based on their attachment level to the festival and effectively designing marketing mix satisfying different visitor needs.



Practical implications: There are other segments of long distance travel which are currently growing stronger in Germany than holiday travel (e.g. long distance commuting, business travel). Research must take this into account and develop suitable instruments.



Abstract 28

Segmenting networking orientation in the hospitality industry

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Keywords: Service bundling, collaboration, tourism partnerships, hospitality, segmentation

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This study aims at analyzing the drivers underlying the development of service bundling in the hospitality industry by (1) identifying the most relevant dimensions that enhance networking orientation among tourism operators, and by (2) segmenting and profiling hoteliers according to their motivations to collaborate.

Design/methodology/approach: Data were collected through a survey involving 164 hoteliers from a tourism-based region in Italy. Survey items were adapted from the literature and validated by a pool of tourism executives. First, principal component factor analysis was applied to identify the underlying dimensions of collaboration and to assess construct validity and reliability. K-means cluster procedure and CHAID analysis were run to identify and profile hoteliers' segments.

Findings: The factor analysis highlights that multiple dimensions contribute to hoteliers' networking orientation. Among them, customer orientation, benefits achievable through service bundling and trust in the integrity of other operators represent key factors for getting involved in partnerships. Hoteliers show different attitudes towards the bundling practice. Four segments of hoteliers were identified and profiled: the Relational/Socials, the Opportunists, the Innovators and the Marketers. Accommodation type and governance type are the features that play a key role in profiling the identified clusters. Whereas agritourism are mainly classified as Opportunists, accommodations with a managerial governance belong to the Marketers and the Innovators segments.

Originality/value: This study sheds a light on the drivers of collaborative partnerships in tourism, with a particular focus on the development of service bundles among SMEs in the hospitality industry. It also provides some key insights related to operators' attitudes towards the development of service bundling, which represents a powerful tool to address the paradox of supply fragmentation versus the demand of "all-in-one" experience in tourism destinations.

Research limitations/implications: This study focuses on service bundling and investigates only hoteliers' side in a particular geographical area. Further research including other operators involved in the bundle from multiple destinations can provide additional evidence.



Practical implications: The study offers some interesting insights on motivations underlying networking orientation, considering SMEs in the hospitality industry. This can be helpful to regional governments for developing policies that support and stimulate collaboration among tourism operators.



Abstract 30

Improving competitiveness of rural tourism understanding the role of local identity

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Keywords: Agritourism, competitiveness, local identity, food and wine typical products, rural landscape

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To analyse the role of identity in developing rural tourism by studying local institutional interventions in order to support tourism products and examining the use of the Friulian language in the promotion of rural tourism initiatives.

Design/methodology/approach: In order to verify the question research we derived from literature review an empirical survey was carried out in an area with the presence of a minority language. We uses an online questionnaire administered to agritourisms located in the province of Udine (Italy) owing an address email (191 operators). To identify the agritourism we used the official database collected by Regional Authorities.

Findings: On one hand some results show that local food and wine and rural landscape are some of the main important characteristics able to define local rural identity. Moreover the Friulian language enhances tourism and is considered strategic to improve competitiveness of the farm.

On the other hand further results identify the weaknesses in the knowledge and in the use of the above mentioned characteristics by local operators. So it seems to be necessary i) to better address institutional intervention to improve tourism operators knowledge, ii) tourism operators should enhance knowledge and use of identity features to distinguish their offer.

Originality/value: The studies carried out with the aim of pointing out the role of identity in developing rural tourism are a few. We reported some information in order firstly to identify the main features of local identity able to influence the development of the rural tourism; secondly we highlight the necessity to improve the use of minority languages with the aim to increase the originality of the rural tourism offer.

Research limitations/implications: The results could be improved by increasing the number and the type of respondents including also local tourist associations and extending the whole Friulian geographical area involved in the survey.

Practical implications: The results have provided information support for decision makers and operators in order to improve the design of measures aimed to protect and enhance the Friulian language and increase farmers strategies and competitiveness.



Abstract 31

Fuzzy numbers and TOPSIS to analyze service quality in the apartment lodging industry

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Keywords: Fuzzy numbers, service quality, non-hotel industry, TOPSIS

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: We present a fuzzy multi-attribute decision making approach to evaluate dynamically the service quality of a complex of bungalows in the south of Gran Canaria island via surveys. An overall service performance index for each period is obtained and ranked.

Design/methodology/approach: Our proposal use Fuzzy Set Theory applying triangular fuzzy numbers (TFN) as a method to overcome some linguistic problems, that is, the ambiguity of concepts that are associated with human beings' subjective judgments vaguely measured with linguistic terms. Based on the concept of the degree of optimality, we develop through TOPSIS an overall service performance index for each month from March 2012 to February 2013.

Findings: The final ranking shows July 2012 as the month with the best overall performance. However, February 2013 ranked the worst. Overall service quality performance scores have a short cycle behavior with ups and downs, what highlights the long well-established staff relation managerial procedures of the organization. This work has also shown that tourist satisfaction regarding the service quality at destination has a greater heterogeneity than tourist satisfaction with functional quality, which is more homogeneous. It should be noted that functional quality is highly dependent on the organization, and there can be considerable differences among various firms in the same region.

Originality/value: Studies about service quality at holiday bungalows or apartments are still scarce in literature. Most literature review on this issue in the lodging industry is referred to hotels. For this reason, our study aims to fill this gap. Besides, the study analyzes not only functional quality attributes, but also attributes regarding the quality at destination, such as shopping facilities, distance to beach or transportation connections or restaurants in the area.

Research limitations/implications: The survey was conducted without having in mind the treatment of fuzzy set theory methodology, reason why each respondent had not the option of defining a triangular fuzzy number more concordant with her/his perception.

Practical implications: The results enable managers and policy makers to identify different areas of service improvement or deterioration, allowing redirect and provide guidelines about how to respond effectively to tourists' comments, suggestions and complaints.



Abstract 32

Luxury tourism consumption: An investigation into luxury value perceptions during difficult economic times

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Keywords: Luxury tourism, value perceptions

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: In the conceptual debate, Berthon et al. (2009) suggested that perceived luxury value dimension differs within economic cycles. The main research purpose is to investigate total luxury value perceptions in tourism and their impacts on luxury travel consumption in difficult economic times.

Design/methodology/approach: Small-scale qualitative in-depth interviews enabled to identify what constitutes luxury in the context of luxury travel, and to explore how the economic recession has influenced luxury tourism perceptions. In this study British consumers are chosen as a target population because: there is a current shift in consumer behaviour; they have a significant importance for both international and domestic tourism industries.

Findings: The findings explore emerging luxury tourism consumption behaviour, which is more complex and more difficult to comprehend and satisfy. Furthermore, research results demonstrate possible differentiation between luxury tourism and tourism, and identify which luxury product characteristics are the most valued by the consumers. More importantly, the emphasis is drawn towards identifying impacts the economic recession has had on consumer's attitudes towards luxury tourism products and services in terms of symbolic/social/functional/experiential value.

Originality/value: A growing luxury market and demand for luxury travel products and services have become an important target for international travel destinations (Cronin & Morrison, 2010). Despite its importance, there is a dearth of knowledge about how consumers perceive luxury in a travel context. No one has defined what constitutes luxury holiday and what types of value constructs inform consumers' perception of luxury holidays.

Research limitations/implications: The study contributes to tourism literature by defining what constitutes luxury for tourists, and contribute to marketing practice by providing new insights about luxury tourism consumers and emerging practice during times of economic uncertainty.

Practical implications: The findings provide beneficial information: for tourism policy makers on how to set luxury measurement standards; for private sector on how to design and implement strategic actions based on differing luxury value perceptions.



Abstract 33

Developing a sparkling wine route in South Africa: benefits to the wine and tourism industry

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Keywords: Wine tourism, wine routes, South Africa

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The objective of the paper is to identify potential sparkling wine routes that can attract both seasoned wine enthusiasts as well as more casual wine tourists. Further the study looks at the potential revenues to the tourism suppliers as such routes are developed. The potential of the development of the selected sparkling wine tourism could be the development of relations between customers who can experience the different kind of wines and grapes and the small wineries who are interested in increasing their revenues from sales. (Hall, Sharples, Cambourne & Macionis, 2000)

Design/methodology/approach:

The research started from the assumption that the development of the sparkling wine tour has the potential to increase the receipts to the local tourism industry as well as to promote South African sparkling wines. This premise is based on research done by Charters & Menival (2011) on the Champagne wine tourism which shows that wine tourism contributes greatly to enhancing the value of the so called 'standard champagne'.

In order to test this hypothesis a number of sparkling wine routes were proposed. The routes chosen had to meet a number of criteria. These criteria were: -there have to be at least four sparkling wine estates on each route; the routes have to be adjacent to other tourist attractions that could provide alternatives to the visiting tourists

Findings: A number of routes were identified and presented to a total of 47 respondents. The respondents were students & staff involved in wine studies at Stenden. Routes were chosen based on the respondents' revealed preferences. After a number of routes were identified the next step was to calculate the potential revenues generated by the chosen routes. The top three routes with the highest amount of potential revenues were finally chosen.

Originality/value: The establishment of sparkling wine routes can prove beneficial effect on the further development of local tourism industry as well as increasing the exposure of such wines on the foreign markets.

Research limitations/implications: Further research needs to look at the maximum willingness to pay of tourists for such routes and whether the development of the routes will be translated into increase in sales in the targeted markets.



Abstract 34

Opinion mining in tourism: an emotional tagging and affective representation technique for analyzing customer response

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Keywords: Customer satisfaction, emotional tagging, hybrid-sentiment analysis, customer profiling, actionable insights

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The rapid growth of online information sharing behaviour is raising the interest on techniques for distilling users' generated contents and sentiment expressions. This study explores a new emotional tagging approach to assess customer opinions and satisfaction in tourism industry based on connotative-semantic profile.

Design/methodology/approach: Using a pilot study, an empirical analysis is conducted on a new online emotion sharing service named MySmark which employs hybrid-sentiment analysis. Users are invited to provide "smart-marks" (smarks) using a software widget integrated in multiple touchpoints: websites, social media, newsletter. Data are collected and categorized with an affective/connotative classifier and later analyzed by personality type, emotional profile, demography.

Findings: The pilot project is still in operation, therefore the aim of this working paper is to present the approach adopted for users' opinion mining together with preliminary insights. Affective attributes of user experience seem to trigger cognitive involvement in terms of attention and participation, and are determinants of information sharing behaviour, virality, net-promoter-score. The adoption of a direct/explicit emotional tagging/feedback can empower a better customer satisfaction evaluation and enrich the assessment of multi-stakeholder perceptions in a city or a destination (residents, tourists, businesses and their employees, investors). It also provides scenarios for online personalised recommendation system for tourism services.

Originality/value: Recent research has drawn attention to emotions as potential driver of information sharing. Microblogs, weblogs, and social-networks convey information about the user's attitude and affective attributes of certain topic. Detecting emotional response is relevant for gaining a better understanding of emotional bond and perceptions of people who are living, visiting, working, investing in a destination. Today digital technology allow "smart-cities" to enhance communication channels between citizens, stakeholders and governance.

Research limitations/implications: The limitations include dependency on user engagement and motivation in giving feedback and emotional status; difficulty on identifying certain population segments; accuracy of the parser; and lack of deeper investigation into customers attitude.



Practical implications: We believe that subjective emotional tagging should positively facilitate not only the improvement of the ability to evaluate communication initiatives and tailored marketing strategy but also introduce a new technique for opinion mining.



Abstract 35

Innovation and destinations in tourism

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Keywords: Innovation, destinations, interdependencies, complex systems

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This study conceptualizes destinations as instances of complex services and develops a novel definition of tourism innovation that is rooted on this basis. This approach enriches our understanding of new frontiers of service development in tourism.

Design/methodology/approach: This paper is a theoretical work; modeling is based on state of the art empirical and theoretical literature on innovation in tourism.

Findings: Most current conceptualizations of tourism innovation are adaptations of theoretical frameworks developed in other contexts. Some fundamental features of tourism services are neglected. This paper conceives destination systems as architecture of interdependent components and identifies two major levels of innovation: architecture and component. This framework leverages on the well known definition of destination systems in tourism, and it elaborates some implications on the innovation frontiers.

Originality/value: The development of a novel, complementary approach to tourism innovations.

Research limitations/implications: The paper is purely theoretical and at this stage it does not outline any operationalization.

Practical implications: The theoretical framework proposed in this paper can be used to improve the development of innovative services in tourism and to manage the evolution of destination systems.



Abstract 36

Perceptions of solar cooking in a developed economy; the changing nature of hospitality consumers.

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Keywords: Food, solar, hospitality, behaviour, consumer

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The study aims to understand the degree of acceptance of solar cooking as an alternative to traditional barbecue method by consumers that reside in the United Kingdom. The minimal sunshine would suggest negative perceptions towards solar cooking, yet the study reveals the opposite.

Design/methodology/approach: A series of a parabolic solar cooker experiments were conducted with members of the public. From solar cooked bread to solar cooked sausages we used sensory evaluation analysis to measure consumer satisfaction of traditionally cooked foods versus solar cooked ones. Furthermore we utilised the placebo effect and measured perceptions when the customers knew that the food was solar cooked, this yielded most interesting results.

Findings: Findings from the blind tasting sensory evaluation experiments suggest that solar cooked food products are either equally or in some cases better perceived than those cooked in the traditional way. In one experiment where we manipulated perceptions by cooking all sausages in a domestic oven but split them in equal amounts half on the solar cooker and half on a gas stove, the sensory evaluation results revealed a significantly stronger preference of "solar" cooked food. Qualitative findings suggest that well being, and environmental care were prime considerations when considering which food they preferred.

Originality/value: The study adds to the body of evidence that consumers are moving towards an era of well being rejecting old consumer habits of abundance and speed. Solar cooking takes consumers back to times were the elements were part of the meal experience. The study reveals that consumers are ready to adopt alternative cooking techniques both for in house use and as an approach utilised by the hospitality industry.

Research limitations/implications: The research experiments utilise relatively small population samples and there have been problems with the experiments since weather conditions in the UK are not ideal.

Practical implications: There are implications for the minimisation of CO₂ emissions from barbecue cooking, as well as implications for an improved meal experience by commercial operations.



Abstract 37

Attractiveness and competitiveness of Sicilian tourism districts

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Keywords: Attractiveness, competitiveness, tourism districts, Sicily indicators

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To analyse attractiveness and competitiveness of Sicilian tourism districts. The main results of an empirical research - involving tourists, residents, and experts - are presented in order to analyse the complexity of phenomena, through a multi-perspective approach.

Design/methodology/approach: Four surveys, and a desk study carried out in order to build the inventory of resources, were implemented, through complex sampling designs. All of them were carried out between spring 2012 and winter 2013. The analysis of attractiveness and competitiveness is performed through composite indicators which summarize the different stakeholders' perspectives (i.e. tourists, residents, destination managers, etc.).

Findings: Different stakeholders show different evaluations of Sicilian tourism districts in relation to the dimensions being analysed. The differences in the results derived from the different surveys stress the need of a multi-perspective approach to the analysis of attractiveness and competitiveness of tourism destinations. Moreover, the low degree of relationship among the destinations which constitute Sicilian tourism districts, undermines the validity of the criteria with which they have been defined.

Originality/value: The need for an holistic vision of tourism districts collides with the availability of data able to represent the holistic perspective, and this is even more true when sub-regional contexts are analysed. The inclusion of data on tourism resources and assessments of experts (managers of hospitality industries, policy makers), tourists (incoming and domestic) and residents, at sub-regional level, allows a more accurate representation of the analysed dimensions.

Research limitations/implications: The main limits are related with the temporal extent of the research. Attractiveness and competitiveness should be evaluated dynamically, this would require an informative system for tourism analysis at a local level.

Practical implications: The main implications are related with the need for a more integrated assessment of destinations' competitiveness and attractiveness, through a system monitoring aimed at providing a tool for a market-oriented management of tourism destinations.



Abstract 38

The role of socio-cultural features in tourism. A model of analysis.

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Keywords: Socio-cultural characteristics, demographic analysis, destination attractiveness

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The main purpose of this paper is to compare the socio-cultural characteristics of the local population with the tourism consumption, in order to evaluate the correlation between the two.

Design/methodology/approach: The model used is based on the demographic analysis of the socio-cultural characteristics of the local population correlated with the tourism attractiveness of the consumers. We will use regression in order to understand if there are connection between the age of population and the age of tourists.

Findings: The expected findings are that a destination with young resident will attract more young tourists than old ones. Therefore, the tourism expenditure will be related to the innovative and creative entertainment. In order to define innovative and creative industries we will use the UNESCO classification (UNESCO, 2008), that are heritage, art, media and functional creation.

Originality/value: The topic of socio-cultural characteristics has been analysed in connection with tourism attractiveness. However, the originality of this paper is linked to the age of the local population in correlation with age of tourists.

Research limitations/implications: Research implications are connected with the lack of tourists data in order to compare different destinations.

Practical implications: The aging of population is changing the demographic structure of the destination. The tourism supply is more innovative and technological where there are young people, therefore policies on attracting young people are desirable.



Abstract 39

Examining Chinese consumers' intention to purchase luxury group package tours

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Keywords: Luxury value, group packaged tour, value-attitude-behavior, Chinese tourists

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: In contrast to studies of the consumption of physical luxury goods, few studies have examined the consumption of luxury tourism products, despite the significant growth in this market. The purpose of this paper is to examine consumers' intention to participate in luxury group package tours.

Design/methodology/approach: This paper uses a modified value-attitude-behavior model to examine consumers' luxury values and their intention to purchase luxury, all-inclusive group package tours. This study focuses on Chinese consumers' consumption intentions. Chinese consumers are one of the main driving forces behind the growth of the luxury goods market. 191 surveys were collected from Chinese residents living in Shanghai.

Findings: First, the results show this research framework is suitable to examine consumers' intention to participate in luxury tours. Second, this research confirms that luxury value, which has primarily been applied to physical products, can affect consumers' attitudes toward the consumption of luxury tourism products. Luxury tours' functional, experiential, and symbolic value can positively influence tourists' attitude towards participating in these tours. The findings also demonstrate that symbolic and experiential values have a direct effect on consumers' intention to purchase luxury group packaged tours; however, functional value does not have the same effect.

Originality/value: The value of the luxury goods market is about to exceed US\$302 billion worldwide in 2012, which is more than five times the value of the industry in 1997. Studies in luxury goods consumption have burgeoned in recent years because of this development. This study contributes to tourism literature and practices by identifying the factors that will influence Chinese consumers' intention to participate in luxury group packaged tours.

Research limitations/implications: One of the limitations of this study is that the luxury tours mentioned in this paper are likely to appeal to middle-class consumers. Future studies could investigate the elite consumers of inaccessible luxury tours.

Practical implications: Practitioners need to identify consumers who think luxury group packaged tours are pleasant and desirable. Moreover, when targeting consumers of luxury group packaged tours, practitioners should highlight their products' superior quality, uniqueness, and conspicuousness.



Abstract 40

Empowering the new traveler: a model of drivers and consequences of co-creation in online communities

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Keywords: Co-creation drivers innovation, destination competitiveness, customer delight, satisfaction

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The study follows up on calls for research on customer co-creation in tourism where empirical evidence is scarce (Grissmann and Stokburger-Sauer, 2012). The present theoretical and empirical analysis investigates a model of drivers and consequences of travelers in online communities.

Design/methodology/approach: This study adopts an interpretive approach to analyze travel reviews, in order to make sense of the informant's own experience. Travel reviews represent a convenient way to mine consumer sentiments and collect data. The application of the studies on motives (Fuller, 2010; Olsen and Mai, 2013; Etgar, 2008) to Airbnb customers (www.airbnb.com) helps to explain the relation between travelers' motives and visitor's experience.

Findings: Interpretative maps are used to articulate how Airbnb provides a platform where consumers create the physical offering, author the text, generate the experience, and evolve the brand meaning. A large part of travelers engage in community based activities to solve their own traveling problems but (seeking information and specific knowledge) but curiosity, altruism, generalized reciprocity, trust and sense of belonging are significant drivers as well (Cova and Dalli, 2009; Cova and White, 2010).

The study indicates how specific sets of motives generate different levels of "satisfaction", such as willingness to recommend, and "customer delight" a more affect-based construct.

Originality/value: The study takes a step forward from the classical studies on co-creation and investigates the case where consumers act almost independently from traditional brands. The data are interpreted through the Archetype Theory (Woodside et al., 2008), the Phase Dynamics Theory of Travel Epiphany Behaviour (Woodside & Megehee, 2009, 2010) and Storytelling (Woodside, Sood & Miller, 2008), which inform the conceptual framework helping to uncover the deep drivers of a journey.

Research limitations/implications: This contribution is exploratory, and has limitations as a result. The main limitation is that the research focuses on a case study and the data collected and interpreted cannot be generalized.

Practical implications: The study ascertains the key drivers of customer delight and satisfaction with implications for traditional and non-conventional businesses. The results underscore the importance of a 'wow effect' in the customer value chain.



Abstract 41

How the crisis is reshaping attitudes towards tourism in Western Europe

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Keywords: Global economic crisis, attitudes towards tourism

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The global crisis is seriously affecting income and welfare across the European countries. Tourism is an important domain of individual wellbeing and an important economic sector. This study investigates short-term changes in attitudes towards tourism during the crisis, by country and social segment.

Design/methodology/approach: The empirical investigation is based on a secondary analysis of quantitative data from a large-scale cross-national survey on this topic. The survey, which is carried out yearly, covers most of the European countries.

A repeated cross sectional design has been adopted for the analysis, in order to measure the net change in the period 2008-2012. The focus is on selected Western European countries.

Findings: The current economic situation has not left untouched the tourism domain. The capability to go on holidays – and the reasons for not going - follows the geography of the crisis. Within individual countries, more vulnerable strata of the population are affected the most by the crisis. The crisis has also implications for the length of stay and for the type of holidays taken. Finally, an analysis on the choice of the destination is provided.

Originality/value: Comparative research on the impact of the global economic crisis on European tourists, and its dynamics, is rather underdeveloped. This is especially true at the micro-level and when considering the different effects on the distinct social segments of the population. This study provides a contribution in this direction. The topic also has a high external relevance.

Research limitations/implications: Due to data availability, it is impossible to collocate what observed for the period 2008-2012 within long-term trends. For the same reason, it is also impossible to address tourism more comprehensively, in its many dimensions.

Practical implications: The study provides a valuable picture of Western European tourists under the crisis. This is something relevant for policy-makers and marketers in the field. Tourism marketing strategies might be adjusted according to described changes.



Abstract 42

Consumer behavior in wine tourism in the Czech Republic

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Keywords: Cluster, consumer behavior, destination, wine marketing, wine tourism

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The main research objective of this paper was to find potential for wine tourism development and creating a plan for newly formed strategic alliance coordinating services offer all wineries in the region. This study describes the potential to offer services and products of wine growing areas in South Moravia region, suitable for promotion offers wine tourism destinations and services. The calculation for the establishment of the wine cluster according to Porter's formula was used, and was designed by concentration coefficient of vineyards for wine cluster formation, which is based on the unique and specific conditions of the wine region of South Moravia.

Design/methodology/approach: To achieve the objective of the study was conducted marketing research data collection and mapping current events and activities taking place in the wine-growing region of Moravia, promoting or offering specific local products and services associated with gastronomy and wine.

Findings: The dynamic development of the wine category, major changes in market and consumer demand are the main causes for the formation of associations of small and medium-sized wineries. The application of the results of research was a plan for the establishment of new alliance – wine cluster, where is potential co-operation between associations VOC appellation and other entities involving suppliers, customers, research institutions and universities. The plan to create a wine tourism cluster was proposed to establish cooperation between the newly emerging associations of VOC, in order to achieve a clear identification the brand and destination for consumer services in wine tourism across the Czech Republic.

Originality/value: Special part of the research focused on the analysis of consumer behavior and preferences of consumers in providing consumer services of wine tourism.

Practical implications: Wine tourism development and the resulting formation of regional strategic alliances in the form of clusters is may lead to increasing the competitiveness of wineries in South Moravia in the southeastern part of the Czech Republic.



Abstract 43

Architecture as an instrument of wineries to differentiate from competitors

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Keywords: Winery, architecture, differentiation, competitive advantage, operational added value

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Wine industry is characterized by big changes over the last 20 years and now developed to a marketing orientated business. Companies present their wines to the customers (tourists and inhabitants) more and more in visual appealing buildings. In this contribution reasons and expectations of winery owners in connection with high investments will be listed and investigated how far these have fulfilled.

Design/methodology/approach: Based on 10 expert interviews with winery owners it was investigated to what extend architectural redesign can contribute to a differentiation from competitors, increased sales, new guest groups etc. Basis for the selection of the experts were published wine and architecture guides and additional interviews of superior wine institutions of the countries. The analysis was restricted to companies in German speaking countries (Germany, Austria, Switzerland and South Tirol). The final choice out of 145 companies was made through a criteria catalogue.

Findings: The analysis showed that wine-growers often do not know in detail about the effects of the redesign. In general companies mention an increased number of visitors and increased sales with a higher amount of money. Furthermore a higher interest of the customers for the product was noticed. Nine out of ten companies confirmed a differentiation from competitors caused by the new design of their buildings. Nonetheless these effects are not clearly based on architecture because also awards, competitions etc. influence the prominence of a winery and respectively its products. In general it is to say: Even when architecture only in combination with other components (like wine and service quality) can contribute to optimal sales results, findings show that architecture is an essential factor of success for direct sales.

Originality/value: The connection of architecture and direct sales (and therefore operational added value) demonstrates a quite young research field. In relevant literature the profit raising impacts of architecture is confirmed. Detailed information about the interrelation of both topics do not exist yet. An empirical examination of present findings did not take place up to now.

Research limitations/implications: Within the investigation it was determined that a correlation between appealing architecture and increased direct sales cannot be proven without any doubt. Nonetheless the majority of the interviewed experts confirm that architecture is one factor of success.

Practical implications: The increasing consumption of non-German wines along with the professionalization of wine regions as well as the competition between wineries of German wine-growing areas lead to a growing competition in general. So the development of new wine selling strategies has high priority to secure operational survive. Architecture as one attribute of differentiation will analysed specifically.



Abstract 45

Time perspectives in slow travel: Abandonment of speed in holiday travel

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Keywords: slow travel, time, tourism, sustainable travel

Type of presentation: Oral Presentation at PhD Session

Structured abstract:

Purpose of the study: This research will focus on people who choose to take their time during the holiday to experience destinations, foregoing the comforts of 'fast travel' at the destination of choice, thus aiming to increase understanding of the slow travel phenomenon.

Design/methodology/approach: The approach chosen for the research is grounded theory. In order to diversify the theory, several methods will be combined: Firstly text analysis, looking at blog post in personal travel blogs online; secondly, participant observation and in situ interviews during a two-week cycling trip; and thirdly, in-depth interviews with hikers to saturate the theory.

Findings: The analysis is still in its early stages, but preliminary results indicate that the current literature on slow travel is still limited in understanding, as is also evident in the calls for more research. Time does indeed play a part in creating the experience of slow travel, more so than the chosen travel mode which has received much of the attention to date. The analysis is now moving to Stage 2, which is the analysis of the interviews and field notes from a two-week cycle trip. This will be presented at the conference.

Originality/value: The drivers behind the slow travel phenomenon are under-researched to date, and the researcher aims to clarify the role of time perspectives in driving the increase in popularity of such travel forms and identify if there are alternative key drivers.

Research limitations/implications: Limitations can be found in the choice of sample, as there is limited opportunity for people who make use of motorised travel to be included.

Practical implications: As such travel forms generally have a less adverse impact on the environment, the increase in popularity holds a potential for lowering the adverse impact of tourism on the environment.



Abstract 46

Consumer behavior in tourism – the involvement and emotions on purchase decision process tourist

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Keywords: Consumer behaviour in tourism, involvement, tourist destinations´ image, emotions in leisure marketing

Type of presentation: Oral Presentation at PhD Session

Structured abstract:

Purpose of the study: The study aims to understand the role and the impact of involvement and emotions of tourists in the process of purchase decision on leisure vacations, through a comparative analysis of tourist destinations, specifically about three/four European capitals. The main goal of the study is to investigate the existence and the relationship between involvement and emotions in the tourist destination choice, through an empirical study.

Is the involvement and the measuring emotional responses of tourists the most appropriate analysis technique to analyze the behavior of tourist consumption in the process of decision making in leisure vacation destinations?

Design/methodology/approach: One of the proposals about the methodology being used is focused on measurement scales of involvement in the purchase decision: the scale PDI (Purchase Decision Involvement) and scale CIF (Consumer Involvement Profiles) as measuring instruments in the context of the purchase decision. The other methodological proposal is to measure the dimensions of emotional responses of tourists in tourist destinations – Destination Emotion Scale (DES).

Findings: Provide direction for future research on consumer behavior in tourism. Intend that findings offer important implications for managing strategic marketing destination experiences. Measurement scales may suggest new implications about the specific emotional responses and their effects on consumer behavior tourist.

Originality/value: The key theoretical contribution of this study is its approach. Its approach is different from the previous approaches of the literature because it offers an additional and pioneer knowledge on the comprehension about what causes and sustains involvement and emotions in the stages of the buying decision of the tourist: Investigate if the existing measurement scales of involvement and emotions are the most appropriate analysis technique to analyze the behaviour of tourist consumption. The measurement of emotional responses and involvement of the tourist in the own european capitals shows the value. The research question of the thesis will have an original contribution to the scientific area of the emotions and the involvement of tourists because it contributes clearly to a better understanding of the behavior of leisure travel. This approach is original and different from the previous approaches in the literature.

Research limitations/implications: Representability of the sample. The use of non-probability samples makes empirical qualitative research more vulnerable to criticism Self reported questionnaires with little control sample. The purposes and contexts of the interviews. The location where the data are collected may limit the generalizability of the study results.

Practical implications: Tourists can develop a psychological connection to leisure destination. This connection can be considered as a progressive development. The involvement and emotions in decision-making tourist reflect a stronger commitment and more stable to the destination. The findings of this research may assist in two managerial domains: Segmentation strategies for tourists based on factors such as socio cultural, personal and psychological elements, and tourist destination type (cultural; sun & sea; touring).



Abstract 47

User generated content: the adoption and implementation of facebook across tourism segments

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Keywords: Social Networks, innovation, diffusion, Facebook

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The study investigated the role of Web 2.0 features in Information Technology by focusing on the adoption and implementation of FaceBook (FB) by tourism sectors. The study used a softbot and a database of over 4'700 websites. The sample included tourist companies from Europe.

Design/methodology/approach: Research focused on the adoption and implementation of FB by tourism sectors with hypothesis testing 1) significant differences in the level of penetration 2) the timing of adoption of FB pages 3) significant differences in the kind of FB strategies 4) the level of FB on engagement. The study used a softbot, a software robot with exploratory and parsing capacities that runs automated tasks.

Findings: In terms of the adoption dimension, sectors having a higher level of internationalization lead the way in terms of either penetration or timing. In terms of age of page adopters, European Tour Operators and International Hotels Chains have the highest ages together with Austrian DMOs. For the implementation dimension, one in six companies preferred the offer in the website either only sharing or both (sharing and friending) whereas only friending is preferred by four in six companies. For the level of engagement, the average of followers/fan for hotels chains and European tour operators outperform other sectors.

Originality/value: The originality of this research is that, from an extended data base, the dimension of penetration and implementation of FB across different sectors in the industry are clearly shown.

Research limitations/implications: Main limitation is the lack of analysis possible of the different steps in the SM implementation along with the link between the different strategies and the engagement level. No implementation of inter-subjective tests for validation.



Abstract 48

Consumer Attitudes and Spending Propensity Towards Sustainable Tourism Products

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Keywords: Sustainability, tourism, accommodation, energy, organic food

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: We study the attitudes and spending propensity towards sustainable tourism products focusing on low energy housing and organic meals offered by an accommodation. In particular, we examine the importance of sustainability concepts to tourists and the factors contributing to higher spending towards sustainable tourism products.

Design/methodology/approach: We survey visitors to an online site offering holiday accommodation and restaurant information about South Tyrol. We collect a data set with 335 observations. We employ best-worst scaling to depict important attributes of sustainable tourism in the minds of the consumer and their stated willingness to increase spending for sustainable tourism products.

Findings: We find that the most important aspects defining sustainable tourism for visitors are related to the experience of nature in an intense and profound way. In terms of sustainable tourism products, food is regarded more important than accommodation. We observe significant differences in the most important aspects of sustainable tourism between visitors from Germany and Italy as well as locals from South Tyrol. Significant factors contributing to the propensity to spend more on low energy accommodation as well as organic meals are age, quality of the accommodation and the frequency of past stays in South Tyrol.

Originality/value: This research is original work on the importance of sustainable tourism aspects to visitors of Alto Adige. It is also a first approach to define indicators that contribute to higher spending towards sustainable tourism products defined through low energy housing and organic food/meals provided through a holiday accommodation.

Research limitations/implications: Further empirical research and theoretical modelling are needed on indicators that influence spending behavior with respect to sustainable tourism products. Open question qualitative research may identify further aspects defining sustainable tourism.

Practical implications: We identify a ranking of important aspects that define sustainable tourism and factors influencing the propensity to spend more on sustainable tourism products that may be useful for tourism operators in their product development.



Abstract 49

Satisfaction in visiting a museum: do overnight stayers differ from same day visitors?

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Keywords: Museums, satisfaction, overnight stayers, same day visitors, motivation

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Museums attract both same day visitors and overnight stayers. Clearly, these two types of patrons have different time constraints and this may lead to different modes of visit. The paper aims to address the open question of whether this affects their satisfaction after the visit.

Design/methodology/approach: We use primary data collected at Vittoriale, the most prestigious museum on Lake Garda, a famous Riviera destination in the north of Italy. Using switching regression models we test whether and how satisfaction is dependent on a set of factors such as visitors' length of stay, motivations, cultural capital.

Findings: Preliminary results show that motivations play a prominent role. The condition to either be an same day visitor or a tourist is also a significant driver. Also proxies of cultural capital accumulation play a significant role. The partial significance of other important classic covariates for cultural consumption such as education and wealth is discussed and compared with previous literature.

Originality/value: Satisfaction has been a widely debated topic in tourism. However, to the best of our knowledge few empirical studies have investigated this theme within the cultural consumption of museums' visitors, as instead this paper does. Another main novelty of this study is the assessment of the distinction in motivations and behaviours between overnight stayers and same day visitors.

Research limitations/implications: The main limitation is that the sample of visitors is selected through convenience criteria. The main cultural policy implications of empirical findings towards two likely different categories of visitors are described in detail.

Practical implications: Satisfactory visit to a museum is likely to be motivated not only by cultural interest. This implies that today museums are often requested to market their activity also to other types of visitors.



Abstract 51

Cluster development in equestrian tourism; an example from North West of Iceland

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Keywords: Competitiveness, clusters, regional development, equestrianism, horse based tourism

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The purpose of the study is to analyse cluster development in relation to horse based businesses in North West of Iceland. Equestrian tourism is a special focus of the study and we ask is there a cluster in that field emerging in the region?

Design/methodology/approach: The research consists of analyses of secondary data and a qualitative research. Secondary data on distribution of horse based businesses in the area and their field of operation within the horse industry are gathered along with available information on operator's effort, made few years ago, on developing a "horse based business cluster initiative". Open ended interview with participants of the development are also included.

Findings: North West Iceland has 2600 horses per 1000 inhabitants, the highest ratio of horses per 1000 persons in Iceland. This enormous number of horses is a base for various businesses in the area, including breeding, training, shoeing and selling of horses as well as equestrian events and various tourism services. Education in equine science is also available up to university level. Findings indicate that to some degree, there are favorable conditions for cluster development within the horse industry in this area. In contrast attempts to develop horse based business clusters initiatives have so far not been that successful.

Originality/value: Following a growth in worldwide tourism, demand for adventure tourism like equestrian tourism has increased rapidly, not least in Iceland where this kind of tourism has been developing for decades. However, academic research on this has been limited. Applying theories of regional competitiveness and clusters to equestrian tourism has not been common and there is value in analysing further both competition and cooperation of different stakeholders in this area.

Research limitations/implications: The main limitation of the research is vague limits of hobby and business within the industry and a lack of definitions of terms like "horse breeder", resulting in difficulties with business definitions.

Practical implications: The research reveals both hindrances and opportunities in developing a successful horse based business cluster initiatives in North West Iceland. The research provides insight into cluster development and competitiveness in the horse industry.



Abstract 52

Entrepreneurship in equestrian tourism; business development and customer satisfaction

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Keywords: Equestrianism, horse based tourism, service quality, business development, horse industry

Type of presentation: Oral Presentation at PhD Session

Structured abstract:

Purpose of the study: The purpose of the study is to analyse what identifies businesses and business development in equestrian tourism in Iceland and how this development contributes to the process of creating an economically sustainable horse industry in Iceland.

Design/methodology/approach: A mixed method is being used. A qualitative part is conducted through open ended interviews with business operators in equestrian tourism and other stakeholders of the industry. A quantitative approach is used for researching the demand side of equestrian tourism. A visitor survey has been conducted with a written questionnaire among guests in short and long riding tours.

Findings: Primary findings indicate that equestrian tourism businesses have the characteristic of lifestyle businesses. They have developed from operator's hobby and/or other farming activity. The businesses are commonly run by the families and welcoming guests and insuring the quality of their experience seem to be of more importance to the operators than economic profit and growth of businesses. However, surviving financially has been a struggle and a great concern of the operators for years. Guest's satisfaction seems to be high and respondents are near unanimous in their willingness to recommend the business they bought the service from.

Originality/value: This research contributes to the limited but growing body of academic research on horses and equestrianism. Despite a worldwide growth in equestrian tourism research on the sector is still limited. Both demand and supply sides merits further research (see e.g. Ollenburg, 2005; Helgadóttir & Sigurðardóttir, 2008). Providing a comprehensive overview of equestrian tourism and its relations to the horse industry in Iceland is therefore of a considerable academic and practical value.

Research limitations/implications: The research is limited by the situation that the horse industry is rather unstructured and limits between a profession and a hobby is vague. Businesses commonly consist of various components, not all of them horse related.

Practical implications: The research creates a deeper understanding of equestrian tourism and helps entrepreneurs to start up a business within the sector. It provides information for management and can be used as an argument for grant applications.



Abstract 53

Inventory decisions in small hospitality businesses: mental budget in the view of resource-based theory

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Keywords: Mental budget, inventory management, resource based theory, business-to-business relations, competitive advantage

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Capability to manage inventory decisions constitutes the core for small businesses in order to stay competitive on the market. The study aims to explore the usefulness of the concept of mental budget applied to inventory decisions in small hospitality firms

Design/methodology/approach: Resource based theory (RBT) poses attention to firm's resources as sources for defense of competitive advantage. These resources need to be valuable, rare, inimitable and non-substitutable (VRIN). In the light of RBT the study conducts a co-joint analysis of the literature on mental budgeting and on the methods of analysis of intangible resources of the firm to derive implications for inventory management of small business.

Findings: The authors develop a concept of mental budget that can be applied in marketing B2B. The study discusses two resources' matrices. The first one relates the presence of mental budget with respect to the four characteristics of RBT and in relation to specific phases of inventory decision (i.e. planning, negotiation, controlling). The second one is based on findings on mental budgeting and presents the relationship between the type of good to be provisioned and how the mental budgeting can influence the optimal quantity of provision of this good.

Originality/value: The study develops an innovative concept that permits to enlighten the understanding of the process of inventory provisions in small businesses in hospitality sector. The first matrix creates the conceptual basis for the study of mental budget on the grounds of RBT. The second matrix provides indications on tracking the influence of mental budget on the inventory decisions.

Research limitations/implications: The present study is a first attempt to conceptualize the notion of mental budget in business-to-business application. This analysis serves as a base for the empirical research aimed to study mental budget implications for firms.

Practical implications: The study permits to individuate best practices and traps to avoid in the management of inventories. The research facilitates marketing B2B and optimization of managerial and commercial partnering processes.



Abstract 54

The tourist experience: A redefinition through the eyes of economists

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Keywords: tourist experience, definition, differentiation, attributes, feelings

Type of presentation: Oral Presentation at PhD Session

Structured abstract:

Purpose of the study: Nowadays, many tourist destinations are facing several competitiveness problems. This fact requires the design of new competitive advantages. In this context, this paper aims to provide a better understanding about our concept of tourist experience and to shade light upon the progression of economic value.

Design/methodology/approach: Most research currently recognizes the important role of experience staging in destinations. However, an integrated definition for the tourist experience has not emerged yet in the Tourism Economics field. To overcome this limitation, this research integrates and enriches the existing knowledge in multiple fields -such Environmental Psychology, Sociology, or Contemporary Psychology - with alternative contributions adopting an economic viewpoint, adopting an inductive method approach.

Findings: Our research starts with a review about the general concept of experience, later delimiting the scope to experience staging in the tourism industry. Next step consists on a direct comparison between traditional tourism goods, services, and experiences. The main aim of this comparison is to better understand which specific attributes might be explaining the process of value creation early recognized along the Experience Economy literature. The key attributes of the tourist experience –staged, co-produced, everywhere, memorable, and extraordinary – are recognized as essential factors within the progression of economic value in the tourism industry.

Originality/value: Despite the multiple attempts to conceptualize the tourist experience, an integrated definition has not emerged yet. In this context, we contribute to the existing knowledge in the Tourism Economics field by suggesting a more complete and clearer definition. In addition, we improve our knowledge about how the progression of economic value would work in practice when shifting to experience staging, reinforcing the link between the academia and the tourism industry.

Research limitations/implications: Further research should be developed to improve our understanding about the different elements integrating each tourist experience. While the different elements integrating the supply are well-described along the literature, the demand side becomes more unexplored.



Practical implications: A better knowledge about how tourism businesses are able to stage unique experiences is essential, especially to later link experience staging with guest's final satisfaction and future behavior, which are potential sources of competitiveness.



Abstract 55

Repeat visitors and innovation behavior: Between co-creation and co-preservation

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Keywords: Repeat visitors, innovation, life cycle, hospitality, co-creation

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: To better understand the complex links between consumer behavior of guests and innovation behavior of hosts, the present study investigates the impact of repeat visitors on innovation of hospitality businesses. Thereby it contributes to explain differences in the propensity to innovate among hoteliers.

Design/methodology/approach: Given the exploratory orientation, the study aims at generating hypotheses concerning the relationship between high percentages of repeat visitors and the innovation behavior of hoteliers. The study followed a qualitative approach and included a number of qualitative interviews among highly loyal repeat visitors and hoteliers with exceptionally high percentages of such repeat visitors. These qualitative interviews were analyzed with the GABEK qualitative analysis technique.

Findings: Study findings indicate that the share of repeat visitors affects the innovation behavior of hospitality businesses (and vice versa). Whereas visitors may play an innovation-promoting role as co-creators, a high degree of repeat visitors seems to promote a host-guest-relationship characterized by co-preserving. In the interplay between the innovation behavior of hoteliers and the consumer behavior of repeat visitors different (life) cycles exist. To improve the long-term competitiveness of hospitality business, coordinating and matching these life cycles seems necessary. However, such adaptations increase the dependence of hospitality business from these visitors.

Originality/value: Extant literature recognizes the role of past travel experience in consumer behavior. Researchers also acknowledge the role of tourists in innovation. However, the two insights usually remain disconnected. The present study is one of the first to bridge consumer behavior and innovation behavior and thereby lends support to the idea that various life cycles exist in parallel and that power structures shape their relationship.

Research limitations/implications: Further studies might investigate similar relationships at destination levels and test the generated hypotheses in a quantitative study.

Practical implications: The findings imply that a governance of innovation in hospitality businesses needs to take into consideration the tricky relationship between repeat visitors and innovation behavior.



Abstract 56

Service Design and Tourism - A Case of Mobile Ethnography in Hospitality

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Keywords: Service Design, mobile ethnography, hospitality, customer journey, myServiceFellow

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The aim of this study is to gather insights about how guests experience service design in hospitality.

The purpose is to gain comprehensive insights into the customers' journeys during their stays at three different hotel concepts owned by a big German tour operator.

Design/methodology/approach: The survey takes a user-centric perspective. The methodological approach is based on mobile ethnography in order to gain new insights and inspiration for service design processes for the hotels under investigation. The customers' service experience was evaluated on-site using the myServiceFellow mobile application.

Findings: The hotel guests define their own touchpoints and they evaluate them on-site. They can add audio files, photos, videos or text to each perceived touchpoint. The data was analyzed with ServiceFollow. The results offer comprehensive insights into the customers' journeys from a user-centric perspective.

Originality/value: The research project applies service design thinking to the service design of three hotel concepts owned by a big German tour operator. It gathers the process view of the service experience, and consequently the perceived value and customer satisfaction at the time of the service delivery, based on subjective personal feelings and thoughts.

Research limitations/implications: The customers define their own touchpoints during their stays at the hotels. Consequently, not every possible touchpoint will be evaluated. Beyond that, only those customers that own a smartphone will be able to take part.

Practical implications: The results allow quality management in hospitality to improve their service design processes from a user-centric perspective.



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