



unibz — Fakultät für Wirtschaftswissenschaften
— Facoltà di Economia
— Faculty of Economics and Management

Competence Centre in Tourism Management and Tourism Economics
(TOMTE)

Consumer Behavior in Tourism Symposium 2014

Bruneck / Brunico, South Tyrol, Italy • December 3 – 6, 2014

Collection of Abstracts

Abstracts are sorted according to the last name of the first author

How to cite?

Authors (2014, December). *Title of presentation*. Paper presented at the Consumer Behavior in Tourism Symposium 2014 (CBTS 2014), held at the Competence Centre in Tourism Management and Tourism Economics (TOMTE) of the Free University of Bozen/Bolzano, December 3 –6, 2014, Bruneck/Brunico, South Tyrol, Italy.

[Abstract available online: <http://www.unibz.it/en/economics/research/cbts2014/default.html>]





Collection of Abstracts

**Consumer Behavior in Tourism Symposium
2014**

**“Tourism Mobilities beyond Place:
Time, Resources and Perspectives”**





Members of the program committee

Serena Volo

(Chair of CBTS 2014)

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

Oswin Maurer

(Chair of CBTS 2014)

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

Thomas Bausch

Munich University of Applied Sciences, Germany

Michael Bosnjak

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

Scott Cohen

University of Surrey, United Kingdom

Chris Cooper

Oxford Brooks University, United Kingdom

Giovanni Battista Dagnino

University of Catania, Italy

Daniele Dalli

University of Pisa, Italy

Paolo Figini

University of Bologna, Italy

Ulrike Gretzel

University of Queensland, Australia

Perry Hobson

Taylor's University, Malaysia



Ady Milman

University of Central Florida, USA

Fevzi Okumus

University of Central Florida, USA

Chris Paris

University of Ulster, Ireland

Donna Quadri-Felitti

New York University, USA

Noam Shoval

The Hebrew University of Jerusalem, Israel

Marianna Sigala

University of the Aegean, Greece

Regina Schlüter

Universidad Nacional de Quilmes, Argentina

Joseph M. Sirgy

Virginia Polytechnic Institute & State University, USA

and

**Federico Boffa, Juan Gabriel Brida, Mattia Cai, Marta Disegna, Linda Osti,
Guenter Schamel, Stefan Franz Schubert, Oksana Tokarchuk**

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



Abstract 2

Linking the valuations of second home use with practices of second home users in Finland

Adamiak Czeslaw
University of Eastern Finland, Finland
czeslaw.adamiak@uef.fi

Keywords: second homes, second home mobility, segmentation

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The study aims to distinguish segments of Finnish second home users according to the values they link with the use of second home and identify their characteristic features in terms of mobility patterns and behavior in second home environment.

Design/methodology/approach: Quantitative research approach was used. Based on data from survey among Finnish households, k-means clustering procedure was employed to identify the segments of second home users according to values they link to their second home use, multinomial logit model to characterize these segments according to their socio-demographic features, and ANOVA analysis to determine the differences in behavior between groups.

Findings: Four groups of second home owners were identified according to the motives and values ascribed to their second homes: the "enthusiasts", "sceptics", "naturalists" and "consumers". The belonging to one of these categories is dependent on various socio-demographic characteristics, such as household structure, level of education and socio-economic position. Various aspect of mobility and behavior are related to the belonging of one of those groups: the enthusiasts use their second homes most intensively, while the naturalists spend longest periods of time and travel for longest distances to visit them. The enthusiasts and the consumers use second homes of highest technical standard and are most bound to local environments.

Originality/value: Usually second home owners are treated as a uniform group, whereas their needs, behavior, knowledge and attitudes, and therefore impacts they exert on local environments, are highly differentiated. This study tries to acknowledge this differentiation to better understand how different owners' attitudes to their second homes may impact their influence on local environment.

Research limitations/implication: The generalization of the study results are limited by the specifics of second homes phenomenon in Finland, particularly bound to the national leisure culture.

Practical implications: The study looks at the impacts of second home owners' mobility, behavior and attitudes more profoundly than by treating second home owners as uniform group separated from the other groups of population. Such approach may be useful for better addressing the environmental policy towards the impacts created by the use of second homes.



Abstract 4

From sharecroppers to “flying farmers” in Marche Region: a multiple case study on new forms of tourism entrepreneurship in rural areas

Bertella Giovanna
The Arctic University of Norway, Norway
giovanna.bertella@uit.no

Cavicchi Alessio
University of Macerata, Italy
a.cavicchi@unimc.it

Keywords: farmers, agro tourism, mobility, multiple case study, typical products

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The purpose of this study is to challenge the view of the rural environment as a static environment and the view of the farmers as conservative actors. The focus is on the innovative practices of rural entrepreneurs as a form of post-modern development strategies.

Design/methodology/approach: Adopting a practice-based approach, this study provides some empirical evidence concerning innovative activities and strategies by rural entrepreneurs. A multiple case study is performed by interviewing different farmers and agro tourism owners in Marche region (Central Italy).

Findings: Farmers can be seen as mobile actors who, on the basis of their place attachment, set of values and lifestyle motives, perform business activities that can contribute to the creation of value in terms of tourism experience, destination branding and also community benefits. The flexibility shown by some Marchigiani farmers to travel and perform food-related activities confirms a creativity embedded in the culture and tradition of this region. The findings confirm the results of previous studies and suggest that entrepreneurial processes in rural area have more similarities with those in urban areas than it is usually recognized

Originality/value: The originality of this study consists in presenting rural entrepreneurship through the paradigm of mobility. Such a mobile rural entrepreneurship is well illustrated with the phenomenon of the “flying farmers” . On the basis of the findings, this form of entrepreneurship is described as a post-modern entrepreneurship that has the characteristic of embracing some of the main aspects of the so-called experience-economy.

Research limitations/implications: The phenomenon of the “flying farmers” is evidenced through some case studies, thus it cannot be generalized. Further investigation with a survey method at regional level could validate the hypotheses formulated in this work.

Practical implications: The cultural heritage from the ancient rural society compounds some interesting assets that are currently exploited by some “flying farmers”: the entrepreneurial attitude of the “mezzadro” (the sharecropper, or metayer), his/her own family-labour management, the ethics of labour, the flexibility of business model and the public-private



Practical implications: Offering an optimal flow state is important in online settings as it intensifies customer relationships and builds loyal customer relationships which in turn reduce the switching to competitors websites. In order to create trust, provider should build a strong brand and integrate customers in their communication (Reviews, Blogs, and Community).



Abstract 7

City branding based on food and gastronomy: a taxonomy of multi-stakeholder engagement activities

Cavicchi Alessio
University of Macerata, Italy
alessio.cavicchi@unimc.it

Rinaldi Chiara
University of Macerata, Italy
chiara.rinaldi@unimc.it

Santini Cristina
Università Telematica San Raffaele, Italy
santini.cristina@gmail.com

Robinson Richard
The University of Queensland, Australia
richard.robinson@uq.edu.au

Keywords: city branding, gastronomy, stakeholders' engagement

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: In recent years, several international initiatives of city branding based on food and gastronomy have been established. These networks are built on multi-stakeholder engagement, recognizing its pivotal role for city branding and governance development. The purpose of this study is to explore the key practices used in planning and executing multi-stakeholder activities, underlying differences and critical points, in order to inform policy makers.

Design/methodology/approach: A literature review of multi-stakeholder engagement for city branding was conducted. This was followed by desk research to collect secondary data including projects and reports, social media content and press releases. Finally, analysis generated a taxonomy evidencing the main activities implemented by each city, tools for monitoring progresses and strategy effectiveness.

Findings: Findings reveal recurrent procedures and processes in most gastronomic networks analysed, such as: (a) planning group/ promotion association facilitates involved stakeholders and co-creates the strategy to be pursued; (b) creation of local multi-stakeholder support groups to keep stakeholders involved by the means of regular meetings fostering a participative approach. In particular, activities recognized as very important to make networks work are: public-private partnerships, social networking and involvement of local population; strategy and realistic and measurable/visible targets to reach both short-term and long-term targets; international staff exchanges; flagship events; promotion and dissemination of activities at multiple levels; monitoring brand development.

Originality/value: This paper highlights the emerging phenomenon of gastronomic/food cities networks and compares relevant activities/tools, in order to identify recurrent practices and success stories (what has worked, for whom, under what conditions etc).

Research limitations/implications: The taxonomy of activities is limited to the specific networks analysed. Further research is needed to rank the effectiveness of stakeholder engagement activities.



Practical implications: Practical issues and insights concerning city branding development in the gastronomic sector are displayed, informing policy makers.



Practical implications: Chinese consumers purchase wine to reward others, to maintain good relationship with others, and to impress others. Describing another explanation for Veblen goods purchase, this study can help European and American wine marketers develop more effective positioning strategies.



Abstract 11

Cycle tourism in cities – Possibilities and requirements

Dreyer Axel
Hochschule Harz, Germany
adreyer@hs-harz.de

Lumma Kathleen
ADFC Baden- Württemberg, Germany
kathleen.lumma@gmx.de

Schmidt Nicola
ADFC Baden- Württemberg, Germany
fahrradtourismus@adfc-bw.de

Keywords: cycle tourism, city tourism, marketing

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Cycle tourism in cities has been a rare topic in tourism research so far. Therefore, the purpose of the study was to evaluate the attractiveness of cities as a cycle destination and to identify requirements and possible room for improvement in tourism marketing of cities.

Design/methodology/approach: In order to analyse the experiences and requirements of the demand side (cycle tourists) concerning the topic "cities as a destination for cycle tourism", a quantitative research method in form of an online survey was conducted. The survey was distributed in Germany via the German Bicycle Association Baden-Württemberg, which assured the examination of experienced cyclists. Around 330 participants took part in the survey.

Findings: The results of the research revealed that the interest in cities as cycle destinations is already high. The majority of the participants (83%) has already visited a city during a cycle trip or a cycle vacation. It is mainly the diversity and the cultural aspect which work as attractions for cycle tourist. The cities, which are most frequented by German cycle tourists are all already strongly positioned as destinations in city tourism. Nevertheless, it became apparent that the bicycle-friendliness of many destinations still leaves room for improvement; especially in the areas infrastructure and tourism products for cyclists.

Originality/value: The boom of cycle tourism over the past years has lead to considerable changes on the demand side. Cycle tourists are more experienced travellers by now, who wish for new impulses on their travels. This extends the current concentration on scenic offers. The study was the first to deliver information on what cycle tourists aim for in cities and how the tourist product can be optimized for them.

Research limitations/implications: It needs to be considered that the interviewees were experienced cyclists, which allows only a first insight. Yet, some interesting recommendations can be given to include cycle tourists in the destination marketing of cities.

Practical implications: These recommendations touch the areas infrastructure, tourism product for cyclists and marketing. It is for example necessary to place road signs leading from long distance cycle trails into the cities and to design tourist cycle routes between the attractions in the city.



Abstract 12

Factors contributing to visitors' perception of value for money at the Klein Karoo national arts festival

Du Plessis Engelina
North-West University, South Africa
lindie.duplessis@nwu.ac.za

Slabbert Elmarie
North-West University, South Africa
elmarie.slabbert@nwu.ac.za

Saayman Melville
North-West University, South Africa
melville.saayman@nwu.ac.za

Keywords: festivals, value for money, competitiveness, price, quality

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This research attempts to provide guidelines to the management of the Klein Karoo National Arts Festival by determining factors and identify the determinants towards value for money for this unique tourism product.

Design/methodology/approach: A survey was conducted during the duration of the festival that was held from 31 March 2012 to 7 April 2012. Seven hundred questionnaires were distributed and 600 completed questionnaires were returned. Statistical analysis consisted of three stages; descriptive statistics to analyse the socio-demographic profile of respondents. Secondly, a factor analysis, focusing on factors influencing value for money perceptions and lastly regression analysis were performed.

Findings: The findings of this study revealed that the respondents at the KKNK were mostly females and Afrikaans speaking between the ages of 46-60. The province of residents that have shown the most residents are the Western Cape and most of them are in a professional occupation. Most of the respondents made use of camping. The other festival that the respondents also visited is the Aardklop National Arts Festival. There were four factors identified namely experience, amenities, quality and price and event attributes of which event attributes showed the highest factor that contributed to value for money at a festival.

Originality/value: This study could add to the body of knowledge regarding the travel behaviour as well as what visitors to festivals perceive as value for money. This is important if sustainability is a priority for the management of the KKNK. Consequently, this article can be used to assist managers in providing value for money and in obtaining a competitive advantage in the industry by revising management structures and marketing campaigns.

Research limitations/implications: This research was only conducted at one arts festival and to get a more comprehensive view of perceptions towards value for money factors this kind of research should be implemented at other South African festivals.

Practical implications: Value for money factors differs from event to event and festival to festival and marketers as well as managers of festivals are required to understand the initiators and factors in being competitive.



Abstract 14

The Role of Elevation in the Performance of French Ski Areas

Falk Martin
WIFO, Austria
mfalk.wien@gmail.com

Keywords: performance of ski areas, stagnation, elevation and size, climate change

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This paper presents first empirical evidence on the relationship between output growth and elevation of French ski-lift companies for the winter seasons 2002-2003 to 2011-2012. The data consists of 77 ski lift companies representing about 95 per cent of the French ski industry's total output

Design/methodology/approach: A firm growth equation is used to study the relationship between growth of skier visits and both elevation of ski areas and size. The average of three winter seasons (2003-2004, 2004-2005, 2005-2006) is used as a benchmark. Interaction term between elevation of ski areas and its size are included to investigate whether the relationship between elevation and growth differs between large and small ski areas.

Findings: OLS and robust regression estimates show that ski area elevation has a significant impact on the growth of skier visits; as expected, it is a particularly critical factor in winter seasons marked by low snowfall, such as 2006-2007. In A new and interesting discovery, however, we find that elevation also plays a significant role in output growth in winter seasons with average temperatures and snow conditions (e.g. 2007-2008; 2010-2011) and those colder than average (2009-2010). Another interesting finding is that the negative impact of low elevation on the change in skier visits is significantly more pronounced for small ski areas

Originality/value: This is the first empirical evidence on the relationship between output growth and elevation of French ski-lift companies for the winter seasons.

Research limitations/implications: Very small ski-lift operators are not included in the empirical analysis due to data availability. Furthermore, the analysis only focuses on the role of elevation and firm size in firm growth, other factors also matter.

Practical implications: Small and low lying ski areas have a disadvantage. A possible explanation is that small ski areas do not have the resources to cover the investment costs of new snowmaking and thus cannot compete with their larger counterparts



Abstract 15

The role of wine tourism in internationalization of Italian SMEs

Francioni Barbara
University of Urbino "Carlo Bo", Italy
barbara.francioni@uniurb.it

Vissak Tiia
University of Tartu, Estonia
tiia.vissak@ut.ee

Musso Fabio
University of Urbino "Carlo Bo", Italy
fabio.musso@uniurb.it

Keywords: international tourism, wine tourism, internationalization, wine, SMEs

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The principal aim of this paper was to examine the internationalization process of small and medium-sized enterprises (SMEs), with a particular focus on the influence of international tourism in the internationalization process of Italian SMEs producing Bianchello del Metauro wine.

Design/methodology/approach: To achieve this objective, eight in-depth interviews with owners of Italian SMEs producing Bianchello del Metauro wine were conducted. The firms were selected as: they (a) had their headquarters in Pesaro-Urbino province, Marche region, in Italy, (b) produced Bianchello del Metauro wine, (c) owned a wine store or a farm for receiving tourists, (d) organized events or initiatives for attracting tourists.

Findings: Findings from the companies support the argument that, in the majority of cases, international tourism permits wine SMEs to create a relationship/network with tourists' foreign market and to expand internationally. Indeed, in several cases both wine SMEs and international visitors have identified business opportunities, and this has led to collaboration for selling wine to the visitors' home countries. In other cases, international tourists suggested the firm to contact an importer or decided to contact an importer themselves for having Bianchello del Metauro wine in their country of origin.

Originality/value: Although several researchers analysed a possible relation between international tourism flow and international trade (Fischer, Gil-Alana, 2009; Santana-Gallego et al., 2011), and different studies confirmed that wine tourism creates a marketing opportunity to sell products (Getz et al., 1999; Getz, Brown, 2006), the majority of studies carried out a quantitative research. Therefore, there is a lack of exploratory and qualitative research and this study permitted to close the gap.

Research limitations/implications: This paper was based on eight in-depth interviews, more research should be done in different regions/countries, among larger and smaller, family-owned and other firms to increase the generalizability of the results.

Practical implications: Wine SMEs should pay more attention to attracting tourists and creating relationships/networks with them, as this can help them to expand their export geography.



Abstract 18

Modernity Packaged in Nostalgia: A Postmodernist Analysis of the "Old Shanghai" Tourist Attractions

Gao Zhihong
Rider University, United States
zgao@rider.edu

Keywords: globalization, reterritorialization, nostalgia, modernity, tourism in Shanghai

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The goal of the project is to apply Jameson's (1991) postmodernist theory and suggests that tourism inevitably adopts a cultural logic and connect with the target emotionally through the strategy of reterritorializing both global and local appeals.

Design/methodology/approach: The project combines case study with semiotic analysis: "Old Shanghai" Tourism is used as the case study, and selective tourist attractions of the "Old Shanghai" theme are treated as texts and analyzed semiotically.

Findings: Shanghai during the 1920s and 1930s was a cosmopolitan city of Western luxuries, decadent bourgeois lifestyles, and exuberant consumerism but also of poverty, inequality, and suffering (Bergère 2009). In the last two decades, "Old Shanghai Tourism" has flourished by reterritorializing modern luxuries imported from the West in the cultural context of old Shanghai, so that these luxuries can appeal to the nostalgia of tourists for the city's golden past, which has been romanticized by the Chinese popular culture for almost a century.

Originality/value: The project goes beyond the managerial aspects of tourism to examine the cultural logic of the industry. Tourism is a cultural product that affects, and is affected by, globalization. So, it is important to obtain a better understanding of how tourism mobilizes temporal and spatial elements of culture.

Research limitations/implications: This study does not consider the actual consumer perception of and response to the attractions.

Practical implications: This study shows how, in selectively representing the old Shanghai as a modern yet romantic time and place while ignoring its many social contradictions, the local tourism has reduced history into depthless, simulated objects of consumption.



Practical implications: The present analysis helps to understand the adventure tourists' behaviour. It provides a framework as to how organizations might usefully implement a marketing strategy.



Abstract 30

Recurrent spatial mobilities and dacha tourism in Russia

Nefedova Tatiana
Russian Academy of Science, Russian Federation
trene12@yandex.ru

Treyvish Andrey
Russian Academy of Science, Russian Federation
trene12@yandex.com

Makhrova Alla
Russian Academy of Science and Moscow State University, Russian Federation
mah@mail.ru

Keywords: second home, dacha, suburbanization, expansion

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Population recurrent mobilities include shuttle work, recreation and tourism, etc. We focus on Russian dachas, namely on their: (1) history; (2) studies; (3) definitions; (4) scopes in Russia and some other countries; (5) typologies; and (6) social and political attitudes to second houses and their prospects.

Design/methodology/approach: A second home (dacha) is interpreted as a normally exurban home occupied temporarily, especially for leisure. Being the world leader in number of dachas, Russia yields to the West in terms of scientific and statistical coverage of the subject. So we try to clarify its origin, the terms, the relationships of dacha with its "relatives", and the methods of their qualitative and quantitative interdisciplinary study.

Findings: Second homes all over Europe can be rural-peripheral, health resort or suburban dwellings. Stages of dacha formation in Russia, with their specific types of estate and location, are: (1) the pre-Soviet, or the noble-commoner (till 1920s); (2) the Soviet, divided into three: (a) dachas of the then elites in closed settlements (1920s–1950s), (b) massive suburban garden communities, mostly designed by enterprises (since the mid-1950s); (c) houses inherited or purchased in countryside (since the 1970s); (3) the post Soviet, with renovation of old houses, construction of new villas (cottages) and cottage settlements, and their spatial expansion.

Originality/value: Russian dacha development and mobility are not unique but rooted and diffused enough to determine the national specifics of sub- and de-urbanization. Any large Russian city has its own prestigious "Rublevka". At the same time, much cheaper medium-distant and remote (over 600 km) types are as well revealed. The diversity of these estates makes them widely available and converts dacha into one of Russia's social brands.

Research limitations/implications: The dacha phenomenon as a whole and its evident spatial dimensions in particular must be studied much better than now. Insufficient conceptual base, criteria and information hamper comparative studies and typologies of second dwellings.

Practical implications: People's mass mobility (and dacha tourism among them) are extremely important for modelling, forecasting and planning of urban and regional development, real estate, communication, trade and other businesses, and protection of nature etc.



Abstract 31

The changing ecology of Australian second homes

Paris Chris
University of Ulster, United Kingdom
ct.paris@ulster.ac.uk

Keywords: Shacks, Unoccupied dwellings, Seasonality, Investment, Mobility

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This paper aims to provide a critical evidence-based assessment of the changing nature of second homes in Australia.

Design/methodology/approach: This study uses a comparative historical analysis of the evolution of second homes in Australia and presents the emergence of the holiday rental industry.

Findings: There was widespread second home ownership in Australia by the 1960s, primarily for private family use, largely involving self-construction of modest cottages or 'shacks'. There has been much less growth of second home ownership by 2014 than was predicted in the 1970s, but the sector has become increasingly focused in coastal areas, moved significantly up-market, and emerged into a hybrid form of dwelling ownership involving use for both leisure and investment.

Originality/value: This paper provides an entirely new perspective on Australian second homes using a range of historical and empirical evidence, and providing a re-conceptualization of relations between (a) leisure and tourism, and (b) local, national and transnational housing markets.

Research limitations/implications: The paper demonstrates a need to re-conceptualise the nature of second homes in Australia and elsewhere as items of private consumption and commercial investment.

Practical implications: The author's research has contributed to ongoing reviews of State government policies on planning for housing, and local government policies on tourism and local planning.



Research limitations/implications: The results may be influenced by the fact that the youth spend less time at second homes and do not own one themselves.

Practical implications: Our research suggest that despite contrary beliefs, interest in second homes will not decline with Generation Y, but the centrality of the cottage in Finnish life will likely remain strong for many years to come.



Abstract 37

Sports franchises as catalysts for tourism in an urban setting

Proctor David
Stenden University, The Netherlands
davidproctor159@hotmail.com

Keywords: tourism models, city branding, place marketing, sports tourism

Type of presentation: Oral Presentation at PhD Session

Structured abstract:

Purpose of the study: The rationale guiding this study is to produce a leverage model for tourism, elements of which may be replicated and applicable to locations sharing the distinct characteristic of being host to one or more celebrated sporting franchises (football clubs).

Design/methodology/approach: Specificity is required in order to make a legitimate argument for the development of such a model and two European cities of contrasting personalities are selected as the focus for a comparative case based approach (Yin, 2009). The research path envisioned necessitates a primarily qualitative methodology encompassing some quantitative elements thus a mixed methods design (Bryman & Bell, 2011).

Findings: The concept of developing models of leverage in a tourism context, as espoused by Chalip (2006), goes beyond the well-trodden route of the often one-dimensional economic impact study yet few, if any, of these models have been empirically tested and none in the domain of sports research. Football and its more popular clubs in particular, often hugely recognisable brands in their own right, represent a global cultural and tourism phenomenon that researchers appear to have shied away from as objects worthy of the tourism gaze (Urry & Larsen, 2011) or as tools that may enhance it.

Originality/value: Tourism and football clubs seem unlikely bedfellows but evidence suggests that the most famous football franchises associated with particular locations not only act as catalysts for tourism but reflect the essence of place to a large global audience which Destination Management Organisations ignore at their peril (White & Absher, 2013). This study seeks to investigate the potential of leveraging the notoriety of such franchises for the benefit of all tourism stakeholders.

Research limitations/implications: Focusing on different yet geographically and thus climatically close locations in the northwest of Europe (Amsterdam and Manchester) potentially limit the research findings' relevance to a wider audience particularly those locations with shared characteristics but more agreeable climates.

Practical implications: The development of a workable leverage model linking sport and tourism should enable Destination Management Organisations to enhance a location's tourism offer and provide a framework that can be readily applied in other sectors.



Abstract 38

Multiplying Effect in Wine Tourism Development

Prokes Martin

Mendel University in Brno, Czech Republic
martin.prokes.umo@mendelu.cz

Ryglova Katerina

Mendel University in Brno, Czech Republic
katerina.ryglova@mendelu.cz

Skalova Eva

Mendel University in Brno, Czech Republic
skalov1@node.mendelu.cz

Keywords: creating jobs, multiplication effects, wine tourism, development

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Wine tourism development and investment should lead to the creation of new jobs. Significant assumptions were made in the region of South Moravia in the southeastern part of the Czech Republic. The main research objective of this paper was to find multiplication effects based on new plantings of vines and investments in the wine sector in the last ten years.

Design/methodology/approach: This study describes how to increase vineyard area related to the Czech Republic's accession to the European Union in 2004, when restrictions were associated threats of further expansion of vineyards. To achieve the objective of the study was developed inside structural analysis of the wine sector, conducted marketing research data collection and mapping a summary of the investment in wine tourism. Using structural analysis is not only to describe the industry as a whole, but also examines and describes its internal structure.

Findings: At the beginning of the 90th years of the last century after the end of the centrally planned economy was the maximum consolidated industry structure. This was followed by a complete change in the structure of the wine sector to atomization. A new trend in the last few years is the re-consolidation of strong players in the market.

Originality/value: The dynamic development of the wine category, wine tourism development, major changes in market and consumer demand are the main causes of increasing the attractiveness of the sector for investment in new plantings of vineyards and subsequent related investments in the production of wine and also wine tourism.

Research limitations/implications: The main results include the finding that the increase in new plantings of vineyards to four times the annual average has led to an increase in the number of grape growers and wineries have doubled over the last ten years.

Practical implications: For the development of the entire wine sector is also linked to the need to create new jobs directly in the industry, but also multiplication effects of related industry suppliers, as well as customers.



Practical implications: Triggering re-experience by means of easy-to-implement marketing tools (e.g., reminders via postcards, emails or videos) provides a powerful, yet underestimated instrument to boost tourists' loyalty and revisit intentions in post-consumption stages.



Abstract 42

Unesco World Heritage Listing and Hospitality: an Analysis of Demand Trends for 16 Sites In Italy

Ribaudo Giorgio
University of Bologna, Italy
giorgio.ribaudo@unibo.it

Figini Paolo
University of Bologna, Italy
paolo.figini@unibo.it

Keywords: tourism, hospitality, UNESCO, impact

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The study aims at developing a comprehensive picture of demand trends occurring in a UWH site, with the goal of providing evidence of any growth in demand, which might have occurred for the specific destination, after the official listing of the site.

Design/methodology/approach: Focusing on 16 UWH sites among the listed, we try to show the most relevant trends in hospitality demand, comparing destinations' international arrivals before and after inscription into the Unesco World Heritage Sites listing. The time series observed is a mobile range of 11 years, of which 5 years prior to the inscription to UWH listing, the year of inscription and 5 years following the year of inscription (5+1+5).

Findings: Data shows that, on average, tourism demand growth rate (year on year) in the 5 years after UWH listing is smaller than tourism demand growth rate in the 5 years before the listing. Furthermore, average market growth for UWH sites in the 5 years following UWH listing is lower than that registered, for the corresponding period, in the respective regions. The destinations which, differently from average results, showed higher market growth rate after receiving the UWH listing for their sites, are: Ferrara (pre +0.29%, post +9.55%), Ravenna (pre +1.06%, post +8.93%), Catania (pre +2.69%, post +6.62%), Piazza Armerina (pre +3.35%, post +6.51%), Torino (pre -3.79%, post +2.15%).

Originality/value: After covering of recent literature, we find that the state of art of knowledge about impact of the UWH "brand" is controversial and researchers have in some cases abused of statistical quantitative modest practical evidences to draw conclusions on trends in international demand, which need to be addressed with much attention. Differently from previous literature, this research concentrated on the smallest statistical unit (the municipality) to infer about UWH impact on the destination.

Research limitations/implications: Preliminary findings are limited to international arrivals measure: higher information could be reached by overnight stays trends study. Additional research is required on supply trends to learn about occupancy performances of these destinations.

Practical implications: Hospitality managers should create cautious expectations about automatic increase of new tourism demand due to UWH listing. In other words, they should acknowledge that, for Italy, there is no statistical evidence that market growth rate will accelerate after UWH listing.



Abstract 43

Lifestyle mobilities: mobile performances of home and place

Rickly-Boyd Jillian
University of Nottingham, United Kingdom
jrlickly@gmail.com

Keywords: lifestyle mobilities, home, dwelling, place, rock climbing

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This study examines one particular form of lifestyle mobility – lifestyle rock climbing – in terms of the conceptions and performances of home and place. These travelers maintain hypermobile lifestyles in which their vehicle functions as a mobile abode facilitating their full-time pursuit of rock climbing.

Design/methodology/approach: Based primarily on ethnographic fieldwork in one of the world's top rock climbing destinations, this research engages a number of qualitative methods (interviews, surveys, observation) to interrogate this form of lifestyle mobility. However, this research also extends to other scales of social life, including online communications in rock climbing forums and representations in climbing media (film, magazines, and festivals).

Findings: This research finds that lifestyle rock climbers maintain a strong sense of home, despite their mobility. That is, home is not a spatially distinct location but is a performative, mobile space. Lifestyle climbers produce small, intimate spaces out of their means of travel. The practice of dwelling becomes mobile with daily, mundane routines of domesticity, material objects of personal significance, and non-human relationships that are carried out along the way. Home is also experienced through social relations that stretch across destinations, as this is a community made through the perpetual dialectic of proximity and distance.

Originality/value: Tourism is characterized by rather rigid distinctions between home/away, work/leisure, host/guest, and others. Yet, many forms of travel blur these dichotomies. These lifestyle rock climbers do just that, and in so doing, push the boundaries of tourism suggesting the value of a mobilities perspective. Thus, understanding home as mobile, and the everyday practices that make it so, also has implications for how place is made and performed by mobile communities.

Research limitations/implications: The strengths and weaknesses of this research both lie in the fact that it focuses on one particular form of lifestyle mobility, adding specificity to the subject of study while limiting generalizability.

Practical implications: This research has practical implications for the destinations at which these lifestyle climbers (and other mobile sports cultures) moor, in terms of economic impacts, resource use, and socio-cultural interaction.



Abstract 44

Leader effects on choices from a restaurant menu: an empiric approach to ordering behavior

Guenter Schamel
Free University of Bolzano, Italy
guenter.schamel@unibz.it

Francisco Javier Santos-Arteaga
Universidad Complutense de Madrid, Spain
fransant@ucm.es

Keywords: leader effect, choice, restaurant menu, metric, strategy

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Purpose of the paper is to analyze empirically and formally the strategic effect that the choice made by the first person, i.e. the leader, has on the ordering behavior of the other commensals on the table.

Design/methodology/approach: A metric based on the price differences existing between the dishes and drinks ordered by a commensal relative to those chosen by the leader is built. The price and behavioral data have been gathered from a moderately priced restaurant in Munich, leading to a substantial sample based on the behavior of the commensals composing 209 tables of different sizes.

Findings: The empirical analysis performed reveals that table-leaders, both male and female, have a considerable influence on the choice behavior of the remaining commensals. In fact, the analysis shows that under a variety of different circumstances, tablemates are affected by the orders of the leader. Formalization through a metric-based utility illustrates the optimality of this behavior, with the search for variety that takes place when placing a different order from that of the leader being justified when the disutility received from deviation is either not enforceable or sufficiently high.

Originality/value: The behavior of economic agents in sequential decision and choice environments is essential not only in the tourism industry but in all areas of economics, as the recent literature on herding behavior has emphasized. This study presents and formalizes a laboratory experiment that provides an alternative approach to the herding behavior of agents based on social relations instead of probability-based rational signaling structures.

Research limitations/implications: The current paper provides a static approach to the behavior of each agent with respect to the choice made by the leader. A dynamic sequential structure where the behavior of any commensal is based both on the choice made by the leader and those right before him/her should follow.

Practical implications: The main implication in practical terms goes beyond the restaurant setting considered and into the strategic positioning of economic agents when providing evaluations or reports before others are able to do so.



Abstract 45

The impact of complex mobility systems on memorable tourism experiences

Scuttari Anna

The Catholic University of Eichstätt-Ingolstadt, Germany

anna.scuttari@eurac.edu

Keywords: tourism mobility, tourism transport, destination development, tourist experience

Type of presentation: Oral Presentation at PhD Session

Structured abstract:

Purpose of the study: The dissertation project aims at investigating the impacts of mobility on the creation of “memorable tourism experiences” (Kim, 2014) within Alpine destinations. To achieve this, it introduces the concept of mobility space (Pechlaner, Pichler, Herntrei, 2013) which allows to consider the infrastructural and service network dimension of transport supply together with the demand-related concept of travel experience in tourism destinations.

Design/methodology/approach: The research design is divided into two main steps: interview-based qualitative research with tourism and transport stakeholders on complex mobility systems in selected Alpine destinations; quantitative assessment of the relationships between the components of complex mobility systems and their impact on tourism destinations in selected Alpine destinations, to be performed through Structural Equation Modelling.

Findings: The expected results are twofold: a broader, more comprehensive and integrative description of tourism mobility in destinations, which goes beyond the notion of transport; a model to understand the contribution of mobility to the creation of memorable tourism experiences.

Originality/value: The originality of the dissertation project lies in the holistic approach to tourism mobility, which goes beyond the simple notion of transport and includes the experiential dimension of travelling, as well; moreover, the focus on on-site mobility allows to investigate the unexplored interplays between displacements in space-time dimensions and tourism attraction points, that might affect both the duration and the quality of the stay; finally, the quantitative assessment of the contribution of mobility space to generate memorable tourism experiences offers an interpretative model of the intrinsic value of mobility in tourism practice.

Research limitations/implications: The project aims at offering a new framework for the interpretation of intra-destination mobility in Alpine destinations. This framework shall help to better understand the intrinsic value of mobility in destinations and the factors affecting tourist experiences both positively and negatively. The main limits of the research are related to the quantitative measurement of experiences, which implies a definition of adequate proxies. Moreover, the dissertation focuses only on intra-destination mobility, which means that access to destination is excluded from the analyses.

Practical implications: The project will provide a framework to evaluate the role of specific mobility offers within the destination service chain and will therefore encourage an integration of the more valuable or successful forms of mobility in tourism products, in order to create integrated tourist experiences.



Abstract 46

Social franchising in tourism: its role in generating social value and transformation

Sigala Marianna
University of the Aegean, Greece
m.sigala@aegean.gr

Keywords: social entrepreneurship, tourism, social change, social value, social franchising

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: Despite the role of social entrepreneurship to address social needs and market failures, no research investigates yet how social entrepreneurs can generate social value and change. This study adopts a market approach for exploring how social franchising in tourism can create social value and transformation.

Design/methodology/approach: A literature review revealed that a market approach is an appropriate lens for understanding social entrepreneurship, and a framework based on "learning with the market" is developed for identifying ways for identifying, managing and also creating (new) opportunities for generating social value and change. The case study of Le Mat (hospitality social franchise) is also used for demonstrating the applicability and usefulness of this framework.

Findings: The framework identifies three capabilities that can boost social value and transformation: network structure, market practices and market pictures. Consequently, the case study findings show how the social franchise generates social value and transformation by: building networks with various stakeholders; strengthening the stakeholders' relational ties and social norms within its service ecosystem for triggering the exchange of resources for generating social value; changing market practices (e.g. institutionalization of a 'new' currency and product definition for conducting transactions); and creating new market pictures (e.g. use of a common terminology and performance metrics, generation of stakeholders' dialogues for creating inter-subjective meanings).

Originality/value: The paper provides a new marketing approach (that overcomes the limitations of traditional economic theories) for understanding how social enterprises can shape, manage and engage with social markets for achieving their social mission. The case study also confirmed the role of social franchising in hospitality to transform and divert the "tourists'" behaviours, market pictures and transaction actions towards the generation of social change and transformation.

Research limitations/Implications: The paper used a case study of a social franchise in hospitality in Italy for demonstrating the applicability its framework. Thus, future research should replicate and refine the findings in different industries, countries and cultures.

Practical implications: The paper provides practical guidelines to social enterprises to: understand and influence their social markets and develop appropriate capabilities for triggering the market actors to exchange resources, transform market pictures and generate social value.



Abstract 47

Is it possible to serve two masters? A conceptual framework about the simultaneous presence of spirituality and marketplace issues in today's consumption

Solerio Chiara
Bocconi University, Italy
chiara.solerio@unibocconi.it

Colm Laura
Bocconi University, Italy
laura.colm@unibocconi.it

Keywords: spirituality, pilgrimage, sacred and profane, religious tourism, service experience

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The spirituality-materialism relationship has mainly been studied from an oppositional and a transformational logic, providing limited view of the phenomenon. In fact, in some contexts the two are co-present. The aim is to determinate the conceptual dimensions on which co-presence of spiritual and marketplace issues is based and to define the mechanisms explaining them.

Design/methodology/approach: The purpose is to develop a conceptual framework. A qualitative theory building approach (Eisenhardt, 1989) is adopted. The study focuses on religious pilgrimage (sacred journey to a sacred place) including the pilgrimage-system (composed by marketplace elements). A multiple case analysis is chosen (Eisenhardt and Graebner, 2007). The base is the co-presence of spiritual and marketplace dimensions: what is different is the material aspect. Padre Pio Sanctuary offers the two dimensions together (integration); Lourdes Sanctuary disjointedly (separation). A rich variety of data sources is used: informal discussions, participant observation, in-depth interviews. A retrospective and a real-time perspective are combined using different kinds of informants.

Findings: Preliminary findings show that there are four drivers determining customers' behaviours in co-presence settings. They are: core values (personal dimensions-values), behavioural norms (personal dimensions-behavior), organizational culture (pilgrimage culture) and organizational repertoire (pilgrimage practice implementation). Each one is composed by a set of codified items (respectively: beliefs, habits, sense giving, practical issues) and belongs to either an individual (linked to the person) or a social level (linked to the pilgrimage), depending on its nature. The drivers (empirically derived) represent forces influencing customers' behaviours. Furthermore, a taxonomy of these behaviours is going to be developed.

Originality/value: Spirituality is receiving growing attention in a variety of disciplines (Theology, Sociology, Anthropology, Health Sciences, Psychology and Management and Organization). In CR it has been given little consideration (only sacred vs. profane; materialism vs. spirituality). Marketing literature shows two opposite processes: attribution of spiritual connotations to something material and appropriation of profane nuances by something sacred. This study makes advances in introducing the concept of co-presence, and considering a context neglected until now: the service/experience one.

Research implications/limitations: The outcome of the study is a conceptual framework, generating knowledge about the dimensions and mechanisms of spirituality-marketplace elements co-presence. To mitigate case-method bias, various data-sources including different informants and a double timing perspective were used.



Practical implications: The framework represents a useful tool for companies to: understand whether customers play by the rules, bend or rethink them to create their own experiences; recognize the triggers from which customers' behaviors depend; (re)design company's processes and spaces properly; help the local community's attractiveness.



Abstract 51

The crucial role of public subsidies in the hotel industry

Tundis Enrico
University of Trento, Italy
enrico.tundis@unitn.it

Gabriele Roberto
University of Trento, Italy
roberto.gabriele@unitn.it

Zaninotto Enrico
University of Trento, Italy
enrico.zaninotto@unitn.it

Keywords: public subsidies, regional policy, hotel industry, counterfactual models

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: This paper undertakes an ex-post evaluation of the impact of public subsidies aimed at co-financing capital investments of micro and small hotel businesses in a regional context.

Design/methodology/approach: We use a matching approach to quantitatively assess the impacts of subsidies. In particular, we employ a Conditional Difference-in-Differences estimator to control for time invariant unobserved heterogeneity, e.g. managerial ability. The empirical domain of analysis is the hotel industry in the Province of Trento and the subsidies granted within the Provincial Law 6/99. The time window under scrutiny is 2002-2006.

Findings: Our results show that subsidized hotels compared to non subsidized ones received benefit from public subsidies in several respects. In particular, the available data enabled us to investigate the effects on occupancy rate, the variability over time of the occupancy rate, the revenues per available room and the labor productivity. Results show that subsidised hotels have on average an higher occupancy rate and a lower variability over the year of occupancy rate. Moreover, such hotels benefit from an increase of revenue per available room and, even, a raise in labor productivity.

Originality/value: The paper sheds light on the effect of a regional subsidy policy targeted to micro and small hotels. The study considers localization aspects, namely the touristic destination, the proximity to touristic demand-generating points, the concentration of hotels in neighbourhood. The local dimension allows controlling for multiple sources of public intervention and the focus on a single narrowly defined sector to reduce ex-ante heterogeneity of firms considered.

Research limitations/implications: The evaluation exercise depends on the local conditions and on the particular structure of the setting under exploration. We would express caution to normatively extend our results to other contexts if they present different characteristics.

Practical implications: The competitiveness of subsidised hotels was stimulated through the policy. Indeed, the results would provide the tools to implement new evidence-based policies. Hotels should be prepared to exploit the additional money coming from the policy maker.



Abstract 53

Determining the key factors contributing to the ticket purchases of Afrikaans Film Theatre in South Africa

Viviers Pierre-Andrè
North-West University, South Africa
pierreandre.Viviers@nwu.ac.za

Botha Karin
North-West University, South Africa
karin.Botha@nwu.ac.za

Keywords: Afrikaans Film Theatre, Purchase Behaviour, Marketing

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the study: The Afrikaans Film industry in South Africa is far from established. Little is known about the profile and purchase behaviour of this market. The purpose is thus to determine the key factors contributing to the ticket purchases of Afrikaans Film Theatre in South Africa.

Design/methodology/approach: The questionnaire for this study is adapted from Botha's (2011) measuring instrument on the aspects contributing to the ticket purchases of theatre productions. This is a quantitative study and the questionnaire used to collect the data was self-administrated. The data collected from the survey was captured in Microsoft Excel. SPSS software was used to analyse the data by means of an exploratory factor analysis, ANOVA's and t-tests.

Findings: The results of the Exploratory Factor Analysis from the survey data revealed 5 factors all of which were valid according to their CA values and important according to their mean values based on a 5-point Likert Scale. These factors comprised of Proudly Afrikaans (mean value: 3.784); Leisure Activity (mean value: 3.554); Marketing (mean value: 3.522); Quality Facilities (mean value: 3.500) and Production Credentials (mean value: 3.477). The findings stated that middle-aged and older attendees (36 years and older) are more influenced by Production Credentials and that individuals who attend Afrikaans films more (3+ per year) are generally more influenced by Proudly Afrikaans.

Originality/value: This was the first study of its kind in South Africa. This paper contributes to the growth of this young Afrikaans film industry, as well as the literature base on purchase behaviour within the film theatre context.

Research limitations/implications: Its recommend that the same survey also must run at different cinemas to compare it to the arts festivals data.

Practical implications: It's recommended that the marketing campaigns, especially emphasises that local Afrikaans stories are told by local Afrikaans storytellers and depicted by local Afrikaans actors to local Afrikaans audiences. Improve the quality of these Afrikaans films.



Abstract 54

Permanent-Tourist and Second Home Owner – Host Relations in Turkey

Waller Imren
The University of Central Lancashire, United Kingdom
iwaller@uclan.ac.uk

Keywords: permanent tourists, second home owners, host-guest relations, integration, impacts

Type of presentation: Oral Presentation

Structured abstract:

Purpose of the Study: The aim of this study is to understand permanent tourists (second home owners) and their main motivations for semi-migration as well as critically exploring the views of both hosts and permanent tourists as well as the social-cultural and political engagement between the two groups.

Design/methodology/approach: This is a qualitative case study focusing on understanding respondents' feelings, patterns of behaviour and experiences via the use of semi-structured interviews. The first phase of data collection comprised a case study of 13 members of the local Turkish community. This presentation contrasts these views with those of 25 UK permanent tourists in the same region interviewed in the second phase of the study.

Findings: The study found that the local population is largely positive about the impact of permanent tourists, though this is often colored by political and religious views and the expectations of the different communities. Locals believe that permanent tourists do not generally learn the local language and live in their own enclaves. These findings were confirmed in the interviews with the British permanent tourists. It was also found that despite permanent tourists spending more time in the host country and owning property, their relations still do not go beyond largely superficial interactions with the host community.

Originality/value: Little study has been done on the impact of permanent tourists in Turkey. The Scientific and Technological Research Council of Turkey (TUBITAK) stated in 2008 that "the issue remains relatively untouched in the case of Turkey" despite there being 111,200 properties in Turkey owned by foreign nationals of which 35,249 are British-owned (Turkish Foreign Land Registry Office, 2011). This study aims to investigate this overlooked phenomenon in Turkey.

Research limitations/implications: Although the interviews were undertaken with a cross-section of Turkish society and different social views many of the respondents were self-selecting. The permanent tourists, in particular, were less varied in the age range and viewpoints.

Practical implications: This study aims to contribute to understanding a fairly unexplored area of research to inform policy makers and those involved in the sector.





CBTS Organizing Committee

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

Elisa Ferrari (Conference Manager)

CBTS Organizing Committee Staff

Leoni Lisa

De Candido Barbara

Valentini Brigitte

Götsch Hugo

Felder Juliane

Steiner Markus



