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**Shaping tourism futures – acknowledging learnings from the past
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Institutions and Systems**

ABSTRACT BOOK

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

Impact of the corona crisis on the innovation behaviour of hospitality businesses – empirical evidence from German accommodation providers

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The hospitality industry shows a comparatively modest innovation activity. However, the corona crisis has challenged the industry and increased the need to implement new practices. This study aims to find out which impact the crisis had on the innovation activity and the implementation of different types of innovation using a small sample of accommodation providers. The preliminary findings show that the providers implemented organizational and financial-administrative innovations as a reaction to disruptions of business procedures and resulting liquidity problems. Most of these innovations are incremental and some will not be kept after the corona crisis has ended.

Key words: innovation behaviour, organizational behaviour, corona crisis, hospitality industry.

Notes:

Weather conditions in urban destinations – An analysis of visitor flows
The case of the “Geneva City pass”

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Baggio and Scaglione (2017) have proposed a network analytic approach to visitor flows (VF). The cumulative distributions of the trajectories' lengths were consistent with the “Levy flight random walks pattern” (LFRWP) either for the cell phone or loyalty/discounted/all-inclusive guest cards data. The research outcome on Geneva Pass (that used spatial analysis combined with general linear econometrics) showed limited validation of the LFRWPs even after data clustering (by season and meteorological conditions) along with a moderate evidence of weather influence.

Key words: visitor flow, Levy flight random, meteorological effects

Notes:

Transformation Processes towards More Sustainability in Tourism - Comparative Reflections from Swiss and Austrian Approaches

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Sustainability in tourism requires concrete transformation. In Switzerland ('Swisstainable') and in Austria ('Forum Future Tourism - Beyond Recovery') parallel processes are currently (2021) underway with the aim of inducing more sustainability in tourism. The paper analyses and compares the transformational power of both processes through comparative reflection and process analysis based on tourism transformation theories. The analyses show fundamental differences both in the general orientations of the two processes and in the specific characteristics with regard to sustainability and transformation

Key words: transformation, sustainability, systemic change, cultural change, Austria, Switzerland

Notes:

Business Intelligence and commercial strategy in a time of crisis.

The example of the campsite lodging industry in the French region of Charente-Maritime during the summer season of 2020

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Restrictions on people's mobility due to the Covid-19 pandemic have influenced tourist decision-making: last minute booking, preference for certain types of accommodation.

This analysis of booking behaviours with campsites in a French destination aims to model booking cancellation behaviours following announcements of mobility restrictions. The methodology is directly inspired by Kaplan-Meier survival method. The data utilized were made available as a result of the deployment of a destination-level business intelligence initiative entitled Destination-based revenue Management (RMD).

Key words: survival model, campsite industry, business intelligence, last minute booking, Covid-19

Notes:

Travel behaviour on vacation: mode choice and value of time of alpine tourists at the destination

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Tourist travel contributes greatly to transport problems in highly attractive tourist areas. Despite that, travel behaviour of tourists at the destination has escaped researchers' attention so far. Based on a travel-activity survey conducted in the Austrian Alps, we examined transport mode choice of tourists during their vacation stays. The modelling results together with time and cost elasticities and Value of Travel Time Savings (VTTS) of visitors deliver unique evidence that can advance transport policy design and improve public transport planning and project appraisal in tourist municipalities.

Key words: tourist travel behaviour, intra-destination, on-site mobility, mode choice, value of time, elasticity

Notes:

Exploring the relationship of eudaimonia and hedonia with tourists' pro-environmental behaviours

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Research suggests eudaimonia and hedonia are related to pro-environmental behaviours and differ asymmetrically during vacations. These constructs are often operationalised, measured and reported in differing ways. We overcome shortcomings of existing measures by validating consistent single-item measures for each construct. Researchers can easily use the validated instruments in field experiments, where existing measures are difficult to apply. Results show trait and state eudaimonic experience and motivation are distinctly related to pro-environmental behaviour in ways that differ by context.

Key words: hedonia, eudaimonia, sustainability, behaviour, wellbeing

Notes:

Living with Tourism in Lucerne
How people inhabit a tourist place through practices

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Lucerne is a contested tourist city. Different actors (including hosts, guests, but also short-time residents, expats, migrants, commuters, newcomers, etc.) have different needs and requirements, to the city, which results in manifold dealings. A wide array of people is thus producing, co-constructing, and actively shaping the place by differentiated practices. This paper investigates by mobile methods on how such a tourist place is inhabited and made sense of. It dwells on the questions of what kind of tourism is currently dominating Lucerne, where the tourism development should lead to, and finally aims to derive solutions to overcome a problem often cited as overtourism.

Key words: overtourism, urban anthropology, practice theory, mobile methods, Lucerne

Notes:

The Role of Social Media Influencers in Tourism Research: A Derivation of a Processual-Model of Influencing, Influencer Characteristics, and Research Operationalisations

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What is the current status quo of the decision-making impact of Social Media Influencers (SMI) in Tourism Research? A mixed research approach is chosen to partially explain the appetitive or aversive influence of SMI and their messages on recipients in the tourism context. This approach applies a comprehensive literature analysis and a positivistic SO(MOA)R model, which is adapted by context factors regarding the effects of digitalization and eWord-of-mouth. Preliminary results reveal that there are no comprehensive answers regarding context-related influences of SMI in tourism so far. Finally, influencers, their characteristics, and research operationalizations are categorized, and a first Processual-Model of Influencing in tourism research was established. These findings still reveal numerous research gaps and serve as a reference point for future research efforts.

Key words: tourism decision-making, social media influencer (SMI), consumer behaviour, eword of Mouth, SO(MOA)R-model, digital marketing

Notes:

The importance of landscapes and sportscares for sport experiences in destinations.

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This study explored sports participants' perceptions of their sport experiences and how the experiences are facilitated by the landscape and sportscares offered within a destination. Following a qualitative paradigm, interviews were conducted with climbers and runners (N=24). Data were analysed based on thematic coding. The results revealed that the conceptualisations of destination space and the social production of space linked to a sport setting are related when individuals practice sport. Space is also related to peak experiences and serious leisure pursuits.

Key words: flow, serious leisure, emotions, mobility, attractions

Notes:

“If you go to Switzerland, you have to go to Titlis!”: Capitalising on the Bollywood Film Industry in Switzerland

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This study focuses on the specific infrastructure that allows easy mobility of the Indian film producers to the Swiss locations and subsequently leads to film-tourism business activities – a topic rarely studied. The study is based on eighteen in-depth interviews conducted in Switzerland with the industry professionals and state and local authorities. The study findings demonstrate that the Alpine country has become an over-used destination in the Indian film industry, yet Switzerland continues capitalising on the heritage of the Bollywood film productions.

Key words: film-induced tourism, film incentives, film production, celebrity tourism

Notes:

Winners and Losers of Tourism Voucher Redemption Evidence from Slovenia

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In March 2020, the Slovenian government introduced tourism vouchers to stimulate tourism demand in the period COVID -19. The vouchers could be redeemed for accommodation or bed and breakfast in any type of accommodation establishment. In this paper, we examine whether the redemption of tourism vouchers was evenly distributed across different municipalities, accommodation types and classifications. The purpose of our analyses is to evaluate the efficiency of this instrument. Since it is not common for the government to pay for the vacation, we tested how this incentive affects the collapse in tourism demand. We use both macro- and micro-level data to estimate the redemption rate of tourism vouchers in different accommodation establishments and the location of establishments, and we try to identify the winners and losers of this government intervention.

Key words: tourism vouchers, governmental support, COVID-19, tourism consumption.

Notes:

Gearing up for sustainable tourism
Automatic plate waste measurement at all-you-can-eat buffets

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We propose and offer initial proof of principle for the development of an equipment package that enables hotels and restaurants to automatically measure the plate waste their guests generate at all-you-can-eat buffets. The equipment package allows automatic continuous measurement and transfer of data in close to real time. This can be leveraged (1) to feedback performance to hotel managers to trigger operational modification in view of reducing plate waste and (2) as a field laboratory for tourism researchers running interventions to reduce plate waste.

Key words: food waste, plate waste, experimentation, field experiment, IT, engineering

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 will be investigated to identify forms and limiting factors of knowledge exchange. The research project applies the boundary spanning theory in the context of a destination, as this research object is characterized by different boundaries due to their highly developed network of relationships. A mixed-method approach is chosen as a research design, which will include social network analysis and qualitative research methods.

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

Notes:

**The End of International Business Air Travel?
Pandemics, Climate Change, and the Need to Meet.**

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In two studies together with an international airline, we examine the effect of Covid-19 on business air travel. Results from an online survey based on the theory of planned behaviour and an adaptive choice based conjoint analysis are used to provide a better, holistic academic understanding of the choice between face to face and virtual meetings in different work contexts in the wake of the Covid-19 pandemic. By quantifying the future demand for business travel we provide important data for practitioners from the aviation industry and also for policymakers with regards to the decarbonization of the industry.

Key words: business travel, videoconferencing, air travel, meetings, Covid-19, decarbonization

Notes:

Influence of the COVID 19 outbreak on Tourism in Siem Reap

Coping Strategies of the tourism sector in Siem Reap

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Developing and emerging tourism destinations have been hit by the COVID-19 pandemic very hard and the aftermath of the crises is not fully predictable. This holds also true for Cambodia. Because of COVID-19, the tourism sector has dramatically suffered. With it came an unparalleled impact on living conditions, employment, the economy, society, and livelihoods. In addition, the COVID-19 pandemic revealed that the agricultural sector in Cambodia does not have the necessary economic strength to cushion the negative impact of external shocks on other core sectors (e.g. tourism). At the same time, the effects of the pandemic on the local tourism industry significantly impact women, rural communities and other marginalized groups. For many of them, tourism has been a vehicle for integration, empowerment and generating income. The loss of international tourists has caused a widespread shutdown of businesses, economic losses, social problems, and the change of the tourism sector as a whole. This survey was designed and carried out in cooperation with GIZ RED IV, a program which supports the tourism sector in Siem Reap in order to quickly assess the damage to the Cambodian tourism sector in Siem Reap due to COVID -19 pandemic. Furthermore, the survey investigates the needs, challenges and strategies of local SME as well as international tourism businesses for coping with the current situation in Cambodia in order to be prepared once the country would re-open for international tourist.

Key words: tourism, Covid-19 pandemic, Cambodia, coping strategies

Notes:

CULTURAL TOURISM : PROSPECTS FOR THE 2030s

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After a Delphi survey in 2019 on the future of cultural tourism, followed by debates in 2020-21, three scenarios were established, from very likely to unlikely to take place. The surge of the pandemic confirmed those scenarios, but transforms the identified trends into working dynamics. Though the results of the survey as a whole are clearly conservative, its weak signals disclose the changes at work: none in the fancy and longing to travel, but some evolutions in the cultural tourist's behaviour, that are taking place along with new sanitary conditions. The study of the cultural tourism life cycle during the 80s to 2020s brings a robust confirmation of this evolution: the most motivated cultural tourists being innovative; they create tens of niche products, among which some will become mainstream and generate a disruptive vision of cultural tourism in the 2030s..

Key words: cultural tourism, prospects, innovative tourists, Delphi survey

Notes:

Impact of the COVID-19 Crisis on European Tourism

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The COVID-19 pandemic and the containment measures imposed damaged the world economy severely. As a consequence of the stringent restrictions on business and social life, as well as the consequent economic downturn, tourism demand has seen a unique dramatic slump in the year 2020. However, at the end of 2020 we faced a second wave of infection and instead of a sustainable economic recovery, the dynamic lost speed and showed signs of slowing down. Because of alarming increases in the infection rates and impending shortages of hospital beds, the responsible institutions of many European countries enacted national or at least partial lockdowns by region, business, and activity in effect at least until the spring of 2021. Improvements of the general health and economic situation are expected - probably due to the start of vaccinations and hopes of an economic upswing in the near future. This study concentrates on analysing and forecasting demand for international travel of the Euro Area in terms of tourism imports (outbound travel). Starting out from a description of the key macroeconomic factors, it then analyses their effects on tourism demand and develops a forecast model using contemporary approaches considering asymmetric income elasticities of tourism demand. Scenarios are elaborated to project demand for foreign travel of the Euro Area until 2023.

Key words: COVID-19 crisis, international tourism, scenarios and forecasts for 2021 and 2022, asymmetric income elasticities, decline in tourism demand

Notes:

Estimating Direct (Net)-Effects of Events.

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I propose a new method for estimating direct net, gross, and substitution effects of events and apply it to estimate direct net effects of fairs on overnight stays. I demonstrate in an application with data from Basel that the gross effect of fairs on overnight stays is three to seven times larger than the net effect highlighting the importance of accounting for substitution effects already when estimating the direct effects of events. The method can generally be used to study direct effects of events on other outcomes.

Key words: estimation, events, economic effects

Notes:

The Tourists' Perspective on Destination Quality: Implications for Research and Practice

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This paper presents results of a study aimed to establish what tourists associate with tourism destination quality (the TDQ study). A sequential mixed research design was adopted in the TDQ study. Seventy-five attributes and twelve dimensions of tourism destination quality were revealed in the qualitative phase of the TDQ study, which were confirmed in the subsequent quantitative phase of the TDQ study. The findings paved the way for the development of diagnostic tools practitioners can use to assess and improve TDQ, and for the development of a future research agenda.

Key words: tourism destinations quality, conformance to requirements, diagnostic tool, Importance-performance analysis (IPA), service quality, research agenda

Notes:

Web scraping for real estate list prices in Swiss tourism destinations - the advent of citizen brokers?

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This presentation introduces a fresh practitioner's vision of predictive analysis for real estate prices in tourism destinations. A web mining environment is introduced, based on the ongoing 5th paradigm shift in software engineering with no-code application development. The potential impacts on the role and the expertise of real estate brokers are discussed. The presentation essentially reports on the first results, outlines the limitations of the approach and concludes with the need for further research in the field of deep learning, in order to optimize forecasting accuracy.

Key words: web mining, real estate, predictive analysis, neighbourhood price

Notes:

Rigi and overtourism
A transdisciplinary solution approach

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This article illustrates how the problem of overtourism on Mount Rigi was dealt with by a transdisciplinary research approach. Increased visitor pressure and ongoing adaption to tourism needs evoked resistance by various stakeholders. To bridge diverging interests an iterative, transdisciplinary process was applied, where academic and real-world actors mutually participated. This process of collaborative knowledge production led to a joint understanding of sustainable development of Mount Rigi, which resulted in the Charta Rigi 2030. The process though is not terminated by the signing of the document, as its measures yet need to be implemented.

Key words: sustainable tourism, overtourism, transdisciplinary research, Rigi, mountain destination, Charta Rigi 2030

Notes:

System Dynamics Modelling: The Decision-Making Support in Tourism Destination Marketing

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System dynamics is a method to enhance learning in complex systems and its dynamics to understand better the sources of policy resistance, and design more effective policies. As a tourism destination is defined as an open, complex, and adaptive system, this paper focuses system dynamics models as a support tool for effective decision-making in a tourism destination. The presented conceptual model in a form of Causal Loop Diagram and Stock and Flows Diagram depicts the relations among number of visitors, destination quality and loyalty, public expenditures on tourism development, and economic impacts on the tourism destination.

Key words: system dynamics, destination marketing, economic impacts, destination quality

Notes:

The Effect of Weather Forecasts on Skier Demand

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99% of skiers consult at least one weather forecast in the planning process of spending a day in a ski resort (Rutty & Andrey, 2014). We seek to investigate whether forecast data is superior in explaining skiing demands in the Swiss Alps than actual weather data. Hereby, we evaluate the additive effect of optimistic and the subtractive effect of pessimistic forecasts on skiing demand additionally to the implied weather effect. On top of this, we plan to identify spatial and temporal substitution effects induced by weather forecasts. Preliminary results using actual weather and forecast data in one ski area seem plausible.

Key words: skiing demand, weather, forecast, temporal substitution, spatial substitution

Notes:

Social Innovation in Tourism

Towards a different understanding of innovation in tourism

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With increasing challenges in mountain areas, the concept of social innovations gains importance and promise solutions to solve these challenges. However, an often formative economic player, namely tourism, is left out in the discussions on social innovations. Therefore, we made an inventory of social innovations in the Bernese Oberland (Switzerland) and take a closer look at those related to tourism. Applying innovation biographies we analyse the actors involved in the social innovation process, their motivation, and benefits.

Key words: social Innovation, innovation biographies, actors, regional development

Notes: