INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM
www.aiest.org

73rd AIEST Conference
Bolzano/ Bozen, Italy
August 25 – 28, 2024

Cultural differences as enabler for transformation and innovation

ABSTRACT BOOK

In alphabetical order according to the last name of the first author

Choice heuristics for visiting cultural sites:
a comparative study with two polar cases

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This study examines how tourists decide to visit UNESCO world heritage sites in the two polar cases Switzerland and Iran, representing developed and emerging tourism contexts, respectively. Using qualitative comparative analysis of 50 interviews, it identifies the role of choice heuristics - such as planning, spontaneity, and word-of-mouth - in these decisions. Findings suggest that while certain factors like word-of-mouth influence decisions across both contexts, the relevance of others, including planning, varies by location. This research illuminates the complex decision-making processes of cultural tourists and suggests practical strategies for tourism destination managers.

Key words: travel choices, choice heuristics, cultural tourism, decision making, qualitative comparative analysis..

Notes:

The impact of cultural difference on travel decision-making process among different generations

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The research aims to understand the decision-making processes of overseas travelers, with a focus on the distinctions among Generations X, Y, and Z, as well as cultural backgrounds (Eastern and Western). Three separate focus group interviews were conducted for each generation (Gen X, Y, and Z), totalling 90 study participants across 18 sessions, to comprehensively explore their decision-making considerations regarding overseas travel. The study findings unveil contrasting preferences: Eastern tourists prioritize timing, whereas Western tourists prioritize destinations. Generation X places emphasis on safety and personal interests, Generation Y favors family-friendly destinations, and Generation Z seeks novelty due to limited travel experience and pandemic-related restrictions. In Eastern cultures, collective decision-making processes tend to be lengthier. Furthermore, generational disparities emerge in information acquisition methods, with Generation X preferring videos, Generation Z favoring social media, and Generation Y utilizing online agencies. Understanding these dynamics is imperative for tailoring tourism offerings to meet the diverse preferences of each generation in the global travel landscape.

Key words: decision-making process, generation differences, cultural difference, travel behavior

Notes:

The effect of rural sustainable tourism service and perceived value on tourists' willingness to pay

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Are tourists willing to pay more for the rural sustainable tourism? We propose a conceptual model of how and why rural sustainable tourism service relates to tourists' willingness to pay through perceived values' effects. Data were collected from surveying 390 tourists who had participated in rural sustainable tourism in New Taipei City. The data analysis was conducted by structural equation model (SEM). Results show that rural sustainable service has indirectly positive relation to willingness to pay. In addition, perceived values mediate rural sustainable service's effect on willingness to pay. Moreover, we establish the indicators of rural sustainable tourism services and perceived values and clarify the mechanism to help promote the tourism industry. We discuss the implications of these results for both research and practice.

Key words: rural tourism, sustainability, willing to pay, perceived value

Notes:

Envisioning a regenerative tourism model for Destination Management Organisations

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This study explores the potential transition of Destination Management Organisations (DMOs) towards a regenerative-oriented operational model. This study employs a novel future-oriented methodology, that integrates normative scenario-building with the three-horizon framework. Utilizing a participatory approach, we conducted two workshops involving a total of 26 DMO stakeholders to identify key operating characteristics, as well as obstacles and enablers, in the journey towards adopting a regenerative tourism model.

Notes:

Anthropomorphism – A light-hearted way to trigger environmentally sustainable tourist behaviour?

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Given the promising empirical evidence of leveraging enjoyment to entice tourists to behave in more environmentally sustainable ways, we develop in this study messages based on the theoretical concept of anthropomorphism (the attribution of human characteristics to an inanimate object, in our case the hotel air conditioner). We test in a survey experiment whether tourists correctly interpret the emotions conveyed by the human-like air conditioner and whether these stimuli activate the targeted theoretical constructs. We then test those stimuli that pass this manipulation check at real hotels in a quasi-experimental field study to determine if air conditioner use is indeed reduced.

Notes:

Project-based learning in the context of a regional development project: sustainable tourism in the High Atlas of Morocco (reflection report)

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The study reflects the involvement of students in a regional development project with focus on sustainable tourism in Morocco's High Atlas Mountains. Using the project-based learning approach, students worked on project issues such as a bike master plan.

The reflection report shows that the students rated their learning progress as high. At the same time, the project owners will use most of the results for the ongoing project. The report examines the success factors based on literature.

The short study provides answers to the question of how cooperation between development projects and universities can be shaped into win-win situations for both sides.

Key words: regional development, sustainable tourism, project-based learning, High Atlas, Morocco

Notes:

Sports spaces and places: unveiling the role of experiences

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This study explores the meaning and relevance of spaces and places in sports consumption. In total, 96 structured interviews were conducted with participants involved in individual sports and team sports. The analysis revealed nine experience dimensions (aesthetics, education, entertainment, escapism, hedonism, intercultural contact, sensory perceptions, social interaction, and spatial elements). Space was related to the living space, destination space, and sport space.

Key words: destination space, sport space, experience, consumer behaviour

Notes:

The impact of an entrepreneurial family background of potential successors in tourism

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Building upon the theory of planned behaviour and family business literature we aim at examining the role of an entrepreneurial family background as an intergenerational influence on succession intention in the population of tourism students, and the underlying mediating effect of attitude towards business succession, perceived family support and family business self-efficacy. Findings provide a further insight into the inter-generational transmission of succession intention within business families.

Key words: succession intention, family business exposure, family business, theory of planned behaviour

Notes:

Contextualizing entrepreneurial motivation in family-run tourism businesses on the Island of Bali

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Community-based tourism relies on local culture, community participation and embedded entrepreneurship. Family-run businesses are integral to community-based tourism initiatives, yet the entrepreneurial motivations remain underexplored. Understanding these motivations is vital for tourism as well as community development. This study investigates personal, familial, and contextual factors driving entrepreneurial motivation in Bali's family-owned tourism homestays. Through qualitative interviews motivating factors are explored, revealing a diverse range of influences including family traditions, community ties, and cultural preservation. Findings contribute to a better understanding of entrepreneurial motivation in family-led enterprises and their role in community-based tourism initiatives.

Key words: family business, entrepreneurial motivation, community-based tourism, Bali, homestays

Notes:

The ski resort closes: what de-growth feels like
A case study from lower Austria

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The international discussion has discovered a new paradigm after times of over-tourism. At the centre of new sustainable strategies, de-growth is mentioned as the remedy. While this reorientation sounds good in theory, the question arises as to how such a process feels for those who are affected by it. This study examines the self-perception of a region where a significant shrinking process could be imminent due to the loss of the still snow-sure ski area. The results show that the potential change is perceived as a shock that is not only felt locally but regionally and that goes beyond the economic perspective.

Key words: winter tourism, sustainable future, resilience, perception of the local population

Notes:

Artificial intelligence and hospitality: analysing AI infusion in the European hotel sector

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Artificial Intelligence (AI) is now an integral part of the Fourth Industrial Revolution. The aim of this research is to shed light on how the hospitality sector is navigating this change by exploring perceptions of AI in its business model. Building on previous explanatory research, the research question is twofold. An empirical one, based on a survey of over 1000 hotels, to identify the key factors influencing the navigation towards AI-based solutions, and a theoretical one; whether it is more appropriate to characterise the expansion of AI as a process of infusion rather than diffusion.

Key words: AI, accommodation sector, diffusion of innovation, infusion of technology

Notes:

Exploring visitor satisfaction in a cultural heritage tourism destination: the role of tangible and intangible satisfiers

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Visitor satisfaction and its determinants are vital for the success of any tourism destination. Many studies have examined visitors' satisfaction, determining influential factors in forming overall satisfaction with a specific tourism destination. However, these studies have been conducted separately in different tourism destination types, characterised by disparate methodologies and disparate foundational datasets, precluding a coherent comparative analysis of the significant factors across different destination types. This paper deals with identifying the factors that determine overall visitor satisfaction with a stay in a cultural heritage destination based on heritage, history, and cultural interests – the Town of Český Krumlov in the further context of the tangible-intangible framework of destination quality resources and with comparison of overall visitor satisfaction determinants in nature-based tourism destination. The study employs a regression analysis as a consistent methodological approach to assess the impact of destination factors on overall visitor satisfaction. Our aim is to explore visitor satisfaction determinants across various tourism destination types, such as cultural heritage destination and nature-based destination, to compare the most significant determinants among these destination types.

Notes:

How should multiplier injections be handled in the hospitality industry within a scenario of full employment?

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There exists a dilemma between multiplier injections and full employment situations, whether these could remain beneficial. In fact can tourism sustainability be upheld. Should there be some sort of regulations over the multipliers, or should they be altered to reflect the exigencies of the situation of full employment? Finaly is innovation instrumental in sustainable tourism with the various multiplier injections? How can one arrive at a point to address the outcome of multipliers and achieve a tourism product that is improving on quality rather than quantity?

Key words: multiplier, full economy, sustainable tourism, innovation and competition

Notes:

Exploring the interorganizational knowledge exchange process in tourism: a study of antecedents, consequences, and barriers

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Independent yet economically interdependent, destination service providers need to coordinate their services to deliver a comprehensive tourism product to the costumer. Managing guest service chains effectively depends on knowledge exchange through cooperative relationships, necessitating overcoming barriers in the transfer process. Despite its significance, tourism research lacks thorough exploration of this topic. This study fills gaps by qualitatively identifying antecedents, consequences, and barriers in interorganizational knowledge exchange among destination service providers.

Key words: tourism destination, collaboration, destination management, knowledge transfer, boundary spanning, antecedents, consequences, barriers

Notes:

Bridging work and leisure in South Tyrol workation

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This study explores the current settings of workation projects in South Tyrol, where people find a place to work and vacation. Started as a regenerative phenomenon for workers who stayed at a holiday destination to conduct their activity remotely, workation is now becoming an organized form of hybrid tourism with places where knowledge, creativity and innovation can be exchanged between visitors and locals. Three major hotspots for workation presents possible determinants and practices to stimulate the shift from renting a work-station to being involved in the creative factory of a place.

Key words: workation, hybrid tourism, tourism policy, digital-workers, community development, sustainability

Notes:

Pawns or autonomous decision-makers?
Exploring decision-making autonomy as a key determinant of business traveler behavior

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This study, based on a large representative sample, investigates the complexities of business traveler behavior, focusing on decision-making autonomy. Utilizing factor and regression analyses, we aim to identify factors influencing autonomy and its impact on travel behavior. Anticipating diverse results, we expect insights into work-related and personal-demographic determinants. Higher autonomy is hypothesized to correlate with increased travel frequency and distinct traveler segments. The findings aim to inform tailored travel policies for a heterogeneous business traveler population.

Notes:

Destination reinvention and product development rooted in regional values and core competences: the case of PPP tourist attraction in Koenigswinter

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The goal of this contribution it to present the challenges of reinventing a major tourist destination after public-partnership regarding a lucrative tourist attraction (Sea Life) has ended and the private partner closed the operation. The data was collected during a practice project of the Bonn-Rhein-Sieg University of Applied Sciences with the City of Koenigswinter regarding the product development for this specific destination. The project applies a concept of product development in mature destination from the literature to help decision makers embark on a value-based tourist product development.

Key words: destination reinvention, river port city, regional values, core competencies, growth strategies, public-private partnership, product development

Notes:

'Muddling through' the wicked nature of the Airbnb phenomenon

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The exponential growth of the platform economy in recent years has challenged traditional economies in many countries around the globe. Arguably, the most prominent example in tourism is Airbnb, an online platform that enables people to list, find and book accommodation worldwide. In this paper we present a theoretical framework to not only better understand the wicked nature of the Airbnb phenomenon but also, using case examples from around the world, illustrate how governments have attempted to mitigate Airbnb's negative impacts. Analysing the sharing economy, specifically the Airbnb platform, through the lens of Karl Polanyi's Double Movement Theory, brings growing tension between markets and society into sharp relief. In the ensuing sections of the paper, with reference to Rittel and Webber (1973) we will then adopt a 'wicked problem' perspective to provide some analytical insights into how governments across the world have attempted to respond. Through the review of exemplary cases, considerable variation in governance and policy responses can be identified, which range from 'authoritative imposition' and 'problem avoidance' to 'collaborative dialogue'. It can be concluded that there is no one-size-fits-all governance approach that provides an adequate balance between regulation and innovation for all circumstances. However, despite some variation in the extent and speed of the adopted response strategies, it appears as though, over time, governments have tended to embrace a middle ground in the swing of the governance pendulum.

Key words: Airbnb, wicked problems, tourism, public policy, governance

Notes:

Polyphonic case studies: the emergence of a dialogical methodology in tourism research

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Communities case studies are gaining momentum in social sciences. We demonstrate their potential in tourism and sustainability research by illustrating how they can give voice to multiple stakeholders. Our review of 31 case studies published in Tourism Management and Annals of Tourism Research between 2018 and 2022 investigates different practices concerning how communities are defined and which perspectives are communicated. We argue that tourism research can become a trailblazer for other social sciences in empowering different actors and fostering more inclusive research.

Key words: community case studies, polyphonic narrative, qualitative research, sustainability

Notes:

Uncovering the most effective approaches to monitoring visitor flows through the Delphi method

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This research explores an innovative approach to optimising destination management, namely the monitoring and analysis of visitor flows in a tourist destination. Focusing on the dynamic nature of visitor behaviour, the study uses the Delphi method as its primary research tool. By synthesising expert opinions, we aim to identify the most effective ways of monitoring visitor flows. The paper aims to provide valuable insights for the tourism industry and assist destination stakeholders in implementing data-driven approaches to improve visitor experience and sustainable management.

Key words: visitor flows, tourism destination, spatial analysis, tourist behaviour, destination management, delphi method

Notes:

Bridging the science-policy gap in sustainable tourism: evidence from a multiple case study analysis of UNWTO INSTO sustainable tourism observatories

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While monitoring sustainable tourism (ST) has become popular, a clear implementation gap based on monitoring results has been acknowledged worldwide. The inadequate implementation might be linked to a knowledge gap on procedures, approaches and instruments to operationalise evidence-informed destination management. This paper addresses the role of the UNWTO INSTO observatories as innovative catalysts to foster concrete actions and a transformation of tourism at any level. Their catalytic role is explored by means of an exploratory and qualitative multiple study. Lessons learnt shed light on possible strategies to fill the science-policy gap at INSTO level and beyond.

Notes:

Mitigating generational conflicts in family tourism businesses: Traditional strategies and the role of artificial intelligence

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Family businesses play a crucial role in the global economy but face unique challenges due to generational conflicts. These conflicts often stem from differences in values, work styles, communication preferences, and technology adoption between older and younger generations. The impact of these conflicts includes misunderstandings, reduced collaboration, and lower productivity. Traditional strategies like mentorship programs and inclusive policies help bridge generational gaps, but integrating AI offers new possibilities by providing real-time insights and personalized solutions. This research explores how family businesses can effectively manage generational conflicts using both traditional and AI-driven approaches.

Key words: AI, family business, generational conflict, tourism

Notes:

Sustainability communication of a marketing hotel cooperation
The case of Private Selection Hotels & Tours (PSH&T)

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The marketing consortium Private Selection Hotels & Tours (PSH&T) is in a sustainability transformation process with all its 46 member hotels. An issue represents the "what" and "how" of sustainability communication. This contribution shows practical insights from a systematic website content analysis of the sustainability communication of all member hotels. The communication was assessed based on seven thematic focus areas of the project. The results were mixed, with some hotels already proactively communicating about their sustainability initiatives, while others are barely addressing them.

Key words: sustainability, communication, website, content analysis

Notes:

Complexity of tourism destination satisfaction:
systems thinking approach

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Visitor satisfaction is a common research area in destination marketing and management over last decades. The concepts of motivation, expectation, satisfaction, loyalty, revisit intention, and destination success are interconnected and essential for understanding the complexity of destination satisfaction issues. The aim of this paper is to reveal the complexity of destination satisfaction using systems approach. Systems thinking in a form of the Causal Loops Diagram (CLD) was used as the main method in our research. We built the systemic model based on the literature review to analyse the complexity of the destination satisfaction as a complex system. To depict the complexity of the defined model, we calculated the number of causal loops, in which all the variables are involved. The proposed model reacts on the previous models of destination satisfaction formation, which usually analysed a specific relation or relations, but do not cover the complexity of the destination satisfaction as a specific system.

Key words: visitor satisfaction, tourism destination, systems thinking, complexity

Notes:

Marketing effectiveness of destinations in the Czech Republic on social media

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One of the goals of the Destination Management Organizations (DMOs) is promotion of tourist destinations to attract visitors and stimulate economic growth of the region. This article presents a systematic analysis of the marketing effectiveness of DMO activities, focusing on their social media such as Facebook and Instagram.

Through a comprehensive literature review, this study examines marketing effectiveness of DMOs. Using an analysis of social media profiles of regional DMOs in the Czech Republic, the strengths and weaknesses of current destination management marketing will be identified.

Key words: destination management organization, destination marketing, social media, Czech Republic, Facebook, Instagram

Notes:

Longitudinal investigation of sport tourists' willingness to donate towards environmental conservation in the event destination

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This study aimed to uncover the relationship between the change in psychological perceptions towards the environment among sporting event participants and their willingness to donate towards environmental conservation. The survey was conducted among participants in the Ultra-Marathon in Japan at four different time points: before the event began and a month afterword. The study revealed that experiencing sporting events increases the willingness to donate to the conservation efforts of the destination. Changes in perception were significantly linked to the willingness to donate.

Key words: environmental concern, social norm, gratitude to nature, donation willingness, latent change modelling, longitudinal study

Notes: