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**Business models for sustainable growth in tourism
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

Areas of interest for a CSR certificate on touristic websites: An eye tracking experiment using the example of TourCert

Sebastian Amrhein, Rhine-Waal University of Applied Sciences, Kleve, Germany

Dirk Reiser, Rhine-Waal University of Applied Sciences, Kleve, Germany

Magdalena El-Mahgoub, Rhine-Waal University of Applied Sciences, Kleve, Germany

Leonie Schafft, Rhine-Waal University of Applied Sciences, Kleve, Germany

dirk.reiser@hochschule-rhein-waal.de

(Short) Abstract)

It has become prominent in the tourism industry to use CSR certificates and labels to demonstrate a company's sustainability credentials and to attract the increasingly environmental and socially conscious customer. However, there are currently more than 150 sustainable tourism labels worldwide (Ecotrans, 2016) that make it difficult for the customer to recognize any of them. The first step to enhance the chances of being considered as an appropriate tour operator for those sustainable tourists would therefore be the positive perception of a displayed logo of a certification on the website or in the brochure. Consequently, this research examines a particular CSR certificate- Tour Cert- to develop an idea how to best place and structure a certification logo to be seen by the potential customer. Tour Cert certifies hotels, destinations, travel agencies and tour operators utilizing ecological, economic and socio-cultural indicators (Tour Cert, 2017). Organisations such as the ForumAndersReisen, a cooperation of more than 100 sustainable tourism operators, ask their members to apply for this certificate within the first two years of their membership (ForumAndersReisen, 2017). For them, to know about the value of the logo is very important. Accordingly, the research questions that will be answered are: What are important conditions for a successful CSR-certificate and how can those certificates best be presented and communicated on a webpage? In order to find out, the authors have researched the eye movements of 50 people looking at different tour operator websites with a certification logo in different positions or without a certification logo using eye tracking technology.

Key words: CSR, Ecolabelling, eye tracker, sustainable tourism operators

Presentation: Session 2, September 4, 2017

Notes:

Food sustainability signage– A means to overcome the attitude behaviour gap of tourists?

Hannes Antonschmidt, MODUL University Vienna

hannes.antonschmidt@modul.ac.at

(Short) Abstract

In the travel context, it is known that an attitude behaviour gap regarding sustainability often prevails. This research tries to find out if this gap can be overcome through the use of food signage communicating sustainability information. In an experimental study, the effect of the signage on the consumption behaviour of travellers, their attitude towards the hotel, and towards the concept of sustainable food in general is tested.

Key words: food consumption, food signage, sustainability, experiment

Presentation: Session 6, September 5, 2017

Notes:

Do tourists really consider the environment?

Nazila Babakhani, University of Queensland

Sara Dolnicar, Business School, University of Queensland

Brent Ritchie, Business School, University of Queensland

Melanie Randle, University of Wollongong

Andy Lee, Business School, University of Queensland

n.babakhani@uq.edu.au

(Short) Abstract

In many cases, tourism can have a negative impact on the environment. However, tourists can help to reduce any negative impacts by behaving in environmentally sustainable manner. It is therefore critical to gain deeper insights into tourist behaviours which have an impact on the environment. Survey measures alone often do not provide an accurate picture of tourists' environmental behaviours. Eye tracking offers the opportunity to directly and objectively observe unconscious and non-reportable attention processes which are likely to be associated with behavioural outcomes. This paper uses eye tracking methodology as a complement to traditional survey measures for understanding tourists' environmentally sustainable behaviours. Greater understanding of such behaviours is required to develop interventions that effectively reduce tourists negative environmental impacts.

Key words: sustainable tourism; environmentally sustainable behaviour; eye tracking

Presentation: Session 6, September 5, 2017

Notes:

The concept of sustainability in hotel industry: current status and future issues

Claudia Cozzio, University of Padua

claudia.cozzio@phd.unipd.it

(Short) Abstract

The paper aims to review the main literature on sustainability in hotel industry through the analysis of 149 papers published from the year 2001 to the year 2017. Distribution across time period, research methodologies applied, research focus on three dimensions of sustainability and a categorization based on different strategic drivers related to sustainability are presented in the paper. Concerning future research, the role of online tourism service providers in fostering sustainability could be a relevant stream of study.

Key words: hotel, sustainability, green, business model

Presentation: Session 1, September 4, 2017

Notes:

Accessing the role of social media on tourism recovery in tsunami hit coastal areas in Tohoku, Japan

Miho Fukui, Oricon Energy Inc., Japan

Yasuo Ohe, Chiba University, Japan

yohe@faculty.chiba-u.jp

(Short) Abstract

Social media has become increasingly popular. However, there has been little investigation on how to effectively mobilize this newly emerging tool to promote tourism in rural areas. The aims of this paper are twofold. First, among social media we explore the role of Twitter for tourism promotion, especially by focusing on the recovery process of tourism in a rural area affected by the huge earthquake and tsunami, Magnitude 9.1, which hit eastern Japan in March, 2011. Second, to approach the first purpose we compare two types of tourism: ordinary tourism and "volunteer tourism". As to the latter, a massive number of volunteers came to these areas to help recovery work from the devastation such as removing debris and helping evacuees rehabilitate their lives in Iwate prefecture. We employed a text-mining method to find keywords used in the official Twitter account issued by the Iwate Prefectural government and time series regression models to identify factors that promote the two types of tourism. Data were collected using official statistics of incoming numbers of ordinary tourists and volunteer tourists. Tweeting information was provided by Iwate Prefecture. The results revealed that, first, the number of volunteer tourists compensated for the decrease in the number of ordinary tourists in the disaster-hit coastal area. Second, tweeted information on cultural resources and local specialties had a positive relationship with the number of incoming tourists while information on rehabilitation/reconstruction had negative effects. In contrast, third, tweeted information on tourism resources worked negatively toward the number of volunteer tourists while that on rehabilitation/reconstruction and on volunteers worked positively. Consequently, it is important to design support measures that enable the local tourism sector to attract incoming tourists after a drop-in volunteer tourism as reconstruction of the disaster area progresses. In this context, our results suggest how to effectively utilize Twitter for this purpose.

Key words: Social media, twitter, volunteer tourism, natural disaster, tourism recovery, tourism demand

Presentation: Session 5, September 5, 2017

Notes:

China Inbound Service
Development of organisation and products in Alpine destinations of Grison to serve Chinese FIT guests

Barbara Haller Rupf

Katrin Schillo

Petra Furrer

Barbara.haller@htwchur.ch

(Short) Abstract

'How to keep added value form Chinese outbound tourism in the destinations instead of hand it over to Chinese and international tour operators?' This was the initial question of the project China Inbound Service, a collaboration of destination organisations of Davos and St. Moritz, the canton of Grison, and HTW Chur.

Travel behaviour and expectations of Chinese guests were investigated The results base on a guest survey, expert interviews, and a focus group interview in Beijing. Among others we found, that the majority of Chinese guests in Davos and St. Moritz are not for the first time in Europe and enjoy sporting activities such as skiing. The most mentioned dissatisfactions were lack of information in Mandarin or in English as well as complaints regarding food. Furthermore, to serve the Chinese market more adaptations to tourism products are crucial.

Out of the results, the base for a closer collaboration within the destinations and towards the marketing and sales companies in China, was developed.

Key words: China outbound tourism, Chinese customer survey, product development, Destination organisation

Presentation: Session 1, September 4, 2017

Notes:

What drives the price of Airbnb properties in city destinations?

Bernhard Hrovath, University of Natural Resources and Life Sciences, Vienna

Friedrich Leisch, University of Natural Resources and Life Sciences, Vienna

Sara Dolnicar, The University of Queensland

s.dolnicar@uq.edu.au

(Short) Abstract

For the first time, the effect of the full set of 56 property features on the base price of properties offered on peer-to-peer accommodation networks is studied. Results from an analysis of 3977 real properties in Vienna (Austria) indicate that location is one of the most important factors and that the availability of a range of amenities is associated with higher price. Host trustworthiness – derived from the information about superhost status and the length of membership of the host on the network – emerges as a new key price driver. Results have immediate practical implications: (1) hotels, motels, B&Bs etc. may wish to modify their online profile to also make visible the full set of features in an attempt to remain competitive; (2) peer-to-peer accommodation network hosts can use the information about price drivers to improve their property specifically in those areas for which guests are willing to pay more.

Key words: Airbnb, price, peer-to-peer network, sharing economy, collaborative consumption

Presentation: Session 3, September 4, 2017

Notes:

Personal organized tours: tourist behaviour and characteristics

*Yechezkel (Hezi) Israeli, Department of Tourism and Hotel Management,
Kinneret College on the Sea of Galilee, Israel*

Uri Zalle, Department of Geography and Environmental Studies, University of Haifa, Israel

heziisr@gmail.com

(Short) Abstract

During the last years, a new form of tourism has evolved: personal organized tours, characterized by "tailor made" tours, upon request, for small homogenous groups. This form of tourism combines elements of organized tourism as well as independent travellers. Based on in-depth interviews with tourists and suppliers, this study identifies the characteristics of the individual tourist associated with these tours, and his or her consumer behaviour. It also exposes the "life cycle" of consuming this product.

Key words: customized packages, standardized packages, consumer behaviour, tailor made, life cycle, organized tours

Presentation: Session 7, September 5, 2017

Notes:

Customer brand commitment and brand loyalty towards Lapland hotels

Raija Komppula, University of Eastern Finland

Titta Mikkonen, University of Eastern Finland

Henna Konu, University of Eastern Finland

raija.komppula@uef.fi

(Short) Abstract

The purpose of this study is to increase the understanding of customers' brand commitment and brand loyalty in the case of Lapland Hotels. The objectives of this research are to explore, how customers of Lapland Hotels explain their own brand commitment and brand loyalty, and how do the explanations of different customer groups based on the level of commitment differ from each other. Altogether 824 responses were included in this study. The half of the committed customers referred to emotional explanations, indicating emotional commitment. It is one of the most important antecedents of hotel loyalty.

Key words: brand commitment, brand loyalty, hotel brand

Presentation: Session 6, September 5, 2017

Notes:

Segmenting beyond behavioural intentions - Fine tuning music festival visitors' music appreciation

Martinette Kruger, TREES (Tourism Research in Economic Environs and Society), North-West University

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

Martinette.kruger@nwu.ac.za

(Short) Abstract

The research determined whether a music festival leads to additional intangible benefits such as the appreciation of the specific music genre and music tourism. This was done by using visitors' behavioural intentions related to these benefits as a tool for market segmentation. The research followed a quantitative approach by conducting a visitor survey at an international jazz festival in South Africa. Three distinct market segments were revealed with different levels of post-festival behavioural intentions (high, medium and low). The results showed that music festivals have the potential to create benefits beyond the festival itself or the host destination in the form of music tourism and the appreciation of a music genre.

Key words: music festival, market segmentation, behavioural intentions, music tourism, music appreciation

Presentation: Session 6, September 5, 2017

Notes:

Tourism research and education in Central and Eastern Europe – History and contemporary issues

Jana Kučerová, Matej Bel University in Banská Bystrica

Harald Pechlaner, Catholic University of Eichstaett-Ingolstadt

Jana.kucerova @umb.sk

(Short) Abstract

The presentation is focused on the connections between research and education in the field of tourism and leisure and tries to discuss which political, social, economic and technological factors influenced system of education and research in Bulgaria, previous Czechoslovakia, contemporary Slovak Republic, Czech Republic, Poland, German Democratic Republic, Belarus and Russian Federation. The main objective is to present results of the research conducted by more academics in these countries and published in the European Journal of Tourism Research as special issue. The systematic education and higher education in tourism and hospitality started in these countries in 60th of the last century. The education as well as research was centrally planned till the political changes and transition process in majority of these countries. The new situation has caused the increasing number of educational institutions and universities focusing on tourism, hotel and hospitality studies and led to the liberalization of education. The liberalization did not lead in every country to the higher quality of education; the research has lack of co-ordination which contributes in some cases to the not effective utilization of human and financial resources. The demographic changes have great impact on the higher education institutions, as all existing universities must struggle for students. The internationalization of the education and providing study in English language is great challenge for higher educational institutions also in these countries.

Key words: Tourism, Higher Education, Bulgaria, Czechoslovakia, Slovak Republic, Czech Republic, Poland, German Democratic Republic, Belarus, Russian Federation.

Presentation: Session 5, September 5, 2017

Notes:

Travel decision-making – The SOMOAR conceptualisation

Christian Laesser, University of St. Gallen

Pietro Beritelli, University of St. Gallen

Jieqing Luo, University of St. Gallen

christian.laesser@unisg.ch

(Short) Abstract

Most state-of-the-art approaches for the analysis of the process of travel decision-making follow Woodworth's (1929) neo-behaviouristic S–R or S-O-R (stimulus-organism-response) approach Mehrabian and Russell (1974). Within this model, they hereby focus on the S-R relationship, investigating specific decisions by means of describing or explaining an outcome as the result of an input of a number of stimuli. This paper expands this body of literature: we bring forward a conceptual microscopic model focusing on the organism ('O') domain of decision-making. For that, we induct a holistic concept by deducting insights from existing theories.

Key words: travel decision-making, conceptual framework

Presentation: Session 7, September 5, 2017

Notes:

Matera European Capital of Culture 2019 - Why tourism only now?

Andrea Macchiavelli

University of Bergamo and Gruppo Clas

a.macchiavelli@fastwebnet.it

(Short) Abstract

Matera had a strong tourism development after 2000s, but the main resources of the city (cave dwellings and Medieval churches "in the Sassi) are not changed. Why tourism only now? It's just about a good management of tourism? This presentation offers a different interpretation. What today are the resources of the city were inhabited by poor people until the 60's. The previous generation lived directly or indirectly this condition and it was considered the "ashamed of the Country" (De Gasperi at the beginning of '50s): she had no desire to show them to tourists. Only with the change of generation the Sassi of Matera have become a resource for tourism. Conclusion: without the awareness of the local community tourism development is not possible.

Key words: Matera, Sassi, Tourist resources, Local Identity, Local Community

Presentation: Session 4, September 5, 2017

Notes:

The effects of price deals, discounts and incentives on tourist behaviour

Scott McCabe, Nottingham University Business School

Ines Branco Illodo, Nottingham Trent University

Scott.mccabe@nottingham.ac.uk

(Short) Abstract

Similar to most global tourism markets, UK consumers have adjusted their behaviour during the recession, placing a very high degree of emphasis on the role of value for money in buyer behaviour. However, there is little evidence on consumers' views on discounts and sales promotions. This project seeks to understand the role that discounts play in the purchase behaviour for tourism. Using focus groups, the study asks whether discounts are used to enhance value or act as a stimulus to travel. The study aims to understand tourists' perceptions of discounting and incentives, in different types of holiday decisions, and their attitudes to holiday pricing more generally.

Key words: pricing strategy, discounting, consumer behaviour

Presentation: Session 7, September 5, 2017

The role of protected areas towards the sustainable tourism development in Georgia

Marina Metreveli, Georgian Technical University, Faculty of Business Technology

Maka Apkhazava-Gerber, Georgian Technical University, Faculty of Business Technology

metrevelimarina7@gmail.com

(Short) Abstract

The work aims to underline the importance of environmental protection and sustainable development of tourism in Georgia, especially on protected areas in connection with local communities. Correspondingly, the author presents and analyses two different surveys done on protected areas which clearly show the weaknesses and strengths on the way of sustainable tourism development in Georgia.

The Paper provides the research methods as follows: systemic approach to estimation of current state of natural resources, sustainable development of tourism; statistical methods and analyses.

Key words: Protected Areas, Eco-tourism, Sustainable Development of Tourism, Local Communities, Strategy of Tourism, Georgia

Presentation: Session 4, September 5, 2017

Notes:

Employees, trainees, immigrants?
Source of human resource within the Maltese tourism industry

Alfred Mifsud, Institute of Tourism Studies

alfred@strinno.com.mt

(Short) Abstract

This paper aims to examine how the labour element within the Maltese hospitality industry has evolved over the time, where the labour force some thirty years ago was entirely a 90% local to today where one will find a very low national content in contrast to yesteryears. Also one attempts to investigate how the sources of labour have become more complex with the influx of immigrants and the possibility of acquiring foreign trainees to complement one's labour force.

The trainee's perspective indicates how profound is the desire to evolve within the industry, whereas the employer looks beyond on how one can deliver the service patrons expect. In addition it tackles the relationship between employer and employee/trainee. Another source of information emanates from the disposition of some immigrants who end up on the Maltese shores and do need to earn a living in order to liberate themselves from the burden of the circumstances prevailing.

The diversity of sources of employment could dilute a concrete relationship which one desires to accomplish. In such circumstances one would reserve the entire focus on hotels and restaurants. These two units are organised collectively.

There is a drive to promote hospitality industry employment as a career job; however young individuals are finding out that this might not be the case, hence moving on to other industries where they feel more fulfilled.

Key words: Employees, trainees, immigrants, refugees, hospitality industry, hospitality training institutes

Presentation: Session 2, September 4, 2017

Notes:

WCL, the Paris incubator for tourism start-ups - A new business model?

Claude ORIGET du CLUZEAU, C.O.C. Conseil/Paris

Laurent QUEIGE, director of WCL/Paris

c.o.c@wanadoo.fr

(Short) Abstract

WCL/Welcome City Lab, in Paris, is the first incubator in the world for tourism start-ups. Every year, for 30 to 40 very innovative entrepreneurs, it provides co-working space, mentorship, training, market identification, product experimentation, funding and, last but not least, priceless contacts with potential partners, advisers and investors. The organization of WCL is skilled and flexible, well adapted to the needs of the start-ups, and it has raised the interest of several cities is the world, generating a global network of tourism incubators. Is this the rise of a new business model in tourism?

Key words: Start-up incubator business model

Presentation: Session 1, August 4, 2017

Notes:

Distinct landscapes of medical tourism:
A four-country comparative study

Christof Pforr, Curtin University, Australia

Cornelia Locher, University of Western Australia, Australia

Michael Volgger, Curtin University, Australia & EURAC, Italy

Anna Białk-Wolf, Academy of Tourism and Hotel Management Gdansk, Poland

c.pforr@curtin.edu.au

(Short) Abstract

Globally, medical tourism is on the rise with increasing numbers of people seeking medical treatments, high tech diagnostics as well as pharmaceutical and surgical interventions abroad. The study presented in this paper is based on the analysis of four countries, Germany, Australia, Italy and Poland that represent different types of health care systems regarding their service provision, financing and regulation. With this case comparison we argue that the respective adopted approach to health care governance has led to distinct landscapes of medical tourism.

As is the case in many countries around the world, the financing of health care in the four selected case examples has been under increasing pressure in recent decades leading to a range of reform measures aimed at reigning in spiralling health care costs. We discuss in how far these developments have had an impact on the demand and supply of medical tourism products and services. The study, which mainly draws on secondary data sources like official statistics of international and the respective national organisations, sheds some light on why some countries tend to be attractive medical tourism destinations whereas others experience strong outbound medical tourist flows. The four country comparative analysis focuses on two key drivers of outbound medical tourism, long waiting lists for elective surgeries and significant out of pocket expenses for certain health care services and procedures.

The paper makes a contribution to the discussion on the interplay of health care systems, health policies and medical tourism, highlighting the dynamics and complexities experienced in different destination contexts.

Key words: medical tourism; health care system; health policy; Australia; Germany, Italy, Poland

Presentation: Session 4, September 5, 2017

Notes:

Wine tourism:
Tourists` wine preferences in southern Styria, Austria

Ulrike Pröbstl-Haider, University of Natural Resources and Life Sciences Vienna

Nina Marlene Mostegl, University of Natural Resources and Life Sciences Vienna

Ulrike.proebstl@boku.ac.at

(Short) Abstract

The profile of the tourism destination Southern Styria highlights its exquisite local wines, wine taverns with enchanting views, and idyllic hiking trails. Therefore, we were interested whether the tourists would be willing to pay more for their souvenir wines, if this money is used to maintain the landscape beauty.

Against this background, we decided to combine the product attributes of local wines with the willingness to pay for the maintenance of a diverse and beautiful landscape using a choice experiment. The willingness to pay differs significantly between different tourist segments.

Key words: Wine buyers, Styria, choice experiment, landscape preservation

Presentation: Session 7, September 5, 2017

Notes:

Business Models in Tourism:
A review and research agenda

Stephan Reinhold, University of St. Gallen, Switzerland

Florian Zach, Washington State University, USA

Dejan Krizaj, Primorska University, Slovenia

stephan.reinhold@unisg.ch

Abstract

Business models and the business model concept have become a fixture of scholarly and managerial attention. With a focus on how actors create, capture, and disseminate value, business model research holds the promise to inform the tourism sector's search for ways to innovate and change outdated business practices. Yet, the concept has inspired little research tackling the contingencies of the tourism context. We deal with this gap in this review and research agenda on business models in tourism. In total, we identify four emergent themes in the literature that inform avenues for future studies in three specific domains.

Key words: Business model, tourism, research agenda

Presentation: Session 1, September 4, 2017

Notes:

Social sustainability in the sharing economy: The case of Airbnb

Dirk Reiser, Rhine-Waal University of Applied Sciences, Kleve, Germany

Sophia Sänger, Rhine-Waal University of Applied Sciences, Kleve, Germany

Michael Volgger, Curtin University, Perth, Australia

Christof Pforr, Curtin University, Perth, Australia

dirk.reiser@hochschule-rhein-waal.de

(Short) Abstract

Based on the collected perceptions of users Embedded in the broader discourse on the sustainability of the sharing economy this paper will specifically explore Airbnb's potential to provide a more socially sustainable experience compared to the traditional accommodation sector. Airbnb, arguably the most prominent sharing economy phenomenon in tourism, is an online platform which matches demand and supply in providing temporary accommodation. In the context of sustainability, Airbnb's operations are often portrayed as being paradoxical, while some see Airbnb as an opportunity to positively contribute to sustainable development, others consider its operations as a threat to the core tenets of sustainability. Focusing specifically on the social sustainability of Airbnb, this paper contributes to this debate by presenting the findings of a quantitative empirical study which addresses the following questions:

What influence does Airbnb have on the social sustainability of travel in the sharing economy? How does Airbnb affect the social capital of a society? What are the primary motives for using Airbnb? Is Airbnb a socially sustainable alternative to traditional accommodation supply?

The findings of the study indicate that Airbnb is neither socially sustainable nor does it have a positive influence on the social capital of a society. This is supported by the findings that suggest the main reason to stay at or to offer Airbnb accommodation is for monetary reasons. Unfortunately, the question if Airbnb is more socially sustainable that traditional accommodation providers can only be answered regarding the positive perception of it by the Airbnb users, but not concerning their 'real' behaviour.

Focusing specifically on the social sustainability of Airbnb, this paper contributes to this debate by presenting the findings of a quantitative empirical study which addresses the following questions:

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Key words: social sustainability, sharing economy, Airbnb.

Presentation: Session 3, September 4, 2017

Notes:

Policy responses to climate adaptation and sustainable tourism development: Case of the Maldives

Aishath Shakeela, Griffith University

a.shakeela@griffith.edu.au

(Short) Abstract

This this exploratory research analysed the nature of tourism policy and governance acting as barriers to climate change adaptation and sustainable tourism development. The qualitative methodology combined semi-structured interviews (n=39), and government policy documents (n=18). While policy actors do not have a deliberate intervention mechanism to address climate change adaptation per se, existing regulations involving environmental management have the potential to facilitate climate change adaptation.

Key words: climate change, sustainable tourism, policies, governance, Maldives

Presentation: Session 5, September 5, 2017

Notes:

Combining tourism forecasts:
A better way to minimize forecasting errors?

Egon Smeral, Modul University Vienna

egon.smeral@modul.ac.at

(Short) Abstract

This study compared the forecasting accuracy of combined and individual approaches on the base of a specific project for tourism demand forecasting for the total European Union (EU). The evaluation of the forecasting accuracies was given not only for one period, but the study followed the results quarterly for 8 periods over 2 years to check the stability of the outcomes. The analysis of the out-of-sample forecasts for overnights and arrivals showed that the forecasting combinations taking the historical forecasting performance into account delivered the best results.

Key words: forecasting combination, Bates-Granger weights, ARIMA-models, short-term tourism forecasting

Presentation: Session 2, September 4, 2017

Notes:

What differentiates Airbnb users?
An analysis of international visitors to Australia

Michael Volgger, Curtin University, Australia, & Eurac Research, Italy

Christof Pforr, Curtin University, Australia

Agnieszka Elzbieta Stawinoga, Eurac Research, Italy

Steve Matthews, Tourism Research Australia, Australia

michael.volgger@curtin.edu.au

(Short) Abstract

Airbnb is among the most prominent examples of peer-to-peer networks, which are strongly impacting on tourism. This novel form of accommodation provision may alter demand and supply structures in tourism destinations and has thus lead to concerns amongst established accommodation providers. In particular, it is questioned whether Airbnb creates additional demand in a destination or whether it diverts business away from existing providers. To inform the current debate, this paper investigates whether Airbnb users differ from guests making their booking through other channels. Second, it explores what differentiates those guests who choose to book their accommodations via the Airbnb platform from those who do not. The analysis is based on a logistic regression of data from the International Visitor Survey for 2015 and 2016 in Australia. Results indicate that (1) in Australia Airbnb users differ from guests in general, and (2) that, next to trip purpose, choosing Airbnb is strongly influenced by the guests' country of origin.

Key words: Airbnb, sharing economy, peer-to-peer networks, tourism, logistic regression, Australia

Presentation: Session 3, September 4, 2017

Notes: