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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

Creating a Memorable Spectator Experience at Endurance Sports Events

Martinette Kruger, North West University, South Africa

Melville Saayman, North West University, South Africa

Abstract:

The purpose of this study was to determine the critical success factors (CSFs) for creating a memorable spectator experience at three ultra-sports events in South Africa: the Cape Argus Cycle Tour, the largest cycling event in Africa, the Two Oceans Marathon, a 56- kilometer ultra-marathon, and the Midmar Mile, the largest open water swimming event in the world. ANOVAs were used to identify differences between the three markets in terms of the importance of the various CSFs and the socio-demographic and behavioral profiles of the spectators. These results can assist event organizers in addressing the needs of spectators at different sports events thereby contributing to the memorability and sustainability of such events.

Key words: Spectator experience, endurance sport spectators, critical success factors, South Africa

Presentation: Monday, Session 1A

Notes:

Customer Value of Purchasable Supplementary Services – The Case of a Full Network Carriers Economy Class

Andreas Wittmer, University of St. Gallen, Switzerland

Edward Rowley, Swiss International Airlines

Abstract:

There is a general trend in the airline industry to find ways to generate ancillary revenue by offering additional or unbundled services. Especially low cost carriers are known to unbundle their services, however, in contrast only some network carriers started to unbundle their services and gain ancillary revenues, others do not due to a possible negative impact on customer perception and their brand image.

The goal of this study is to determine viability and customer value of purchasable supplementary services for economy class passengers of European full-service network carriers. The focus of the study lies in determining specific characteristics of the customer value concept in the context of purchasable supplementary services. Additionally, knowledge about the unbundling of existing services, the introduction of new additional services, and the packaging of purchasable supplementary services is gained in order to determine the feasibility of implementing such measures.

Key words: Airlines, customer value, services, ancillary revenues

Presentation: Monday, Session 1A

Notes:

Varying Elasticities and Forecasting Performance

Egon Smeral, Modul University, Austria

Haiyan Song, The Hong Kong Polytechnic University, Hong Kong

Abstract:

This study assumes that tourists' demand reactions to income and price changes are asymmetric in different phases of the business cycle. In order to test the validity of such a hypothesis, we analysed the demand for international tourism in five source markets using a modified growth rate (MGR) model that allows the income and price elasticities to vary across the business cycles. The empirical evidence clearly demonstrates that the income elasticities are indeed asymmetric across the business cycle. In addition, asymmetric price effects were also found for Japan. To compare the forecasting performance, we also estimated a time varying parameter (TVP) model. The results showed that the MGR model generally outperforms the TVP model in out-of-sample forecasting.

Key words: business cycle, asymmetric income and price effects, time-varying parameter model, forecasting error

Presentation: Monday, Session 1B

Notes:

KIBS as a Driver for Innovation in Business Tourism in Krakow - Changes on the Local Market.

Krzysztof Borodako, Cracow University of Economics, Poland

Jadwiga Berbeka, Cracow University of Economics, Poland

Michał Rudnicki, Cracow University of Economics, Poland

Abstract:

The aim of the study is to examine more closely knowledge-intensive services (KIBS) in the context of implementing innovation in business tourism. KIBS are a key factor in promoting and introducing innovation in the local and regional economy, hence the special focus on this sector. The role of innovation in tourism is still a very real and important aspect of this sector's development, and business tourism represents a significant segment of Krakow's tourism sector. On the basis of annual changes in numbers of KIBS firms in Krakow over the period 2001–2012 the sizes of various subsectors of KIBS (particular services) were studied and the services with large increases in numbers of companies identified.

Key words: KIBS, knowledge, services, business tourism, innovation

Presentation: Monday, Session 1B

Notes:

Competitiveness in the European Tourism SMEs

Csilla Jandala, Edutus College, Budapest

Claude Origet du Cluzeau, AOC & Co, France

Abstract:

Eight European countries took part in the KnowNet research that was carried out in the years 2010-2012 and was partly financed by the EU. The main goal was to get information on the tourism SME-s concerning their situation in present and opportunities in the future, taking into consideration the general economic situation in Europe and in the World.

All the eight countries are special in a way: they represent different subregions, different economic and tourism potentials. Furthermore they are often competitors of one another. Despite the above mentioned facts, we cannot say that the research was representative of the whole European tourism sector, but, involving all the important national tourism associations and significant SME-s in the eight countries, it serves a good example for the co-operation in a work where the exchange of information was in the center of interest.

The paper is on the results of this research which we think a first step in the understanding of the process of competitiveness, but could be a good example for other European countries and regions.

Key words: Tourism, SMEs, Competitiveness, Sustainability, Quality

Presentation: Monday, Session 1B

Notes:

Specification of Target Market in Small and Medium Sized Hospitality Enterprises: A Study on Boutique Hotels Operating in Mugla Province

Aytekin Firat, Muğla Sıtkı Koçman Üniversitesi, Turkey

Gülay Özaltın Türker, Muğla Sıtkı Koçman Üniversitesi, Turkey

İsmail Metin, Muğla Sıtkı Koçman Üniversitesi, Turkey

Abstract:

Turkey's natural and historical beauties are available for tourism facilitate the development of the industry in the country. However, uncontrolled construction and damaging nature unconsciously by building concrete walls on the sides of coastlines keep weakening the industry. In this respect, boutique hotels are emerging as small and medium sized enterprises (SMEs) which are built either by protecting the natural plantation or by restoring old buildings. Besides, the tourists visiting our country tend to prefer such places more.

The main goal of this research is to introduce boutique hotels as a flourishing enterprises in the light of changing structure and trends of tourism industry, to determine the contributions of boutique hotels to Turkish tourism industry, to point out and call attention to the problems of these enterprises according to demands and expectations of guests, and to develop some solutions concerning existing problems, to specify what kind of marketing tools are used and to investigate targeting strategies of the enterprises defined. Besides it is targeted to investigate the existing situation of services of boutique hotels placed in Muğla province, which has a high tourism potential, as well as to identify the segmentation criteria and targeting strategies of them, and to learn how they position themselves in the market. Moreover, in consideration of the problems they face, to offer some solutions is another goal of the study.

Key words: Service Marketing, Tourism Marketing, Hospitality Enterprises, Target Market, Boutique Hotel

Presentation: Monday, Session 2A

Notes:

User Generated Content: The Adoption and Implementation of Facebook Across Tourism Segments

Miriam Scaglione, University of Applied Sciences and Arts Western Switzerland, Switzerland

Jean-Philippe Trabichet, HES Geneve, Switzerland

Colin Johnson, San Francisco State University, California, USA

Abstract:

Web 2.0 has fundamentally changed the nature of the process in which travel companies and travellers communicate with each other. The term Travel 2.0 characterizes the arrival of Web 2.0 features in Information Technology Communications (ITC) of the tourism sector. The research focuses on two families of hypothesis, focusing on the adoption and implementation of Facebook (FB) by tourism sectors. The study used a softbot, a software robot with exploratory and parsing capacities that runs automated tasks over the Internet. The research uses a database of over 4'700 websites.

The sample for the study included Destination Management Organizations (DMOs) from Austria, Germany and Switzerland, International Hotel Chains, European Tour Operators and Swiss hotel companies, restaurants and cable car companies. The results show significant differences in the two variables either for adoption or implementation across sectors. Moreover, there is some preliminary evidence that the preferred strategies for FB are those related to short-term performance measurement tools by stakeholders regardless of the correct implementation of this social network.

Key words: Social networks, innovation, diffusion, implementation, Facebook

Presentation: Monday, Session 2A

Notes:

Forecasting the Final Penetration Rate of Online Travel Agencies in Swiss Hotels

Miriam Scaglione, University of Applied Sciences and Arts Western Switzerland Valais

Roland Schegg, University of Applied Sciences and Arts Western Switzerland Valais

Abstract:

This research uses data on distribution channels of hotels gathered through a yearly survey addressed to Swiss hotels since 2006. The authors use the evolution of Online Travel Agencies (OTAs) market share as a time series which can be modeled using growth curve methods. This study uses different growth methods to analyze the dynamics of the evolution of online intermediaries and to determine the final penetration rate of OTAs not only on an overall level (Swiss hotels), but also segmented by hotel category, location and size. Results from our study show that, from the scientific point of view, the level of final penetration of OTAs seems to depend on the typology of the hotel. Overall, a final penetration of around 35% is predicted by our models. The paper sheds also some light on the statistical difficulties in forecasting with a limited set of data available. From the practitioner's point of view, the study gives insight into the future evolution of the distribution mix. This is crucial for the marketing and pricing strategy of hotels considering that the Internet is the most powerful marketing tool in the hospitality industry today.

Key words: Online Travel Agency (OTA); Swiss hotel, distribution channel, Bass model; Gamma/Shifted Gompertz model; final market penetration forecast

Presentation: Monday, Session 2A

Notes:

An Eco-Bungalow Model for Poverty Reduction*(Djibouti)

Pornnarong Charnnuwong, Khon Kaen University, Thailand

Abstract:

In the Less Countries Developed (Djibouti), the problem to fight against poverty by the tourism development raises the question of the financial investment essential to the starting of the projects carried by the local communities.

The objective is to improve and optimize the durability of construction. The "Eco-bungalow" will have to be integrated into the maximum with the environment, traditional architecture and local culture. In addition, it must also have a reasonable cost in order to answer the problem of the very low capacity of investment of the local populations. Local materials re- used, renewable energies and powerful insulating materials are the main ideas for constructing bungalow. The key success is a local participation that is installed in the design and construction process.

Accordingly, this experimental program can constitute an effective means of fight against poverty, while allowing the populations the most stripped to invest in tourist projects which will be able to allow them a complement of significant income.

Key words: Eco-design, green accommodation, sustainable tourism, local development, local participation

Presentation: Monday, Session 2B

Notes:

Participatory Democracy & Public Policy Process: The Tourism Council of the State of São Paulo – CONTURESP

Cintia Möller Araujo, Universidade Federal de São Paulo, Brazil

Luiz Alberto David Araujo, Pontifícia Universidade Católica de São Paulo, Brazil

Abstract:

Historically, in Brazil, the public policy process has been in the hands of state and of public organisms. In the case of Tourism, during many decades, this process was mainly concentrated on the Federal Government level. However, since the enactment of the Federal Constitution of 1988, we have been witnessing the institutionalization of new mechanisms for political participation and thus, a variety of Councils of public policies arose and spread, both in several spheres of Government and in the most varied sectors. Therefore, this article is intended to evaluate the democratizing nature of these forums within the field of tourism, via the analysis of an experiment: "The Tourism Council of the State of São Paulo – CONTURESP. Indeed, this paper tries to answer the following question: to what extent do this body influences the public policy process and contributes to integrate a diversity of touristic interests in the government agenda of the State of São Paulo? We relied on a qualitative approach (case study), used content analysis techniques and concluded that although we have been experiencing an expansion of the participation of civil society in Councils of public policies, there remains the challenge regarding the effectiveness of this forums contribution.

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

Presentation: Monday, Session 2B

Notes:

Public Agenda of Tourism in Brazil

Mariana Pimentel, Universidade Federal de Juiz de Fora, Brazil

Thiago Pimentel, Universidade Federal de Juiz de Fora, Brazil

Abstract:

Despite discussions about Brazilian public policies, the impacts of tourism policy in this country are still little known. By assimilating various roles over the last century, Brazilian governments could establish goals and provide different expectations. This study aims to analyze the process of institutionalization of Brazilian tourism public policies from 1930 to 2010. To reach this objective, the Brazilian public agenda of tourism was reconstituted. As data source was used the website of the House of Representatives. We observed recurrent institutional inconsistency; increased investments, and transforming expectations. There was also recent change in the profile of these policies, seeking to conform to the international standard.

Key words: Public policy, public agenda, tourism, Brazil

Presentation: Monday, Session 2B

Notes:

Toward an Evolutionary Theory of Tourist Behavior

Geoffrey I. Crouch, La Trobe University, Australia

Abstract:

In recent years, scholars in various fields have been making increased use of evolutionary theory to gain a deeper understanding of human behavior. Since the 1970s, with the birth of new fields of research known as Sociobiology and Evolutionary Psychology, researchers in a broad range of the social sciences are now applying evolutionary theory and thinking to the study of human behavior in a wide variety of contexts. This paper examines predominantly the literature on sociobiology and evolutionary psychology, as well as some from genetic science, in order to identify aspects of tourism behavior in which evolutionary-based theorizing may hold important and promising potential to increase understanding.

Key words: tourism consumer behavior, evolutionary psychology, sociobiology, human nature, genetics, Darwin

Presentation: Tuesday, Session 3A

Notes:

Terrorism Risk Perception and Safety Importance to International Tourists: The Mediator Effect of Involvement

Cláudia Seabra, Polytechnic Institute of Viseu, Portugal

José Luís Abrantes, Polytechnic Institute of Viseu, Portugal

Elisabeth Kastenholz, Aveiro University, Portugal

Abstract:

Using a sample of 600 international tourists travelling in Portugal, Spain and Italy, this study identifies key issues related with terrorism, risk perception, involvement and motivation to safety of international tourists. A structural model reveals that tourists are motivated to acquire information about terrorism in the media, namely they show attention and interest in that news and that influences directly their risk perception. The risk perception influences directly the involvement of tourists in the trip planning, specifically information seeking before and during the trip. Risk perception and tourists' involvement influences the tourists' motivation to safety. Discussion centers on the implications of this model to theory and managerial development of tourism strategies. Recommendations for destinations managers and promoters and tourist organizations administrators are addressed.

Key words: Consumer Behavior in Tourism, Involvement, Motivation to Safety, Risk Perception, Terrorism

Presentation: Tuesday, Session 3A

Notes:

How Innovative is the Austrian Hotel Industry?

Petra Binder, FHWien University of Applied Sciences, Austria

Alexander Kessler, FHWien University of Applied Sciences, Austria

Michael Mair, FHWien University of Applied Sciences, Austria

Christoph Pachucki FHWien University of Applied Sciences, Austria

Katharina Stummer, FHWien University of Applied Sciences, Austria

Abstract:

In the face of growing international competition, innovation is becoming increasingly important for Austria's hotel industry. This paper examines the outcomes of various forms of organisational innovation in the light of the results of a quantitative survey of 255 hotels. The findings show that tangible business success and effective innovation can only be achieved by means of a combination of all three aspects of organisational innovation – willingness to innovate (tension), ability to innovate (slack) and opportunities to innovate (loose coupling).

Key words: organisational innovativeness, innovation results, hotels in Austria, quantitative analysis, success factors

Presentation: Tuesday, Session 3B

Notes:

The Relationships between Regional Development, Innovation and Tourism: The Case of Southern Italy

Anna Scuttari, European Academy of Bozen/Bolzano, Italy

Michael Volgger, European Academy of Bozen/Bolzano, Italy

Harald Pechlaner, European Academy of Bozen/Bolzano, Italy

Abstract:

Increasing global competition determines the emergence of regional systems, causing a new focus on regional innovation systems, on governance approaches and on tourism sector as a complementary or substitute activity to industry. Regional development organisations become therefore crucial institutions for an integrated regional development. This paper analyses the relationships between regional development, innovation and tourism and addresses the characteristics of regional development organisations in Southern Italy through a qualitative, GABEK-based research design. The study reveals a bidirectional relationship between tourism and regional development and common features in regional development organisations in Southern Italy. The comparison of the results with a previously developed case study in South Tyrol offers a broader picture on regional development systems in Italy, observing the role of tourism within them.

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

Presentation: Tuesday, Session 3B

Notes:

Characteristics of Volunteer Tourists, their Satisfaction and Involvement

Anita Zehrer, MCI Management Center Innsbruck, Austria

Kirstin Hallmann, German Sport University Cologne, Germany

Christoph Breuer, German Sport University Cologne, Germany

Abstract:

Tourism volunteering is volunteering that takes place in a tourism setting. Usually volunteering tourism is associated with charitable activities in third world countries, which are sustainable and benefit local communities. However, international volunteering can also be seen as an alternative form of tourism for people who are searching for a different experience and it has increased in significance. Volunteer tourists however, are a complex species due to a variety of cultural backgrounds such as nationality, gender, ages and religious belief, motivation and expectations. Nevertheless, volunteer tourists are not regarded as an independent target group, but are rather seen as alternative tourists. This article highlights the characteristics of volunteer tourists in social and ecological and organic farming projects and their influence on satisfaction and experience.

Key words: volunteering, volunteer tourists, consumer behaviour, behaviour characteristics

Presentation: Tuesday, Session 4A

Notes:

**Luxury Travel: Is it only for the Affluent?
Conceptualization and Exploratory Empirical Investigation of the
Financial Domains of Luxury Travel in a Mature Market -
Switzerland**

Christian Laesser, University of St. Gallen, Switzerland

Pietro Beritelli, University of St. Gallen, Switzerland

Marco Bazzi, University of St. Gallen, Switzerland

Abstract:

This paper brings forward a conceptual model discussing the financial domains of luxury travel. We propose that luxury travel can not only be assessed from an absolute travel expenses perspective (travel expenses of the potentially affluent, i.e. tycoons, high net worth individuals, or rich, etc.), but a perspective needs to be included which accounts for travel expenses in relation to resources, such as income. We test to what extent objective (destination choice, accommodation choice, and trip duration) and subjective (travel motivation, travel type) travel descriptors can predict if a given trip in the above context can be considered a luxury (vs. a budget) trip. The results for the case of Switzerland – a mature and sophisticated market – reveal that luxury travel does not only constitute intercontinental travel with staying in five star plus hotels but incorporates a much broader variety of travel components, very much dependent on the perception of the traveler.

Key words: Travel expenditure, luxury travel, budget travel

Presentation: Tuesday, Session 4A

Notes:

Issues of Consumer Behaviour on Climate Change and Ski Tourism Examples from Norway and Slovakia

Carlo Aall, Western Norway Research Institute, Norway

Jana Kucerova, Matej Bel University, Slovakia

Halvor Dannevig, Western Norway Research Institute, Norway

Osman Cenk Demiroglu, Istanbul University, Turkey

Abstract:

The contemporary climate change is already affecting ski resorts of the world naturally as well as socioeconomically. This is physically depicted in the spatiotemporal shortage of snow cover, resulting in the so-called "substitution behaviour" performed by the consumers on the demand side, and financial burdens and further socioeconomic stress due to loss of business and new adaptation investment requirements, such as snowmaking, on the supply side. The issue has also attracted a vast academic attention, with some 300 scientific publications specifically dealing with the physical and human aspects of the phenomenon at hand. Our aim in this paper is to tell the audience the stories of two cases that represent diverse geographies and different businesses of ski tourism that struggle to survive the effects and impacts of climate change. The first case is on a niche market of this tourism type, summer ski centres in Norway, and the second one is about an established ski resort of emerging Slovakia. The method aims to discover the relationship between climate and tourism data through regression analyses and to explore consumer behaviour and adaptation to climate change through surveys.

Key words: Climate Change, Ski Tourism, Adaptation, Substitution, Norway, Slovakia

Presentation: Tuesday, Session 4A

Notes:

The Nature of Transmittable Knowledge in Inter-organizational Tourism Networks

Kirsi Meriläinen, HAMK University of Applied Sciences, Finland

Abstract:

This paper focuses on the nature of transferable knowledge in inter-organizational tourism network. The paper suggests that the transfer of knowledge between companies requires specific type of knowledge. Building on the literature on tourism networks, intra-organizational knowledge management and organizational theories, a description of a knowledge concept vulnerable to knowledge transfer in inter-organizational tourism networks is proposed. The description takes into account multi-dimensionality of knowledge criteria (explicit knowledge, tacit knowledge) against which the peculiar properties of both knowledge types are set and the connections of the attributes to knowledge transfer at the organizational level in inter-organizational networks are identified. Also knowledge-related concepts that are transferrable between the organizations are suggested. The conceptual tool can be used in analyzing knowledge as an object of knowledge transfer between network companies. The paper contributes primarily to the literature on inter-organizational tourism networks.

Key words: inter-organizational tourism network, knowledge transfer, concept of knowledge, explicit knowledge

Presentation: Tuesday, Session 4B

Notes:

Evolving Stakeholders into a Learning Organization Framework

Alfred Mifsud, Institute of Tourism Studies, Malta

Abstract:

Tourist guides many a time simplify the interaction of tourists amongst different stakeholders providing services. Through such an involvement they have an insight on how the tourists value the experience whilst on holiday from different value chains representing different stakeholders. Moreover they have built a skill to judge the stakeholders' ability to learn, the speed of learning, whether they are willing to operate in an open culture, whether they are united through a shared vision and whether they have a willingness to solve problems in a team effort. Within this context a questionnaire was designed based on the typology adopted by Porter for the value chain and Senge for the learning organisation.

The feedback gave a measure on how the tourists rate their experience on the various value chains they interact with during their vacation. It also ranked their importance on how these could be exploited for the furtherance of the tourist product. In addition it tested whether there exists ground for the introduction of a learning organisation framework.

The results reveal the importance of a learning organisation framework to strengthen the relationship amongst the stakeholders; to improve the tourist take away experience whilst on vacation, and to continuously improve the tourist product through innovation.

Key words: Tourism value-chain, Learning organization, Innovation, Malta.

Presentation: Tuesday, Session 4B

Notes:

Identity and Managerial Efficiency of Farmers on Dairy Farms that Conduct Educational Tourism

Yasuo Ohe, Chiba University, Japan

Abstract:

When farmers undertake a new activity such as tourism activity, it is crucial that they enlarge or redefine their identity from that of a simple farm producer to a farm resource manager with a wider perspective. Otherwise, efficient farm resource management is not attained. First, this paper evaluated the identity effect, which is defined as how a farmer's identity influences the efficiency of main activity, milk production, and overall managerial efficiency by providing an emerging new educational tourism service. To approach this aim, based on an analytical framework, this paper classified farmer's identity into two types: traditional identity that is oriented toward simple farm production and enlarged identity that is oriented toward viability of a new service activity. Second, by the stochastic frontier production function the effects exerted between the main activity and the educational activity on the efficiency of the main activity, milk production, were examined in consideration of a farmer's identity. It was revealed that conventional technical inefficiency is overestimated when the identity effect is not considered. Third, by data envelopment analysis, the result of managerial efficiency simulation of a two-sector model, that is, the main milk production and the educational activity, revealed that those with the enlarged identity could realize higher managerial efficiency than those with the conventional identity. Thus, it was revealed that a farmer's identity makes a difference in managerial efficiency. The efficiency level, however, was not high, which means that there is much room for improvement in farm resource management. Consequently, when policymakers try to design support measures to develop tourism-related farm diversification, the perspective of the support measures for capacity building should be widened to include identity issues, which helps farmers widen their identity that enable them to be more efficiently acceptable for tourism activity.

Key words: educational tourism in agriculture, identity, stochastic frontier production function, data envelopment analysis, technical efficiency, dairy farm

Presentation: Tuesday, Session 4B

Notes:

Hiking in the Mountains: Conditions and Prospects for Younger Generation in the Northern Italy.

Andrea Macchiavelli, University of Bergamo, Italy

Andrea Pozzi, University of Bergamo, Italy

Abstract:

The active frequentation of mountain areas has been analyzed especially in relation with the territory and the landscape. This paper presents the results of an extensive research project carried out in Northern Italy that investigated the relationship between people and mountain and highlights the conditions and the expectations, especially of young people, towards mountain hiking in the Alps, both in summer and in winter. The analysis was carried out by: an overview of existing literature on the subject, with particular reference to Italy; a direct CATI survey on a population sample; a direct survey on a sample of students from high schools. The paper will present a reasoned synthesis of the work done, with the aim to bring out the main factors that characterize the relationship between young people and mountain hiking.

Key words: Hiking, mountain, young generation, mountain attraction

Presentation: Tuesday, Session 5A

Notes:

Wellbeing Tourism Experience in a Social Tourism Context

Raija Komppula, University of Eastern Finland

Riikka Ilves, University of Eastern Finland

Abstract:

The purpose of this study is to increase the understanding of a wellbeing tourism experience of a social tourist. A short literature review on connections between social tourism and wellbeing tourism is first presented, followed by a review on the concept of wellbeing tourism experience. An ethnographic method was used, aiming to study what factors affect the formation of the holiday experience, and what the role of specially arranged activity services is in that experience. The data was collected at a holiday centre providing wellbeing experiences in Eastern Finland. Findings of this study show that a social holiday can be seen as a form of wellbeing tourism. Factors contributing to the wellbeing experience could be divided into six categories: interaction, physical environment, activity content, conditions at mealtimes, weather conditions, holiday-related factors and personal factors, the most important factor with bearing on the holistic wellbeing experience being interaction with other people. Social holiday customers do not expect the holiday to be anything extraordinary, but still, sometimes a holiday as a whole can be a memorable experience for the customer.

Key words: wellbeing tourism, tourist experience, social tourism, ethnography

Presentation: Tuesday, Session 5A

Notes:

Finnish Package Tourists: Mass Tourists or Independent Travellers?

Juulia Rääkkönen, University of Turku, Finland

Young-Sook Lee, Griffith University, Australia

Abstract:

The aim of the current paper is to establish a clear position on the state of Scandinavian package tourism research and provide recommendations for future research endeavours. Package tourism and its tourists have long been associated with mass tourism phenomenon in tourism studies. As international tourism sector becoming more and more tourist-focused and much attention given to their individual preferences and choices, independent travellers' market share has been steadily increasing globally. However, package tourism remains a major mode of outbound tourism in Asia and Europe, taking up more than 40% of outbound tourism sectors in both of the regions. This paper investigates Scandinavian package tourism sector through relevant literature research and make comparative points to Asian package tourism research findings; a dominant region in international tourism research for package tourism.

Key words: Mass tourism, Finnish package tourism, Asian package tourism

Presentation: Tuesday, Session 5A

Notes:

Effective Communication of Sustainable Tourism Products to Influence Purchase Intentions (Preliminary version 1.0)

Roger Wehrl, Lucerne University of Applied Sciences and Arts, Switzerland

Sascha Demarmels, Lucerne University of Applied Sciences and Arts, Switzerland

Julianna Priskin, Lucerne University of Applied Sciences and Arts, Switzerland

Dorothea Schaffner, Lucerne University of Applied Sciences and Arts, Switzerland

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

Fred Truniger, Lucerne University of Applied Sciences and Arts, Switzerland

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

Abstract:

This study explores the best communication style to reach different international tourism markets to understand how purchase intentions could be better influenced in travel brochures. A multiphase empiric study with a pre-test was conducted to test how Swiss, German, British and US travellers could be influenced by the visual and textual communication elements in a fictive travel brochure, designed for a typical beach holiday in Menorca, but managed according to sustainability principles. In total, 3030 responses were obtained from an online survey in the four countries, which showed significant differences in communication preferences amongst the markets. The overall results of the study confirm a general preference for emotionally laden communication styles for sustainable tourism products. Some slight variations exist amongst consumers for the inclusion of rational and technical information in travel brochures for a sustainable beach.

Key words: Sustainable tourism, communication, marketing, empirical survey, choice experiment, conjoint

Presentation: Tuesday, Session 5B

Notes:

Weighting Indicators of Tourism Sustainability

Josip Mikulić, University of Zagreb, Croatia

Ivan Kožić, Institute for Tourism, Zagreb, Croatia

Damir Krešić, Institute for Tourism, Zagreb, Croatia

Abstract:

The weighting of indicators of tourism sustainability (TS) is a challenging issue in TS measurement. It is acknowledged in the relevant literature that weights can have a significant effect on the rankings of analysed regions and policymaking, because relative indicator weights may significantly differ depending on the chosen weighting procedure. To assist future research in this area, this paper conducts a meta-analysis of available empirical TS studies. Overall, nine indicators were identified that appeared in at least two studies. Raw weights from these studies were transformed into relative indicator weights which allowed for a straightforward comparison of indicator weights across different weighting procedures. The results reveal that the reliability (and validity) of common data reduction techniques, like principal components or factor analysis, for weighting indicators is highly questionable.

Key words: sustainability, tourism, weighting procedure, meta-analysis

Presentation: Tuesday, Session 5B

Notes:

Bourdieu, Tourist Field and its Implications for Governance of Tourist Destinations

Thiago Pimentel, Universidade Federal de Juiz de Fora, Brazil

Mariana Pimentel, Instituto Federal do Sudeste de Minas Gerais, Brazil

Abstract:

This theoretical essay aims to introduce the concept of field derivative from the Bourdeusian sociological theory to tourism and discuss some implications from it to governance of tourist destinations. For this it was done a brief review on Bourdieu's sociological theory and in the scarce papers in tourism area that tried to approximate this theoretical framework and tourism phenomena. In the results we present a proposal of transposition to the concept of field to tourism. In the same way it is showed the different possibilities that the pattern of relationships of the actors can set it up. It is argued that the actors in a tourist field needs to, directly or not, consider and deal with the positions of the others actors in the field. In conclusion if one wants to obtain a broader and efficient system of governance to tourist destination is necessary to analyze how structured the field is, who are the actors, what are their positions and what are their dispositions to act in some way. These elements will provide a matrix of relations to guide an empirical destination to identify and manage more accurately its constraints and capabilities to develop.

Key words: Bourdieu, tourist field, tourist destination, collective action

Presentation: Tuesday, Session 6A

Notes:

The Czech Marketing Strategy for Domestic Tourism – the Application of the Strategy Map and BSC Model

Monika Palatková, University of Business in Prague, Czech Republic

Abstract:

The domestic tourism is considered to be one of the tools of regional development. The problem of the domestic tourism is its stagnation and even decline in the period after the reversal in 1989. The paper deals with the factors of domestic tourism development in the Czech Republic and with the basic points of the marketing strategy for the domestic tourism 2013 – 2020 prepared for the Czech national tourist organisation (CzechTourism). The purpose of the paper is to implement the method of a strategy map and the balanced scorecard (BSC) as the framework of the launched strategy. The method of description analysis and the correlation (Pearson correlation coefficient) were used for the analytical part of the paper. The strategy map and the BSC were applied in the marketing strategy for the domestic tourism. The author managed the team responsible for the mentioned marketing strategy 2013 – 2020 for domestic market.

Key words: domestic tourism, Czech Republic, strategy map, balanced scorecard, communication strategy, marketing strategy

Presentation: Tuesday, Session 6A

Notes:

Sustainable Tourism

Elchin Akbarov, Economic Reforms Scientific-Research Institute, Azerbaijan

Abstract:

In today's recreation and tourism, sustainable tourism must play an important role by making one or several types of tourism sustainable, with a lowest possible impact on environment and ecology. In order to develop sustainability of tourism which forms one of the very impressive spheres of sustainable economy, it is required to measure them firstly and then take appropriate steps for development and prosperity based on this measure, where indicators are used to take such a measure. World experience shows that in many developed recreation areas, resorts, beaches and other tourist facilities the problems such as saturation and excessive use of resources are met frequently. The concept of sustainable development, including the development of tourism is expanded to include all forms of economic activity.

Key words:

Presentation: Tuesday, Session 6B

Notes:

An Awareness Booklet Programme on Sustainable Tourism and Environmental Protection (Luang Prabang, Lao PDR.)

Chaturaporn Sihabutr, Khon Kaen University, Thailand

Abstract:

To mitigate the environmental impacts of tourist activity, the development of programmes to raise awareness of environmental problems and education is necessary. The results demonstrate the level of awareness of environmental impacts and provide an essential point of reference in the processes of management and control of progress achieved. An educational booklet is created to combat the degradation of the environment. The programme is developed to provide the stakeholders concerned as a priority with an appropriate tool to deliver *the indispensable basic information for management of the environment*.

Parallel to these goals, the programme aims to make the local community residing in the targeted *areas benefit directly and indirectly* from environmentally responsible tourism activity, in terms of both income and preservation of their natural surroundings. Consequently, the booklet programme can contribute to the reduction of poverty by firstly improving the residents' hygiene conditions and secondly reinforcing the direct economic impact of tourism.

Key words: Awareness, Sustainable Tourism, Development, Environmental Impact, Economic Impact

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Notes: