



66th AIEST Conference
Malta
28th August - 1st September 2016

Tourism at and on the Sea
AIEST's Advances in Tourism Research - Perspectives of
Actors, Institutions and Systems

ABSTRACT BOOK

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

Sustainable Food and Cruise Tourism: The Guest Perspective

Hannes Antonschmidt, MODUL University Vienna

Klaus-Peter Fritz, FHWien der WKW

Dagmar Lund-Durlacher, MODUL University Vienna

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(Short) Abstract

This study investigates the attitude of cruise tourists towards food along several sustainability dimensions. It finds that health and cultural aspects are most important to cruise travellers. In particular, they value freshly-produced and local food. The study concludes that cruise operators should consider their guests' needs and expectations more when designing the food supply and especially find ways to better connect to the local food of the destinations they visit.

Key words: cruise tourists, sustainable food, willingness-to-pay, cruise management

Presentation: Session 1, August 29, 2016

Notes:

**The bay of Villefranche-sur-Mer
socio-economic attractiveness of antiquity to the present day
Commercial port, military and tourism**

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(Short) Abstract

Our communication concerns the dynamics of coastal activities of the bay of Villefranche-sur-Mer. Borrowing the concepts of territoriality (Chazaud, 2004), revisited in a historical perspective and development of natural territories (Bessy 2008), we explored the issue of development of the space coast of the harbor in the light of its activities past.

Three successive periods of trade stop, then the military presence at this vocation of tourist destination and water sports. The articulation of these three periods determines the multiplicity of contemporary offerings that leads the community in a sustainability policy and protection of the marine habitat through partnerships both scientific CNRS and association AIDA.

Key words: Coast, leisure, Riviera, regionalization, sport.

Presentation: Session 2, August 29, 2016

Notes:

Agents' Interactions in the Tourism Sector at Quito (Ecuador) and their Impact on Tourism Public Policies

Marcela Costa Bifano de Oliveira, Universidad Autónoma de Sinaloa

Thiago Duarte Pimentel, Universidade Federal de Juiz de Fora

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(Short) Abstract

This paper analyses the agents, their dynamic of relationships in order to generate tourism public policies/TPP, at Quito (Ecuador). Based on the Bourdieu social fields' theory applied to tourism, we used methodologically the concept of field is used as a heuristic tool to map out the agents at Quito and identify how they can interfere in TPP. The agents are not articulated to influence decisions and the TPP, which are not inclusive at all but, instead, contribute to reach the interests of small group. Thus, we could stretch some of field mechanisms that constrain the decisions in tourism agendas.

Key words: Bourdieu; Tourism; Public politics; Collective action.

Presentation: Session 5, August 30, 2016

Notes:

The theme of sustainability in public agendas of tourism in Brazil and Mexico from 1970's to 2010's decade.

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(Short) Abstract

The paper observes the sustainability theme as an issue of international agenda of tourism, since 1970 and its trajectory up to date. It specially addresses attention on public agendas of Brazil and Mexico. Contribution remarks the effects of tourism activities, regarding the impacts on tourist destinations. It presents partial results of a study that examined public agendas of these countries, basing on historical and sociological institutionalism approach, carried out through bibliographic and documentary analysis, and content analyses method. In conclusion sustainability issues appear diversely as a consequence of political convergences and conjuncture characteristics in each country, even though both of them were internationally inserted in the same discussions.

Key words: public policy, policy paths, institutional analysis.

Presentation: Session 4, August 30, 2016

Notes:

Reducing the environmental burden of hotels.

Sara Dolnicar, Professor

Ljubica Knezevic Cvelbar, Associate Professor

Bettina Grun, Associate Professor

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(Short) Abstract

Tourism harms the environment. It is acknowledged that tourism related activities are responsible for five percent of the global CO₂ emissions. Predictions are that this figure is going to more than double in the next 15 years. There are several ways how can tourism mitigate the negative environmental impacts. One way are governmental regulations. Those are reluctant to happen since supranational consensus is required but hard to be achieved. Another possibility is use of the technology. Paris COP 21 climate change talks concluded that technological progress will be one of the most powerful tools in mitigating climate change in the future. The third approach is related to the market measures. Those are mainly focusing in green marketing and eco-friendly certifications. The fourth option is changing human behaviour to be more environmentally friendly. Although theoretically interesting, changing human behaviour is highly challenging in practice. The tourism context makes this even harder because of its hedonic nature; people just want to let go and enjoy their holidays.

We developed and experimentally tested three interventions that have a potential of changing tourist behaviour in the tourism setting, specifically during their stay in a hotel. Our interventions are based on Equity and Stern theory. Experimental testing was done in a four star Bohinj Park ECO Hotel in Slovenia. Results will be presented at the conference.

Key words: Sustainable tourism; Climate change; Room cleaning; Experiment; Hotel

Presentation: Session 4, August 30, 2016

Notes:

What makes scuba diving operations successful?

Engelina du Plessis - North-West University TREES

Melville Saayman – North-West University TREES

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(Short) Abstract

The coastline of Portofino, a famous destination for the rich and famous, attracts thousands of visitors each year. Tourism product owners constitute a significant component of the competitive environment in this area in order to claim a piece of the tourism pie. For the local dive operators, the situation tends to be even more difficult when dealing with strict regulations concerning the marine protected area and a specific market. The identification of critical success factors could offer some insight into the management of these operations. In order to accomplish this, a qualitative research approach was followed by interviewing eight dive operators in the area of Portofino. It was clear that the critical success factor to manage a dive operation was unique to this area and differs from other tourism products by adopting a unique customer relations approach, an emphasis on safety, and the focus on providing a signature product. These results could assist managers of dive operations in identifying new opportunities in terms of management and sought out threats to the business.

Key words: Portofino, dive operators, management, critical success factors

Presentation: Session 1, August 29, 2016

Notes:

Leisure boat tourism
An impact study on residents' perceptions

Marika Gon, Università degli studi di Udine and Katholische Univeristät Eichstätt-Ingolstadt

Linda Osti, Freie Univeristät Bozen – Libera Università di Bolzano

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(Short) Abstract

The present paper analyses how impacts on leisure boating tourism are perceived by local communities. Therefore, authors, first, review the existing literature on issues related to leisure boating - nautical tourism and residents' impacts perceptions; then identify different segments within the local community according to their attitudes towards leisure boating tourism. Authors consider economic, socio-cultural impacts perceived by residents and related attitudes toward leisure boating tourism. Each cluster of residents is described and practical implications are developed for policy makers and destination managers, toward future tourism development and governance in the study area.

Key words: Leisure boat tourism, residents' segmentation, nautical tourism impact, coastal destinations, attitude surveys

Presentation: Session 2, August 29, 2016

Notes:

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| Squabbles over surfing sites: Contested access to newly valuable natural resources |
| <i>Daniela Guitart, Griffith University, Australia</i> <i>Aishath Shakeela, Griffith University, Australia</i> <i>Ralf Buckley, Griffith University, Australia</i> <i>daniela.guitart@griffithuni.edu.au</i> |
| (Short) Abstract Cultural and legal systems are used to control natural resources. Where resources change in value/scarcity over short time periods, conflict is commonplace. In the outdoor and adventure tourism sector, sites that can provide more desirable experiences are more valuable. This project aims to examine conflict over control of access to sites used by the surf tourism industry. |
| Key words: surf tourism, access, rights, stakeholders |
| Presentation: Session 2, August 29, 2016 |

Notes:

Economic Stagnation and Tourism Demand in the European Union 15

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Egon Smeral, Modul University Vienna

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(Short) Abstract

This study demonstrates that accounting for the fact that tourism demand income elasticities in the EU 15 have not remained stable since 2004 is crucial to forecasting situations characterized by unfavorable macro-economic framework conditions and a stagnating economy. As a consequence, approaches not considering structural breaks and retaining on constant elasticity assumptions may lead to substantial forecasting errors. Therefore, considering the possibility of varying elasticities is an important factor for improving the forecasting performance.

Key words: economic stagnation, instability of income elasticities, luxury good, precautionary saving

Presentation: Session 3, August 29, 2016

Notes:

What actions should crisis-stricken destinations take to prevent trip cancelations?

Homa Hajibaba, University of Wollongong, Australia

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Sara Dolnicar, The University of Queensland

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(Short) Abstract

Tourist destinations are vulnerable to trip cancelations following unexpected critical events. Thus, they need to take effective actions to prevent cancelations. Little is known about the potential of different preventative actions when faced with different crises. The present study aims to fill this gap. It proposes that the effectiveness of preventative actions might vary across different kinds of crises and tourists. Initial findings indicate important differences in terms of the effectiveness of different actions destinations can take.

Key words: travel cancelations; preventative actions; crisis management

Presentation: Session 7, August 30, 2016

Notes:

Interrelationships between Involvement, Community Contribution and Future Intentions of Sport Volunteers

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Anita Zehrer, MCI, Management Center Innsbruck, Austria

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(Short) Abstract

The purpose of this research is to investigate the potential interrelationship between different drivers of volunteering. By means of a survey, data from a one-off sport event (n=316) including volunteer tourists, annual sport events (n=293), and non-profit sport clubs (n=221) in Germany were collected. Findings show that involvement and community contribution have a significant impact on future intentions for both event contexts whereas this could not be established for the non-profit sport club model due to lack of reliability.

Key words: Non-profit organisations, voluntary sector, event volunteering, sport events, comparative research

Presentation: Session 6, August 30, 2016

Notes:

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| <p style="text-align: center;">May I Sleep in Your Bed? Getting Permission to Book Accommodation in Peer-to-Peer Accommodation Networks.</p> |
| <p style="text-align: center;"><i>Logi Karlsson, The University of Queensland</i> <i>Astrid Kemperman, Eindhoven University of Technology</i> <i>Sara Dolnicar, The University of Queensland</i></p> <p style="text-align: center;"><i>s.dolnicar@uq.edu.au</i></p> |
| <p>(Short) Abstract</p> <p>In peer-to-peer networks – as opposed to traditional markets – the buyer cannot simply buy. Rather, the buyer needs the vendor’s permission to buy. It is not known how frequently vendors refuse to sell and what the main reasons for refusal are. A choice experiment (1) reveals substantial rates of refusal to sell, and (2) identifies key attributes of buyer requests which drive host acceptance or rejection.</p> |
| <p>Key words: peer-to-peer networks, collaborative consumption, sharing economy</p> |
| <p>Presentation: Session 6, August 30, 2016</p> |

Notes:

**Collaboration – Key to success:
A multiple case study.**

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(Short) Abstract

The purpose of this multiple case study is to increase our understanding of factors enhancing or inhibiting the positive development of the destination focusing on the leadership and management of three leading Finnish ski resorts. Data consist of altogether 33 interviews and diverse documentary data. The findings indicate that the interviewees perceive the secret of steady growth of two ski resorts to be the strong longitudinal collaboration of the tourism elite taking the leadership in the area, and the reason for the stagnation of the third resort being lack of leadership and collaboration.

Key words: leadership, collaboration, trust, elite network

Presentation: Session 4, August 30, 2016

Notes:

Oh dear! Which wine shall I choose?

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(Short) Abstract

Purchasing wine is a very complex process and the consumer is bombarded with a variety of choices. While South Africa is regarded as a global wine export country, the domestic consumers are not regarded as a wine drinking nation. However global wine exports are declining and hence the need to expand the domestic market. This requires research into the preferences and needs of the market which has up to date received limited academic attention. The purpose of this research is to fill the gap in the current South African wine tourism and wine consumption literature by determining the factors that influence domestic consumers' wine purchasing behaviour as well as the influence of wine labels on this consumption. These findings could be useful for wineries entering and expanding the domestic market and for wine label designers who wish to understand better how South African wine consumers assess alternatives when choosing a bottle of wine.

Key words: wine purchasing behaviour, wine labels, wine label information, color, wine festival, South Africa

Presentation: Session 6, August 30, 2016

Notes:

Spatial econometric evaluation of competitive structure in a traditional onsen (hot springs) resort area in Japan

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(Short) Abstract

This paper investigated the competitive structure of prices in a traditional onsen (hot springs) resort area in Japan from a spatial econometric perspective, which has not been introduced in the onsen resort areas that have been gradually losing momentum due to ageing of operators and diversification of leisure activities. The study area is one of the three oldest onsens in Japan, Dogo, Matsuyama, where hotels and ryokans are numerous. Spatial error models were employed to test the hypothesis that spatial closeness will intensify price competition while social closeness will mitigate price competition. The estimation results revealed that our hypothesis was verified in that the social network, which has been nurtured for generations in onsen areas, mitigated price competition in comparison with the non-onsen area in Matsuyama. Thus, good partnerships among local operators based on this social network should be more closely scrutinized toward revitalization of these traditional hot springs areas.

Key words: spatial econometrics, onsen, hot springs resort, ryokan, spa, Japanese accommodations

Presentation: Session 3, August 29, 2016

Notes:

Cruise Destination Brand Awareness as a Moderator in Motivation- Satisfaction Relation

Arja Lemmetyinen, Turku School of Economics at the University of Turku, Pori Unit
Darko Dimitrovski, University of Kragujevac, Faculty of Hotel Management and Tourism
Lenita Nieminen, Turku School of Economics at the University of Turku, Pori Unit
Tuomas Pohjola, Turku School of Economics at the University of Turku, Pori Unit

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(Short) Abstract

The aim of this study is to examine cruise destination branding as a new resource for a region to promote an area as a differentiated cruise destination. We specifically study how the perceived brand awareness of a destination moderates the relation between cruisers' motivation and satisfaction and word-of-mouth. A statistical model was adapted from relevant literature and applied in the context of cruise destination branding. The sample consisted of British cruisers (n=182) visiting the city of Pori in Finland. The findings suggest that factors that impel people to take cruises (social recognition, self-esteem, discovery, socialization, convenience, and value) have a significant impact on satisfaction with the cruise while brand awareness is recognized as a moderator in the relation between social recognition and satisfaction and between satisfaction and word-of-mouth. Research findings provide a framework to discuss and analyze the cruise tourism business in a holistic way.

Key words: Brand Awareness, Cruise Destination, Branding, Cruise travel motivations, Satisfaction, WoM behavior

Presentation: Session 1, August 29, 2016

Notes:

Did tourism flourish in Malta because of the sea or in spite of it? The Sea's relevance to the tourism industry in Malta

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(Short) Abstract

This paper reflects on the impact of the sea on the tourism industry in Malta. Within it embodies various roles that the sea has that of a medium, a source of fun, a discovery, another world and an attraction. Unfortunately not much emphasis is employed on the sea, except that it is an ancillary product to any visitor visiting Malta. The sea has been a honey jar for many hoteliers who have set their hotel projects within 100 meters of the shore. One believes that there are further projects which could be exploited from the sea in a sustainable way to enrich the tourism industry in Malta.

Design and methodology/approach: Various literature reviews have been considered with respect to the sea and the tourism relationship. A field study was carried out amongst the stakeholders who are directly actively involved in the sea and the tourism. A consideration of how the sea could be further exploited positively to take benefit in view of the limited land available as Malta is an island of only 136sqkm. In this respect consideration of various interrelationships were noted with other industries such as fisheries, sports, nature and transportation.

Findings: The results demonstrate that the tourist is seeking an experience at the sea blended with all the unique features Malta has to offer to the tourist. Also a new programme needs to be upheld to profit from this resource which is taken full granted amongst the local players.

Originality/value: Various tourist destinations exist due to a unique feature such as a beautiful sea coast or alpine villages. Malta has its islands surrounded with clear blue waters which are waiting to be further explored, above within and below!

Key words: Sea, Coastal tourism, Sports tourism, Cruise tourism, dark tourism, blue flag, mare nostrum and Malta

Presentation: Session 2, August 29, 2016

Notes:

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| <p style="text-align: center;">Law 1.261/2015: Obstacles to implement new public policies for tourism in São Paulo – Brazil</p> |
| <p style="text-align: center;"><i>Cíntia Möller Araujo, Universidade Federal de São Paulo - UNIFESP</i> <i>Luiz Alberto David Araujo, Pontifícia Universidade de São Paulo – PUC/S.P.</i></p> <p style="text-align: center;"><i>cintiamolleraraujo@terra.com.br</i></p> |
| <p>(Short) Abstract</p> <p>Law no. 1.261/2015 sets new parameters for the tourism in the State of São Paulo, in opposition to the traditional logic which has long prevailed in the tourism sector in the referred state (heavily inspired by political criteria). Therefore, in this article we seek to identify the difficulties for the implementation of Law n. 1261/ 2015, i.e., to acknowledge the obstacles and barriers for the fulfilment of the above mentioned law. To proceed with this research we used a qualitative approach, conducted a case study, which included participant observation and semi-structured interviews.</p> |
| <p>Key words: Public Policies, Touristic Legislation, Fulfilment of Law.</p> |
| <p>Presentation: Session 5, August 30, 2016</p> |

Notes:

Destination management and tourism policy response to Airbnb: Positioning Western Australia in comparison to others

Christof Pforr, Curtin University, Australia

Michael Volgger, EURAC, Italy

Campbell Fletcher, Tourism Western Australia, Australia

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Abstract

The shared economy phenomenon Airbnb has been amongst the most disruptive developments in tourism over the last ten years (Guttentag, 2013). Increasingly, Airbnb is also becoming a reality in Western Australia (WA). Currently Western Australia is faced with a challenging economic context due to a slowing of the resource sector and thus is proactively looking for means to differentiate, for example with a stronger promotion of tourism. Shared accommodation platforms such as Airbnb can potentially boost or hamper tourism development and have varied impacts on other related sectors of the state's economy. This complexity triggers the emergence of a variety of opinions regarding the regulatory, management and marketing response that should follow. Based on a series of qualitative interviews, the study firstly presents this current spectrum of opinions regarding potential responses to the Airbnb phenomenon in Western Australia. Secondly, the study positions the Western Australian stance in the context of an overview of global destination management and tourism policy responses to the emergence of Airbnb.

Key words: Airbnb, destination management, tourism policy, Western Australia

Presentation: Session 5, August 30, 2016

Notes:

**Distribution of Educational Offer and Tourism Research Centres:
preliminary notes towards an academic tourism subfield in the
world.**

Thiago Duarte Pimentel, Universidade Federal de Juiz de Fora /Brazil

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(Short) Abstract

The aim of this paper is produce an overview of the educational offer/EO and tourism research centres/TRC distribution in the world. Using the sociological theory of Pierre Bourdieu, we have trying to sketch an initial map of an academic tourism subfield n the world. It was used a quantitative and qualitative method of analysis. As result it was found an asymmetrical distribution of EO & TRC among the countries, with nonspecific emphasis and no relation to each other. In this regard the institutionalization stage of knowledge production in tourism, as a precondition of its development, it seems to be still incipient.

Key words: Educational offer. Tourism Research Centre. Tourism knowledge. Tourism field. Bourdieu.

Presentation: Session 5, August 30, 2016

Notes:

Merging of Ski Areas: the key concept to attract more winter tourists?

Ulrike Pröbstl-Haider, University for Natural Resources and Life Sciences, Vienna

Nina Mostegl, University for Natural Resources and Life Sciences, Vienna

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(Short) Abstract

A literature review on winter tourism shows that, beside good snow conditions, the size of the ski area seems to be a crucial criterion for destination choice. As the merger of several ski resorts in the alpine area has been very successful, many other resorts discuss this opportunity to improve their competitiveness. The presented study is based on an online survey with an integrated choice experiment, which aimed to investigate the preferred winter sport destination in Tyrol of a representative sample of German ski tourists. This is the first study, which analyses the influence of size in the context of additional attributes such as access to glaciers, degree of difficulty, landscape experience, and prize.

Key words: Winter sport, climate change adaptation, destination choice, competitiveness, choice experiment.

Presentation: Session 7, August 30, 2016

Notes:

G'day Down Under, Kia Ora Aotearoa

Dirk Reiser, Rhine-Waal University of Applied Sciences, Kleve, Germany

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(Short) Abstract

This paper draws on the findings of a multi-disciplinary body of new research, examining tourism trends in Australia and New Zealand. Although both countries are relatively young destinations of international travel, the dynamic developments in mobility as well as information and communication technologies have transformed the understanding of space and time and therefore also the perception of remote tourist destinations such as Australia and New Zealand. The aim of the paper is to briefly map out the development of tourism in both countries before discussing current characteristics and identifying future tourism trends. Based on empirical work and relevant academic literature the attention is for example drawn on the role of natural area tourism, cultural tourism, wine tourism, developments in the growing field of wellness tourism and the prominent role of coastal tourism in both countries.

Key words: Australia, New Zealand, tourism trends, tourism development, remote destinations

Presentation: Session 7, August 30, 2016

Notes:

Can Hedonistic Beach Tourism be Halal? A Research Agenda from the Maldives.

Aishath Shakeela, Griffith University, Australia

David Weaver, Griffith University, Australia

Ibrahim Zakariyya Moosa, Islamic University of Maldives, Maldives

Laura Lawton, Griffith University, Australia

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(Short) Abstract

Travel is deeply rooted in the Muslim culture, with Islam originating in the Middle East and the nomadic and migratory nature of Arabs. The Quran encourages its followers to make a once in a lifetime journey to the city of Makkah, as well as to travel and to learn. Despite growing numbers of Muslim travellers, not all Islamic countries' tourism is targeted at this market segment. This paper proposes a research agenda to evaluate the potential of developing the Maldives, a Muslim country, as a halal tourism destination.

Key words: : Islam, halal, tourism, island, Maldives

Presentation: Session 6, August 30, 2016

Notes:

Implementing Lean Destination Management with Strategic Visitor Flow (SVF) analysis.

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Rodolfo Baggio, Bocconi University - Milan, Italy*

*{Miriam Scaglione, Pascal Favre}, Institute of Tourism, University of Applied Sciences
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(Short) Abstract

This presentation illustrates the transformation process of the FRIBOURG REGION (Switzerland) from a traditional, geographically and politically structured, hierarchical federation to a lean destination competence network. The St. Gallen DMO 3.0 management model is used as an alternative, dual operating system. Key insights from working with mavens and experience-driven story telling are discussed. The presentation continues with the introduction of an innovative guest card. The (big) data accumulated from the use of these cards by the visitors visualizes their behavior and the corresponding Strategic Visitors Flows (SVF).

Key words: : SVF, Big Data, Network analysis, St. Gallen DMO 3.0 management model

Presentation: Session 7, August 30, 2016

Notes:

Empowerment of small tourism businesses: A new approach for online marketing training in an alpine tourism destination

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(Short) Abstract

Since the Information and Communication Technology is of increasing importance in the tourism industry, knowledge in the field of e-Tourism has become a critical success factor. In order to meet the requirements of digital marketing, not only the destination management organization but also the corresponding service providers need to have according knowledge. This abstract presents a skill building approach within an alpine destination aiming for successfully enabling the tourism businesses in the fields of online marketing.

Key words: e-Tourism, skill development, alpine destination, online marketing.

Presentation: Session 4, August 30, 2016

Notes:

The Impact of the Threat of Terrorism on Tourist Choice Behaviour

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(Short) Abstract

The threat of terrorism is becoming increasingly relevant to tourism on a global scale to the point where no destination can claim exemption from such activity. As such, tourism managers need to be aware of the impact that past, current and future terrorism related activities may have on tourist behaviour. The aim of the research outlined in this abstract is to provide an understanding of tourist choice behaviour when the threat of terrorism is imminent. A choice experiment is applied to reveal how the tourism market is likely to respond to Government travel warnings concerning terrorism activity.

Key words: Terrorism, Tourist Choices, Choice modelling, Crisis Management

Presentation: Session 6, August 30, 2016

Notes:

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| <p style="text-align: center;">The cruise shorescape: Where land meets sea</p> |
| <p style="text-align: center;"><i>David Weaver, Griffith University</i> <i>Laura Lawton, Griffith University</i></p> <p style="text-align: center;"><i>d.weaver@griffith.edu.au</i></p> |
| <p>(Short) Abstract</p> <p>The articulated cruise shorescape that develops in pleasure periphery ports-of-call is described as having a cruise gateway and cruise pedestrian zone as core features that give way to a semi-peripheral mixed pedestrian zone where excursionists and locals interact. Marine and hinterland excursion zones also occupy the semi-periphery. The local zone is coterminous with the periphery, extending to the limits of the excursion-shed. Implications are discussed.</p> |
| <p>Key words: cruise industry, shorescape, urban tourism, recreational business district</p> |
| <p>Presentation: Session 1, August 29, 2016</p> |

Notes:

The concept of well-being and its effect on airline ticket purchasing

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(Short) Abstract

From the very beginning questions on and about well-being were discussed by several authors and are still very present in recent literature. Although well-being research has grown increasingly within the last decade and in the field of consumer behaviour, a transfer and use of its concept into the airline ticket purchasing process cannot be found. Until now, only a few authors have taken efforts to apply well-being as a potential factor within the consumer decision-making in travel and transportation research. Based on the theoretical roots of well-being, this thesis analyses its constitution, function and use within human behavioural motivation to first describe and define well-being in general and second to investigate potential well-being factors that can be used within the airline ticket purchasing process.

By combining a review of relevant literature and qualitative research, well-being is defined as a condition or state of good, positive and pleasant feelings and a general feeling of happiness. It is mainly constituted by six major attributes: Positive social environment, being myself, relaxation, freedom, trust and good feeling. The transfer of general well-being factors from travel and transportation research identified seven aviation factors that supposedly impact passengers' ticket purchases. These key factors are linked to specific airline options and are further specified in order to test the most appropriate on their effect within the airline ticket purchasing process. In the end, a conjoint analysis reveals that the derived well-being factors are only partly relevant for passengers' ticket purchases. Yet, it is shown that air travelling is affected by hedonic well-being options, such as comfort, relaxation or joy. Airlines that focus on implementing effective hedonic well-being factors, such as seat comfort and ticket flexibility, can thus create additional value for customers through the creation of well-being.

Key words: Airline, wellbeing, consumer behavior

Presentation: Session 3, August 29, 2016

Notes: