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**Spaces, places, and sports:
Designing sustainable experiencescapes in destinations**

ABSTRACT BOOK

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

Does the corona crisis end innovation inertia in hospitality? Empirical evidence from 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 building on a survey of accommodation providers and complementing expert interviews.

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

Notes:

Compensation for elimination: An innovative technique for evaluating the monetary value of cultural heritage sites

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Can we place a monetary value on heritage sites? What kind of goods are heritage sites? Viewing a heritage site as a commodity and evaluating it as such provides a new and efficient perspective for policy making and act as a guideline for governments which often are the main – and substantial – funding source for heritage sites, whether by subsidizing the costs or running it, investing in its restoration and renovation, or both.

The current study challenges the previous epistemological framework adopted to value heritage sites, and offers an innovative tool, Compensation for Elimination (CFE), as better reflecting the monetary value of heritage sites. This tool serves to quantify the monetary value of heritage sites as a social artifact and commodity, so that management decision can be based, on financial as well as emotional considerations.

To estimate CFE, a culture heritage site in need of major renovation must be sought, selecting one that could plausibly be eliminated (i.e., an old church in an area with dwindling attendance). The complete elimination could be due to natural causes or for practical / business-related reasons. Later, during data collection, respondents should be asked to state the minimum amount of money they are willing to accept as compensation for the elimination of the heritage site, distinguishing elimination from downgrading, for example by reducing maintenance. The questions should be accompanied by the realization that the site may have symbolic meaning to people and groups outside the local community.

This study contributes to the management of heritage sites and the conceptualization of heritage as a social artifact highlighting its crucial importance in contemporary society. Main disadvantage of CFE is that people may refuse to evaluate them monetarily reflecting the fact that such sites are priceless possibly conceptualized as holy.

Preliminary findings will be presented and discussed from the empirical study we are conducting these days

Key words: Heritage site, Economic valuation method, WTA, CFE

Notes:

Understanding international travel intentions for college football fans

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The study is examining the impact of sport tourism and the engagement of university alumni, both with the overall university and the university athletic department. The study will be a case study that consists of fan interviews from University of Nebraska fans who attend the University of Nebraska versus Northwestern University American football game being held in Dublin, Ireland on August 27, 2022.

The Air Lingus College Football Classic will be held on August 27, 2022. The College Football Classic was initially scheduled in both August 2020 and 2021 (featuring different teams), but was cancelled due to Covid-19. Qualitative interviews will be conducted with University of Nebraska fans who attend the game, both as part of official school travel packages (through the athletic department and alumni association) and fans who purchase game only tickets and create their own itinerary.

Key words: sport tourism, international, alumni, engagement

Notes:

Touristic behaviour of world-class swimming athletes during competition and training camps

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Sport tourism research in general is either focusing on (amateur) athletes or spectators, when addressing specific behaviours in a tourism context. Our aim is to explore specific tourism-related behaviours of athletes during their travel to a competition or a pre-organized training camp. To address this, the analysis is relying on qualitative interviews with international swimming athletes that compete on a world-class level. Based on the results, we plan to conceptualize a touristic travel behaviour model for world-class athletes during their participation in competitions or training camps.

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

Notes:

**What does not kill you makes you PROslient:
A perspective for a prosilient urban destination governance**

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A socially responsible destination development has often been advocated as problem-solver for tourism-induced social conflicts, especially in urban communities, yet it remains abstract and not viable. The purpose of this empirical study is to reveal, based on coping strategies of residents in Munich and Copenhagen vis-à-vis a growing tourism intensity in their living environment, how urban host communities can proactively become more resilient to tourism growth. Thus, this study proposes a new perspective for a PROslient urban destination development to avoid the renaissance of “overtourism”.

Key words: resilience, prosilience, urban tourism, resident empowerment, social responsibility

Notes:

Building resilience and increased sense of belonging through the design of tourist experiencescapes

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Building resilience in the face of threats to communities is a requirement for communities to be sustainable and recover. The role of people-to-people experiences, between host and guests/tourists, can be a helpful tool in building resilience. This paper aims at creating a process for designing the required experiencescapes which allow individuals in communities to engage with each other in valuable people-to-people experiences. Current projects provide information on how to use a set of design tools, and how the resulting design process could look like. With this paper we hope to collect input for the development and improvement of these tools and processes..

Key words: resilience, communities, design process, experiencescapes, tourism

Notes:

Innovations and sustainable community based hospitality in urban tourism

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Innovation in tourism and hospitality management has become a complex task due to the competition at tourism destinations in general and especially in urban tourism destinations. Hospitality organizations aspire to meet growing tourist expectations for a specialized experience by emphasizing the characteristics of the local culture and urban community. This study focuses on an urban hospitality organization that aspires to translate its vision and set of values into a management strategy that successfully creates and implements a unique sustainable tourism experience. This study examines the role of innovation and creativity in devising a new urban hostel concept inspired by local culture, history and tradition, and offering guests an opportunity to feel connected to the local community. The main aim of the paper is to examine how the management of an urban hospitality organization in Israel (the Abraham Hostels chain) implements its community-based and social values in each one of its three hostels and how they adapt the tourist experience to the culture and atmosphere in each city (Nazareth, Jerusalem and Tel Aviv). The research methodology includes participatory observations of the management and operations in each of the hostels, in-depth interviews with the managers and a detailed analysis of literature providing background information. The findings present a unique new model of creative innovation in urban hospitality management and its connection to implementing a social, community-based tourist experience. The importance of the paper is in proposing a model that may benefit other hospitality organizations.

Key words hospitality innovation, hostel management, urban tourism, local culture, community-based tourism, Israel

Notes:

**Adventures on two wheels - Socio-demographic data, motives,
and personality traits of motorcycle adventure tourists in
Germany, Austria, and Switzerland**

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Adventure tourism includes either outdoor activities such as mountain biking or climbing or vacations with an adventurous character, such as trekking tours or backpacking trips. However, adventure tourists as well as motorcyclists show similar motives and activity patterns. Therefore it seems reasonable to evaluate these aspects and to get more background information about the target groups. A market research study is to be elaborated, which will particularly investigate the motives, personality aspects and activities of motorcycle travellers. The survey builds on an already conducted study on adventure tourism. Data collection is planned for March/April 2022.

Key words: motorcycle, motorcycle tourism, adventure tourism, Germany, online survey

Notes:

Forecasting tourism in the EU after the COVID-19 crisis

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The COVID-19 pandemic and the imposed containment measures damaged the global economy in the last two years severely. As a consequence of the stop and go policies tourism demand showed no sustainable recovery. Presently, the medium-term outlook is very uncertain and studies looking some years ahead covering tourism are still rare. For that reason we forecast tourism demand in terms of the total expenditure of outbound travel of selected EU countries. For the forecast, we used a panel approach. Baseline and downside scenarios are elaborated to project demand for foreign travel until 2025.

Key words: COVID-19 crisis, GDP loss, panel approach, medium-term forecasts, forecasting scenarios

Notes:

Understanding travel constraints: an investigation of Russian tourists' fishing tourism related constraints

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This study investigates the leisure activity related travel constraints in the context of fishing tourism. A panel data with 524 Russian tourists visiting Finland that have or have not taken part in recreational fishing in Finland is used in the analysis. After data cleaning, 466 responses were found usable for the study. Among these respondents, 292 had been fishing during their visits in Finland and 174 had not been. Russian tourists who were interested in fishing, but had not fished during their visit in Finland, considered skill, information and cost related constraints at least somewhat restricting. Overall, female respondents were more constrained than male respondents regarding intrapersonal, interpersonal, and structural constraints.

Key words: travel constraints, fishing tourism, special interest tourism, leisure travel, leisure constraints.

Notes:

Instagrammable Switzerland – Battling out-dated stereotypes of destination image

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This study examines the attempts of national tourism board to alter the stereotyped images of Switzerland among Indian tourists. Owing to hundreds of Bollywood films shot in Switzerland, the Alpine country established itself as peaceful, pristine and sanitised paradise. Today, however, the romantic stereotypes appear problematic; Bollywood-induced tourism led to challenges with mass tourism and discouraged young visitors. Using data from twenty in-depth interviews with various stakeholders and focus groups with Bollywood film fans, this study examines the strategies that tourism boards have adopted to reposition Switzerland as an active travel destination in order to target new tourist segments.

Key words: stereotypes; destination image; Switzerland; film tourism; Instagram; social media

Notes:

Absorptive capacity challenges in platform-based tour guiding companies

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The article investigates individual Absorptive Capacity (ACAP) in a tour guiding company (TGC) that applies a platform economy business model. The focus is on micro-foundations of individual ACAP in the knowledge sharing processes between TGC's middle management and the freelance tour guides that they commission. Through triangulation of qualitative data, it investigates how these relationships affect TGCs ability to acquire and assimilate (into their product portfolio) and transform (into commercialised products) the guides' (external) knowledge, and the potential barriers in doing so.

Key words: tourism, absorptive capacity, micro-foundations, tour guides, motivations

Notes:

**Does a code of conduct prepare companies better for a crisis?
An evaluation of crisis planning among tour operators
in Germany.**

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Crisis management in tourism has never experienced such a long operational mode than since the Covid-19 pandemic outbreak at the first quarter of 2020. The worldwide shutdown of borders has shown that crisis management in tourism is essential for all stakeholders involved. Currently, there exist little research about crisis management strategies of outbound tour operators. A quantitative data analysis is realized to determine the current level of crisis planning of tour operators in Germany and to reveal the managers' attitude towards a code of conduct in crisis management.

Key words: crisis management of tour operators, disaster management of tour operators, crisis preparedness in tourism, code of conduct in crisis management, code of conduct of tour operators, crisis planning in tourism

Notes:

**Economic impact of off-highway vehicle (OHV) recreation:
Case study of UTV/Side by Side users**

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Arizona State offers unique opportunities for motorized recreation, and it has abundant natural resources appropriate for off-highway motorized vehicle (OHV) recreation. The purpose of the OHV research project is to determine travel and spending behaviour of OHV visitors in Arizona. The aim is to provide a comprehensive view of visitor markets and to examine the economic effects of the OHV visitor expenditures in the gateway region and the state as a whole. This particular study for APacCHRIE conference focuses on the most popular OHV vehicle, UTV/Side by Side.

Key words: off-highway vehicle (OHV) recreation, economic impact, OHV trail, outdoor recreation visitors, spending on recreation activity

Notes:

Importance of agrotourism in diversification strategies

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In the production of food, farms are caught between the hammer (e.g., use of fertilisers, pesticides) and the anvil (price pressure from retailers). At the same time, various social trends such as deceleration, maintaining and improving health, authenticity and sustainability open up new opportunities for farmers. New agritourism offers and infrastructures offer to the farm, a permanent source of income is created for the whole year. The rural environment, the farming activity, the production of food and the different animal species form the distinctive core of the agritourism offer. Active participation in farming life, contact with the farmers and positive effects on physical and mental health are success factors in agrotourism.

Key words: agrotourism, diversification, strategy, tourism, health

Notes:

**Where are you going to eat?
The innovations in the eating experience.**

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This paper intends to explore who the eating experience has changed over the past years. How innovation has taken central focus in developing the industry which in a certain way has extended its reach and availability. Consideration will be made to current times, as whether the pandemic acted as a provocation to spur further innovation. In addition, one considers whether the innovation was a disruptive one and a cocreation process that has attempted to address the wishes of the eating consumer. Whether the desired customer satisfaction has been achieved.

Key words: eating experience, disruptive innovation, customer satisfaction, co creation, Malta

Notes:

Structural preconditions for decarbonising business travel - Case study evidence from knowledge-intensive sectors

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Business travel contributes to the expansion in travel demand and the rise in GHG emissions of the transport sector and should not be excluded from decarbonisation efforts. With a multiple case study approach, this paper examines the structural preconditions for decarbonising business travel in organisations from knowledge-intensive business services and academia. Through interviews and the analysis of additional documentation, the paper intends to develop a conceptual model which shows the relevant variables and relationships in the emergence of low-carbon business travel.

Key words: business travel, decarbonisation, academic mobility, KIBS, sustainability transformation

Notes:

Investigating opportunities for rural tourism under the New Normal

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This paper explored the new directions of rural tourism and potential demand characteristics under the new normal resulting from Covid-19 based on an internet questionnaire survey targeted at inhabitants of large cities in Japan. Specifically, this paper revealed the features of potential demand targets, required rural attractions, and essential facilities for micro-tourism, defined herein as tourism around the neighbouring areas of tourists and workcation as the combination of remote work and vacation.

Key words: Covid-19, rural tourism, micro-tourism, workcation, e-hospitality, resilience

Notes:

Importance of everyday architecture for rural tourism

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The paper will discuss the influence of everyday architecture on tourism. The case study area for this research paper is located in the Biosphere Reserve Grosses Walsertal in Vorarlberg. For this purpose, an online survey was used to investigate how (potential) tourists assess the suitability of eight selected single-family houses belonging to the everyday architecture for the Biosphere Reserve. Against this background and based on a literature review we present principles for the design of houses and general recommendations for rural tourism destinations.

Key words: rural destinations, everyday architecture, design principles

Notes:

**Combatting climate change through message framing?
A revealed preference experiment on voluntary carbon offsets.**

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This study experimentally tests whether framing an environmental consequence as a loss to be avoided leads to higher likelihood of green behaviour in a tourism setting. Here, we test whether loss framing succeeds in nudging individuals towards the purchase of a voluntary carbon offset for a flight. In an online experiment, 465 participants across three treatment groups were given the chance to purchase a carbon offset. We find that 38.5% subjects did so: propensity to buy was statistically significantly higher among individuals in the loss frame treatment, but this depended on survey order.

Key words: framing, real effort task, green nudges, pro-environmental behaviour, voluntary carbon offsets

Notes:

**Investigation of substitution effects and
adoption patterns across hotel distribution channels -
A multigeneration perspective and Covid19 effects**

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The evolution and forecast of the market shares of different generations of distribution channels using diffusion methods from 2002 to 2014 has been presented in AIEST 2014 based on the annual member survey of HotellerieSuisse.

This research extends the analysis for a further 7 years to 2021. The comparison, across both researches, shows that the rate of growth for the first – traditional channel- and third generation – i.e. OTA-it has been three times overestimated in the previous study. So, first generation has shrunk and third generation has increased slower than first estimated. Also, the evolution of the second generation – i.e. booking on the hotel website – does not show a growth curves shape but a constant share around 30%.

Key words: hotel, distribution, OTA, Switzerland, Fisher-Pry model, substitution effects

Notes:

Mapping intra-destination movement of leisure tourists - Role of transportation, accommodation, and attraction

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Spatial and temporal imbalance in tourism flow is a cutting-edge topic nowadays. Current study focuses on Lake Balaton, a lakeside destination with a valuable natural environment, and rural character. Self-reported intra-destination of movement of leisure travellers is tracked by a quantitative survey indicating source and target destination, and mode of transport used. Results highlight hub areas, micro-destinations, and so impacts of transport and availability of attraction on tourism movement.

Key words: tourism mobility, intra-destination, transport, sustainability

Notes:

The development of mountain railways and regions

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The mountain railways in Switzerland alleviate access to the main attractions of the Alps. Moreover, they employ a large share of local residents and, thus, are one of the main economic pillars in otherwise laggard regions. Exploiting a comprehensive historical dataset of all ever built and restored mountain railways in Switzerland, we show to what extent the development of these mountain railways benefits access municipalities in economic terms. Relating exogenous topographical measures and evaluating a staggered difference-in-differences design sheds light on how municipalities evolved compared to the counterfactual situation of no investments. Preliminary instrumental variable estimates indicate a strong long-term effect of such investments on population and average taxable income.

Key words: tourism development, regional economics, historical data, instrumental variables, staggered difference-in-differences

Notes:

Air package tours in times of Covid-19: Effects that influence the booking behaviour of the German source market

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This paper presents the current state of a multi-stage research project investigating factors influencing the booking behaviour of air package tours of the German source market. The objective is to identify influencing factors related to the Covid-19 pandemic and to analyse their effect strength and development over time. For this purpose, actual, reported and assessed behaviour was collected and analysed based on three datasets. By means of triangulation, a comprehensive view of the effects that influenced the booking behaviour for air package tours will then be created.

Key words: package tour, booking behaviour, Covid-19, triangulation, fixed-effects-model

Notes:

The relationship between trust in mega-sporting event organisers and support intention: examining the mediation effect of social and personal benefits

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While hosting mega-sporting events, support from the residents is necessary for sustainable event management. To encourage this, event organisers need to understand the public perception since residents' trust is paramount for them to achieve. The purpose of this research was to clarify the interrelationships between residents' trust, social and personal benefits and event support as for the Tokyo 2020 Summer Olympic and Paralympic Games. The results confirmed the relationship between trust and event support which was mediated through social benefit perceived from the Games.

Key words: 2020 Tokyo Games, trust, personal benefit, social benefit, event support, intention

Notes:

Employer branding in hospitality family firm SME's: How to attract Generation Z

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Small and medium-sized family-run tourism companies are increasingly struggling to find suitable employees for their business. In the service industry a company's success is closely linked to its employees. Therefore, a central problem in the hotel and tourism industry is to recruit sufficiently qualified employees. Strategically planned and well implemented employer branding can help with this challenge. Young people belonging to Generation Z show common characteristics which distinguish themselves from previous generations. Generation Z employees have certain demands from their employer when it comes to the workplace environment. Due to the increased number of Generation Z employees in the industry, it is becoming increasingly important for entrepreneurs to know these characteristics and to respond to them accordingly. The aim of the study is to find out which factors influence the attractiveness of a family-run hospitality business.

Key words: employer image, employer brand, hospitality industry, commitment, generation Z, family business

Notes: