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**AIEST's Advances in Tourism Research - Perspectives of
Actors, Institutions and Systems**

ABSTRACT BOOK

In order of the line-up presentations, according to program

IS YOUR WILDLIFE EXPERIENCE VALUE FOR YOUR MONEY?

Engelina du Plessis, North West University, South Africa

Melville Saayman, North West University, South Africa

Abstract:

Nature-based products, such as game farms, national parks and natural areas plays an important role to countries to attract tourists in the quest to generate revenue, to uplift the local community and to sustain a competitive advantage as tourism products. Providing value for money to tourist could confirm this advantage. Value for money is a complex concept and might differ between people, products and industries. The perceptions towards value for money may be influenced by a number of factors. Thus, the aim of this research was to determine the factors that influence value for money as well as the relationship between travel motives, experience and value for money at a nature based product and in this case Kruger National Park. Regarded as one of the most visited national parks in the world, Kruger National Park attracts more than one million tourists every year and considered to be one of South Africa's biggest drawing card for international tourist. To achieve the goal of the study, a survey was conducted over two periods namely June 2012 (winter) and December 2012 (summer) at the Kruger National Park. 849 usable questionnaires were obtained. The data analysis consisted of three stages which comprise of factor analyses, correlation tests and finally the effect of motives and experience on value for money where determined using a structural equation modelling (SEM). Findings from this research entailed strong correlations between these constructs. This study makes a valuable contribution to the industry in terms of literature and knowledge and would assist managers of nature base products to establish a competitive advantage.

Key words: Nature base products, value for money, price, quality, motives, tourism

Presentation: Monday, Session 1A

Notes:

Attributes influencing the experience of airport visitors. The case of an international airport in South Africa

Liezel du Plessis, Tshwane University of Technology

Melville Saayman, North West University

Marius Potgieter, North West University

Abstract:

Globally, airports find themselves part of a new era in which service delivery is no longer simply a matter of providing traditional goods and services. These days, visitors to airports are more discerning than before and continuously seek new and meaningful experiences. This approach has caused airports to evolve from being, simply, a point of transit for visitors into elaborate attractions; thus providing much more facilities, services and entertainment. The notion of experiences is, however, an abstract concept which makes it difficult to measure and, furthermore, experiences differ from individual to individual. In this context, it is important that airport management should understand the type of experiences that visitors seek within an airport environment so that management can provide higher levels of satisfaction which, ultimately, would result in increased revenue. In order to address this need, the purpose of this exploratory research is to determine those aspects which will facilitate the management of visitors' experiences at an international airport in South Africa. Quantitative research was conducted and a total of 490 (n) questionnaires were obtained during the research period. A factor analysis identified five factors which management could use to manage their visitors' experience at airports.

Key words: Visitor experience, management, international airport, attributes

Presentation: Monday, Session 1A

Notes:

Customer value of the first class product on long-haul flights – A Kano Analysis

Andreas Wittmer, Center for Aviation Competence, University of St. Gallen

Jannik Wolffson, University of St. Gallen

Abstract:

Throughout the last years, airlines reduced first class capacities on long-haul flights or even completely cut their long-haul first class offers (Nicas, 2012). Due to a reduction in demand (IATA, 2010), many premium airlines struggled to afford a top premium offer.

The goal of this study is to investigate the customer value of a long-haul flight in first class cabin. Hereby, the focus lies in identifying drivers for customer satisfaction and to analyse if there are differences in experience of satisfaction among different customer groups.

By conducting a means end analysis, customers' motivation and values were determined. Based on these results, a Kano analysis was designed. The survey was conducted online among more than 100 participants who regularly travel business and first class.

The results show that current first class products do provide attributes that foster satisfaction. Customers perceive certain attributes differently not only according to their product awareness but also in relation to monetary versus status voucher or miles payment.

Key words: Airlines, Customer Value, Means End Chain, Kano Analysis, First Class

Presentation: Monday, Session 1A

Notes:

Urban Tourism as a Growth Engine: A Long-Term Perspective

Egon Smeral, Austrian Institute of Economic Research and Modul-University Vienna

Abstract:

Over the past decades, city tourism has become a major economic factor. The rapidity of its growth becomes apparent when its development is compared with the dynamics of rural regions. An analysis based on data from Austrian regions found that during the second half of the past decade demand shifted considerably towards tourism-extensive urban regions as well as tourism-extensive intermediate and rural regions. In contrast, the speed of expansion slowed down in intensive rural regions, and demand declined or stagnated in the intensive intermediate and urban regions. Long-term forecasts up to 2025 project that these trends will continue. The shifting demand towards cities and tourism-extensive rural regions is an indication of the leisure markets reorienting themselves towards higher quality and individualised travel experiences or – more generally – towards “post-modern” consumption and production structures. Further, cities can exploit the trend towards progressive urbanisation since most city tourists are themselves city dwellers who prefer multioptional offers. The popularity of cities as tourism destinations and the brisk growth in demand for city breaks have obviously been fuelled by their easy accessibility by plane, cheap flights and investments into their infrastructure and a usually comprehensive touristic superstructure.

Key words: urban shift, post-modern structures, urbanisation, accessibility

Presentation: Monday, Session 1B

Notes:

The Interconnection of the Tourism Satellite Account and Cultural Satellite Account for better understanding of contributions of Cultural Tourism

Lucie PlzÁková

The Institute of Hospitality Management in Prague

Travel and Tourism Department

Abstract:

According to the 2009 Eurobarometer survey, cultural attractiveness is the second motivation for Europeans (after value for money) when deciding on a holiday destination or accommodation (EUROSTAT, 2011). Measurement of economic and social impacts of cultural tourism is very important and required. Tourism and culture are sectors that are very difficult to measure as the availability of comprehensive data is low. The Tourism Satellite Account is well developed in the Czech Republic and uses data on the consumption of "cultural services". Cultural tourism is a broad term and includes more elements than the cultural services defined in the TSA.

Contributions of the culture sector can be measured by the Cultural Satellite Account (CSA). Czech Republic tried to develop the CSA with results for years 2009, 2010, 2011 and 2012.

Culture has an economic impact that can be measured according to its contribution to the tourism sector and to employment. The aim of this paper is find the overlap of the TSA and CSA from the point of view of the methodology and results to clarify the contribution of cultural tourism to the economy.

Key words: Cultural tourism, Tourism Satellite Account, Satellite Account on Culture, economic contribution

Presentation: Monday, Session 1B

Notes:

Educational Tourism in Agriculture and Identity of Farm Successors

Yasuo Ohe, Chiba University

Abstract

Educational activities provided by farmers to visitors of the farmyard have recently been gaining attention and enable consumers to learn about food, life and rural heritage. This paper reports the attitudes of the next-generation successors of Educational Dairy Farms (EDF) who are now working on-farm, in comparison with their counterparts working on ordinary dairy farms in Japan, as determined by questionnaire surveys. This paper evaluated the hypothesis that operators need to expand their identity from a traditional to an enlarged identity that will enable them to successfully embark on a new activity such as educational service. First, the main findings were that the EDF successors tended to have longer and more varied training experience across the country and/or abroad than their counterparts in ordinary dairy farms and to have higher female involvement. This means that EDF successors have both a wider perspective and more extensive human networks from social learning opportunities. These aspects should be promoted further as factors that will enable the next generation of operators to develop an enlarged identity. Support measures will be more effective if expansion of identity is considered in addition to conventional training to improve technical skills.

Key words: educational tourism, agritourism, dairy farm, farm tourism, probit model

Presentation: Monday, Session 2A

Notes:

Getting to the roots of the markets visiting the Kruger National Park

Martinette Kruger, Tourism Research in Economic Environs and Society, North West University

Armand Viljoen, Tourism Research in Economic Environs and Society, North West University

Melville Saayman, Tourism Research in Economic Environs and Society, North West University

Abstract

This study identified viable target markets at South Africa's most renowned nature reserve, the Kruger National Park, using market segmentation based on demographic characteristics. International, domestic and local nature visitors were surveyed and categorized into three distinct clusters. The results show that block clustering is a useful research tool for producing a clear visitor profile. The study provides strategic insights for managing nature tourists to the Park according to the preferences of specific market segments. A major contribution of this research is that it identifies the three segments' motives for visiting the Park, the factors they regard as important for a memorable nature experience, and their views on what could boost the Park's competitive advantage. This is useful information for managing the Park more sustainably.

Key words: market segmentation, nature tourists, Kruger National Park, motives, memorable experience, competitive advantage

Presentation: Monday, Session 2A

Notes:

Governing networks in tourism: What have we achieved, what is still to do and learn?
<i>Michael Volgger, European Academy Bozen/Bolzano</i> <i>Harald Pechlaner, European Academy Bozen/Bolzano</i>
Abstract: <p>Networks and networking are ubiquitous concepts in tourism, appreciated in their importance by practitioners and scholars. Tourism research has elaborated methods and concepts to grasp the various variants of tourism networks and has developed insights into their governance. In particular, AIEST and its official journal, <i>Tourism Review</i>, have made significant contributions to the achievements in this research stream. After approximately two decades of intensive research on tourism networks, it is appropriate to pause for a moment to critically assess the achieved results, to compare them with partly old, partly newly emerging real-world challenges, and to explore future directions. This paper provides a selective and critical overview of the state of the art of research on governing networks in tourism. It combines this overview of eight major achievements with an exploratory, comparative analysis of qualitative interviews with tourism practitioners. Considering these two sources, it finally derives seven suggestions for future directions and objectives in research on network governance in tourism. The paper is original and relevant because due to its design it is uniquely able to compare real-world issues with theoretical achievements and thus can hopefully bring them closer to each other in future approaches.</p>
Key words: governance, network, leadership, tourism, stakeholder involvement, collaboration
Presentation: Monday, Session 2B

Notes:

The Tourism Council of Brotas: toward a more democratic process of public policy in the field of tourism in Brazil

Cintia Möller Araujo, Universidade Federal de São Paulo- UNIFESP – Brazil

Luiz Alberto David Araujo – Pontifícia Universidade Católica de São Paulo – PUC - Brazil

Abstract:

In Brazil, along the last three decades, several innovative forms of citizen participation in the public policy process have emerged revealing the major changes that state structure and civil society had gone through. The above mentioned mechanisms for politic participation were institutionalized since the enactment of the Federal Constitution of 1998 and materialized in a diversity of organisms, operating in various localities of the country, allowing citizen representation. This paper aims to approach a very peculiar organism within the tourism field, named “The Tourism Council of Brotas”, located in the interior region of the state of São Paulo. Actually we wish to evaluate the democratizing nature of this arena and intend to answer the following question: to what extent do this body manages to influence the public policy process and contributes to integrate a diversity of touristic interests in the government agenda of the touristic city of Brotas? We relied on a qualitative approach (case study), used content analysis techniques and concluded that this council stand outs due to diversity of its members (civil society and public ones), their autonomy concerning the decision making process, as well as their power of incorporating a broad range of interests in the debate.

Key words: Public Policies, Democracy, Public Policies Council.

Presentation: Monday, Session 2B

Notes:

Investigation of substitution effects and adoption patterns across hotel distribution channels

A multigeneration perspective

Miriam Scaglione, Roland Schegg, Institute of Tourism, University of Applied Sciences and Arts Western Switzerland Valais

Abstract:

The evolution of distribution channels in the hospitality sector has followed different paths over time depending on the technology used. This research analyses the evolution of market shares of different clusters or generations of distribution channels using multi-generation diffusion methods. The data for the study are a series of annual member surveys by hotelleriesuisse since 2002 which monitored the evolution of market shares of 15 individual distribution channels. We grouped the distribution channels into three generations starting with the pre-World-Wide-Web era (travel agent, destination organisation, etc.); the middle generation comprises Internet-based direct booking channels (e-mail, reservation forms on hotel websites, etc.) and the latest generation includes online intermediaries such as Online Travel Agencies and social media. The results of our analysis show substitution effects across different clusters of distribution channels and shed light on the dynamics of competing sales funnels. From the practitioner's point of view, the study gives insight into the future evolution of the distribution mix. This evolution is crucial for hotel marketing strategies as the Internet is the most powerful marketing tool in the hospitality industry today.

Key words: hotel, distribution, OTA, Switzerland, Fisher-Pry model, substitution effects.

Presentation: Tuesday, Session 3A

Notes:

Social media marketing of tourism products through Russian social media channel Vkontakte: case study from Finland

Ekaterina Miettinen, Karelia University of Applied Sciences

Abstract:

Nowadays social media is used by tourism organisations as a tool for marketing tourism products. The specific channel Vkontakte that is mostly used by Russians offers Finnish companies great possibility to reach their potential customers. The aim of this study is to examine the usage of Russian social media by Finnish companies. Content analysis is used for analysing the groups connected to Finnish tourism and the nature of discussions inside those groups. The study argues that specific features of Russian social media channel should be taken into account.

Key words: social media, online communities, Vkontakte, internet in Russia

Presentation: Tuesday, Session 3A

Notes:

Hospitality in Tourism - a conceptual framework

Jürg Stettler, Lucerne University of Applied Sciences and Arts

Olivia Amstad, Lucerne University of Applied Sciences and Arts

Abstract:

The concept of hospitality has a long tradition and the term has been used for both, the act of being hospitable as well as for the hotel and tourism industry. Many researchers have developed definitions and models of hospitality. However, there is still a lack of agreement of what hospitality really is per se.

In the context of the 200 year anniversary of tourism in Central Switzerland and a corresponding research project the current state of literature has been analysed and is presented in this paper. The paper suggests a conceptual framework of hospitality in tourism as a general basis for an empirical survey of the level of hospitality. The framework reflects that hospitality requires a broad discussion and takes place in multiple social contexts and that both – employees of the hospitality industry as well as the host community – influence hospitality experiences of guests. The paper also presents the difficulties that arise regarding the operationalization and empirically valid measurement of hospitality.

Key words: hospitality, hospitableness, tourism, conceptual framework

Presentation: Tuesday, Session 3B

Notes:

External and internal factors motivating outsourcing of business services by meeting industry companies

Krzysztof Borodako, Cracow University of Economics, Krakow, Poland

Jadwiga Berbeka, Cracow University of Economics, Krakow, Poland

Michał Rudnicki, Cracow University of Economics, Krakow, Poland

Abstract:

The aim of this paper is to evaluate the external and internal factors motivating the selection of business services to be outsourced in key meetings industry (business tourism) players – with a particular focus on knowledge-intensive business services (KIBS). The study uses a literature review to identify the potential scope of these factors, offer a profile of the meeting industry, and determine the significance of KIBS providers for the tourism market. The case-study method was adopted in the paper to analyze the motivation behind outsourcing of KIBS by Krakow's meeting venues and event companies. The results confirm that meeting venue managers are most interested in outsourcing IT and programming, accounting and tax advisory and advertising services. Event companies use similar services but also tend to subcontract core services, connected with organization, promotion and/or management of events, event services, and technical support for events.

Key words: factors, outsourcing, meetings industry, knowledge-intensive business services, cooperation.

Presentation: Tuesday, Session 3B

Notes:

THE ROLE OF THE GASTRONOMY IN THE TOURISM IMAGE OF A DESTINATION

Csilla Jandala, Edutus College, Budapest

Abstract:

The gastronomy – as a tourism attraction – plays a more and more important role in the world's tourism. Those countries could be competitive where the gastronomy has been being a real tradition for a long time.

Our study is about the significance of the gastronomy in the destination image and the trends of the special culinary– and wine tourism products.

Based on the international trends and our researches carried out on gastro-tourism we would like to specify how can the special events (Wine- and Gastro-festivals) and other Culinary attractions influence the tourism demand and image of a destination.

In Hungary the National Tourism Strategy deals with gastro-tourism as a part of the heritage tourism: the gastronomy is a part of our cultural heritage and plays also a growing role in the appreciation of a tourism destination.

Key words: Tourism Destination, Destination Image, Gastro-tourism, Wine- and Gastro-festivals

Presentation: Tuesday, Session 4A

Notes:

Destination logos recognized by visitors? An empirical study with challenging results

Pietro Beritelli, University of St. Gallen

Christian Laesser, University of St. Gallen

Abstract:

While there is still an ongoing debate in marketing research on what logos and brands are really for, research on destination branding has adopted a rather wide interpretation of the construct. Consequently, destination branding processes have acquired different meanings and interpretations; one of those is the belief that destination logos are a powerful instrument to catch (potential) tourist's attention and to even support destination choice processes.

Since particularly in practice, the creation and usage of destination logos has become an important aspect of overall destination branding, we ask whether destination logos really get recognized by visitors. A representative study for the tourist destination logos of St. Moritz, Zermatt, Luzern, and Bern reveals among others three findings: (1) Visitors are likely to recognize logos when they are at the destination and (2) if the destination's logo is displayed at different places (touch-points). (3) Respondents were likely to guess the wrong logo when they said to have seen it on online and offline media outside of the destination.

The study concludes with some quite dramatic implications for the usefulness of logos and with a new meaning of 'destination branding'.

Key words: regional development, tourism development, institutionalization, innovation, governance

Presentation: Tuesday, Session 4A

Notes:

A stakeholder perspective on the competitiveness of destinations

Anita Zehrer, MCI Management Center Innsbruck

Kirstin Hallmann, German Sport University Cologne

Christoph Breuer, German Sport University Cologne

Abstract:

The competitiveness of a tourism destination relates to various factors as constitutive elements of destination competitiveness such as resources, destination management, demand and situational conditions. Tourism businesses in European countries may be characterized by small and medium size structures, i.e. individual and independent business units operate in a decentralized way with no unit having any dominant administrative power or dominant ownership within the community-structured destination. Hence, taking advantage of entrepreneurial opportunities within a destination by bundling resources in terms of collaboration, plays a crucial role within tourism policy in community-type destinations. While the models of destination competitiveness have almost ignored the role of businesses, several authors on entrepreneurship have already emphasized the importance of the cooperative capabilities of different stakeholders in a tourism destination and have dealt with the development and operation of a destination. This paper elaborates on the management and policy factors influencing the competitiveness of a destination by proposing a stakeholder perspective.

Key words: destination competitiveness, destination management, stakeholders, service providers, tourism policy

Presentation: Tuesday, Session 4B

Notes:

Monitoring regional competitiveness: the case of Czech national tourism organisation

Monika Palatková, CzechIt –Institute for Strategic Studies on Tourism

Abstract:

The paper is focused on the theoretical and practical usage and monitoring of models dealing with regional competitiveness of a tourist destination. The aim is to adapt theoretical models of regional competitiveness in tourism to the conditions in the Czech Republic. The newly-emerged theoretical model useful to monitor regional competitiveness is analyzed with respect to the current data availability in the Czech Republic. The assessment of purpose of the mentioned competitiveness model regarding its implementation at the regional as well as national level is described in the paper. The ultimate aim is to specify proposal for the Czech national tourist organization (CzechTourism) in terms of practical use and monitoring of competitiveness model. The analytical methods and the BSC model are used in the paper.

The principal question is how and why to monitor the competitiveness of a regional tourist destination at the regional and national level in the Czech Republic. The issue is how to harmonize the BSC perspectives used at the national and regional level with respect to the national marketing strategy of the Czech Republic in the international and domestic market.

Key words: regional competitiveness, balanced scorecard (BSC), national tourist organization, the Czech Republic

Presentation: Tuesday, Session 4B

Notes:

An alternative (conceptual) process approach to consumer decision making

Christian Laesser, University of St. Gallen

Pietro Beritelli, University of St. Gallen

Abstract:

Tourism service providers are confronted with a number of challenging market developments, including (1) increasing fragmentation of markets – increasing granularity of groups of customers, (2) from one-to-one communication to community communication (easy multiplication of opinions and the like), (3) consumer as (invisible) bearer of information, (4) loss of control of communication content, just to name a few. Hence, they need ever better insights into how customers make decision and against which alternatives one is competing. In turn, there is a need for a more in-depth discussion of decision making processes, not just stimuli-response analyses.

This paper proposes a process-focused model of tourist decision making and brings forward a possible conceptualization based on existing and validated models. Those approaches include MOA (motivation-opportunity-ability) theory, social network theory, economic utility theory. Based on this conceptualization, a number of possible research avenues are proposed.

Key words: decision making, process model, tourism demand

Presentation: Wednesday, Session 5A

Notes:

On the Choice of Convention Host City by International Associations

Geoffrey Crouch, La Trobe University, Australia

Giacomo del Chiappa, University of Sassari, Italy

Abstract:

This paper and presentation will report the results of a choice modelling study which has obtained stated choice data using a multifactorial experimental design to investigate the relative importance of convention site selection criteria when international associations are faced with the decision to choose a host city for their major convention. Data was collected from a sample of 95 international associations using a fractional factorial experimental design. Each association assessed 16 hypothetical host site choice pairs described on the basis of 31 site attributes. The data analysis enables an estimate to be made of the degree to which each of the 31 attributes plays a role in influencing the choice of host site. The results therefore provide a valuable insight to host city destination managers in terms of policy and marketing strategy.

Key words: international associations, conventions, site selection

Presentation: Wednesday, Session 5A

Notes:

**Tourists who stick to their travel plans, no matter what.
A conceptualization.**

Sara Dolnicar, University of Queensland

Ulrike Gretzel, University of Queensland

Abstract:

Tourism is vulnerable to unexpected critical events, such as natural disasters, terrorist attacks, the outbreak of contagious diseases and financial crises. History has shown that tourism demand can drop dramatically after the occurrence of such events. Drops in demand put substantial strain on the local tourism industry and have the potential of forcing smaller operators to abandon their business. In the present study we propose that there might be a segment of tourists that is less likely than most to cancel booked vacations in the case of such unexpected events occurring. We offer an initial conceptualization of this segment and discuss practical implications of the existence of such a segment for destination management organisations and tourism businesses.

Key words: tourism commitment, risk propensity, disaster, crisis, trip cancellation

Presentation: Wednesday, Session 5A

Notes:

A visitor perspective of conservation management at a world heritage site and national park in South Africa.

Dr. Uwe P Hermann, Tshwane University of Technology, Pretoria

Prof Peet van der Merwe, North-West University, Potchefstroom

Prof Willem JL Coetzee, Tshwane University of Technology, Pretoria

Prof Melville Saayman, North-West University, Potchefstroom

Abstract:

Mapungubwe national park and world heritage site (MNP) situated along the Shashe and Limpopo Rivers which form the natural border between the countries of South Africa, Botswana and Zimbabwe. As a national park and a transfrontier conservation area (TFCA). It therefore fulfils an important conservation mandate in terms of both cultural and natural heritage. Conservation management, ecotourism management and general management are considered the core management pillars of a protected area or park. Although conservation management is considered the primary mandate of the park and studies have been conducted on conservation management, not much is known about perceptions of visitors towards the effective management of this concept. For this reason, this paper investigates whether there are any gaps in the effective management of conservation at MNP from a visitor's perspective. Data collection took place during April and May 2013 incorporating a visitor survey. A multivariate analysis was conducted utilising a factor analysis, ANOVA's and t-tests. The study found that there is such a gap which incorporates various management facets such as the management of problem animals, infrastructure and visitor management. The paper provides recommendations towards improvement of conservation management.

Key words: Conservation management, ecotourism, national parks, transfrontier conservation area.

Presentation: Wednesday, Session 5B

Notes:

Resident Attitudes towards Casino Tourism Development in Goa

Kaustubh Kamat, Goa University, India

Rayfong Chen, Hsing Wu University, Taiwan

Carmelita D' Mello, St. Xavier's College of Arts, Science & Commerce, Mapusa, Goa, India

Miriam Scaglione, University of Applied Sciences and Arts Western Switzerland

Klaus Weiermair, University of Innsbruck, Austria

Subhash Kizhakanveetil Bhaskaran Pillai, Goa University, India

Abstract:

This study investigates host perception towards Casino Tourism which may be helpful for the formulation of possible strategic tourism policies. Binary logit model was applied to reveal the heterogeneity of resident's perception towards casino tourism impacts. The result of this study reflects the overall opinions of the sample population, and further identifies relatively homogeneous opinion groups. Age, gender, income, education, length of residence was found to have a significant impact on perceptions about casino tourism. Binary logit model and marginal increase function were used to predict increase/ decrease in probability to belong to analyzed group by variation in demographic profiles, thus contributing to the debate on casino tourism sustainability.

Key words: Binary logit analysis, host perceptions, tourism segmentation, Casino Tourism, Goa Tourism

Presentation: Wednesday, Session 5B

Notes: