



Shaping Tourism Futures®

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Business models for sustainable growth in tourism
Co-creating tourism experiences: chances, frontiers and limitations
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

Guiding on the Great Walks: visitors' perspectives of commodifying national parks

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The past decade has seen escalated visitor demand for experiences of New Zealand's wild, natural places and landscapes. Such activities have resulted in natural sites exceeding social carrying capacity whereas national park landscapes traditionally provided wilderness experiences such as natural quiet and recreational opportunities. National park and destination managers at national parks in the southern regions of the country are increasingly adopting business models to managing visitor demand (i.e. commercial concessions for guiding) to manage experiences. This paper presents 2017 visitor survey data from the Kepler Track which explores visitors' perspectives of other track users and the implications of introducing guided parties resulting in commodification of the track.

Key words: national parks, conservation, destination management, commercial impacts

Presentation: Session 5, August 29, 2018

Notes:

Nurturing the consumption of green food: The persuasive strengths of different messages

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Existing tourism literature reports on a consistent and persistent attitude-behaviour gap when it comes to changing behaviour towards more sustainable outcomes. Food consumption plays an important role in this regard. This paper aims to measure the persuasive strength of different types of communication messages in the context of 'green food consumption' of hotel guests. This study will compare the amount of consumed vegetables from the hotel buffet under the conditions of varying types of persuasive communication provided to tourists, in a real-world setting. The experiment will consider different dimensions of green-ness as well as different types of messages and will measure their respective impact on the amount of 'green food' consumed.

Key words: green food, sustainability, experiment, hospitality

Presentation: Session 2, August 27, 2018

Notes:

Business model for dive operators

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Recreational scuba diving has become a mass leisure activity engaging millions of divers worldwide. Scuba diving tourism can encourage conservation, generate revenue, and support local communities. To maximise the positive impact and mitigate the negative, it is of utmost importance to equip scuba dive operators in this tourism sector to operate sustainably. Understanding the management aspects of diving operators is important in the development of a generic business model to lead dive operators globally in sustaining good business operations and a competitive advantage. The aim of this study is to develop a business canvas for dive operators in order to maximise the benefits associated with diving, while minimising its negative impacts, thereby achieving the environmental, economic and social sustainability of the system.

Keywords: Scuba diving; business models, operators; tourism; Portofino; Ponta do Ouro.

Presentation: Session 6, August 29, 2018

Notes:

**Strength, Weakness, Opportunities, Threats in Tourism
Preliminary Insights from Family Business SMEs in the Tyrol,
Austria**

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Family firms in tourism are operating in a highly competitive environment. Furthermore, small-sized family firms show a different strategy behaviour than non-family firms. The authors investigate strengths, weaknesses, opportunities and risks perceived by family firm owner-managers to gain an overview of currently perceived dominant perceptions of their strategic options. 98 tourism SMEs were interviewed and data highlights the internal and external factors influencing their competitive position in the tourism market.

Key words: Tourism, Family Business, Small Medium Sized, Strategy, SWOT

Presentation: Session 3, August 28, 2018

Notes:

Blockchain and tourism

Disruptive change along the traditional tourism value chain?

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The presentation will focus on the development and potentials of blockchain in tourism and its influence on the traditional value chains in the tourism industry. Although the current discussion is mostly focussing on bitcoin and other cryptocurrencies, the main change is expected to occur in the greater field of blockchain. The aim of the ongoing study is to analyze the disruptive change blockchain is transferring to the tourism industry.

The study follows a qualitative approach using the GABEK/Winrelan method (Zelger, 2000) by analysing press releases, news and blogs on content about blockchain and the interface between tourism and technology; Findings will visualize the process of changing value chains of different industries in tourism including fields of influence such as support, transactions in back and front processes, intermediary and loyalty.

The study should transfer the know-how on blockchain as disruptive technology to the tourism industry and show the opportunities and challenges for businesses. First findings show persuasive shifts in traditional value chains in tourism influencing the position of intermediaries.

Key words: blockchain, disruption, tourism, technology, value chain.

Presentation: Session 3, August 28, 2018

Notes:

Improving Destination Productivity: Developing the Brand Valuation Tool

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Tourism directly contributes \$12.9B to New Zealand's GDP but much value is lost because tourist businesses focus on their own success and do not build a complementary network around a destination that would synergistically add sustainable value to all businesses involved. We estimate this under-realised productivity at 47% of current revenue NZ's Otago and Southland regions.

We propose to develop an innovative Brand Constellation Valuation (BCV) tool and testing it in three geographically distinct areas by promoting a network-level approach to maximizing aggregate earnings across all operators in the sector and recognise operators' interdependence in co-producing a destination's tourism experience.

Key words: Productivity growth; Brand development; Training needs analysis; Value co-creation, Wellbeing

Presentation: Session 4, August 28, 2018

Notes:

Comparing the interdependence of sport event spectator's experiences and their revisit intention across ice hockey, table tennis, and motorsport events

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The changed consumption behavior of people requests a new research agenda. The combination of event sport tourism and experience economy (explained via education, escapism, entertainment, and aesthetics) leads to an experience based explanation of sport tourists' behavior. By means of a survey, data were collected from spectators at the ice hockey World Championships, the table tennis World Championships, and motorsport events (e.g. German Touring Car Championship). The interdependence of the perceived experience and revisit intention is analyzed across these events.

Key words: sport tourism, experience economy, consumption behavior.

Presentation: Session 2, August 27, 2018

Notes:

The fundamental problems of the promotion of autonomous and independent destination governance in Japan

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Recently, the establishment of DMOs are popular among Japanese local area. From now, 'Kanko kyokai (tourism association)' are only subcontract organizations. Additionally, those organizations are the shortage of fund and professional persons. We think that there are the fundamental problems that obstacle not only the promotion of DMOs but also the formation of autonomous and independence local areas in Japanese society. In this paper, we present 2 hypotheses as such fundamental problems, and verify about them.

Key words: autonomous and independent local areas, public financial system, fundamental problem, Japanese local area

Presentation: Session 1, August 27, 2018

Notes:

Etymology of hotel names in Bulgaria

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This piece of research analyses the names of the 5932 accommodation establishments in Bulgaria. Findings show that male, female and family names, as well as names indicating geographic toponyms represent nearly half of all names. Plants, emotions and quality/luxury related words are also widely used. Furthermore, results reveal that category, location, size and type of the establishment influence the name that it has.

Key words: Hotel names, branding, linguistics, destination marketing, Bulgaria

Presentation: Session 4, August 28, 2018

Notes:

Medical (dental) tourism: benefit or burden for the generating region?

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The impacts of tourism activities are most pronounced (and researched) within the destination, with less focus placed on the tourist generating region. This study reports the perceived impacts of outbound dental tourism on New Zealand. A survey of dentists reveals concerns over the impact of returning dental tourists on individual dental practices, their patients and on the wider New Zealand dental health system. Assessing and addressing the impacts of dental/medical tourism requires a tourism systems approach and raises questions over culpability between the destination and generating regions.

Key words: medical tourism; dental tourism; generating region; impacts; health care

Presentation: Session 5, August 29, 2018

Notes:

Small Ski Resorts and Climate Change: Could be an Opportunity?

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Climate change has brought considerable difficulties to the small destinations, generally located at medium and low altitude. At the same time, however, the behavior of mountain tourist has changed considerably; he tends to stay less and less in the same place and to practice many different activities, both in summer and in winter. Landscape and skiing are no longer enough. The traditional policy of ski resorts based usually on the offer of a few products, among which the first is alpine skiing, can no longer reward small resorts, which need to find out a specific and autonomous role in the competitive market. Specialization or characterization of small resorts is therefore the condition that can lead them to find a market space.

Key words: Mountain resort, Climate change, Mountain tourist, Ski

Presentation: Session 6, August 29, 2018

Notes:

Natural resource management: the roles and perceptions of local actors in Italian Networks of Reserves.

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Our research considers sustainable tourism in community destinations. The focus is on bottom-up approach and public-private partnerships in the creation of tourism products. We investigate a new approach to the management of Natura 2000 areas: the Networks of Reserves. NoRs were set up in order to create an ecological network within the territory, with a particular focus on the socio-economic dimensions of nature conservation and with a bottom-up approach. The paper shows the main results of the research carried out in Trentino (Italy) and discusses community participation and stakeholder engagement in NoR projects and activities.

Key words: natural resource management, community participation, stakeholder engagement, Networks of Reserves, sustainable tourism

Presentation: Session 7, August 29, 2018

Notes:

Food heritigisation for tourism development “Food of belonging” in the Italian Dolomite

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My presentation aims to contribute to the discussion of food-heritage based networks and their dynamics within food heritage tourism. The creation of a conceptual framework for the food heritagisation process is employed to interpret the findings of field research into mountain cheese heritage, conducted with an ethnographic approach. Sustained by actor network theory, the study examines the overlapping and contrasting positions of five groups of actors (people) around the mountain cheese (food) of the locality of Primiero in the Northern part of Italy (place)

Key words: Food heritage tourism, Food heritigisation, mountain cheese, Italy, Actor Network Theory

Presentation: Session 1, August 27, 2018

Notes:

Managing for Environmental Supply in Protected Areas with Commercial Tour Operations: Indicators for Quality and Success

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This completed study concentrates on the recent concept of environmental supply that seeks to link commercial tourism demand to the environmental management of protected areas. The research process concentrates on the requirements to ensure a quality tourism experience and the environmental sustainability of tourism landscapes. The approach is a three-stage mixed methodology that was implemented over a four year period from 2011-2015. Both quantitative and qualitative results are discussed within a framework of management implications for parks and protected areas.

Key words: commercial tours, environment, parks, management, supply

Presentation: Session 7, August 29, 2018

Notes:

Managerial competencies amongst the owner/managers of Small to Medium Tourism Enterprises (SMTE) in the Eastern Cape, South Africa: A conundrum

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Globally, small tourism businesses are grappling with managerial skills challenges. South Africa's small business is no exception as it suffers from poor management skills which is as a result of a lack of adequate training and education. The purpose of this study is to address the largely under research area of management competencies within the small business sector. A mixed method approach qualitative and quantitative with inferential statistics were employed for the purpose of this study. The findings of the study elucidate that 36% of the managers had grade 12 or matric. 27% owner/ managers possessed a National Diploma qualification. An interesting 55.1% of the owner/managers were not competently trained in marketing management. Consequently, these findings will form solid base for further research in order to contribute to the small business sector in the context of South Africa. This paper will enable longitudinal studies in the context of small business sector in South Africa, particularly the Eastern Cape Province that faces triple threat challenges (i.e Unemployment, Poverty and Inequality).

Key words: Managerial skills, Training, Tourism, Competencies

Presentation: Session 3, August 28, 2018

Notes:

Assessing the Connection between Operator's Identity and Efficiency in Dairy Farms Performing Educational Tourism: A DEA Approach

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Whether farm management conducting tourism activity becomes more efficient or not is an important theoretical and empirical question for the promotion of tourism in agriculture. Thus, this study theoretically and empirically evaluated the efficiency of Educational Dairy Farms (EDFs) that provide educational tourism by DEA. The financial data were collected by the author's survey of these farms located around the Tokyo Metropolitan area. Based on the theoretical framework that stipulates that the efficiency of farm activity is determined by a farmer's identity, a bilateral slacks-based measure (SBM) model applied to empirically evaluate efficiency. The results revealed that those farmers that engage in processing milk products and direct selling have higher efficiency than those who do not. This is because having an enlarged identity that provides a wider perspective on farm activity enables these farmers to create demand and reduce marginal cost. This wider perspective was nurtured through the network of educational tourism activity. Thus, educational tourism activity by dairy farmers can nurture a new business opportunity and lead to efficient farm resource allocation.

Key words: educational tourism in agriculture, educational dairy farm, DEA, slacks- based measure (SBM), managerial efficiency

Presentation: Session 3, August 28, 2018

Notes:

Food, Wine & China

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With more than 135 million international departures and US\$ 261 billion in tourism expenditure in 2016, China continues to dominate international tourism (UNWTO 2017). The growth of the Chinese economy and the emergence of the Chinese middle class have fuelled the rapid expansion of China's outbound tourism market, with many destinations around the world trying to capitalise on the opportunities created by the growing number of Chinese visitors. In the light of changing travel preferences of a maturing consumer segment, we can observe a shift to new product categories such as food and wine. Despite the remarkable growth of the China outbound travel market and the increasing quest for culinary experiences, coupled with a steady growth in interest in wine tourism related activities, academic research focusing on food and wine tourism in the context of the China market is still very limited.

With this paper we draw on the findings of a multi-disciplinary body of new research, examining specifically the demand for food and wine tourism experiences by Chinese tourists, which in recent years has become an important constituent of destination competitiveness. Specifically, the aim is to contribute to a better understanding of the preferences, motivations and perceptions that underline food and wine consumption of Chinese tourists as well as to explore, with Australia as a case in point, how food and wine tourism experiences have been used to specifically attract visitors from China.

Key words: Food, Wine, China, Tourism, Australia

Presentation: Session 2, August 27, 2018

Notes:

Is price still the most important factor for making the client go skiing?

A survey study based on conjoint analysis conducted in the Swiss Alps

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Our research shows that the snow conditions have to be taken into account for introducing dynamic pricing in ski resorts. In fact, our statistical conjoint analysis indicates that this is the main factor influencing the client to go or not to go in a ski area. It is for example twice more important than price. As a matter of fact, today, not a single ski area in the Alps takes into account the snow conditions parameter. Our main finding is also of psychological nature. Indeed “sunny spells and snow showers” is for instance perceived as less negative as “poor snow conditions”.

Key words: Price perception, Ski resorts, Conjoint Analysis, Pricing, Cable ways.

Presentation: Session 4, August 28, 2018

Notes:

Towards a St. Gallen destination management model at the Franco-Swiss border? Evidences and barriers

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The aim of this paper is to present the results of the Interreg project "Transfrontour" whose main goal is to support the networking of tourism stakeholders in the Franco-Swiss cross-border region around the Geneva Lake. In order to face the new challenges of the tourism economy, it seems essential to structure transnational networks that allow the development of innovative services and diversification of the offer in response to the new expectations of customers. Results of two aspects of the project are presented here. On the one hand, we describe the analysis of success factors in business networks, based on the assumption that these success factors can be linked to a topological representation of the underlying graph, which depends on the behaviour of network actors. As a proxy of this topological representation, the cartography of the hyperlinks of six business and cooperative networks in Switzerland and France (Swiss Mobile, Valais Excellence, Oenotourisme Vaud, Voyage à Nantes, Vignobles et découvertes and Only Lyon) towards other partners websites were analysed after having crawled the web structure. This exploratory research shed some light on the interaction between actors as represented by the flow of information between partners of the networks. On the other hand, we analysed the visitors flows, based on survey information from visitors. This yields different flows across national borders or national regions. Preliminary conclusions showing the barriers and the evidences of complementarities are discussed.

Key words: SGDMTM, Business network, visitor flows, network analysis.

Presentation: Session 6, August 29, 2018

Notes:

Seasonal forecasting performance considering varying income elasticities in tourism demand

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This paper analyses varying tourism demand elasticities by season across business cycles based on time series in the context of forecasting performance. We compare for the first time the forecasting performance of models for outbound expenditures considering the asymmetric demand behavior with models focusing on symmetric demand behavior. The general outcome of the study revealed compelling evidence that the majority of models allowing us to measure asymmetric income effects yield superior forecasting performance in comparison to models considering only symmetric income effects.

Key words: varying income elasticities, seasonal forecasting performance, quality-of-life concept, liquidity constraints, precautionary saving.

Presentation: Session 2, August 27, 2018

Notes:

Hospitality in Switzerland: An empirical analysis for effective improvement

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Hospitality has been identified as one of the vital enhancing services of tourism organizations. Yet in theory and practice, there is still much uncertainty about how tourist's hospitality perceptions can be effectively managed. By conducting a survey with more than 600 tourists in Switzerland, the present study aims to shed light on two rather novel aspects: the role of different tourist-related characteristics in hospitality evaluations (regression analysis) and strategic key dimensions of the hospitality concept (IPA). The findings offer approaches for effective and efficient hospitality improvements.

Key words: Hospitality, Importance-Performance Analysis, guest characteristics, Switzerland

Presentation: Session 4, August 28, 2018

Notes:

Sustainable Development and Coastal Tourism: A Stakeholders' Perspective

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This study employs the example of Bulgaria's North Black Sea coast to examine the destination stakeholders' perceptions of sustainable tourism development and the degree to which the principles of sustainability have been implemented in the policies and practices in the past three decades. It aims to contribute to the body of knowledge on coastal tourism development and its problematic relationship with the concept of sustainability in times of rapid changes. A multidisciplinary and holistic approach is adopted to develop an analytical framework for the study of sustainable tourism development.

Key words: sustainable tourism development, local community, stakeholder's perspectives, qualitative research, transition

Presentation: Session 7, August 29, 2018

Notes:

Swiss Way of Cooperation in the Leisure Travel and Tourism Industry: Long-lasting Relationships

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Despite the important role of transport in tourism and a growing body of research on the interface and relationship between transport and tourism, this interdisciplinary research area remains under-researched. Using Switzerland as a case study, the study aims to investigate the level of integration between these companies and the enablers for their successful cooperation. Our findings highlight that Swiss companies in the leisure travel and tourism sector are able to maintain and nurture a long-lasting cooperative relationship thanks to strong cooperation in exchange of information, marketing and communication, sales, product design and pricing. Firm size, service provision, and transparency have significant and positive impacts on alliance performance.

Key words: Leisure travel, tourism, interfirm cooperation, long-lasting relationship, Switzerland

Presentation: Session 1, August 27, 2018

Notes:

Does Age, Gender and Race variables influence Business Performance in Small Medium Tourism Enterprises based in the EC of South Africa

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Universally, much of the small tourism business literature focuses on challenges and skills of entrepreneurs. Consequently, there is a paucity of information that addresses demographic factors in relation to SMTEs. Therefore, the purpose of this paper is to explore the role of selected demographic factors in the context of SMTEs. The study empirically tested whether, age, gender and race have a significant impact on business performance of SMTEs in the Eastern Cape, South Africa. Qualitative and quantitative research were deemed appropriate. Simple systematic random sampling was employed to select a sample of 310 respondents' owner/managers of SMTEs. The findings of the study relating to the age factor elucidates that the owner/managers in the age category of 55 and older were less likely to take high level risks concerning business decision making. Interestingly, the females demonstrated a greater inclination to create more jobs in comparison to their male counterparts. This paper makes a contribution to a niche area of small business research.

Key words: Age, Business Performance, Entrepreneurship, Gender, Race, Tourism

Presentation: Session 5, August 29, 2018

Notes: