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# Consumer Behavior in Tourism Symposium 2014

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## Collection of Abstracts

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

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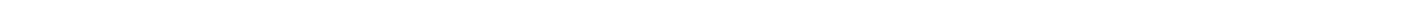




## **Collection of Abstracts**

### **Consumer Behavior in Tourism Symposium 2014**

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





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## Abstract 2

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

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**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.

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#### **Abstract 4**

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

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**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



## Abstract 5

### Evolution of tourism flows and regions. Evidence from Italy

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**Keywords:** tourism flows, Italian tourism, Italian territories

**Type of presentation:** Oral Presentation

#### **Structured abstract:**

**Purpose of the study:** Tourism in Italy has different aspects which have to be analyzed. The financial crisis had a strong impact, especially on domestic tourism. In the past fifteen years there have been many changes in tourism customers. First of all, the use of new technologies, secondly the changes in tourists have helped in changing the features of tourists. Also from a supply point of view there have been many changes in order to understand and change the attractiveness a specific region. The main purpose of this paper is to understand and analyze differences between the attractiveness of Italian provinces in the past fifteen years, both from a demand and a supply point of view. We will identify some tourist's features and their change in this period of time and some indexes in order to understand and modeling Italian provinces, according to some characteristics.

**Design/methodology/approach:** The methodology used will be cluster analysis. We will analyze tourism flows on different Italian provinces in four different year (1998 - 2003 - 2008 and 2013), in order to understand the difference in the past fifteen years. Using data from the International tourism survey of the Bank of Italy we will focus on the demand dimensions and the attractiveness of Italian provinces.

**Findings:** Italian provinces have been clustered showing differences between the past fifteen years, indicating how the attractiveness of specific tourists has changed the features of the different territories.

**Originality/value:** This study is about provinces using secondary data. Using municipalities data may help in find more similarities at local level.

**Research limitations/implications:** This study is about provinces using secondary data. Using municipalities data may help in find more similarities at local level.

**Practical implications:** Implications are linked to local policies. Provinces with similarities may cluster together in order to coordinate tourism promotion efforts or they may use best practices in order to compete on differences between regions.

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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

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**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.

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



## Abstract 8

### Chinese Consumer Behavior: Luxury Wine Consumption and The Impacts on Tourism

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**Keywords:** consumer behavior, tourism, conspicuous consumption, luxury wine, Chinese consumers

**Type of presentation:** Oral Presentation

#### Structured abstract:

**Purpose of the study:** This study aims (1) to explore what Chinese people motivate them to consume wine, and how their motivations represent a conspicuous consumption pattern, (2) to provide the wine consumers' profile in China (3) to provide guidance to those selling fine wines to Chinese consumers both in China and abroad as they travel.

**Design/methodology/approach:** A self-administered motivational survey of 28 items (N = 250) was administered at the 2nd China Dalian International Wine and Dine Festival (首届大连国际葡萄酒美食节) between the 4th and 7th of July 2013. The questionnaire included 28 items using a five-point scale (1 as strongly disagree and 5 as strongly agree) that examined the motivations of purchasing wine.

**Findings:** The results showed that three statements had relatively higher mean scores: "I may regard luxury wine as gifts for others, to show my status"; "I buy wine and gift to others, because it helps create better relationships". In contrast, the following items appeared to be less important to the participants: "By choosing a wine product with an exotic look and design, I show my friends that I am different"; "I would buy an interesting and uncommon bottle of wine otherwise available with a plain design, to show others that I have an original taste". The findings suggest that the participants' motivations of purchasing wine are not so much about what you think of yourself as it is what you do for others.

**Originality/value:** While research into behaviors that surround the consumption of wine has found that Chinese consumers tend to purchase wine primarily for social occasions, don't buy wine for thirst-quenching or drinking during meals (Balestrini and Gamble 2006); research into why Chinese consumers are motivated to purchase wine are unclear. The importance of social status is vital when marketing to Chinese middle class consumers because many of their motivations. Social needs predominate over individual needs, and group goals predominate over individual ones; an individual with collectivist self-concept living in a collectivist culture emphasizing connectedness, harmony and cohesiveness with in-group members.

**Research limitations/implications:** The findings have implications for marketing, given the increasing purchasing power of a growing Chinese middle class that does not see one's social class as primarily reflecting one's income level. By marketing how a product will help the owner solidify status; by showing off without being seen to do so, and thereby showing maturity and subtlety, rather than ostentation; the study will help marketers look beyond buyers' income levels to understand the social and cultural factors which influence Chinese consumption patterns.



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

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**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.

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## Abstract 12

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

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**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.

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## Abstract 14

### The Role of Elevation in the Performance of French Ski Areas

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**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

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**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.

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## Abstract 16

### From place to Super Ego

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**Keywords:** tourism, place, transition, society, psychology

**Type of presentation:** Oral Presentation

#### Structured abstract:

**Purpose of the study:** Our purpose is to define all the stages of the tourism in the process of transition from places, or physical attraction, to intangible benefits or emotional experiences, in order to detect at which point we are in the transition, to predict the future demand.

**Design/methodology/approach:** The approach of this research is multi-disciplinary. In fact, the methodology is borrowed by Economics and Demography, in order to apply the concept of demographic transition to tourism studies. In the following part of the paper, the Freud's triadic theory of Es – Ego – Super Ego is utilized, to detect past, present and future characteristics of tourism demand.

**Findings:** On the diachronic line, many elements influenced tourism: economy, population density, increasing resources' costs, pressures of societal needs, climate change. Along this line, we discover that the final point could be a self-fulfilment, which triggers both sustainable places development and personal empowerment. The main findings of the study are: Es is strictly connected to the physical enjoyment of natural resources; Ego is awareness and responsibility which allows to avoid physical and social dangerous effects for acting rationally; Super Ego is the moral personal development which arises when we recognize the inner-self and the respect for both society and environment.

**Originality/value:** Put in these psycho-analytic terms, it is possible to detect which economic or environmental elements ease or block the educational process, beyond tangible towards intangible assets of tourism. Paradoxically, it emerges that the main threats can also trigger opportunities: from economic crisis to green economy, from overcrowding to cultural encounters, from oil-cost to carbon-neutral vehicles and clean energies, from climate change to environmental awareness; from place exploitation to Super Ego.

**Research limitations/implications:** We have not exhaustive answers, but we suggest that tourism can be analysed through several passages. Tourism behaviours are usually changing from individualistic impulses, connected to physical qualities, to socio – economic, cultural influences.

**Practical implications:** The practical implications deal with travel opportunities, not anymore connected to oil cost consequences, but to managerial solutions. In fact, because of the economic crisis and climate change, new ideas are opening new possibilities.







## Abstract 18

### Modernity Packaged in Nostalgia: A Postmodernist Analysis of the “Old Shanghai” Tourist Attractions

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**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.











## Abstract 23

### **Turning struggles into possibilities: The promise of culturally grounded narratives for promoting diaspora tourism**

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**Keywords:** mobility, diaspora, tourism, Ukrainian, narrative

**Type of presentation:** Oral Presentation

#### **Structured abstract:**

**Purpose of the study:** Mobility-related stress may be alleviated through diaspora tourism, often promoted through factual advertisements. To document whether this approach is most effective, immigrants were asked to assess informativity, credibility and persuasiveness of a culturally grounded narrative (created based on immigrants' living mobility experiences) or factual text.

**Design/methodology/approach:** Ukrainian immigrants in the US were interviewed about their mobility experiences, adjustment challenges, and coping strategies. A culturally grounded narrative encouraging diaspora tourism as a mean of coping with stress was created from the results of the interviews. Using an experimental design, the effect of the narrative was assessed via an on-line survey administered to a sample of Ukrainian immigrants across the US.

**Findings:** The interview results indicated that immigrants had experienced high mobility-induced stress, economic difficulties, and issues with acculturation and adjustment. They also presented a longing for their homeland and expectations that diaspora tourism will alleviate stress and improve happiness and quality of life (QOL). These results were incorporated into a culturally grounded narrative enhanced with a behavioral example of diaspora tourism. The results of the on-line survey, which allowed for a comparison of the narrative and neutral text, demonstrated that immigrants perceived the narrative to be significantly more credible, informative, and persuasive for diaspora tourism promotion than factual text.

**Originality/value:** This study innovatively brings together the fields of immigration studies, tourism, and communications to address a link between imaginaries and narratives of mobile and touristic experiences (Wood, 1998). Results demonstrate that immigrants perceive diaspora tourism to contribute to overall QOL. When the benefits of diaspora tourism are promoted through a culturally grounded narrative (rather than factual text) they are perceived more positively. This perception may lead to enhanced QOL.

**Research limitations/implications:** Limited by its focus on Ukrainian immigrants and their distinct experiences, this is the first study to practically demonstrate how a culturally grounded narrative promoting diaspora tourism is created and assessed.

**Practical implications:** The findings are useful for practitioners charged with promoting diaspora tourism, agencies looking for alternative coping strategies for immigrants, and researchers interested in the link between tourism, mobile populations, and QOL.

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## Abstract 24

### Adoption and impact of marketing performance assessment systems among travel agencies in Italy

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**Keywords:** marketing performance measurement, marketing performance assessment, travel agencies, travel agents, performance indicator

**Type of presentation:** Oral Presentation

#### **Structured abstract:**

**Purpose of the study:** The purpose of the study is to analyze the current adoption and use of Marketing Performance Assessment Systems (MPAs) by travel agencies operating in Italy. Moreover, the paper intends to test the link between the use of (general and industry specific) marketing metrics and the overall performance improvement of travel agencies.

**Design/methodology/approach:** A cross-section approach is applied. Data are collected, through an online questionnaire, from a sample list of 1,000 travel agencies operating in Italy. Data analysis will be based both on descriptive statistics and, depending on sample adequacy, on structural equation modeling.

**Findings:** Currently available findings suggest that, on average, some indicators (e.g., sales/margins and customer satisfaction indicators) are largely diffused, but a comprehensive marketing performance assessment systems is often missing.

**Originality/value:** Overall, only a few studies have specifically investigated marketing performance measurement in tourism. To the authors' knowledge, none of them is focused on the travel agencies' sector. This study will contribute to fill this gap. In addition, the findings will provide evidences to understand whether the adoption of MPAs is linked to the overall performance of travel agencies.

**Research limitations/implications:** The cross-sectional approach overlooks the processes behind Marketing Performance Assessment Systems' (MPAs) adoption and use. New studies taking a longitudinal perspective would be particularly valuable to reinforce our findings.

**Practical implications:** The findings provide travel agencies both with an overview of Marketing Performance Assessment Systems' (MPAs) adoption in their sector and with evidences about the impact of MPAs overall on performance.

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## Abstract 25

### **Destination beliefs, event satisfaction and post-visit attitudes in event marketing. Results from a tourism experience.**

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**Keywords:** destination beliefs, event satisfaction, post-visit attitudes, product receptivity

**Type of presentation:** Oral Presentation

#### **Structured abstract:**

**Purpose of the study:** The objective of the study is to analyze the relationship between destination beliefs and tourism experience, verifying how this interaction is able to influence both post-visit attitudes and product receptivity.

**Design/methodology/approach:** The study aims at providing additional knowledge in research lines on tourism destination image, event satisfaction and post-visit attitudes by developing and testing an interpretative model. The research model is tested through an empirical survey conducted on a sample of visitors of the event "Luci d'Artista" of Salerno in order to examine the interactions between destination beliefs, event satisfaction and post-visit intentions.

**Findings:** Empirical evidence has shown that destination image plays an important role in influencing destination selection and immediately following behaviors, i.e. visitor experiences, satisfaction and future behavior (intention to revisit and word-of-mouth). Although several authors have emphasized the existence of a correlation between destination beliefs and tourist satisfaction, few studies have confirmed this link with reference to events. The results of the study aspire to test these relationships in the context of tourism events.

**Originality/value:** Once empirically verified the relationship between destination beliefs and event satisfaction, the results will be addressed to evaluate the perceptual and behavioral consequences in terms of post-visit attitudes (event loyalty and word-of-mouth) and intention to buy local products. To the best of our knowledge this is the first study which combines the analysis of the destination beliefs with the construct of event satisfaction.

**Research limitations/implications:** From a theoretical point of view, the research aims at contributing to the current literature by identifying and analyzing two main constructs (destinations beliefs and event satisfaction), which may influence the decision-making processes of tourism event participants.

**Practical implications:** The study suggests event management strategies which can ensure both event loyalty and curiosity towards the hosting destination and its local products, leveraging on place reputation together with the overall quality of the event.

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## Abstract 26

### Between relaxing and adrenaline rush: toward a better understanding of adventure tourism motivations

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**Keywords:** destination beliefs, event satisfaction, post-visit attitudes, product receptivity

**Type of presentation:** Oral Presentation

#### Structured abstract:

**Purpose of the study:** This paper contributes to a theoretical understanding of adventure tourism in natural park of the Friuli Venezia Giulia Region (North Est of Italy) in two ways. Firstly it studies the motivational factors which are detrimental for skilled adventure tourists' involved in hard adventure activities (i.e. trekking, wilderness hiking, mountain climbing, mountain biking, rafting, canyoning, hang gliding, down hill bike and orienteering). Specifically the research focuses on "rush" as the main motivational factor for skilled adventure practitioners. Rush is a particular kind of excitement associated with the physical performance of a specific adventure activity. Secondly the present research aims to analyse the influence of risk perception of each one of different hard adventure tourism's activities under investigation and of its interaction with behavioural intention.

**Design/methodology/approach:** The Friuli Dolomiti Alps Natural Park was used as a case study. A visitor survey was conducted on 317 skilled adventure tourists at the end of their experience in the park. The sample was selected on the basis of visitors' participation in hard adventure activities that include risk and challenge intercepted. The survey included the individual's risk perceptions inherent in many hard activities. Specifically this study using stepwise regression analysis investigated the direct effect of motivations on visitors' behavioural intention. Then, in order to test the moderating role of risk perception on the relationship between different motivations and behavioural intention a regression analysis was conducted

**Findings:** The analysis of motivation factors in relation to participation of hard tourism adventure activities indicates that "activity related motivations" is a multi-dimensional phenomenon comprising four distinct motivational factors (i.e. Nature; Rush; Contemplation and Socialization). Second the step wise multiple linear regression results show that nature is the only motivational factor that and tourists' behavioural intention. Finally the results from the regression showed a significant interaction effect between risk perception and motivational factors on the behavioural intentions.

**Originality/value:** The paper summarizes motivational factors for adventure tourists decision to revisit a park especially "nature" and "rush" which are worthy of increased research attention

**Research limitations/implications:** Our paper has its limitations that can provide directions for future research. Firstly our research is connected to the cross sectional nature of the data. Secondly we tested our hypotheses by using a sample from a limited area.

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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 28

### Changing Mobility Routines. Car Use in Leisure Among Younger German Adults.

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**Keywords:** mobility, travel behaviour, time series, mixed effects model, logit

**Type of presentation:** Oral Presentation

#### Structured abstract:

**Purpose of the study:** Planning and policy institutions as well as mobility providers face the challenge to provide long-term information on demand for transport capacity and mobility preferences. The analysis identifies drivers of car propensity in two different settings: leisure and work-related trips in order to understand mobility preferences.

**Design/methodology/approach:** German Mobility Panel data (MOP) is analysed in order to understand car use in different settings of which two are of special interest: work-related and leisure trips. Drivers of car propensity in these two settings are studied with econometric methods. Due to the panel and hierarchical design of the data mixed effect models are used. The outcome is modelled as a discrete variable.

**Findings:** General changes in travel behaviour in Germany in the last years are described and shown, e.g. changes in total trips, trip length, modal split and trip reason, car availability. These findings are presented for different age groups. The econometric analysis reveals that gender differences in travel behaviour dissolve and car use depends much more on other drivers. Car use on work trips is strongly influenced by external restraints, on leisure trips individual drivers have a huge impact. The travel behaviour of young adults is of special interest in this analysis because if their preferences will be stable, their actual behaviour shows what mobility providers and destinations might expect from the future.

**Originality/value:** Due to the slow-paced nature of changes in travel behaviour the identification of variations in mobility routines on the basis of cross-sectional data (often with changing data collection methods) is difficult. Therefore, in the paper longitudinal panel data is used and analysed with appropriate models accounting for the characteristics of the unique data set. Car propensity is of interest for a lot of stakeholders in the mobility sector.

**Research limitations/implications:** The data focuses on daily trips, restricting modelling results to shorter holiday and leisure trips. Nevertheless, are the findings relevant for the tourism industry, e.g. the dissolving of gender differences in travel behaviour or the changing car propensity.

**Practical implications:** Among younger adults different travel options are considered more thoroughly, using the car being only one of them. Destinations and mobility service providers need to inform appropriately about their services.



## Abstract 29

### Assessing the negative impact of compromised water resources on the recreational value of tourists

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**Keywords:** development impact, choice modelling, attributes, estuary, policy

**Type of presentation:** Oral Presentation

#### Structured abstract:

**Purpose of the study:** Increased demand for freshwater has led to inadequate water inflows and a degradation of natural environment of estuaries, which can affect the tourism demand. The research focused on guiding and optimising the tourism potential of the Mgobezeleni estuary, South Africa. The research had two aims: a) to generate independent socio-economic information regarding the estuary b) to investigate whether the cumulative negative water impacts on the estuary could reduce its long term potential recreational value yield to the tourists.

**Design/methodology/approach:** The methodology used for the first objective included on site interviews with key stakeholders. Second methodology was to identify and define strategies and investment operational options for the Mgobezeleni estuary through appropriate choice experiments, surveys administered to elicit choices and to calculate welfare changes related to different choices. Once choice models were estimated, marginal willingness-to-pay (WTP) values were calculated by applying the CE method. Three different choice model specifications were used: a conditional logit (CL) model, a heteroskedastic extreme value (HEV) model and a random parameters logit (RPL) model. A number of issues were identified from the interviews: boat congestion, public accessibility, recreational usage services, water sports activities.

**Findings:** The results from the CE models revealed that tourists were willing to pay more for an estuary management strategy that decreased the boat congestion, increased (bettered) public accessibility to the estuary, increases the quality and amount of services attached to recreational usage and decrease only certain types of water sport activities.

**Originality/value:** The research focused on guiding and optimising the tourism potential of the Mgobezeleni estuary, South Africa.

**Research limitations/implications:** One of the weaknesses of the CE method is that is subject to strategic behaviour from the respondents. Using the results of the CE, policy makers can implement regulatory policy in order to guide and optimise the tourism potential the estuary.

**Practical implications:** The research contributed to generate independent socio-economic information regarding the estuary and can help policy makers to investigate whether the cumulative negative water impacts on the estuary could reduce its long term potential recreational value yield to the tourists.

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## Abstract 30

### Recurrent spatial mobilities and dacha tourism in Russia

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**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.

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## **Abstract 31**

### **The changing ecology of Australian second homes**

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**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.









## Abstract 34

### Who am I? How compelling storytelling builds personal reputation

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**Keywords:** storytelling, archetypes, sharing economy, trust, reputation

**Type of presentation:** Oral Presentation

#### Structured abstract:

**Purpose of the study:** The work explores whether storytelling may be a powerful predictor of reputation building in on-line tourism communities. Personal descriptions are interpreted as a storytelling activity enabling members to access the services of a travel community, within the sharing economy paradigm, by facilitating personal reputation building.

**Design/methodology/approach:** This study adopts a quali-quantitative approach to analyze profile descriptions. Within the qualitative paradigm we interpret storytelling through the degrees-of-freedom instrument (DFA) and through the Archetypal Story Pattern Instrument (ASPI). The quantitative methodology involved Latent Class Analysis (LCA) in order to find groups with different reputation. Finally, a logistic regression analysis based on Akaike's information criterion (AIC), allows to investigate the predictors of high reputation.

**Findings:** The findings show that powerful storytelling is effective in reputation building within collaborative communities. The qualitative data show that personal descriptions of community members can be defined proper storytelling and enact archetypes. As for the quantitative analysis, the logistic model which best predicts the level of reputation was based on the following independent variables: (1) the length of time since the profile is present in the online platform ( $p < 0.01$ ); (2) the Archetype of the Sage of the profile ( $p < 0.1$ ); (3) the post-journey phase in the storytelling of the profile ( $p < 0.05$ ).

**Originality/value:** While blogs (Woodside 2010) and online reviews have been shown to be storytelling activities, profile descriptions have not been investigated yet. Nonetheless, it is key element in online communities. In the sharing economy context, which is not devoid of uncertainties and risks, members have the need to present themselves as trustworthy people and to build a strong personal reputation. The mixed methodological approach used ensures the validity of the study.

**Research limitations/implications:** The research focuses on a specific platform, and the validity of the findings in other communities remains to be assessed. The study investigates written narratives. Future research should also explore visual content.

**Practical implications:** The findings reveal opportunities for peer-to-peer communities, traditional companies, and social businesses. In order to build reputation, marketers should design tools and platforms able to trigger travelers' desire to express their individuality through personal descriptions.

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## Abstract 35

### Second home tourism in change? Leisure patterns and valuations of Generation Y

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**Keywords:** second home, tourism, Generation Y, Finland

**Type of presentation:** Oral Presentation

#### Structured abstract:

**Purpose of the study:** This presentation is based on a study of the future of second home tourism in Finland. In the study we ask, are the future generations interested in second home tourism? How important second homes are to the leisure patterns and valuations of Generation Y?

**Design/methodology/approach:** The study is based on a questionnaire survey sent to 4 000 Finnish citizens out of which 29,7% were finally returned. Using the birth year 1982 as the dividing line (Benckendorff et al. 2010; Strauss & Howe 2000), respondents aged 15-30 were set apart for the analysis (N=160). The youth were compared with the older respondents in terms of their current access and use of second homes as well as valuations related to second home tourism.

**Findings:** According to the results, the youth spend significantly less time at a second home than older generations and they owned a second home only very seldom. However, the youth had access to second homes equally often as older respondents and they were even more eager to get a second home in the future than older respondents. There were no differences in the valuation of amenities at second homes and the youth did not appreciate services and leisure facilities any more than older respondents did. Social values and family togetherness, however, were valued higher by the youth than older generations.

**Originality/value:** The study casts light on a matter that is potentially important for the future of leisure traditions and rural development in Finland and other Nordic countries (Pitkänen & Vepsäläinen 2008). In these countries, second home tourism is one of the most popular forms of nature-based recreation. A recurrent explanation for its popularity is the idea of post-war baby boom generation's return to their roots in the countryside. Younger generations, however, do not share a similar life history in the countryside and human-nature relationship than older generations. Therefore it has been feared that young people are losing interest in second homes (see also Marjavaara & Lundmark 2013) and that the generational shift may have severe consequences on the future of second homes as well as rural economies.

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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 36

### **Investigating impacts of anthropogenic climate change acknowledgment and the role of vacation travel in identity centrality in tourism mobility decision-making**

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**Keywords:** anthropogenic climate change, identity centrality, Sweden, tourism mobility decision-making, young consumers

**Type of presentation:** Oral Presentation

#### **Structured abstract:**

**Purpose of the study:** This study informs the attitude-behaviour gap in sustainable tourism. We investigate mixed-motivational conflict between two factors affecting consumers' demand for and use of sustainability information around tourism mobility decision-making: acknowledgment that anthropogenic climate change is occurring, and the role of vacation travel in identity centrality.

**Design/methodology/approach:** To better understand the attitude-behaviour gap in sustainable tourism, an online consumer panel of 178 young Swedes, aged 18-30, completed an online survey, using binary response options, investigating mixed-motive decision-making. Conflicts between acknowledgment that anthropogenic climate change is occurring and the role of vacation travel in identity centrality are investigated, and associations with the demand for and use of sustainability information in decision-making discussed.

**Findings:** We find hypermobile young Swedish travellers may hold conflicting attitudes to anthropogenic climate change and the role vacation travel mobility plays in identity centrality, resulting in the oft-noted sustainable tourism attitude-behaviour gap. Various theoretical explanations are advanced to account for this gap (e.g. Juvan & Dolnicar, 2014), however, to date, an understanding of the complex psychological decision-making task of reconciling mixed motives in decision-making is absent from this discussion. Recent findings in neuro-science (e.g. Jarco, et al., 2011) implicate the activation of different parts of the brain in such decision-making circumstances. This process is explained and related to our findings.

**Originality/value:** The psychological process of mixed-motivation resolution has not been dealt with in relation to sustainable tourism. Our results contribute to understanding the role of this psychological process in reconciling awareness of and concern for one's contribution to climate change and, simultaneously, the eager participation in tourism mobility as a means to help construct one's sense of identity.

**Research limitations/implications:** Identity formation is a critical life task for our sample of young consumers. We study young, hypermobile consumers in one European market only. We use binary-response options in order to capture belief, attitude and behavioural tendencies (see Dolnicar and Grün (2007) for advantages of binary questions).

**Practical implications:** Given the persistence of the attitude-behaviour gap preventing the achievement of more sustainable tourism, a more-informed understanding of the explanation for this gap is critical for the tourism marketing and governance needed to narrow it.

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## Abstract 37

### Sports franchises as catalysts for tourism in an urban setting

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**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.

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## Abstract 38

### Multiplying Effect in Wine Tourism Development

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**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. A 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.

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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

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**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.

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## Abstract 43

### Lifestyle mobilities: mobile performances of home and place

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**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

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**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

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**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

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**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.

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## 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

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**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.

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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 attractivity.





## Abstract 49

### Tourist landscape preferences for agritourism: evidence from choice modeling in Umbria region-Italy

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**Keywords:** Agritourism, Nature 2000 Site, Choice experiment

**Type of presentation:** Oral Presentation

**Purpose of the study:** This study aims at understanding how specific territorial factors might influence consumers' choice for a weekend stay in agritourism. We analysed the willingness to pay (WTP) that can be derived exploiting the competitive advantage of offering hospitality in Natura 2000 sites (SCI) and/or with a good quality of the traditional agricultural landscape.

**Design/methodology/approach:** Choice Experiment (CE) methodology was applied considering 6 attributes: agritourism location; agricultural landscape quality; swimming pool; agritourism quality; distance from historical village; price for a night for 2 people stay. 160 questionnaires, submitted to visitors of agritourism, were collected during summer 2014 in Umbria (Italy). Data were analysed by means of a Mixed Logit model (RPL).

**Findings:** Along with WTP measures, the RPL model results state the importance of the attributes considered. The major contribution to respondents' utility is given by the presence of a high quality traditional landscape (34,7 €/night). It was found that the agritourism location (within SCI=24,1 €/night) and the presence of a swimming pool (26,8 €/night) have minor importance. Agritourism quality is the characteristic that assumes less importance (6,5 €/night) as well as the distance from a historical village.

**Originality/value:** Although several studies focused on the identification and valuation of the economic benefits associated with Natura 2000 Sites, as far as we know, no other study focused on the valuation of the competitive advantage that can be derived from territorial factors for rural tourism in monetary terms. This study provides an economic valuation of the premium price that could be derived from the quality of biodiversity and landscape in Italian rural tourism.

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Research limitations/implications: The results highlight how the sustainability (SCI) and the cultural content (landscape) of hospitality in rural areas are very significant factors to determine consumer choice for a weekend stay.

Practical implications: The study results point out that the enhancement of the territorial aspects is crucial for rural tourism managers because it provides a high premium price, hence the agritourism activities could be a win-win situation for sustainable land use.





## Abstract 50

### Residents' wellbeing and tourism: a case of Germany

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**Keywords:** satisfaction with life, tourism impact, German residents

**Type of presentation:** Oral Presentation

#### Structured abstract:

**Purpose of the study:** In the present study we investigate the impact of tourism on the overall utility of residents through the analysis of residents' satisfaction with life. This analysis informs relevant stakeholders on the effects of tourism on general wellbeing of residents.

**Design/methodology/approach:** In the present study we regress satisfaction with life of German residents, as indicator of general wellbeing of residents, on the tourism flows to their region. The analysis is conducted for the whole Germany distinguishing 96 regional policy regions (ROR) over the time period from 2006 to 2011. The analysis of the data is performed with the help of ordered multinomial logit panel regression model.

**Findings:** The analysis is performed over 19,729 households for whom data is observed for all 5 years under analysis. We find that the presence of tourists, measured as tourists' arrivals per resident, has a significant effect on the wellbeing of residents. This effect is non-linear and follows inverse U-shape pattern. Residents' satisfaction with life increases with the increase in tourists' arrivals density up to a certain point. After reaching this point the increase in tourists' density leads to gradual decrease in satisfaction with life of locals.

**Originality/value:** The present study is a first study of tourism impact on residents' lives using individual data for a representative sample of residents in the whole country, which permits to generalize the results of the study to the whole population of the country. It is a first study that explicitly takes into account the temporal aspect of tourism development through the analysis of the change in residents' wellbeing observed over 5 years.

**Research limitations/implications:** The use of secondary data extracted from GSOEP constitutes both a limitation of the study and underlines the importance of results as it demonstrates a direct relationship between satisfaction with life of residents and the presence of tourists.

**Practical implications:** The present study provides support to decision makers working on promotion of tourism as it shows that through the development of tourism it is possible to enhance satisfaction with life of local residents.

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## Abstract 51

### The crucial role of public subsidies in the hotel industry

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**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.

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## Abstract 53

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

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**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.

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## Abstract 54

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

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**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.

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