



62nd AIEST Conference
Khon Kaen (Thailand)
26th - 30th August 2012

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

ABSTRACT BOOK

Demarcation and supply typology of culture and convention centres (CCCs) – The case of Switzerland

Monika Bandi, CRED, Research Unit Tourism, University of Bern, Bern, Switzerland

Abstract:

Culture and convention centres have now become a key component in a destination's tourism value-added chain. Both individual destinations and private entrepreneurs are investing in the building and expansion of this kind of infrastructure, despite the fact that the heterogeneous nature of the culture and convention centre (CCC) market hampers an overview of supply. This research paper aims to develop a proposal for a definition, demarcation and typology of culture and convention centres. The definition and demarcation were positively validated, and five CCC types derived from them, using a written survey of 267 possible facilities in Switzerland.

Key words: Culture and convention tourism, supply analysis, supply typology, cluster analysis, two-step cluster analysis

Notes:

DMOs bridging structural holes in destination networks – A perspective based on actor's networks

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Abstract:

One of the main functions of Destination Management Organizations (DMO) in community-type of tourist destinations is to coordinate the supply network and therefore to serve as bridging organization in a fragmented and complex system of organizations, institutions and stakeholder groups. Traditional research on the roles of DMOs, including the coordinating function, builds on descriptive case studies and on the discussion of the cases at organizational/ destination level. We propose to change the perspective by analyzing the actor's level with the help of structural hole analysis of local elite networks. Thus, instead of describing the organizational role of coordination, we effectively measure the bridging value of the actors affiliated to the DMO in the network of the destination. The results of six selected destinations show that among the top four/ five bridging individuals in networks of between 13 to 42 actors, there are always not only the DMO directors but also at least one board member of the DMO. The paper concludes with further research in DMO board composition and evolution.

Key words: destination management organization (DMO), social network analysis, structural holes, elite, community

Notes:

Pricing guidelines for graded hotels and guesthouses in South Africa

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Melville Saayman, North West University, TREES (Tourism, Research in Economic Environs and Society), South Africa

Abstract:

The pricing of accommodation is a very complex process and this research attempted to provide guidelines for both hotels and guesthouses in South Africa in determining competitive prices. These two types of accommodation hold the largest share of the South African market. To achieve the goal, a survey was conducted in cooperation with the major role players in the accommodation sector in South Africa, SATSA, FEDHASA and TGCSA. A total of 2 288 questionnaires were sent out via e-mail and 247 completed questionnaires were returned. The significance of mean price differences of star classification was tested and hotels and guesthouses were compared using an independent t-test. The results show a significant difference between the prices of hotels and guesthouses and especially in the 5-star categories. The research suggests a 20% discrepancy between prices of the different star categories, indicating healthy competition between industry players. These pricing guidelines can sustain competitiveness with growing profitability.

Key words: Accommodation sector, price strategies, price methods, price competitiveness, grading, t-test

Notes:

PERCEIVED DESTINATION IMAGE

An Image Model for a Winter Sports Destination

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Anita Zehrer, MCI Management Center Innsbruck

Sabine Müller, German Sport University Cologne

Christoph Breuer, German Sport University Cologne

Abstract:

Purpose: The purpose of this study is to develop a destination image model that shows the influence exerted by various factors on the overall destination image of a winter sports destination and to empirically validate the model.

Methodology: The paper undertakes a review of the relevant literature and develops a SEM model for destination image, which is tested with data from a survey of n=795 winter sports tourists in Oberstdorf and Saalbach-Hinterglemm, collected between 14 and 28 February 2011.

Findings: The model shows that destination image is a multi-dimensional concept and can be operationalized by service quality, physiography, visitor management, sports events and costs. Destination image also shows an impact on satisfaction, the overall image of Saalbach-Hinterglemm and its future potential of hosting winter sports events.

Practical implications: The study presents some practical implications for tourism marketers revealing that destination image of sports events is multi-dimensional and influenced by several factors. For instance, it is important that all information is readily provided and accessible online but also in person in form of a tourism center having convenient opening hours.

Value of paper: Sports tourism has gained importance in the last few years and especially contributes to the development and recognition of a region. The paper attempts to provide a model to determine which factors cause the destination image of a winter sports destination.

Key words: destination image model, SEM, visitor management, service quality, sport events

Notes:

DEVELOPING COUNTRY NTO WEBSITES: LEAPFROGGING FROM STAKEHOLDERS PERSPECTIVES

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Ricardo Aguado Ornelas, Universidad Michoacana de San Nicolás de Hidalgo

Jamie Murphy, Murdoch Business School, Murdoch University

Abstract:

This qualitative paper investigates a National Tourism Organization's evolving online marketing, including website and now social media. The study covers stages of website evolution, the necessity of implementation, social media, and leapfrogging – jumping quickly to advanced technology usage – in website features. Two diverse stakeholder focus groups—tourism operators, accommodation providers, travels agencies and website planners—discussed the evolution of Tourism Malaysia's online presence. The findings fell into four themes: a) Website Impressions, b) Website Evolution, c) User Generated Content and social media and d) Online Leapfrogging. The stakeholders suggest that Tourism Malaysia has evolved from a simple online presence towards social interactivity such as Facebook and Twitter. The stakeholders were optimistic that social media and leapfrogging effects could help Tourism Malaysia. Finally, they called for further research of how and to what extent social media can increase Malaysian tourism versus the expenses of social media.

Key words: National Tourism Organizations (NTO), leapfrogging, websites, implementation, social media

Notes:

Calculating glocal impact of sustainable tourism.

Case Satakunta Province in Finland

Ari Karppinen, University of Turku, School of Economics, Pori Unit

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Abstract:

Tourism has been one of the fastest growing industries globally. The research on the economic impact of tourism has become established during the past half of the century. Similarly, the impact of tourism-related activities and behaviors on the environment has, as well, become key areas of research. In this study our aim is to take into account some relevant features of the both genres in tourism research. We base our study on the evaluation of the economic impact of tourism and take the sustained value creation aspects into consideration on local-global continuity by relating the amount of foreign and domestic tourists coming to a region in average. We propose a simple relative indicator that corrects calculations of the economic impact of tourism on one region. The idea is to correct the economic impact of tourism by the ecological strain of the means of travelling. As such, this indicator alone is insufficient to assess the sustainability of tourism in the region. However, we propose it to be included in the wider system of sustainability indicators in tourism as our long term research goal. In future, our sustained value creation indicator system in tourism needs to be validated in other local conditions.

Key words: economic impact, glocal, sustainable tourism, sustainability indicator

Notes:

Identifying different types of hunting tourists – an exploratory case study in Finland

Raija Komppula, University of Eastern Finland

Jarno Suni, University of Eastern Finland

Abstract:

Purpose: This study is an attempt to increase our understanding of hunting tourism customer. The purpose is to explore characteristics, motivations, values and expectations of Finnish hunting tourists, and to try to distinguish between different types among them.

Design/methodology/approach: Twelve semi-structured, narrative, face-to-face interviews were conducted. The study was conceived within an interpretive paradigm, in which a central aim is to understand the subjective world of the human experience. Constant comparison was used as a method of data analysis.

Findings: Several common features were distinguished among the interviewees. First, hunters attitude towards shooting and the importance of bag has changed during the years. Second, difference between an ordinary hunting experience and a hunting tourism experience could be distinguished. Third, willingness to experience something new related to hunting was the most important hunting tourism motivation. The fourth common feature was the importance of the social component hunting tourism. Three different types of hunting tourists could be identified: Responsible hunting tourists, Flexible hunting tourists, Trophy hunter. The major distinguishing factors were the hunters attitudes towards shooting, game farming and social relationships during the hunting trip.

Originality/value: The study is one of the few to investigate hunters as tourists.

Key words: hunting tourism, serious leisure, special interest tourism, hunter typology

Notes:

Consumer motivations in three tourism sub-sectors: Evidence from wellbeing, nature and event tourism

Henna Konu, Centre for Tourism Studies, University of Eastern Finland

Tommi Laukkanen

Abstract:

This study aims to investigate differences in tourists' motivations in three tourism sub-sectors, namely wellbeing tourism, nature tourism, and event tourism. Both push and pull motivation factors are investigated. In addition, the effect of travel behavior and demographics are explored. Data was collected at the Nordic Travel Fair in Helsinki, Finland. A total of 391 effective responses were collected via a self-administered computer-aided survey. The results of logistic regression analysis show greatly varying motivations to different tourism sub-sectors. Moreover, past travel behavior has a significant influence in all the three types of tourism, while demographics do not play a major role.

Key words: tourist motivation, wellbeing tourism, nature tourism, event tourism

Notes:

Raising the curtain on attendees at the Phantom of the Opera theatre productions

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Melville Saayman, North West University, South Africa

Abstract:

Various theatre productions in the form of drama, musical theatre, dance, comedy and tragedy are held over the world and South Africa is no exception. Currently, there are more than 100 active spaces across the country offering everything from indigenous drama, music, dance, cabaret and satire to West End and Broadway hits, classical opera and ballet. However, there is an abundance of entertainment options at attendees' disposal and a finite amount of time to which to enjoy them which leads to strife competition. Moreover, with an ageing population, and fewer of the younger generations attending live theatre performances, audiences are declining which leads to serious concerns regarding the future sustainability of theatre productions. A literature review confirms that limited research is conducted on visitors to theatre productions. The purpose of this research will be to analyze and use the motives in order to cluster different market segments of people attending Broadway's longest running theatre production namely Phantom of the Opera in South Africa. A destination-based survey was undertaken, and questionnaires were distributed at various midweek as well as weekend shows over the duration of the production (31 January – 6 May 2012) at the Teatro, Montecasino in Johannesburg. This was the first time that the attendees at a musical theatre production of this magnitude in South Africa was analysed. The research provides valuable insights into the behaviour of people attending musical theatre productions in the country as well as how policies and marketing strategies can be formulated to attract more visitors to the theatre.

Key words: Theatre; musical productions; music tourism; leisure time; travel motives; Phantom of the Opera; South Africa

Notes:

**Industrial agglomeration as a catalyst and multiplier of Business
Tourism externalities:
the case of the Fashion Valley (Ticino)**

Rico Maggi, Institute for Economic Research, University of Lugano, Switzerland

Valentina Mini, Institute for Economic Research, University of Lugano, Switzerland

Abstract:

Key words: Business Tourism, external linkages, industrial agglomeration, knowledge externalities

Notes:

A Study of Retourists Developing a policy to attract international students to Thailand

Peter Masters, Khon Kaen University International College, Thailand

Abstract:

This study aims to fill the substantial gap in the available knowledge regarding longer term benefits created by visitors whom visit Thailand, for the first time, before they are twenty five years of age, this includes the international students attending Thai academic institutions and the visitors often described as 'backpackers' whom are often students at institutions outside Thailand. International students in Thailand are often located in regions not recognized as tourism destinations, and their presence and the visits by their friends and relatives (VFR) provides positive economic and social impacts in these regions. The study will further investigate the relationship between the age a person first visits Thailand and the likelihood they will revisit, provide positive recommendations to others as well as their impact to Thailand during their lifetime. It is important to study not only the immediate economic impacts derived from these students but also the life-long economic and social impacts from these individuals.

Key words: retourist, Thailand, exchange student, backpacker

Notes:

Dubai as an emerging market for the health care and tourism industry

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Rudolph Brown, Faculty of Management Science, Khon Kaen University, Thailand

Abstract:

The economic development of several countries in Asia has had a profound impact on the availability of improved health care of citizens. Many countries have taken the opportunity to market the facilities and expertise of these health care programs to overseas countries. Medical tourism has now become well established in Thailand, Malaysia, Singapore, India etc. Dubai is similarly attempting to follow the trail by offering its facilities to countries in the region.

Key words: Culture and convention tourism, supply analysis, supply typology, cluster analysis, two-step cluster analysis

Notes:

Civil Society Participation in Public Policy Processes in Brazilian Tourism: The Itupararanga-Sorocabana Touristic Region Forum

Cintia Araujo, Universidade Federal de São Carlos, Brazil

Abstract:

In Brazil, since the enactment of the Federal Constitution of 1988, we have been witnessing the institutionalization of new mechanisms for political participation. Thus a variety of Councils of public policies arose and spread, in several spheres of Government and in the most varied sectors. These allowed possibilities of increasing the number of players with power to intervene in public administration and public policies. This article is intended to evaluate the democratizing nature of these forums within the field of tourism public administration, via the analysis of one experiment going on at the State of São Paulo, namely: "Itupararanga-Sorocabana Touristic Region Forum". We relied on a qualitative approach (case study) and concluded that although we have been experiencing an expansion of the participation of civil society in public policy processes, there remains the challenge regarding the inclusion of some segments traditionally excluded from decision-making arenas, not to mention the concerns about the quality of contribution given by some members related to these bodies.

Key words: Public Policies, Democracy, Public Policies Council

Notes:

Accessing Complementary Relationship between Local Brand Farm Products and Rural Tourism

Yasuo Ohe, Chiba University, Japan

Shinichi Kurihara, Chiba University, Japan

Abstract:

This paper examined the complementary relationship between the direct effects of local brand farm products, such as through increases in income and employment in the local community, and the indirect effects, such as through development of tourism, by examination of data collected by a questionnaire survey to agricultural cooperatives in Japan. For this examination, firstly, this paper presented an analytical framework that economically explains the complementary relationship between local brand farm products and tourism by incorporating the concept of economies of scope and brand externality. Secondly, the result of statistical tests empirically clarified that both direct and indirect economic effects were endogenously connected with each other in a manner so that the indirect economic effect comes after the direct economic effect. Thirdly, we estimated a determinant model of direct and indirect economic effects that assumed an endogenous relationship. The result revealed that those cooperatives producing brand products that acknowledged the two economic effects have a relatively long history of the branding of products, systems for quality control, preservation of the local heritage, and a local partnership between agricultural and accommodation/restaurant sectors. Thus, wider and longstanding perspectives on the management of local resources are necessary to enhance the complementary relationship.

Key words: local brand farm products, economies of scope, externality, rural tourism, regional collective trademark, local resource management

Notes:

The New Branding and Communication Strategy of the Czech Republic as a Tourist Destination

Monika Palatková, University of Business in Prague, Czech Republic

Abstract:

The branding and communication strategy incl. its realisation are the significant activities of the national tourist destinations. The paper focuses on the branding and communication strategy development in the Czech Republic for the period 2013 – 2015 with focus on the international leisure market. The branding and communication strategy are the first conceptual strategies in the Czech Republic ever. The purpose of the paper is to develop a model of the branding and communication strategy incl. brand pyramid as a central point of the communication strategy based on the destination identity and destination image. There are three components of the paper, firstly the identification of the perception and positioning of the Czech Republic as a tourist destination, secondly the finding out what are the significant associations and brand values and thirdly, the draft of the effective communication tools. The author is manager of the team responsible for the branding and communication strategy concept. The method of tourism area life cycle, analysis of the market portfolio, Ansoff matrix, benchmarking, the model of brand development and the model of the brand pyramid are used backed by the quantitative and qualitative research.

Key words: branding, communication strategy, Czech Republic destination identity, destination image, brand positioning

Notes:

Towards Sustainable Ecotourism through Stakeholders' Collaboration Strategies

Liliane Pasape, University of Dar es Salaam Business School, Tanzania

Wineaster Anderson, University of Dar es Salaam Business School, Tanzania

George Lindi, University of Dar es Salaam Business School, Tanzania

Abstract:

This paper aims to assess the stakeholders' strategies towards sustainable ecotourism, with specific focus on networks and public private partnership strategies. A survey involving tourism stakeholders (n=250) was conducted in the eastern and northern tourist circuits of Tanzania. Through binary logit modeling, relationship between various variables was analyzed by looking at the attributes associated with identified strategies. The study results show that despite of the number of the stakeholder's networks available, the level of their involvement in the management of ecotourism is still low. There is also statistical evidence showing that the extent of public private partnership in ecotourism activities is not so much clear and formalized. This leads to inadequate seriousness and sense of ownership among stakeholders especially community members and jeopardizes the development of ecotourism in the country. It is therefore authors' opinion that there is greater potential of sustaining ecotourism in Tanzania if all stakeholders will be represented and collaborated via networks and public private partnerships.

Key words: Stakeholder Collaboration, Strategy, Sustainable Ecotourism

Notes:

Are tourist destinations losing importance as units of cooperation? Interactions between territorial and thematic cooperation

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Michael Volgger, European Academy Bozen/Bolzano, Italy

Sabine Pichler, European Academy Bozen/Bolzano, Italy

Abstract:

Recently, the cooperative landscape among South Tyrolean (Italy) hoteliers has been characterized by a steady increase of thematic cooperation in inter-destinational marketing consortia. In contrast, territorial-based cooperation within destinations is undergoing notably less good times. The present exploratory qualitative study attempts to shed light on the interactions between these two types of interorganizational cooperation among hoteliers. In particular, the study examines how growing cooperation in hotel consortia might affect cooperation and interorganizational relationships in destinations. The results suggest a slightly diminishing importance of tourist destinations and, most of all, an increasing weight of hotels in managing and organizing the tourist offer. To increase competitiveness on a globalized and internet-driven market, leading hotels try to (re)gain control over the value chain and widen the geographical sphere of activity by establishing inter-destinational ties. Thus, the major implications – and concerns – of the present studies refer to the future of local DMOs in destination governance.

Key words: cooperation, collaboration, destination governance, consortia, marketing alliance, hotel

Notes:

Targeting rural tourists in the Internet: comparing travel motivation segments

Juho Pesonen, Centre for Tourism Studies, University of Eastern Finland

Abstract:

Travel motivations have been often used to segment tourists. These segments have traditionally been validated by comparing sources of information, socio-demographics and travel behavior. This is very important step in finding ways to design marketing mix for different segments. Typically the Internet has been only one information source among others. However, during the past years the Internet has become the main channel for many tourists to find information, plan and book holidays and share experiences in social media. It is unknown if and how travel motivation based segments differ in their Internet use besides as an information source. In this study data collected from three Finnish tourism websites during spring and summer 2011 is analyzed to find out how travel motivation segments differ from each other regarding their Internet use behavior. The results show that the three rural tourism segments found in this study indeed differ regarding their Internet use behavior. Managerial contributions of these findings are discussed in the conclusions.

Key words: segmentation, travel motivations, ICT, Internet, rural tourism

Notes:

Information Source or Information Channel? An Approach towards a Classification

Barbara Riegler, University of St. Gallen

Christian Laesser, University of St. Gallen

Abstract:

Existing tourism literature which investigates tourist's information behaviour shows a plethora of used terminology concerning information material. Some researchers refer to the term information source, some to information channel and some use these terms as synonyms. To begin with, this paper provides a brief overview of definitions and concepts of information and communication theory. Consequently, a model of the flow of information has been elaborated. Moreover it attempts to deliver a classification of tourism related information media. Yet, with this paper the authors attempt to contribute to a better understanding of the terms information source and information channel. It should further provide a classification scheme of tourism related information carrier which should facilitate research results.

Key words: Information source, information channel, tourism information search

Notes:

Modeling Internet Diffusion across Tourism Sectors

Miriam Scaglione, Institute of Tourism, Applied University of Western Switzerland

Jamie Murphy Murdoch, Business School, Murdoch University

Abstract:

The Bass model has dominated the literature, and predicted the diffusion of innovations for over four decades. One research stream addresses model assumptions such as actors having a homogenous tendency to adopt and the importance of a critical mass of adopters. Nevertheless, Bass's parameters of innovation (p) and imitation (q) help explain adoption, and the ratio of these parameters sheds insights on critical mass.

This study first compares the parameters p and q across 13 Internet diffusion datasets in five tourism sectors and across countries. The data contain destination management organizations (Switzerland, Austria and Germany); tour operators (European and Swiss); accommodation providers (international chain hotels, Malaysian hotels, Swiss affiliated hotels and Swiss guest houses); and Swiss cable cars.

In addition to Bass's model and a homogeneous adoption tendency, this study uses the Gamma/Shifted Gompertz model to incorporate heterogeneous adoption. Across the same dataset, tourism organizations showed heterogeneous adoption tendencies and the influence of critical mass. This exploratory research illustrates the usefulness of Bass's parameters both as a foundation and to measure critical mass. One future research suggestions is to investigate how culture, organizational and national, and external factors relate to critical mass.

Key words: Diffusion of Innovations, Bass model, Gamma/Shifted Gompertz model, Critical Mass

Notes:

Nationality bias? The Analysis of passengers' preferences on in-flight catering

Markus Schuckert, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong

Mike Peters, Management Center Innsbruck, Department of Tourism Business Studies, Austria

Markus Wechselberger, zoom productions gmbh, Austria

Abstract:

Several studies indicate that consumers' preference for food is affected by socio-cultural and demographic characteristics. The present study is concerned with analysing whether these characteristics known to shape food preferences generally also pertain onboard an aircraft. The purpose of this study is twofold: Firstly, it was concerned with examining if passengers' food preferences are affected by demographic characteristics in the context of air travel. Secondly, the survey aimed to provide sufficient feedback to the industry to further adjust their in-flight product to the needs and wishes of the customers. Data were collected on three long-haul flights from Vienna to Bangkok and two flights leaving for New York JFK in mid August 2010.

Key words: airline catering, consumer preferences, choice, socio-culture, in-flight

Notes:

HOTEL LOCATION AND TOURIST ACTIVITY IN CITIES - HONG KONG AS A CASE STUDY

Noam Shoval, The Hebrew University of Jerusalem, Israel

Bob McKercher, The Hong Kong Polytechnic University, China

Abstract:

A growing body of research is focusing on tourism in urban destinations. However, there has been no research examining the impact of hotel location on subsequent tourist behaviour. This article fills this gap both theoretically and empirically, through an analysis of the time-space activity of tourists staying at four hotels in different areas of Hong Kong. The movements of 557 tourists' day-trips were tracked using GPS loggers. The study concluded that hotel location has a profound impact on tourist movements, with a large share of the total tourist time budget spent in the immediate vicinity of the hotel. Further, the study illustrated the impact of geomorphic barriers on tourist movements. The findings have important implications at both a destination and enterprise level.

Key words: Hotel Location, Time-Space Activity, Hong Kong, Global Positioning System

Notes:

Forecasting international tourism with due regard to asymmetric income effects

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

Abstract:

The study looks into ways to estimate tourism demand models while accounting for asymmetric income effects on demand across business cycles and using the estimated equations for forecasts until 2015. Expenditures for outbound travel (tourism imports) in five source markets are analyzed using econometric models that can capture varying magnitudes of price and income effects depending on the phase of the business cycle. The main reasons why income elasticities may vary across the business cycles are loss aversion, liquidity constraints and precautionary saving as well as the intensity and time structure of substitution effects between expenditures on tourism imports, domestic tourism and other goods and services. The forecasting results clearly demonstrate that when we use the suggested approach that considers possible asymmetric income effects instead of the mainstream approach which is applied in most of the tourism demand studies and is based on the assumption of constant elasticities across the business cycles, we can reduce the forecasting errors.

Key words: business cycle, asymmetric income elasticities, loss aversion, liquidity constraints, precautionary saving, forecast error

Notes:

GLOBAL CRISIS AND ITS RELATIVE IMPACT ON TOURISM

Lindsay William Turner, School of International Business, Victoria University, Australia

Chau Jo Vu, School of Accounting and Finance, Victoria University, Australia

Abstract:

A first step in understanding the impacts of shocks to tourism demand is to categorize and measure their relative impacts. Some shocks are based upon wars (Iraq, March 2003) or health scares (SARS, April 2003), and there are others based upon internal political uprisings (Tiananmen Square, June 1989), adverse weather conditions (Guam, December 2002), financial crises (Asian crisis, July 1997, World Financial Crisis, September 2008) and terrorist attacks (Bali, October 2002). The question analyzed here is generally whether different categories of shock exhibit different impacts upon arrivals in terms of depth and spread, and specifically what was the relative impact of the world financial crisis. Whether the substitution process (for example, a holiday in Phuket instead of Bali) and association process (for example, SARS affects Singapore and therefore Malaysia) have potentially predictable characteristics and whether these findings can be used to provide insights into the nature of shocks in future situations is of considerable interest. It is argued that it is possible to predict the nature of the impact of particular types of shocks upon arrivals. However, some shocks are more significant in terms of their international impact than others, and the world financial crisis appears to be the most significant financial crisis at least since the 1930's great depression. Is it possible to analyze such a shock and measure its impact?

Key words: rism Shock, Tourism Impact, Global Crisis

Notes:

Business Ethics of Tour Operators for Supporting Sustainable Tourism Development and its Determinants: A Case of Thailand

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Abstract:

This research aims to measure the awareness and the performance of tour operators (TOs) regarding to sustainable tourism development (STD) ethical behavior and to explore the internal factors of TOs affecting their STD ethical performance. The qualitative data obtained from interviewing with stakeholders and quantitative data collected from the survey of 130 tour operators in Chiangmai and Phuket provinces were utilized to answer the research objectives. The results reveal that the tour operator have awareness to STD ethical behaviour at rather high level but have performance regarding to STD ethical behaviour at moderate level. In addition, the study found the statistically significant difference between their awareness and performance. The value of registered capital is the only variable that have significant effect on TOs' STD ethical performance. Furthermore, several policy recommendations for closing the awareness gap and implementation gap were drawn and concluded in this study.

Key words: business ethics, tour operator, sustainable tourism development, ethics determinants

Notes:

Tourists' understanding of sustainable tourism An analysis in eight countries

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Hannes Egli, Lucerne University of Applied Sciences and Arts, Switzerland

Martin Lutzenberger, Lucerne University of Applied Sciences and Arts, Switzerland

Dieter Pfister, Lucerne University of Applied Sciences and Arts, Switzerland

Jürg Stettler, Lucerne University of Applied Sciences and Arts, Switzerland

Abstract:

The goal of this study is to learn more about tourists' understanding of sustainable tourism. The empirical survey with 6,000 respondents in eight countries identifies the most relevant aspects of sustainable tourism from a tourists' perspective. Overall the perception is balanced over the different dimensions. Furthermore, five different types regarding tourists' understanding of sustainable tourism are identified in a cluster analysis and a potential market size of sustainable tourism of 22% of all tourists can be identified.

Key words: Sustainable tourism, understanding, perception, demand, cluster analysis

Notes:

A Framework for Assessing Mega-event Governance Impacts: A Case Study of the 2010 Winter Olympics

Peter W. Williams, Centre for Tourism Policy and Research, Simon Fraser University, Canada

Alison M. Gill, Centre for Tourism Policy and Research, Simon Fraser University, Canada

Valerie Sheppard, Centre for Tourism Policy and Research, Simon Fraser University, Canada

Abstract:

This paper identifies and applies a framework for assessing governance processes supporting more sustainable forms of development in tourism destinations. More specifically it uses a case study of the 2010 Winter Olympic Games hosted in Whistler BC to illustrate how governance style impacts destination development and management strategies. It highlights the role of a 'sustainability fix' strategy in shaping the dynamic interplay between exogenous Olympic and endogenous host destination stakeholders governing Games-related development. While the governance style adopted in the case study reflected the 'real time' urgency of delivering the Games according to International Olympic Committee standards, it was tempered to accommodate the principles, goals and practices embedded in the host destination's longer term sustainability plan. This led to a range of infrastructural and social capital building benefits for Whistler, as well as opened the doors to adjustments in the destination's long term sustainability governance approach and priorities. The paper's assessment framework provides a synthesis of sustainable governance indicators suited to application in a tourism destination management context, as well as insights into how 'sustainability fix' factors offer the strategic ambiguity needed to bridge the interests of otherwise disparate group of destinations stakeholders.

Key words: destination governance, sustainability fix, strategic ambiguity, Olympic Games

Notes:

CHINESE TOURISM RESEARCHERS USING FOREIGN LANGUAGE SOURCES: A Citation Context Analysis

Honggen Xiao, The Hong Kong Polytechnic University

Abstract:

This article presents a citation context analysis to address the perceptions and behavior of Chinese tourism researchers citing “foreign language” sources in (for) their own work. The study adopts a qualitative/inductive approach, with results from in-depth interviews of twenty-four active Chinese tourism researchers amply speaking of the dynamics, politics, subjectivity, and at times irrationality of citing from foreign languages for China tourism research. The discussion provides insights into the motivation, perceived benefits, facilitation and constraints, as well as the (re)presentations of cited ideas in a citer’s work, and hence complements to the currently ongoing, measurement-oriented scientometric perspectives of citation impact analysis.

Key words: Citation, science communication, language community, China tourism research

Notes:

An analysis of skills expectations of learners versus employers: the case of Culture, Arts, Tourism, Hospitality and Sport SETA

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Lindie du Plessis, North West University, TREES (Tourism, Research in Economic Environs and Society), South Africa

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Abstract:

The economic growth in the tourism industry is changing the structure of labour markets, increasing the level of competitiveness and thereby creating a need for improved labour productivity and a more flexible workforce. Education and the creation of employment are among the key priorities of the South African government. This process can be successful only if companies raise performance and productivity standards by means of the enhancement and development of skills. In order to succeed in the rebuilding process, it is imperative that the various stakeholders interact to establish the composition of the relevant skills and qualifications required. Consequently, the growth of job opportunities in the tourism sector has uncovered various challenges, including the gaps in the areas of education, training and development. These gaps have resulted in low levels of productivity and are currently creating unsatisfied expectations for students and job providers. Identifying these gaps could provide some answers to problems the tourism industry is experiencing. A desktop study will be based on the theoretical framework of training outcomes in South Africa. Quantitative research will be conducted by means of two structured questionnaires which will be directed to 217 listed employers and 3650 students on the database of CATHSSETA. Using the SPSS, descriptive statistics, factor analysis and t-test analysis will be carried out; these will be used to determine factors that cause the differences in perceptions among the CATHSSETA role players.

Key words: Tourism industry, study programme, qualification, learners, training institution, learnership, and internships

Notes: