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

ABSTRACT BOOK

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

<p>Video killed the radio star.</p> <p>Will consumer hybridity kill market segmentation?</p>
<p><i>Yasemin Boztug, Georg-August-Universität Göttingen, Germany</i></p> <p><i>Sara Dolnicar, The University of Queensland, Brisbane, Australia</i></p> <p><i>Nazila Babakhani, The University of Queensland, Brisbane, Australia</i></p> <p><i>Christian Laesser, IMP-HSG, University of St. Gallen, Switzerland</i></p> <p><i>s.dolnicar@uq.edu.au</i></p>
<p>(Short) Abstract)</p> <p>This paper investigates the existence of the hybrid tourists. Results indicate that hybrid tourists – tourists whose segment membership for the next trip cannot be predicted from their segment membership of their last trip – are the norm, rather than the exception with only one quarter of tourist remaining in the same motivation segment across multiple trips. Tourist hybridity is shown with respect to travel motivations and expenditure. Some personal characteristics serve as useful predictors of hybridity. New approaches of market segmentation are needed to cater for the hybrid tourist.</p>
<p>Key words: hybrid consumer; market segmentation; variety seeking; travel expenditures; travel motives</p>
<p>Presentation: Tuesday, Session 5</p>

Notes:

**Public tourism policies in a historical and comparative perspective:
a study of the American countries**

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(Short) Abstract

The central thesis is that tourism policy in these countries was shaped by a political and institutional historical process, despite the external events and global actors from tourism industry play a leading role in their national agendas of tourism. Indeed, it will be clarified when and why the decisions taken affected the tourism destination societies, to understand the inferences of tourism policy in the real world.

By providing an outset of these processes this study intends to indicate alternative actions to interfere in the touristic destinations, so that to benefit society in balance with economic profits.

Key words: Tourism policies, interaction, knowledge, intervention.

Presentation: Tuesday, Session 6

Notes:

Assessing tourism infrastructure in Goa: A gap analysis

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Kaustubh Kamat, Goa University, India

Miriam Scaglione, University of Applied Sciences Western Switzerland, Switzerland

Klaus Weiermair, University of Innsbruck, Austria

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(Short) Abstract

The aim of this paper is to examine the perceptions of tourists visiting the state of Goa with regard to the importance given to and the satisfaction level with respect to the infrastructure, facilities, services and amenities available for tourism; to identify infrastructural strengths as well as problem areas, which will enable various stake holders to take appropriate measures. 34 variables with respect to infrastructure, facilities, services and amenities were rated on importance given to and the satisfaction level; and a structured questionnaire administered to 600 tourists. Gap Analysis, which is based on Importance-Performance Analysis, was used to determine the gap between tourist perception of importance given before trip and satisfaction level after trip; and paired t-test was used to determine whether the gap was significant. Research findings reveal that in 30 out of 34 variables, there is a significant difference in tourist perception before and after the trip. Further, when plotted on an Importance-Performance Grid, 12 out of the 34 variables fall in Quadrant II (Concentrate here) indicating an urgent need to focus efforts and resources to improve the same.

Key words: Tourist perceptions, assessment of Infrastructure, Importance-Performance Analysis, Goa, India.

Presentation: Tuesday, Session 5

Notes:

Chinese skiing instructors in Switzerland – Development of a new market for winter tourism destinations

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(Short) Abstract

Outbound tourism from China is a growing market, especially more importance get luxury and leisure travels beside the touring trips for experienced and wealthy travellers. This new segment of Chinese travellers could be seen as a chance for winter destinations in Switzerland, which are forced to search for new customers.

With the project “Chinese skiing instructors for Switzerland” from Switzerland Tourism and Swiss Snowsports the recognition of Swiss winter destinations in China as well as the potential of the Chinese tourism market in Switzerland should have been increased and additionally the winter tourism product for Chinese skiers should be improved.

The presented study investigates the success of the project and its intercultural aspects. Furthermore, a first description of Chinese skiers is provided. The study based on the destination management approach (Bieger 2008) and Mumford’s culture shock measurement (1997) is carried out with interviews and questionnaires.

Overall, the goals regarding the media presence in Switzerland as well as in China have been fulfilled, but there is still a need to increase marketing activities in China and further improvements of the whole product chain. According to cultural differences between China and Switzerland the measurement of culture shock on the Chinese skiing instructors was comparable to Mumford (1997). Motivating for tourism providers should be the fact, that Chinese speaking skiing guests enjoy a longer stay in Switzerland compared to the average Chinese tourists.

Key words: Winter tourism, Switzerland, China, Skiing instructors

Presentation: Monday, Session 1

Notes:

The competitiveness of ski-destinations: Exploring subjective versus objective measurement

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(Short) Abstract

Studies about measuring competitiveness of winter sport destinations are very rare. *Subjective* measurements seem to dominate research mostly either from demand or supply side, however, seldom integrates approaches from both sides. *Objective* measures seem to be scarce, and comparisons of both subjective and objective measures seem to have been neglected so far. To increase the credibility of the findings, this paper relies on subjective primary data (demand and supply side) and objective secondary data (demand side) on the competitiveness of six Alpine destinations.

Key words:

Destination competitiveness, performance measures, subjective, objective, ski destinations

Presentation: Monday, Session 3

Notes:

Toward the organizational innovation of DMOs in Hokkaido, Japan: Lesson from DMOs in Switzerland

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(Short) Abstract

The purpose of this paper is to consider the organizational innovation on DMOs in Hokkaido, Japan. Hokkaido region is a famous tourism area in Japan, however, the destination tourism management is insufficient level than Kantons (states) in Swiss. We consider it through the comparative analysis between the revenue sources management and director's function of DMOs in Hokkaido and DMOs in Swiss and, the examination of subjects and strategies of DMOs in Hokkaido toward the future.

Key words: DMO, organizational innovation, Hokkaido, Swiss

Presentation: Tuesday, Session 4

Notes:

Take me to the Alps
A product development for the Chinese travel market
in South Tyrol

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(Short) Abstract

Over the years, China has developed into one of the largest source markets in tourism. By focusing on the so-called second wave of Chinese outbound tourism, this research deals with, by putting the record on South Tyrol, the question of how the Alps can use this growing Chinese travel market for itself. Based on strategic product development and the analysis of the term cross-cultural competence a recommendation that carves out products that combine the interests of the Chinese tourists with the values and core competencies of the South Tyrol region will be proposed.

Key words: Alps, Chinese Outbound, South Tyrol, cross-cultural.

Presentation: Monday, Session 1

Notes:

Exploring the New Trends of Chinese Tourists in Switzerland

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(Short) Abstract

Switzerland is one of the most desirable European destinations for Chinese tourists, a better understanding of Chinese tourists is essential for successful business practices. In China, the largest and leading social media platform – Sina Weibo, has more than 600 million users. Weibo's great market penetration suggests that tourism operators and markets need to understand how to build effective and sustainable communications on Chinese social media platforms. The goal of this research is to understand Chinese tourists' behaviors and patterns in Switzerland by adopting a linked data approach on Sina Weibo, and to design a decision support system based on the findings.

Key words: Linked Data; Decision Support System, Behaviors Analysis; New Trends; Chinese Consumers; Switzerland

Presentation: Sunday, Young Researcher Workshop

Notes:

Motivations for travelling to China

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(Short) Abstract

This study identifies motivations for visiting China as compared to its neighboring countries. Nine motivational dimensions have been extracted from 43 motivational items. The differences in motivations between potential visitors and existing visitors; and between male and female were analyzed. Regression models are produced to evaluate how motivations can predict travel intentions to China and the ranking of China as compared to other Asian destinations. Based on the analysis, this study provides marketing implications for China inbound tourism.

Key words: motivation, china inbound tourism, travel intentions, foreign visitors

Presentation: Tuesday, Session 5

Notes:

The sustainability of commercial tour operations in protected natural areas: Defining the indicators of environmental supply

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(Short) Abstract

There is a need in federally protected areas, such as national parks, to investigate the connection between management actions and responsible and sustainable tourism. One way this can be accomplished is by linking commercial visitor demand with environmental supply. This study targets commercial tour operator's conceptualization of environmental supply in the Canadian Rocky Mountain national parks of Banff and Jasper. Environmental supply includes natural features, physical attributes, management initiatives and/or governance policies that influence environmental conservation. Environmental supply, therefore, will include the ecosystems and services of the park destination, visitor education and interpretive programs, zoning and access, environmental impact assessment (EIA) procedures, policies and guidelines, and any other characteristics and initiatives that impact the conservation and/or preservation of nature at a visitor-centered site. How commercial tour operators respond to and manage these for environmental protection in a conservation environment will determine tourism sustainability at the destination.

Currently, Stage 1 of the research has been concluded. This included 1) 16 formal field interviews with managers of commercial tour operations in Banff and Jasper national parks and 2) an exploratory pilot survey distributed to a full sample of 80 commercial tour operators conducting tours within either Banff or Jasper parks or both. The exploratory in-place field interviews and mail-out pilot survey provided information to create initial categories of quality success indicators to define environmental supply by commercial tour operators in these parks and to provide information for the format and design of a final online survey. The pilot questionnaire, Stage 2 of this research, was implemented during the summer of 2014. Stage 3 will include distribution of an online survey, using the pre-determined categories of environmental supply, to the full sample (N=84) of commercial operators conducting tours within Banff and Jasper national parks during this time period. Empirical results from the online survey will be analyzed to prioritize and measure the categories of indicators. A further 16 in-place field interviews also will be conducted during this time period. These will include a random sample of 16 managers of key tourism operations. Results of interviews, evaluated using content analysis, will provide additional information about the state on environmental supply as perceived by commercial tours managers operating businesses within these parks. Stage 2 of this project is funded by the Institute for Environmental Sustainability (IES) at Mount Royal University, Calgary, Alberta, Canada.

Environmental supply, as a subset of ecosystem services, is a recent concept (McNicol, In Press). Given that Banff and Jasper National Parks are the most 'enjoyed' national parks in Canada, there is a need to question whether systematic increases in visitation will test the abilities and availability of institutional and environmental supply as components of sustainable tourism. This important shift in focus initiates a call for sound scientific information to guide decisions linked to re-investment in park facilities and programs that will promote positive visitor experience and enhance awareness of the values and benefits of national parks. The development of quality success indicators that measure commercial tour operator and clientele demand against environmental supply will initiate a 'quality movement' in tourism management that proposes to switch the measurement of environmental indicators from those that focus on negative consequences of visitor use to those that place emphasis on the environmental quality and success of the tourist experience. A similar conceptual shift has been occurring in tourism and recreation research in the last five years as greater consideration is placed on the interface between environment and sustainable tourism experiences.

Key words: environmental supply, commercial tour operators, sustainability, indicators

Presentation: Monday, Session 2

**Bill no. 32/2012: A proposal for a new paradigm for tourism
in São Paulo – Brazil.**

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(Short) Abstract

This paper intends to investigate how the political discussions regarding the building of Bill no. 32/2012 (hereinafter referred to as “PLC 32/2012”) evolved, during 2011-2015. Actually, this bill aims at broadening the state financial support to a greater number of municipalities with touristic potential. In this way, one can stress that PLC 32/2012 has a democratic character and aspires to stimulate the development of the tourism in São Paulo. However, although PLC 32/2012 overcame many difficulties it has been more than one year since this bill has been ready to be sent to the plenary of the House of Representatives of São Paulo for voting. Indeed, PLC 32/2012 suggests a more technical and transparent criteria for the selection and categorization of touristic resorts and therefore opposes the ancient logic of this political process, which often favors political patronage. Consequently, by conveying a proposal for a new paradigm in the Tourism in São Paulo, one can infer that PLC 32/2012 faces resistance of some actors who have been successful in obstructing its trajectory to plenary of the above mentioned legislative house for voting. In addition, to proceed with this research it was used a qualitative approach and conducted a case study.

Key words: Public Policies, Democracy, Touristic Legislation.

Presentation: Tuesday, Session 6

Notes:

Life cycles of mountain resort governance: The cases of Åre and Dolomiti Superski

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(Short) Abstract

Destination governance has gained a central role in tourism research and practice. This concept demonstrated to be useful in understanding coordination, strategic management and marketing tasks in tourism destinations. However, there are still unresolved issues regarding the unfolding of governance processes over time. By looking at the historical development of governance structures in the mountain resorts of Åre (Sweden) and Dolomiti Superski (Italy), the paper illustrates differences and commonalities in their dynamic adaptation of governance structures to changing circumstances.

Key words: mountain resort, ski resort, governance, development, community model, corporate model

Presentation: Tuesday, Session 4

Notes:

Evaluating roles of non-profit organizations (NPOs) in rural-tourism development: Empirical evidence from Japan

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(Short) Abstract

This paper explored the roles that NPOs play in the development of rural tourism. The author firstly presented a conceptual framework from the perspective of institutional economics that explains why development of a rural tourism activity is often slow. Secondly, the author empirically evaluated the significance of NPOs in Chiba, Japan, that works to horizontally integrate stakeholders. This type of NPO provides services to ease difficulties encountered by operators by network building among stakeholders, providing training opportunities, negotiating with travel agencies, and assisting in program development. Thus, partnerships with NPOs will be important in policy measures for rural tourism.

Key words: NPO, institutional economics, rural tourism, stakeholders, local resource management, DMO

Presentation: Tuesday, Session 6

Notes:

Performing tourism: Chinese outbound organized mass tourists on their travels through German tourism stages

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(Short) Abstract

The Chinese citizens' lust for travel has been growing steadily throughout the past decade. However, its quantitative importance and the touristic performances of this source market on "western" tourism stages have not yet been extensively researched. Thus, using the performance approach in tourism research, this study seeks to shed further light on the tourism performances of Chinese outbound organized mass tourists on German touristic stages.

Key words: China, Outbound, Cultural Geography, Tourism, Performance, Organized Mass Tourists

Presentation: Monday, Session 1

Notes:

**On the nexus between health policy and health tourism:
A comparative perspective**

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(Short) Abstract

Health tourism is a rather broad concept that spans across from wellness tourism to medical tourism and destinations for that matter differ greatly in their specific health tourism characteristics from a supply but also demand perspective. It is suggested in this paper that these differences can, at least in parts, be explained by marked differences in a country's health care system. Two very different health tourism destinations, Germany and Australia, have been selected to support this argument. The findings of the study might be useful for policy makers but also destination managers in their planning of future health tourism development in a destination.

Key words: Health tourism; health care system; health policy; Australia; Germany.

Presentation: Tuesday, Session 6

Notes:

Agents' internal path of relationship in tourist field: Some implications for governance tourist destinations

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(Short) Abstract

This theoretical essay extend the concept of tourist field (TF) and sketch some implications to governance of Tourist Destinations (TD). We use Bourdieu's sociological theory and its propaedeutic derivation to tourism made by Pimentel & Pimentel (2013), adding more analytic categories in a visual schema. We argue that agents in a TF needs to consider and to deal with the positions of the others ones and that de TD' stage of development depends on the agents' internal path of relationships. Thus, to get a broader and efficient governance of TD is necessary to analyse how structured the TF is.

Key words: Bourdieu. Tourist field. Tourist destination. Collective action.

Presentation: Tuesday, Session 4

Notes:

Distribution, emphasis and possible interactions among tourism research centres in Mercosul

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(Short) Abstract

The aim of this paper overview the presence and the likely interactions of Tourism Research Centres (TRC) among the Mercosul countries, as a prerequisite of innovations in tourism field. It was used a quantitative and qualitative method of analysis. As a result it was found an asymmetrical distribution of TRC between countries, with nonspecific emphasis and no relation to each other. In this regard the institutionalization stage of knowledge production in tourism, as a precondition of its development, is still incipient.

Key words: Tourism Research Centre, interaction, knowledge, intervention.

Presentation: Tuesday, Session 4

Notes:

Animals and tourism: A continuation of animal suffering?

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(Short) Abstract

Animals are a significant tourism resource that is consumed by the tourist and the tourism industry. In 2013, for example, every third German resident visited a zoo, especially family with kids (61%) seem to love to view animals there (Statista 2014a). This is just one example of the human relationship with other animals. However, more and more the way humans relate to other animals is more and more questioned. This includes the caging of animals in zoos and wildlife parks for a variety of reasons such as conservation, education and entertainment. This paper is about this relationship. It tries to answer the question, if the tourism industry has to change if it is serious about encouraging ethical tourism consumption with regards to the consumption of animals.

Key words: animals, wildlife tourism, ethics, zoo

Presentation: Monday, Session 2

Notes:

Changing actors' mental model of the destination: Implications of a flow-based view

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(Short) Abstract

Mental models shape the way we make sense of information, make choices, and enact our environment. We take Beritelli, Bieger, and, Laesser's (2014) flow-based conceptualization of the destination as an exemplar of recent more multifaceted destination concepts. In particular, we investigate how supply-side actors' mental models of the destination and cognition on key strategic variables change as they get to know and start to work with the tools of a flow-based model. This represents a first step toward understanding the outcome of a shift toward a more differentiated destination concept.

Key words: Destination, Mental model, Behavioral change, Visitor flow, Cognition

Presentation: Tuesday, Session 4

Notes:

Tourism frequentation monitoring using mobiles data

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(Short) Abstract

Since 2004, one of the main research track of the Institute of tourism of the HES-SO Valais has been data focus on whether data collected by third-party players can increase the quality and timeliness of the information and the decision making process in tourism.

In the first part of the research process, explanatory variables such as number of tickets in supermarkets, weights of collected garbage, traffic count as well as meteorological data were included in our simulations (a total number of 260 explanatory variables have been used) in the frame of Flash Indicators methods.

In the second part, the inclusion of mobile data has opened highly interesting research avenues and a great innovation potential, but added at the same time extra difficulties related to Big Data handling, privacy issues and real-time basis frequency estimations.

This presentation shows of some experiences carried out on some Swiss destination (Fribourg and Valais) using the algorithm developed by the ITO and the HEFR. The results suggest that not only a real time frequentation, splitting by kind of tourism (overnights and excursionists) is possible but also clustering of main tourism trajectories by group of tourist such as origin countries.

The research was possible thank to the collaboration with Swisscom.

Key words: big data, mobile data, real-time, clustering.

Presentation: Monday, Session 2

Notes:

Assessing the economic impact of tourism-related temporary events: A critical comparison of different evaluation methods

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Abstract

The Input-Output approach might overestimate the incremental impact of an event if there are factor constraints and efficient markets. In these cases the results of CGE analysis might be closer to the true values. If there are no factor constraints and efficient/inefficient markets, the Input-Output approach will deliver more realistic results than a CGE analysis. In cases with factor constraints and inefficient markets, the true impact values might be between the results of the two approaches. An advantage in using the TSA method for measuring the economic impact of events is that it delivers detailed information on the structure of the impact, but captures only the direct effects triggered by tourism demand.

To summarise: none of the discussed approaches can be considered to be ideal in each situation. Rather, it depends on the specific research questions, the degree of market efficiency and the factor availability which approach should be chosen in order to come closer to the true values.

Regardless of questions related to existing market equilibriums and/or factor constraints, demand shocks change the behaviour of players and also the parameters of the underlying model (except when the change is minor only), so that if these facts are not considered there is a probability that the size of the impact might be not captured without bias. The application of complex time series methods helps reduce the bias in the start values for applying impact measurement methods.

Key words: TSA-method, Input-Output-model, CGE-analysis, direct-indirect effects, intervention analysis

Presentation: Monday, Session 3

Notes:

**View onto Schwarzsee -
Assessing the economic value of scenic factors**

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Laura Collaud, Fribourg Region, Switzerland

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(Short) Abstract

What is the economic value of a lake's landscape? The main objective of this research is assessing the tradeoff between the actual economic/hedonistic value of the Schwarzsee, a small lake in the Fribourg region and the cost of maintaining the actual landscape. The results will allow determining the expected reduced value of tourism services, if there were no lake. The conclusion will be a quantified undervalue and explain the expected reduction of the Schwarzsee's tourism contribution to the region's GDP.

Key words: Scenery, value, economic contribution, GDP, hedonic factors.

Presentation: Monday, Session 3

Notes:

Hospitality in Tourism

Results from an expert and a guest survey.

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(Short) Abstract

Many researchers have developed definitions and models of hospitality. However, there is still a lack of agreement of what hospitality really is per se and especially of empirical analyses. This paper presents the results of an expert and a guest survey about hospitality based on a new conceptual framework of hospitality. The results of the survey among experts show that for many aspects of hospitality there is a gap between expected importance and actual satisfaction/performance. The comparison with the forthcoming results of the guest survey will lead to more in-depth insights into hospitality.

Key words: hospitality, hospitableness, tourism, expert interviews, guest survey

Presentation: Monday, Session 2

Notes:

Explicit and implicit customer loyalty factors in the leisure airline business

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(Short) Abstract

One of the main challenges for airlines is to retain loyal customers in a very competitive environment. Loyal customers offer a greater share of wallet, require less marketing effort, spread positive word of mouth and are often less price sensitive. Consequently, the objective of this paper is to understand what the key leisure airline loyalty factors are and how the leisure airline could design their product to retain as many loyal leisure passengers as possible. Hence, we develop a framework based on the customer value model which can serve as guidance for airline managers focusing on the leisure air market. To find loyalty factors, a literature review followed by a means-end analysis to update the loyalty factor database were conducted. The loyalty factors were then tested in a survey including explicit and implicit questions with 402 air passengers at Zurich Airport in 2014. Based on stated preferences 21 identified factors were ranked. By using the Kano approach ten main aggregated attributes were identified and the potential implicit loyalty impact was measured.

Key words: Airlines, customer loyalty, means end analysis, Kano analysis, leisure travellers, customer value

Presentation: Tuesday, Session 5

Notes: