



INTERNATIONAL ASSOCIATION OF SCIENTIFIC EXPERTS IN TOURISM  
[www.aiest.org](http://www.aiest.org)

**72<sup>nd</sup> AIEST Conference**  
**Madrid, Spain**  
**August 27 – 30, 2023**

**Transiting towards future tourism destinations  
through smart and green development**

**ABSTRACT BOOK**

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

## **Smartness as a catalyst for improving tourism destination quality, sustainability and competitiveness**

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Using the resource-based view (RBV), organisational complementarities theory (OCT) and systems theory (ST), this conceptual paper explains how smartness can enhance tourism destination quality (TDQ) and sustainability and therefore destination competitiveness. The paper calls for future empirical research to test the theoretical links established in this study. The proposed framework linking the destination smartness, quality and sustainability can be used by destination managers in designing strategies for destination competitiveness.

**Key words:** tourism destination, smartness, quality, sustainability, sustainable development goals.

### **Notes:**

**Challenges for the reconversion from a post-mining landscape into a tourism area: the case of Lausitzer Seenland (Lusatian Lakeland)**

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The thesis focuses on cultural landscapes with the particular interest in the transformation process of a landscape through the case study of Lusatian Lakeland. It analyses landscape transformation as cultural processes that impact political, social, and economic life, with focus on the study of collective emotions in small cities and communities' members. If this project can portray how triggers of collective affect are part of the perception of landscapes by locals and visitors; this information will then help to create tourism policies and strategies that consider these perceptions first.

**Key words:** post-mining landscapes, heritage, cultural landscapes, collective affect, tourism

**Notes:**

## **Tourism expenditure analysis using vines copulas: the case of Fribourg**

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This study models the joint distribution of tourism expenditure disaggregated by category simultaneously with a set of covariates associated with the tourist trip (i.e. destination, length of stay, season, etc.).

The dependence structure, among all variables, is established by means of a family of paired copulas (regular vines), which allows fitting a high-dimensional multivariate statistical model.

The empirical results provide different examples of the usefulness of the model in answering different questions. In particular, the study shows that the key variables to understand the associations between them are the destination in the region and the place of origin of the tourist.

**Key words:** Tourism expenditure, vines, Fribourg

### **Notes:**

**Effects of use of social network sites on rural tourism consumption intention: Social capital as a mediation and moderation variable**

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Through the rise of social network sites (SNS), users can exchange experiences on the websites as well as developing their social capital. The aim of the study is to explore the impact of the use of SNS on rural tourism consumption intention due to the mediating and moderating role of bridging social capital. Structural equation model technique was applied to test the research hypotheses. The results showed that use of SNS can indirectly affect rural tourism consumption intention through bridging social capital, and the higher social capital, the greater impacts it has on than the lower one.

**Key words:** social network sites, social capital, rural tourism, consumption intention, structural equation model

**Notes:**

**“Follow me to your dream destination”**

**Behavioral analysis of effects of persuasion disclosure and number of followers on followers' purchase intention and decision within tourism**

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This research contributes to the current state of the literature by providing new insights into the effect of sponsored content by social media influencers (SMIs) and the impact of SMI follower counts on purchase intentions and decisions in the leisure context. Using a 2x3 between-subjects factorial design based on realistic SMI-content on Instagram, the experiment revealed that advertisement recognition and purchase intention have an inverse full serial mediation effect starting at the point of sponsorship disclosure and ending with the purchase decision. This is a novel finding in the leisure context, as reliable results in this line of research were previously lacking, and this study is going beyond classic operationalizations like brand attitude and purchase intention and strengthening the findings in connection with actual – not just intended – purchase behavior.

**Key words:** social media influencer (SMI), persuasion, digital marketing, sponsorship disclosure, purchase decision, advertisement recognition

**Notes:**

**Hi, I'm Terri Towel. Please reuse me: Can anthropomorphising towels prompt tourists to reuse them?**

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Towels are often unnecessarily washed at hotels. Washing towels uses a lot of electricity, water, and chemicals which has adverse environmental outcomes. We tested a series of messages that combine anthropomorphism with other theoretical constructs such as habit and social norms to prompt towel reuse among hotel guests. Only six messages triggered the targeted theoretical construct(s). There were no differences in towel reuse intentions. Messages that triggered the targeted theoretical constructs will be tested in the field to investigate if they increase towel reuse in hotels.

**Key words:** Anthropomorphism, behaviour-change, pro-environmental, experiment, towel-reuse.

**Notes:**

## **Mapping experiences, their dimensions, antecedents, and outcomes: a systematic literature review**

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This review aims to create a holistic understanding of the structure and dimensions of experiences utilizing a systematic quantitative literature review. The sample consisted of 98 papers. Eight experience dimensions were identified. These included escapism and flow, social interaction, hedonism, education, aesthetics, spatial elements, entertainment, and sensory perceptions. The identified antecedents included service quality and motivation. In contrast, the outcome variables included satisfaction, behavioral intentions, and any form of emotions.

**Key words** service provision; events; leisure activity, quantitative review

### **Notes:**



## **Entrepreneurial motivation of SME family firm owners in alpine tourism**

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Understanding the motivations behind entrepreneurial behavior in small and medium-sized family firms is crucial to innovation in the alpine tourism industry. This qualitative study aims to fill the gap in previous research by exploring personal, external, and contextual antecedents that guide entrepreneurial motivation. Interviews were conducted with fifteen hotel entrepreneurs in the Tirol, Austria. Data was analysed through qualitative content analysis. The study uncovers categories of entrepreneurial motivation and explores how motivations are influenced by contextual factors. Results contribute to a better understanding of entrepreneurial motivation from an interdisciplinary perspective.

**Key words:** Entrepreneurship, entrepreneurial motivation, family firms, alpine tourism

### **Notes:**

## **Sustainable tourism and disaster recovery: a case study of Scotland and the Republic of Ireland**

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With tourism central to the strategic plans of Scotland and Ireland, both countries aim to address issues of sustainability. Research finds that crisis, like Covid-19, can be used to improve existing conditions beyond their pre-disaster state, suggesting disaster recovery can lead to more sustainable tourism development. This research in progress therefore examines the application of the European Tourism Indicator System (ETIS) as a tool to facilitate greater sustainability within the tourism industries of Scotland and Ireland, developing an evidence-informed approach to sustainable tourism development and management.

**Key words:** Tourism development; policy and planning; public management and governance; sustainability; indicator systems; disaster recovery

### **Notes:**

## **Conflicts between same-day tourism and environmental protection: Legal framework and practical solutions**

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Same-day tourism, especially in an outdoor environment, became increasingly important in light and during the Covid pandemic. With more tourists visiting their extended regional surrounding, spatial conflicts, especially between leisure touristic activities and protected areas, increased. The presentation shall give an overview about the legal framework and potential solutions from a governmental funded research project about sustainable same-day tourism. In order to prepare a transfer into other region and contexts, it also seeks for input for scientific research agenda.

**Key words:** same-day tourism, sustainability, environmental protection, regional destinations, outdoor activities

**Notes:**

## Using context for theorizing in qualitative tourism research: an empirical review and research agenda

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Qualitative case studies are a powerful tool for theorising complex phenomena in rich contexts but their merits in tourism research have been questioned. We demonstrate their potential by illustrating how case studies can harness rich contexts for theorising. Our review of 120 case studies published in *Tourism Management* and *Annals of Tourism Research* between 2018 and 2022 reveals that authors use four established contextualizing strategies in their research, and case studies enable them to address dyadic contexts where origin and destination contexts are intertwined in explaining tourism outcomes.

**Key words:** case study, research methods, context, qualitative research

### Notes:

## **Tinkering around the edges: why a regenerative model is tourism's last chance but may not make a difference**

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Regenerative tourism has been advanced as the successor to sustainable tourism, addressing the shortcomings of that model. In this paper we discuss the obstacles and opportunities for the operationalisation of a regenerative model of tourism. We argue that it too is vulnerable to the same critiques as previous tourism models, and that for destinations whose KPIs still focus on numbers of visitors and amounts of money spent, regenerative tourism offers little more than 'tinkering around the edges'. We draw upon visitor and practitioner data from New Zealand to support our case.

**Key words:** Regenerative tourism, sustainable tourism, destination management, New Zealand

### **Notes:**

**“Making my country proud”**  
**A national identity approach to hedonically  
reduce tourist food waste**

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Methods of encouraging tourist sustainable behaviour are typically environmental belief-based and largely unsuccessful. Less common approaches such as increasing enjoyment of the desired behaviour and harnessing national identity have been previously successful individually. The current study tests the combination of these two approaches in a survey experiment, assessing whether a national-identity-based game can reduce plate waste in hotel buffets. Results indicate that this intervention increases intention to leave zero plate waste. Future work will further investigate the drivers of this effect.

**Key words:** sustainability, social identity theory, tourist behaviour, enjoyment, behaviour change intervention

**Notes:**

## The carrying capacity of the tourism industry in Malta - Are you being served?

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Employment has become a bit problematic in the hospitality industry. After the pandemic it was evident that there was an overall reluctance to work within the hospitality industry. However is this scenario visible for everyone or is it only locally based? Are the tourist investor aware of this important ingredient within the hospitality value chain? Can the hospitality industry be handed over to the foreign workers or fully automated through robots and artificial intelligence? Could this delicate situation be overturned through a breakthrough? Is there a possible innovation?

**Key words:** Malta, hospitality industry, human resources, culture, development, growth, innovation and resilience.

### Notes:

**Knowledge sharing in tourism destinations:  
an analysis on knowledge transfer in destination networks  
under the application of boundary spanning theory**

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The dissemination of knowledge between actors in a tourism destination network was investigated to identify forms and limiting factors of knowledge exchange. Therefore, boundary spanning theory was applied. The research project is based on three studies. In the first study, antecedents and consequences of interorganizational knowledge exchange between destination actors could be identified as well as barriers that hinder an efficient exchange. Second, functional boundary spanner in destinations could be determined. Third, a measurement model for boundary spanning capabilities in tourism was developed.

**Key words:** tourism destination, knowledge transfer, boundary spanning, network analysis

**Notes:**



**Switching tracks -  
Guiding employees towards  
low-carbon business travel choices**

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Business travel causes significant greenhouse gas emissions, but reducing it poses a challenge for organizations. Our paper addresses this issue by examining which measures are most effective in making business travel more sustainable without jeopardizing employee satisfaction. We draw on the theory of planned behavior and reactance theory to evaluate the effectiveness of different behavioral interventions and provide recommendations for organizational travel decarbonization policies.

**Key words:** business travel, sustainable travel, decarbonization, mode choice, behavioral interventions, reactance

**Notes:**

## Investigating the process of agritourism development in Umbria, Italy: in connection with local tourism sector

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This paper conceptually and empirically describes the overshooting effects in agritourism. The author defines “overshooting” as an effect that stimulates the oversupply situation so that the optimal supply is exceeded in the agritourism market by considering both agritourism and other local tourism sectors. With a dynamic panel data model estimation, from 2000 to 2018 in Umbria, Italy, the results revealed that particularly foreigners’ demand to engage in agritourism and the supply levels of local hotels and non-hotels have generated an overshooting effect on the number of agritourism farms and beds.

**Key words:** agritourism, competition, overshooting effect, dynamic panel data, community-based rural tourism

### Notes:

## Climate changes and implications for tourism and outdoor recreation in Portugal

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Climate change is an undeniable reality that poses significant challenges to the components of the tourism system, particularly to tourist destination management. Portugal is an important tourist destination in southern Europe. According to the Tourism Strategy 2027 (Turismo de Portugal, 2017), the Mediterranean temperate climate is one of the 10 destinations' strategic assets, serving as a differentiating factor. Thus, knowing the geographical pattern of the seasonal Tourism Climate Comfort Index (sTCCI) under different climate change scenarios, for different time horizons, is particularly important for tourism planning and, specially, for outdoor recreational activities management.

**Key words:** Climate change, seasonal Tourism Climate Comfort Index (sTCCI), Climate change scenarios , tourism system, tourism destination management, outdoor recreation activities

### Notes:

## Love, a gold mine for tourism: new markets to exploit

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Nowadays, people multiply the way they look for a love partner and, as lovers, they display new practices; it is very profitable for the tourism sector as most dates take place in a restaurant and/or an accommodation. Since a long time, the tourism professionals tackle the honeymoon type of journey, but not the ever varying expectations of these potential clients. Hotels are adapting by providing the core service of a bedroom, but destinations as a whole rarely provide special services and activities dedicated to couples and to people in love. This paper tackles “the market” as well as the products meant for this very profitable clientele.

**Key words:** Honeymoons. “Niche” tourism markets. Tourism expenditure. Love as a motivation to travel. Romantic destinations

### Notes:

## **Dark Tourism development in a leisure destination: resident's perceptions**

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The paper investigates the perceptions of residents over the development of dark tourism in a leisure destination. Significant gaps exist in dark tourism knowledge, especially with regards to the perceptions and opinions of residents on the development of dark tourism in leisure destinations. Cyprus is used as a fitting place context, since the Island has been and is mostly popular with sun and beach holidays, and to a lesser extent is popular for other types of tourism.

**Key words:** Dark tourism, perceptions, development, Cyprus

### **Notes:**

**Explicating the conditions for (un)sustainable tourist behaviour in a historic city of Rothenburg ob der Tauber from the lens of the theory of planned behavior: a regression analysis and qualitative comparative analysis approach**

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The research deploys a multiple linear regression analysis and fuzzy set qualitative comparative analysis (FSQCA) on the data collected from a sample of N=147 summer tourists. The results of the regression analysis demonstrate statistically significant impact of sustainability-oriented attitudes, social norms and behavioral control on sustainability-oriented behavioral intention of tourists, in the descending importance. FSQCA results point to three sufficient conditions models for high behavioural intention regarding sustainable tourism. In addition, high attitudes are a necessary condition for high behavioral intention regarding sustainable tourism, while low social norms are a necessary condition for low behavioral intention regarding sustainable tourism.

**Key words:** attitudes-behavior gap in sustainable tourism, tourist behaviour, multiple linear regression analysis, fuzzy set qualitative comparative analysis (fsQCA), theory of planned behavior

**Notes:**

## The wickedness of problems – a reflection on tourism public policy discourses

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Embedded in and interrelated with its broader socio-economic and political context, the tourism system faces profound challenges, triggered for instance by its vulnerability to climate change, the transformational forces behind the sharing economy, the phenomenon of overtourism, or more recently, the COVID-19 pandemic, which has implicated tourism globally as one of the hardest-hit sectors. With reference to Rittel and Webber's (1973) classic paper 'Dilemmas in a general theory of planning', we can refer to these challenges as 'wicked problems'.

The discourse about wicked problems and associated challenges for policy and decision-making has been cognisant since the 1970s examining the role and capacity of governments' dealings with complex and contested policy issues. Essentially, the debate is about how governments approach and frame these wicked problems.

Drawing on the above context, this paper reviews public policy and tourism discourses to better understand the "wickedness" to problems and to reflect on policy and governance strategies adopted to address them in the context of tourism. Based on this review a future research agenda will be mapped out to learn, understand and adapt our dealings with wicked problems and to inform future policy approaches.

**Key words:** wicked problems, tourism, public policy, governance

### Notes:

## **Socio-economic resilience and tourism: a structural perspective by regions and countries**

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A key factor influencing resilience is the diversity of the economy and the tourism-related socio-economic system. Other important factors influencing resilience are the social and human capital available and the associated capacity for innovation and openness to change. We analyse to what extent tourism - in terms of export receipts and international arrivals - could return to pre-pandemic levels by 2019 and which factors play an important role in the development process. We use a cross-sectional econometric approach covering 54 countries and estimate the impact of selected variables that indicate the resilience of the system.

**Key words:** diversity, human capital, social capital, innovation capacity

### **Notes:**



## **Towards carbon-free urban destinations: analysis of low-emission zones in Spanish cities and the relationship with tourist urban areas**

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The Spanish 7/2021 Climate Change and Energy Transition Act forces Spanish municipalities with more than 50,000 inhabitants to have low-emission zones (LEZ) by 2023, known as urban areas that restrict access to vehicles that do not meet specific emission standards. This exploratory research aims to study if tourism is influencing urban planning through the analysis of the geographical relation between newly implemented low emission zones and the most visited areas of those cities. It is claimed that only through planning that integrates urban and tourism policies -such as the implementation of LEZs-, technological advances and a change in social behaviour is it possible to advance in the design of a carbon-free destination.

**Key words:** low emission zones; urban tourism; climate change; road traffic; policies and planning for sustainable destinations.

### **Notes:**

**Enhancing sustainable mobility through free destination cards:  
pre- and post-pandemic effects on tourists' behavior  
from a Swiss case study**

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Tourist cards are a mean of promotion among DMOs to enhance sustainable mobility. In Southern Switzerland, Ticino Ticket allows tourists to use public transport at no cost, and to get discounts on attractions. Results from 2017-2019 data show an increase in the use of public transport and in tourists' awareness of regional attractions. Preliminary results from 2020-2021 data allow us to compare the effects of COVID-19.

**Key words:** Destination cards, Tourists' mobility behavior, Destination sustainability, Sustainable transport

**Notes:**

**Night to travel: investigating incentives/disincentives schemes to increase the potential of night trains as substitute of short-haul flight**

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Using a representative sample of the Swiss resident population, the present study assesses the potential of night trains as substitute of short-haul airlines. More in depth, our approach combines the different attributes of the two alternatives with both the socio-demographic and the psychological characteristics of the individuals that together affect behavioural intentions of travellers. It aims at exploring which combinations of disincentives and incentives respectively for flights and night trains could lead people to use more often night trains.

**Key words:** Night trains, short-haul flight, stated preference experiment, psychosocial determinants

**Notes:**

## Neural net-based estimation of real estate prices in Swiss tourism destinations

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With this presentation and discussion, we would like to share our ongoing applied research about deep learning for the estimation of real estate prices in tourism destinations. Our experience with artificial neural nets shows that the mean average error rates in estimating real estate prices are significantly lower than with traditional methods. The presentation reports on the first results, outlines the open questions of the approach, and concludes with the potential for refined models in the field of deep learning, in order to optimize estimation accuracy.

**Key words:** real estate, neural nets, estimation

**Notes:**

**"Swisstainable": a programme for the sustainable transformation of Swiss tourism: opportunities and challenges.**

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Swisstainable is the sustainability program of Swiss tourism and the most important instrument of Switzerland Tourism's sustainability strategy. The program exists at the level of tourism businesses and tourism destinations. This paper presents the program as well as the opportunities and challenges of the sustainability transformation of Swiss tourism.

**Key words:** sustainability, strategy, transformation, challenges

**Notes:**

## **System dynamic ace for destination managers: online software DestinACE for decision-making support**

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Tourism destinations are considered as complex systems which should be managed in sophisticated way due to the complexity of relationships within the system. We can consider a system dynamic modelling as one of these complex approaches. From the theoretical point of view, several studies using system dynamics as a main method have been published. However, the use of the system dynamic models by destination managers seems to be too academic and hard to use in practice. Therefore, we developed a software tool DestinACE as a user friendly online environment for destination managers. This software is based on the system dynamic simulation modelling where the complicated model calibration, Stock and Flows Diagram (SFD) created in Vensim software is hidden to the users. The user environment runs in Google Sheets and uses PySD engine to call the SFD for simulations reflecting the destination managers initial decisions. After the simulation run, the software provides a user friendly report presenting simulation results.

**Key words:** system dynamics, destination management, software, decision making

### **Notes:**

**A new business, please?  
Development path of Hungarian health tourism destinations**

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Business units play a cutting edge role in tourism destinations. The study is aimed at mapping development pattern of health tourism areas. By using individual company data (from Orbis database), leading Hungarian health tourism destinations' business ecosystem is analysed. The study seeks to identify the 1) evolution patterns, 2) transformation of business environment, and the 3) appearance of certain sectors. The results enables stakeholders to understand the impact of developing certain services to other business units.

**Key words:** health tourism, destination development, business, company, Orbis.

**Notes:**

**The attitude-behaviour gap in tourists'  
sustainable mobility decisions:  
analysing self-justifications in Switzerland**

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Through an analysis of a representative sample of the Swiss resident population, the present study seeks to explore the attitude-behaviour gap in tourists' sustainable mobility decisions. In fact, while travellers seem to indicate an increased positive attitude toward environmentally-friendly and sustainable solutions, the uptake of sustainable travel options does not show the same accelerated trend just yet. The existing qualitative literature identifies six themes of justifications to remove tourists' cognitive dissonance and "re-establish" the gap. Gaining insight into these explanations and arguments contributes to represents a promising starting point for new interventions to reduce environmentally unsustainable tourism behaviours. The data collection phase will be in April and the results are expected for the end of July.

**Key words:** attitude-behaviour gap, sustainable tourism, behavioural change, justifications

**Notes:**



**Walking on sunshine:  
application of choice experiments to understand impacts by  
climate change on tourism attractions in Lower Austria**

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Destinations and local attractions in Lower Austria are increasingly affected by climate change, mainly heat stress and impacts by thunderstorms. In order to assist practitioners, this study investigates the trade-offs visitors make under different expected weather conditions and develops recommendations for adaptation strategies. A survey containing a choice experiment was conducted including different types of attractions, accessibility, weather conditions. Based on the results, the study provides practical recommendations for adaptation and mitigation strategies in the context of climate change.

**Key words:** rural tourism, discrete choice experiment, climate change adaptation, destination management

**Notes:**

**Sustainability or not?**  
**Commercialization of rural tourism transformation**

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The transformation of rural tourism would not only result in economics revitalization but also contribute to the sustainability of local development. The structure of "Commodity Chain" is applied to scrutinize the commercialization of rural tourism provisions in this study. The analysis and discussions of rural tourism commercialization will further focus on the issues regarding rural transformation - the distribution of economic consequences; the changes on local culture and society; and critical factors for distributing the consequences of rural tourism commercialization.

**Key words:** Rural Tourism, Commodity Chain, Commercialization, Commodification, Taiwan

**Notes:**

**Tourism interventions at industrial sites:  
A cross-cultural exploration of perceived atmospheres**

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This research investigates how participants from Chinese and Western cultural backgrounds perceive tourism interventions at mine sites, a specific attraction point in industrial tourism. The study applied an experimental design and allowed 258 respondents to experience VR models of manipulated mine sites. The findings suggest that moderate tourism interventions are preferred over no interventions, and that the effect is greater for participants with Western cultural background. This study contributes to the growing body of research on atmospheres in tourism.

**Key words:** industrial tourism; atmospheres; attraction point; culture; authenticity

**Notes:**

**The power of respect for authority and empathy -  
Leveraging non-cognitive theoretical constructs to trigger  
environmentally sustainable tourist behaviour**

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This study develops and tests two theory-based culture-specific behavioural interventions to reduce Chinese tourists' buffet plate waste. Study one is a survey study, which aims to test if our interventions trigger the corresponding psychological constructs. The successful interventions will then be deployed in study two - a quasi-experimental field study in a Chinese hotel. Our study demonstrate how behavioural interventions can be designed to target market segments from specific cultural backgrounds. The successful intervention is of immediate practical value in reducing buffet plate waste.

**Key words:** plate waste, field experiment, culture, intervention, buffet, Chinese tourist

**Notes:**