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Tourism definition(s) revisited – 75 years after the first AIEST conference

ABSTRACT BOOK

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

Indirect impacts of tourism destination quality on tourist behavioural intentions before and after a major crisis

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This paper examines indirect impacts of tourism destination quality on tourist behavioural intentions before and after the COVID-19 pandemic. Quantitative survey data was collected in 7 tourism destinations (in Europe and Africa) in two cross-sectional studies that used the same location and survey instrument in 2016-17 and in 2022. The results of the SmartPLS analysis indicate that stronger positive impacts were observed before COVID-19. The paper explains these differences and specifies implications for future research, policy and practice.

Keywords: Tourism Destination Quality, Tourist Satisfaction, Quality of Tourist Experience, Tourist Behavioural Intentions, Europe, Africa

Notes:

The death of the overnight stay? Rethinking tourism beyond travel

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Tourism research has traditionally relied on spatial displacement and overnight stays as defining criteria. This paper argues that these are historically dominant but not constitutive features. Drawing on systems theory and access-based models, tourism is redefined as temporary participation in institutionally structured environments of alterity under conditions of limited control. This post-spatial definition integrates physical, hybrid, and digital forms of participation and implies a shift from mobility-based measurement to participation-based metrics.

Keywords: Tourism definitions, overnight stay, non-spatial definition, temporary participation

Notes:

Rethinking work in the hospitality sector

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The hospitality industry is currently characterised by pronounced skilled labour shortages and a persistently negative sectoral image. In response, employers are increasingly compelled to pursue innovative strategies to address the “wicked” problems associated with a changing world of work. One prospective avenue is the concept of New Work, understood here as an organisational and work-design paradigm that offers a structured response to complex, interdependent challenges. Against this backdrop, the research project “New Work in Tourism,” conducted within the framework of the Interreg Bavaria-Austria 2021-2027 programme, seeks to advance practical and strategic solutions.

Keywords: new work, future work, skill shortage, transformation, employee retention

Notes:

Hedonic prices of hotel rooms in Switzerland
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Using a comprehensive Booking.com panel dataset for Switzerland (Oct 2022–Nov 2025), this study estimates hedonic prices of hotel and room attributes, reputation indicators, and booking policies relate to posted hotel prices, while explicitly accounting for seasonality and local competition at fine granularity. To address omitted-variable bias from micro-location and latent quality, it applies Double Machine Learning for flexible high-dimensional adjustment and reports sensitivity bounds quantifying how strong unobserved confounding must be to overturn key factors premia.
Keywords: hedonic pricing, hotels, Switzerland, machine learning, methods

Notes:

Bridging the gap: Boosting sustainable rural tourism development through integrated higher education

The CAST Mozambique case study

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This case study examines how higher education is boosting sustainable rural tourism development in Mozambique. Addressing institutional gaps, CAST contributes to the development of specialized Master's curricula and practice-oriented university courses. Utilizing a capacity-sharing model including a needs analysis, skills inventory and didactic innovation, it integrates not only academic staff but also rural stakeholders into the educational process. By fostering skills for livelihood diversification, higher education serves as a strategic catalyst to bridge the gap between academic education and rural potential in rural communities of Mozambique.

Keywords: rural tourism, tourism education, capacity development, sustainability, Mozambique

Notes:

Habit–enjoyment–effort theory – An alternative, less cognitively focused theory of environmentally significant behaviour

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State-of-the-art theories of human behaviour that are used to develop behaviour change interventions to entice consumers to behave in more environmentally sustainable ways are highly cognitively focused – they assume that people dedicate cognitive effort to processing information before they decide to behave in a certain way. Given the relatively low success-rate of cognition-based behaviour change interventions in the context of sustainable behaviour, especially in situations where people are enjoyment-focused (like on vacations), we put forward an alternative, less cognition-focused theory.

Keywords: carbon emissions, sustainable behaviour, theory, habit, enjoyment, effort, behaviour change

Notes:

Adapting the tourism offer in a sustainable way to climate change in Ireland

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Ireland is well-placed to take advantage of the gap in climate friendly destinations as people reject extreme heat and choose cooler more temperate climates such as Ireland. Ireland needs to embrace climate adaptation strategies to manage more extreme weather such as storms, rain and flooding. There is an opportunity for Ireland to brand itself as a climate secure destination, stable, green, and environmentally responsible.

Keywords: tourism, Ireland, climate change, adaptation, sustainability

Notes:

Promoting young talent in tourism – Living and learning environments of PhD-Candidates

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This study examines the living and research conditions of doctoral students in Germany using group discussions. Experiences with quality of supervision, workload, institutional integration and career orientation are analysed to develop practical recommendations for supervisors and universities to improve doctoral conditions.

Keywords: tourism research, doctoral education, PhD conditions, learning environment, Germany

Notes:

Rethinking sustainable tourism through a “wellbeing” lens: The “BEST” sustainability framework

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The BEST (Beyond Sustainable Tourism) framework proposes a typology for conceptualizing the evolution of sustainable tourism through a “Wellbeing” perspective. Consisting of two axes, the four quadrants of the BEST sustainability framework distinguish between ‘Overtourism’, ‘Green Tourism’, ‘Responsible Tourism’ and ‘Regenerative Tourism’, each of which represents evolving phases of sustainable tourism based on changing tourism behavior and new forms of tourism. Further empirical research could build on this framework to explore perceptions of various tourism stakeholders.

Keywords: sustainable tourism definitions, sustainable tourism framework, tourism for “Societal Wellbeing”, responsible tourism, regenerative tourism, green tourism

Notes:

Living Labs as a tool for tourism research - lessons learnt from Bulgaria and Romania

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This paper examines the application of Living Labs (LLs) as a research tool in tourism stepping on the cross-border Dobrudzha/Dobrogea case within the Horizon Europe CROCUS project. It demonstrates how LLs facilitate stakeholder co-creation, collective learning, and the development of cultural and creative tourism business models through structured workshops based on design thinking. The findings highlight both the strengths of the approach—such as high participant engagement and inclusive dialogue—and key challenges, including language barriers, uneven stakeholder participation, and declining engagement in later stages. The paper concludes with methodological lessons for improving LL design, particularly regarding facilitation, participant recruitment, and the transition from ideation to implementation.

Keywords: Living Lab, cultural and creative tourism, stakeholder engagement, tourism research

Notes:

Heritage governance under pressure: Institutional tensions and overtourism at World Heritage sites in Japan
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This paper examines heritage governance as an institutional setting within tourism systems, focusing on overtourism at World Heritage sites in Japan. Kyoto is the main illustrative case, where increasing visitor pressure has generated tensions between tourism and local people's everyday lives. References to Itsukushima Shrine and Shirakawa-go indicate similar dynamics elsewhere. World Heritage is conceptualised not as a resource but as an arena where institutional norms, social expectations, and governance practices intersect.
Keywords: heritage governance, overtourism, World Heritage, institutional settings, Japan, tourism systems

Notes:

Comparative study on the accuracy of people flows and tourist number measurement services using mobile cell-based and GPS data

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In Japan, various services use location data from mobile devices to monitor the flow of people and the number of tourists, but few studies compare their accuracy at the same location. In this study, the observation results from different services using cell-based and GPS data are compared and verified to identify differences in observation accuracy and the characteristics of the resulting observations. As a result, GPS data was accurate for location information, but the number of people was more accurately determined using cell-based data.

Keywords: mobile data, big data, tourism statistics, GPS, cell-based, Japan

Notes:

Succession readiness under pressure: A cross-country capability model for tourism SMEs

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Family tourism SMEs sustain jobs and destination identity, yet succession is a high-risk, relationship-laden transition, especially in peripheral regions facing seasonality, labour shortages, and visibility pressure due to rapid changes in digital and AI development. Based on three multi-stakeholder focus groups (Iceland, Austria, Slovenia), we show that “succession readiness” centres on a transversal relational-emotional capability (trust, credibility, letting go) that enables strategic, financial, HR, governance, and stakeholder competences, best developed via modular, practice-based, and mentoring formats.

Keywords: succession readiness; family tourism SMEs; intergenerational transition; VET; digital/AI visibility

Notes:

When experience becomes risk: food allergies and the rise of algorithmic hospitality

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Food allergies turn tourism's beneficial uncertainty into harmful, life-critical risk. This conceptual paper argues that allergy-sensitive hospitality operates under a zero-error regime, by which service theory's assumptions of recoverable failure is challenged. We propose an Algorithmic Hospitality Framework in which experience vs. safety logics are contrasted. Additionally, we outline a shift from empathy-based food service to infrastructure-based reliability enabled by AI. The agenda addresses trust in human vs. algorithmic decisions, transformed service encounters as well as redistributed responsibility and participation.

Keywords: algorithmic hospitality, food allergies, risk, trust, Artificial Intelligence , tourism

Notes:

Attention without restriction: Testing a low-intrusion intervention to reduce food waste in a hotel buffet

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This study examines whether food waste at hotel breakfast buffets can be reduced without limiting guest choice or using moral appeals. Using survey data and a pilot pre–post field experiment, the intervention subtly redirected attention to the most wasted items. The results show that attention-based, autonomy-preserving design can achieve measurable waste reductions while maintaining the hedonic character of hospitality services.

Keywords: food waste, behavioral intervention, sustainable practices, hospitality

Notes:

Spa visitor satisfaction in traditional European spa heritage destinations: Evidence from three UNESCO-listed spa towns in Czechia

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European spa destinations are evolving from purely treatment-oriented settings into complex tourism places shaped by social and demand changes. This paper examines the determinants of overall satisfaction among spa-wellness visitors in three UNESCO-listed Great Spa Towns of Europe in Czechia using the Value Percept Theory. Face-to-face surveys conducted in June–October 2025 yielded 729 respondents. Binomial logistic regression (GLM) identifies key satisfaction drivers, led by intangible satisfiers (uniqueness, safety, atmosphere), complemented by hospitality-related tangible satisfiers (accommodation, catering) and core spa elements (treatments, supporting staff). Findings highlight the importance of perceived intangible destination value.

Keywords: visitor satisfaction, spa destination, Value-Percept Theory, heritage tourism, destination uniqueness

Notes:

From experience to responsibility: Tracking ethically transformative experiences in real time
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The goal of this project is to provide evidence on whether customer experiences - offered and sold as transformative by many luxury and upscale hotels and termed ethically transformative experiences - prompt customers to become permanently more responsible consumers. Our research, uncovering the aspects of guest experience design that contribute to transformation most, will also allow hotels to design such experiences in practice. The study is to be the first to longitudinally trace the transformative process in real time and to link the outcomes (if any) to a specific hotel experience.
Keywords: transformative experience, consumer transformation, CSR, experiential responsibility

Notes:

Platform-governed visibility and the reconfiguration of hotel business logic

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This study examines how digital platforms reshape commercial logic in the hotel industry. Drawing on qualitative evidence from hotel sales and revenue professionals, the research explores how platform-governed visibility systems influence decision-making and competitive behavior. Findings show a shift from product differentiation toward traffic acquisition and exposure optimization, revealing how platformization reconfigures market competition and organizational reasoning in contemporary hospitality markets.

Keywords: digital platforms, hotel industry, visibility systems, decision-making

Notes:

Embedding climate justice in tourism and climate change governance: A cross-national policy analysis

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Climate change strategies must address intersecting inequalities, yet how justice is embedded in tourism and climate policies remains underexplored. This study compares 47 policies across 15 countries using a multidimensional justice framework to assess recognition, procedural, distributive, and restorative dimensions. Findings highlight persistent gaps and propose guidance for integrating justice into tourism–climate policies.

Keywords: tourism, policy, climate change, justice

Notes:

Understanding tourism destination competitiveness complexity

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This paper introduces a system-based perspective on tourism destination competitiveness. Drawing on thematic analysis of twenty conceptual models and principles of system dynamics, competitiveness is conceptualised as a complex system of interrelated determinants represented through a casual loop diagram. The model is interpreted through three managerial perspectives: resource-based, sustainability-based, and systems-based. It shows how destination management must evolve toward more adaptive and collaborative approaches as competitiveness complexity increases.

Keywords: destination competitiveness, complexity, system dynamics, management

Notes:

Back to territoriality: Fast tourism, urban transformation and the need for a resident-based perspective on destinations

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This paper proposes a change of perspective on destination governance advocating a return to the destination as a territorial unit rather than a functional space. Referring to fast tourism and its role in the urban transformation of historical city centers into Central Tourism Districts (CTD), the paper uses the lens of Hirschman's exit voice and loyalty approach to identify voice potentials for the destination of Lucca (I). The proposed policy implications are the abolition of DMOs and tourist taxes, the application of user fees and a tourism governance by a mayor led department of resident wellbeing.

Keywords: urban transformation, destinations, fast tourism

Notes:

Towards a unified mobility layer for tourism destinations: Graph-based fusion of heterogeneous spatio-temporal data sources

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Tourism destinations increasingly incorporate visitor management using mobility data but face heterogeneous data sources, modes, and scales that are not readily connected. This work proposes a graph-based data fusion framework that combines multi-source mobility datasets into a unified person layer. Grounded in physical flow conservation and temporal inference, the framework jointly estimates mobility states and source-level uncertainties without requiring ground truth. Applied to two Swiss alpine destinations, results demonstrate the feasibility of mobility estimation from real-world data.

Keywords: mobility data, data fusion framework, mobility estimation

Notes:

Evolving mountain tourism: Understanding overnight visitors and the changing role of mountain huts.

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The paper presents preliminary results from a research project analysing the motivations and behaviours of new mountain visitors. The analysis focuses on overnight guests in mountain huts. The research, conducted in Trentino (Italy) in summer 2025, collected 861 questionnaires. Three main areas were analysed: motivations, experiences and perceptions; hike/trek organisation and declared behaviours; and awareness of sustainability and mountain fragility. Identifying these profiles is a crucial step in interpreting the evolution of high-altitude tourism demand and its influence on the management and organisational choices of alpine huts.

Keywords: mountain tourism, emerging tourism trends, mountain huts, visitors' profiles, Trentino

Notes:

Revisiting the role of DMOs in the age of GenAI: Toward the AI knowledge engineer

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This study explores the dynamic process of overcoming structural barriers in data driven destination management through Generative AI. By examining five Japanese DMOs, the research identifies two critical gaps involving the Valley of Specialisation and the Valley of Smart Leadership. Findings reveal that AI integration facilitates a Seamless AI Spiral, transforming DMOs into AI Knowledge Engineers who bridge data and field based tacit knowledge known as GEMBA (the actual place where value is created). This hybrid co-creation model prevents regional homogenisation and offers a new framework for sustainable smart governance

Keywords: destination management organisations, generative AI, AI knowledge engineer, smart tourism destinations, knowledge management, human-AI collaboration

Notes:

Authenticity beyond the plate: Coordinating practices in sustainable agri–hospitality tourism systems
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Authenticity is widely invoked in debates on sustainable tourism and regional development, yet research has largely examined it either from a demand-side perspective, as a customer experience, or from a supply-side perspective, as a form of organisational enactment, overlooking how it unfolds across interconnected social practices. To rectify this, we conceptualise authenticity informed by Social Practice Theory and draw on a qualitative longitudinal real-time case study in Graubünden to show how authenticity is negotiated from supply- to demand-side perspectives i.e. across the entire agri-hospitality value chain, thereby providing a new conceptual lens for shaping coordinated and sustainable tourism systems development.
Keywords: authenticity, social practice, agri-hospitality value chain, processual perspective, sustainable development, longitudinal case study

Notes:

Rethinking tourism in Malta: Economic dynamics and innovation driven experiences

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Tourism has been pursued by Malta as a key economic initiative. Way back it started from humble beginnings, and a genuine approach. The dynamic applied, enabled the economy to flourish at a persistent pace, bringing new trends and fashions along the years that followed. Indeed tourism renewed itself throughout the times. This was mainly achieved by an alliance of stakeholders, who propelled to new levels. The attainment of new products and services was achieved through the application of innovation driven experiences. The paper attempts to review the rethinking on how tourism has changed over these years and what it stands for, today.

Key words: tourism, Malta, innovation, economy, demand and experience

Notes:

Low effort, high carbon? Understanding and disrupting habit-driven leisure travel booking choices
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Leisure travel is a major driver of transport emissions, and a few upstream booking choices largely determine its footprint. As cognitive misers, travellers often reuse familiar options, limit search, and default to high-carbon options. This contribution initiates an intervention-development programme by examining how habits lock in booking choices and how behavioural interventions can promote lower-emission choices. It develops a model of habit-dominated leisure travel booking and uses diagnostic evidence to identify when and for whom field-ready interventions are most likely to be effective.
Keywords: leisure travel; habit; booking decisions; behavioural interventions; low-carbon choices; decarbonisation

Notes:

The influence of online ratings on tourist decision-making for restaurant dining experiences in Malta

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User generated content and electronic word of mouth have been increasing in recent years, so online customer reviews are seen as fundamental when making decisions about purchases in the tourism and hospitality sectors because of their intangible and complex nature of experiences. In 2025, the Maltese tourism sector welcomed a record 4 million inbound tourists, and these tourists account for 45% of the total restaurant clients in Malta (NSO, 2025). While online reviews are generally perceived as trustworthy, there is limited cross-cultural analysis of how tourists from different cultural backgrounds interpret and trust online ratings. Also, rejection threshold, which is the minimum standard a consumer requires before considering a product or service acceptable, remains unexplored.

The aim of this study is to examine how online rating influences tourist decision making when choosing restaurants in Malta. To achieve this, the Stimulus-Organism-Responses SOR model conceptualises behaviour as a chain reaction where external cues shape internal states, which then drive subsequent behavior. In the research, online ratings were defined as the Stimulus (S), perceived trustworthiness and anxiety as the Organism (O), and visiting intention or rejection as the Response (R).

Using the SOR model, tourism consumer behaviour is analysed as a chain reaction from external stimuli to internal psychological states, focusing on avoidance behaviours rather than just purchase intention. This study contributes to enhancing the digital market approach by clarifying what to aim for in an online presence and providing new insight into the eWOM environment in the Maltese context.

Keywords: SOR, eWOM, online ratings, rejection threshold, cross-cultural analysis

Notes:

Co presence and destination management in alpine destinations: The role of second home tourists in Valais (Switzerland).

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This study examines co presence in multi residential Alpine destinations, focusing on second home tourists in Valais (Swiss Alps). Using a mixed methods design, it analyses how perceptions, meta perceptions and legitimacy claims shape shared territorial experience, intergroup relations and support for destination governance, showing how residential trajectories structure these dynamics.

Keywords: tourist destination, second-home tourism, destination management, co presence, social cohesion

Notes:

The cooperative as governance structure: Operationalizing circular economy principles in rural tourism systems

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This study examines how cooperative-led adaptive reuse operationalizes circular economy principles within rural tourism systems. Drawing on two comparative case studies in South Korea, it analyses how tourism cooperatives transform abandoned buildings into community-based tourism assets while mobilizing local resources and reinvesting revenues locally. Findings demonstrate that cooperative governance embeds circularity into destination management, strengthening local resilience, cultural preservation, and sustainable resource use.

Keywords: cooperative, adaptive reuse, circular economy, rural tourism, tourism governance

Notes:

Resilience of socio-economic systems: A cross-country comparison of performance in tourism

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The study will shed more light on the period of crisis since 2019, which resulted in severe losses for the tourism industry. We examined the recovery patterns and competitive performance of various European countries in the observation period. We measured this by analyzing the development of the market share of overnight stays by both domestic and foreign visitors, which indicates the relative resilience of tourism destinations. Our study showed that diversification, educational standards and price competitiveness play a significant role in determining the different recovery patterns.

Keywords: resilience, competitiveness, recovery patterns, diversification, education levels

Notes:

“You shall/must/ cannot pass!”: technology-mediated morality of overtourism in the Alps

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While technology is often framed as either a catalyst or a solution to overtourism, such binary perspectives risk reproducing a technological determinism that detaches technology from its broader social, political, and economic entanglements. This paper challenges this divide by drawing on sociomateriality and Actor-Network Theory (ANT) to reconceptualize overtourism as a socio-technical process. Through the instrumental case of Seceda in the Dolomites, the paper traces how overtourism is organized by human and non-human actors. Specifically, a turnstile emerges as a key actant that enforces a shift from moral to material ordering, configuring tourists' subjectivities.

Keywords: technology, overtourism, ANT, sociomateriality

Notes:

Visitor management and digitisation – a look at the dark side

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Visitor management is one of the core responsibilities of destination management organizations. Since decades challenges and tailored methodological approaches have been discussed and established. However, the increasing use of outdoor apps has changed the situation significantly. While some destinations proudly highlight the improvements, others complain and highlight increasing costs for providing a safe offer and the maintenance of their cultural or ecological treasures against a high, uncontrolled visitation. Using large protected areas in Germany as a case the paper at hand presents a study analysing the increasing challenges for attraction providers and destinations such as national parks.

Keywords: digitalisation, deterioration, outdoor apps, nature conservation

Notes:

Narrating the playable city: Constructing touristic imaginaries of Tokyo through player discourse in persona 5 and Yakuza: Like a dragon

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This paper examines how video games construct touristic imaginaries of real-world cities through player discourse. Adopting a social constructivist perspective, the study uses a qualitative discourse analysis of Reddit and YouTube content related to Persona 5 and Yakuza: Like a Dragon to explore how players articulate meanings of place, authenticity and travel desire. Drawing on Urry's tourist gaze, the paper argues that games function as "playable cities" in which touristic meanings are collectively produced and shaped by narrative framing, positioning games as significant cultural agents in contemporary tourism.

Keywords: video game narrative, tourism imaginaries, discourse analysis, tourist gaze, virtual cities

Notes:

Artificial intelligence adoption in European hotels: opportunities, barriers, and emerging patterns

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Artificial intelligence (AI) is increasingly transforming the European hotel sector, particularly through generative AI tools supporting guest communication and operational efficiency. This study examines AI adoption patterns, perceived benefits, and implementation barriers among hotels in Austria, France, Germany, Greece, Italy, and Switzerland. The research addresses three questions: (1) What is the current level of AI adoption among European hotels? (2) Which AI applications are perceived as most useful? and (3) What benefits and barriers are associated with AI implementation?

Keywords: digital transformation, AI adoption, generative AI, SMEs, European

Notes:

Beyond tourism acceptance: Landscape as socio-ecological capital under tourism pressure – local perceptions, commodification, and governance in alpine mountain regions

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Alpine regions face rising tourism that strains sensitive socio-ecological systems. Though promoted for economic benefits, tourism depends on the very landscapes it pressures, creating trade-offs between growth and sustainability. This study examines how local communities understand themselves in alpine landscapes and perceive tourism-infrastructure, related land use change and visitor flows in two Swiss Alpine Case Sites. Viewing landscape as a nexus of ecology, economy, and identity, it informs tourism governance, land-use planning, and community engagement in alpine destinations.

Keywords: mountain tourism, landscape commodification, sense of place, social carrying capacity, socio-ecological system, landscape planning

Notes:

Sustainability by design: Adding nature alongside customer segments for tourism business model innovation.

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This paper introduces a methodology for integrating sustainability into business model design by systematically adding "Nature" as a customer segment within Strategyzer's Value Proposition Canvas (VPC) and Business Model Canvas (BMC). Using the real-world case of Simon & Josef (S&J), a hospitality startup that reinvented hotel housekeeping, we demonstrate how identifying Nature's jobs, pains, and gains leads to innovative solutions aligning profitability with environmental stewardship. The approach offers a practical blueprint for designing tourism systems that embed sustainability by design.

Keywords: sustainable business models, Value Proposition Canvas, Business Model Canvas, hospitality innovation, sustainability by design

Notes:

**Culture is in the air:
Participation patterns to European capital of culture events**

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Participation at cultural event, and the inclusivity of different segments is among the priorities of the European Capital of Culture (ECoC) initiative. Current study addresses the Veszprém-Balaton 2023 ECoC programme. The data input for empirical analysis covers the registration for cultural events. The main objectives are to map participation patterns, most important source markets, and main information sources used. Co-occurrence networks calculated for registered participants unveils individual preferences and identifies potential segments of cultural consumption.

Keywords: culture, European Capital of Culture, local community, information sources, co-occurrence network, inclusivity

Notes:

Visualizing authenticity in heritage sporting events: A case of karate in Japan

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This on-going study examines how authenticity is constructed in sport tourism promotion surrounding heritage sports in Japan. Focusing on karate as a cultural sporting practice originating in the country, this study will employ participant-generated photographs and photo-elicitation interviews with local and international practitioners to explore how authenticity is visualized and negotiated within a heritage sporting event. By integrating authenticity theory with visual methodology, the study aims to offer insights into cross-cultural understandings of heritage sport experiences and their implications for sustainable heritage tourism with sports.

Keywords: authenticity, heritage sporting events, sport tourism, staged authenticity, sport heritage

Notes:

Scaling ecologic business models in travel: Drivers and barriers for pioneers and start-ups to move beyond the niche

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In travel and tourism, sustainability-oriented ventures operate amid abundant guidance, certification schemes, and support programmes, yet many ecologic business models still fail to scale beyond niche markets. This paper examines the entrepreneurial drivers and barriers shaping diffusion beyond the niche and asks which policy conditions enable venture growth. It shows that founder agency, entrepreneurial adaptation, networked legitimacy, and digital leverage can support scale, while finance constraints, regulatory friction, and fragile demand continue to limit broader market diffusion.

Keywords: scaling, ecologic business models, niche, sustainability transition, tourism start-ups, tourism policy

Notes:

Task, risk, and return: Cognitive foundations of robotic adoption in hotels
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This study examines heuristic decision-making in the pre-adoption phase of service robotics among managers of small- and medium-sized hotels in the DACH region (Germany, Austria, and Switzerland). Using an exploratory qualitative design with semi-structured interviews analyzed through the Gioia methodology, the study investigates how managerial heuristics shape perceptions of automation, uncertainty, and investment decisions related to robotic technologies. Preliminary findings suggest that robotics decisions are shaped less by technology-level evaluation than by task-level automatability judgements, human-centred service boundaries, experience-based investment heuristics, and governance-mediated legitimation requirements. The study contributes to tourism technology adoption research by conceptualising pre-adoption decision-making as a staged cognitive filtration process.
Keywords: service robots, tourism, hotel, management, automation, decision-making

Notes:

How tourism development impacted its definition in France

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In France, definition of tourism changed throughout the years: new components of tourism were taken into account, and need still to be addressed in its definition:

- Territory, as basis of the initial definition for years, due to geographers
- Economics, with their social and economic impact
- Industry, with its various components
- New trends of consumption: virtual visits, nearby leisure facilities, home-office,...
- Care for the environment and need of decarbonation
- And, last but not least, rising number of digital devices : AI, robots...,

Along the years, all these factors demonstrated the weakness of previous definitions and imposed some change, namely in the French university.

Keywords: tourism definition, tourism satellite accounts, territories, economic impact, tourism related industries

Notes:

Vacation untouchable – A deconstruction of the liberal ‘right to tourism’

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The contemporary normative meaning acquired by the liberal ‘right to tourism’ conflicts with planetary boundaries. Hence, it is necessary to investigate the historical, structural, and discursive conditions that have rendered tourism a taken-for-granted form of liberal freedom. Unlimited tourism is not a right, but a historically constructed and socially defended freedom rooted in growth-oriented tourism systems and welfare-state labour arrangements. To solve the conflict between liberal claims and planetary boundaries, freedom may be reinterpreted within a liberal discussion scheme.

Keywords: right to tourism; intertemporal justice; political liberalism; ethics; human rights

Notes:

Development of standards for sustainable business trips by employees of the German Federal Government: Criteria for identifying sustainability certifications for hotels

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With its "Sustainability Action Program," the German Federal Government has established clear standards for sustainable overnight stays on business trips by its employees. This presentation outlines the development of the criteria and the subsequent evaluation of sustainability certifications. The aim is to provide decision-making aids in the booking process for greater sustainability in administrative activities as a role model.

Keywords: sustainability, certification, hotel, business trip, German Federal Government

Notes:

A legitimacy perspective on residents' perceptions of tourism impacts: Comparative evidence from Lucerne (2020 vs. 2024)
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Tourism in urban destinations often creates tensions between economic benefits and residents' quality of life. This study examines residents' perceptions of tourism impacts in Lucerne, Switzerland, comparing survey data from 2020 (during pandemic) and 2024 (post-recovery). Using Latent Profile Analysis, six resident perception profiles were identified, revealing a layered structure of tourism legitimacy rather than simple support or opposition. While the segmentation structure remained stable over time, the distribution shifted, with conditional legitimizers becoming the largest group in 2024. The findings suggest that in mature destinations, tourism legitimacy increasingly depends on effective impact management which leads to quality-of-life outcomes.
Keywords: tourism legitimacy, latent profile analysis, destination management, Lucerne

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