

## Links and days for your diary

**Scholarships at Bournemouth University:** [www1.bournemouth.ac.uk/scholarships](http://www1.bournemouth.ac.uk/scholarships)

**Industry Business Engagement and Partnership leaflet:** <https://db.tt/DDRJUV2g>

**New events:** <https://microsites.bournemouth.ac.uk/tourism/events/>



## Future events

**Smart tourism: Big data, artificial intelligence and robotics revolutions.**

Tuesday 7 November 2017, 11:30-12:30 WTM Inspire Theatre- World Travel Market.

**Tourism and Hospitality @ Bournemouth University Employability day**

22nd November 2017 [www.facebook.com/events/1857474707909928/](https://www.facebook.com/events/1857474707909928/)

**BU Tourism and Hospitality Fusion Conference.** 1-2 February 2018, London.

**Tourism and Hospitality Professional Development Courses** March 2018.

**Council for Hospitality Management Education CHME 2018 Conference**

22-25 May 2018. <https://goo.gl/nR3f9D>

# The Visitor Economy Strategies and Innovations

## 4-6 September 2017

**Department of Tourism and Hospitality** [www.bournemouth.ac.uk/tourism](http://www.bournemouth.ac.uk/tourism)

**International Centre for Tourism and Hospitality Research** [www.bournemouth.ac.uk/icthr](http://www.bournemouth.ac.uk/icthr)

**Blog** <https://microsites.bournemouth.ac.uk/tourism/>



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01202 961916



[futurestudents@bournemouth.ac.uk](mailto:futurestudents@bournemouth.ac.uk)

**#BUTourConf**

Department of Tourism and Hospitality  
Bournemouth University

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# Welcome

## from the Chairman

**I'm delighted to welcome you to the Visitor Economy Conference hosted by Bournemouth University's Department of Tourism and Hospitality. We are looking forward to three full days of interactive sessions discussing new research in tourism and hospitality and to meeting delegates from around the world at the social events.**

The visitor economy includes all activities which contribute to visitors' experiences. The concept embraces all activities, infrastructure and services provided to make each visitor's experience possible. To create a successful visitor economy, it is necessary to manage each individual component of the economy efficiently with a focus on the needs of visitors. We are grateful to our keynote speakers from around the world for sharing their knowledge and expertise and facilitate the discussion.

The themes of the conference range to a number of cutting edge issues. A professional practice programme also runs alongside the conference to support engagement and co-creation between research and industry. Please engage in constructive dialogue and develop new ideas and friendships during the conference. Five overall themes have emerged from the submitted papers and abstracts.

Smart tourism and Technology	Sustainability, Animal and Wildlife Tourism	Management and Marketing	Economics and Planning	Hospitality and Food Management
Creative economy ICT & social media ICT for development Smart tourism Experience & co-creation	Sustainability Animals & tourism Coastal tourism Mediterranean tourism	Crisis & disaster management Destination branding E-Education Marketing Work & labour	Tourism economics Tourism & poverty alleviation Transportation issues Education	Food innovation & consumer science Food & beverages Hospitality management

The conference has attracted interest and papers from all over the world. We look forward to welcome colleagues coming from Brazil to New Zealand and from China to South Africa. We look forward to developing collaborations and to co-create the future of research and professional practice in tourism and hospitality. A full social programme has also been arranged to enable delegates additional opportunities for interaction and to enjoy Bournemouth, the beautiful destination that we call home.



We would like to thank all our keynotes, collaborators, sponsors, supporters, volunteers and conference committee for making this conference happen and for engaging in the co-creation of the knowledge process.

We look forward to welcoming you on a journey of dynamic engagement.

**Professor Adam Blake**  
Conference Chair

Conference overview

	Monday 4 September		Tuesday 5 September	
08:00-09:00	Registration		Networking	
09:00-11:00	<b>Welcome</b> Dimitrios Buhalis Adam Blake <b>Global tourism and trends</b> Daniela Wagner Alan Fyall Scott Bateman Chair: Adam Blake		<b>Hospitality Professional Practice Regional Panel</b>	<b>Parallel sessions</b>
11:00-11:30	Channel View <b>Break and networking</b>		Goodfellows Publishers <b>Break and networking</b>	
11:30-13:00	<b>ABTA sustainability session</b>	<b>Parallel sessions</b>	<b>Hospitality Professional Challenges Panel</b>	<b>Communities and Business</b> Maria Gravari Sam Richardson Steven Wanhill Chair: Lorraine Brown
13:00-14:00	HOSCO <b>Lunch and networking</b>		STR <b>Lunch and networking</b>	
14:00-15:30	<b>Global trends &amp; industry and education</b> James Lemon Carlos Costa Jean Marc-Flambert Chair: Neelu Seetaram		<b>Global food and hospitality</b> Tony Matharu Lucy Ogilvie Sarote Phornprapha Andy Lennox Chair: Heather Hartwell	
15:30-16:00	<b>Break and networking</b>		<b>Break and networking</b>	
16:00-18:00	<b>Parallel sessions</b>		<b>Parallel sessions</b>	<b>Synergies between industry and hospitality education</b> Institute of Hospitality

Wednesday 6 September		Thursday 7 September ITMN Convention	Friday 8 September ITMN Convention
Networking			
<b>Parallel sessions</b>		<b>ITMN AGM</b> (closed session)	<b>ITMN AGM</b> (closed session)
Purple Travel <b>Break and networking</b>		<b>Break and networking</b>	<b>Break and networking</b>
<b>Parallel sessions</b>		<b>ITMN AGM</b> (closed session)	<b>Research co-creation update on joint research and publishing activities</b> Jo Guiver Kate Torkington
Jurys Inn and Amaris Hospitality <b>Lunch and networking</b>		<b>Lunch</b>	<b>Lunch</b>
<b>Smart futures</b> Marianna Sigala Igor Calzada <b>Beyond tourism to a rapidly changing world: Embracing the future</b> Tas Qureshi Chair: Dimitrios Buhalis		<b>ITMN coastal and pier tourism session</b> Dr Anya Chapman Samantha Richardson	<b>ITMN keynote lecture and research workshop on smart tourism</b> Dimitrios Buhalis
<b>Break and networking</b>			<b>Break and networking</b>
<b>Workshop</b> Meet the Editor and publish the paper Chair: Adele Ladkin <b>Concluding Session</b>		<b>ITMN</b> <b>All the fun of the pier</b> A guided tour around Bournemouth pier and zipline!	

See social calendar for evening social events.

## Social programme

We have created an extensive social programme which will enable you to network with keynote speakers, journal editors and leading authors in the field. You can look forward to having an incredible time in Bournemouth.

Thursday 31 August-Sunday 3 September

### Bournemouth Air Festival

[bournemouthair.co.uk](http://bournemouthair.co.uk)

Sunday 3 September, 18:00

### Informal get together

**Overcliff at Suncliff Hotel Oceana Resort**, East Overcliff Drive, Bournemouth, BH1 3AG  
01202 291711 (at delegates' expense)

Monday 4 September

### Welcome for all reception Salsa Night

**Vodka Revolution**, 167 Old Christchurch Road, Bournemouth, BH1 1JU  
01202 232132  
**Dress code:** Seaside

Tuesday 5 September

### Global Evening

Gracious Tourism and Hospitality  
**Koh Thai Tapas**, Koh Lounge, 32-34 Poole Hill, Bournemouth, BH2 5PS  
01202 294723

Supported by Dusit Thani College, Koh Thai and Singha Beer.  
**Dress Code:** White and silk

Wednesday 6 September

### Social get together

**Aruba** by Bournemouth Pier for dinner and cocktails (at delegates' expense)

Thursday 7 September

### Meet by the sea

**Bournemouth Pier**  
Fish and chips and zip line **Keywest** on the pier (at delegates' expense)

Friday 8 September

### OPA Greek Night

**Zorbas** Greek restaurant, 199 Old Christchurch Road, Bournemouth, BH1 1JU  
01202 553353 (at delegates' expense)

## About Bournemouth University Department of Tourism & Hospitality

Bournemouth University Department of Tourism & Hospitality is recognised globally as a leading contributor to knowledge creation and dissemination in tourism and hospitality. A team of 35 academic staff and over 1,000 undergraduate, postgraduate and doctoral students make us one of the biggest and most prolific departments in the world. The combination of staff expertise and enthusiasm, knowledge excellence and co-creation with industry, generate innovation and best professional practice. Our approach is about creating value with everyone we work with, locally and globally, and to share the benefits with society.

Our in-depth and cutting-edge research in tourism and hospitality means that what we do is always evidence-based. We have expertise in many different fields to address issues in a multidisciplinary and multicultural way. We aspire to drive the future innovation agenda globally. Our academics have, for example, worked with the Scottish government to provide the evidence base for business decisions made at prestigious tourism organisations, such as VisitScotland. Research funded by the European Commission contributes to the creation of the Holy Grail Route and the creation of accessible tourism innovations to support disabled travelers, as well as the promotion of vegetable consumption among adolescents and elderly. We're also home to three of the world's leading tourism journals: the International Journal of Tourism Research, Tourism Review and Tourism Economics, as well as the leading international textbook Tourism Principles and Practice, among other publications.

Our approach to teaching is to inspire and empower - we want our students to develop their professional skills in a tourism and hospitality context, and to have the confidence to tackle future global challenges. We foster an intellectually challenging but nurturing educational environment, encouraging our students to develop not only professionally, but also personally. We work closely with key academic and tourism industry professional bodies and associations regionally and internationally, including the United Nations World Tourism Organisation (UNWTO), VisitBritain, VisitScotland, VisitWiltshire, Bournemouth Tourism, Merlin Entertainments Resort Theme Parks, TUI, Hilton Hotels, Corinthia Hotels and many others. We are an Institute of Travel & Tourism Centre of Excellence, while many of our undergraduate and postgraduate degrees are accredited by the UNWTO. We work closely with the Tourism Management Institute, the Institute of Hospitality, the Association of British Travel Agencies and the British Hospitality Association. Globally we are an Affiliate Member of the United Nations World Tourism Organisation and the Pacific Asia Tourism Association. We are proud of our industry collaborations that enable us to co-create best professional practice through constant interaction and engagement. We are privileged to work in Bournemouth and Poole, a living tourism and hospitality laboratory. This enables our research and teaching to have great relevance and impact in the global marketplace.

We look forward to cocreate tourism and hospitality excellence with you in the near future.



**Professor Dimitrios Buhalis**  
Head of Department of Tourism & Hospitality,  
Bournemouth University  
[www.bournemouth.ac.uk/tourism](http://www.bournemouth.ac.uk/tourism)



# Committees

## Chair

**Prof Adam Blake**, Bournemouth University

## Head of Department

**Prof Dimitrios Buhalis**, Bournemouth University

## Organising committee - Bournemouth University

**Dr Lorraine Brown**

**Prof Heather Hartwell**

**Dr Charalampos Giousmpasoglou**

**Prof Adele Ladkin**

**Dr Duncan Light**

**Dr Tim Gale**

**Dr Evangelia Marinakou**

**Dr Hanaa Osman**

**Dr Neelu Seetaram**

**Simon Thomas**

**Richard Ward**

**Professor Keith Wilkes**

## Scientific Committee

**Dr Philip Alford**, Bournemouth University

**Dr Sean Beer**, Bournemouth University

**Dr Avital Biran**, Bournemouth University

**Steve Calver**, Bournemouth University

**Dr Shuang Cang**, Bournemouth University

**Dr Jayne Caudwell**, Bournemouth University

**Dr Anya Chapman**, Bournemouth University

**Prof Carlos Costa**, University of Aveiro, Portugal

**Dr Susanna Curtin**, Bournemouth University

**Dr Frederic Dimanche**, Ted Rogers School of Hospitality and Tourism Management, Canada

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**Dr Marta Disegna**, Bournemouth University

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**Dr Viachaslau Filimonau**,

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**Dr Isabelle Frochot**, Université Savoie Monc

Blanc, France

**Prof Alan Fyall**,

University of Central Florida, USA

**Prof Maria Gravari-Barbas**,

Université Paris-Sorbonne, France

**Prof Ulrike Gretzel**,

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**Philippa Hudson**, Bournemouth University

**Dr Alessandro Inversini**, University of Reading

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**Dr Duncan Light**, Bournemouth University

**Dr Evangelia Marinakou**,

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**Carla Massida**, Cagliari University, Italy

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University of Salzburg, Austria

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Aegean, Greece

**Prof Alex Paraskevas**, University of West

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**Dr Eduardo Parra-Lopez**, Universidad de La

Laguna, Spain

**Dr Girish Prayag**, University of Canterbury,

New Zealand

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**Derek Robbins**, Bournemouth University

**Dr Philip Ryland**, Bournemouth University

**Prof Mariana Sigala**, University of South

Australia, Australia

**Dr Richard Shipway**, Bournemouth University

**Prof Haiyan Song**, Hong Kong Polytechnic

University, Hong Kong

**Prof Roger Vaughan**, Bournemouth University

**Dr Giampaolo Viglia**, Portsmouth University

**Prof Allan Webster**, Bournemouth University

**Dr Nigel Williams**, Bournemouth University

**Dr Diane Wright**,

Manchester Metropolitan University

# Sponsors and supporters



# Keynote speakers



**Scott Bateman MBE**  
British Airways

Scott Bateman MBE is a British Airways Boeing 747 Pilot and an experienced aviation consultant, pilot and airline manager. He has worked as an operational Flight Crew Manager, and latterly as British Airways' Boeing Fleet Manager. He has also served as a special advisor and subject matter expert to the UK Civil Aviation Authority on their Fixed Wing Advisory Group.



**Dr Igor Calzada**  
Oxford University

Dr. Igor Calzada, is Lecturer and Senior Research Fellow at the Oxford University Urban Transformations ESRC Programme at COMPAS. His main research focuses on comparing social, technological, economic, democratic and politically innovative processes in cities and regions by paying special attention to cases and issues of regional and metropolitan devolution.



**Professor Alan Fyall**  
University of Central Florida

Professor Alan Fyall is Orange County Endowed Professor of Tourism Marketing and Graduate Programs Director at the Rosen College of Hospitality Management, University of Central Florida. He is the author of over 150 articles, book chapters and conference papers as well as 20 books. He is Editor of Journal of Destination Marketing & Management.



**Professor Maria Gravari-Barbas**  
Sorbonne University

Professor Maria Gravari-Barbas is the director of the UNESCO Chair "Tourism, Culture, Development" and Director of the Institute for Research and High Studies on Tourism (IREST) at Paris 1- Sorbonne University France. She is the coordinator of the UNITWIN network, comprising more than 25 top level universities all around the world.



**Professor Carlos Costa**  
University of Aveiro

Professor Carlos Costa is Head of the Department of Economics, Management and Industrial Engineering, the leader of the Tourism Research Unit, and of the PhD Tourism Programme, at the University of Aveiro, Portugal. He has written books on Tourism Planning and European Tourism and is the Editor of the Journal of Tourism & Development.



**Jean-Marc Flambert**  
Antigua and Barbuda Tourism Authority

Jean-Marc Flambert is Vice-President Sales and Marketing, UK & Europe, Antigua and Barbuda Tourism Authority and also runs a tourism consultancy, ~ Your Tourism Partner. He has worked as the head of tourism in UK/Europe for the governments of Sri Lanka, Saint Lucia, Haiti and Antigua.



**James Lemon**  
Travelport

James Lemon is the Vice President for Commercial Strategy for Travelport, a travel commerce platform that focusses on providing distribution, technology and other solutions for the \$7 trillion global travel and tourism industry. James was previously InterContinental Hotel Group's Director of Global Strategy and Corporate Development.



**Andy Lennox**  
Koh Thai Tapas Restaurants

Andy Lennox is Managing Director at Koh Thai Tapas, a rapidly expanding chain of 13 restaurants that breaks with the 'ethnic' Thai eating concept, incorporating genuine rustic Thai food with a tapas service model. Koh Thai currently has restaurants across the south of England, including Bristol, Bath and Bournemouth.

# Keynote speakers



**Tony Matharu**  
Grange Hotels

Tony Matharu is Managing Director of Grange Hotels, London's Leading Independent Hotel Group. Tony and his brothers built the group up from an initial concept to its position now, with 18 luxury 4 star and 5 star central London hotels. Tony was awarded 'Hotelier of the Year' in 2013; received a 'Special Recognition Award' for his Contribution to London's Success and a Technology and Innovation Award in 2014.



**Lucy Ogilvie**  
Pearlshare

Lucy Ogilvie is Head of Marketing and Business development at Pearlshare, content creation software that lets hotels improve their destination content marketing quickly, simply and effectively. Lucy has worked in the travel industry for the past five years with brands including Choice Hotels, Hotel Icon and Living Rooms, and before that worked at Conde Nast International doing design and videography.



**Samantha Richardson**  
National Coastal Tourism Academy

Samantha Richardson is Director of the National Coastal Tourism Academy in Bournemouth. She has directed the research, visitor experience, training and communications programmes of the Academy since its launch in summer 2013. Previously she held a variety of positions at Carnival UK and P&O Cruises, Salisbury Cathedral, Thomas Cook and VisitBritain.



**Professor Mariana Sigala**  
University of South Australia

Professor Mariana Sigala is Professor in Tourism at the University of South Australia Business School. She is a widely published authority in the area of Service Operations Management and Information and Communication Technology applications in Tourism and Hospitality, and has served on the Board of Directors of the International Federation of Information Technology, Tourism and Travel.



**Dr Sarote Phornprapha**  
Dusit Thani College

Dr Sarote Phornprapha is President of the Dusit Thani College, Thailand, a leading ASEAN hospitality educational institution. He is also Executive Committee Member of the Tourism Authority of Thailand Academy. He has 20 years of extensive international teaching and research experience as well as business consultancy experience, for both private and public organisations.



**Professor Tas Quershi**  
Poole Hospital

Professor Tas Quershi is a consultant laparoscopic (keyhole) and general surgeon at Poole Hospital. He is a national laparoscopic trainer, teaching other consultant surgeons in the UK how to perform keyhole surgery for bowel cancer, and also teaches laparoscopic surgeons internationally. He leads "Project Q" at Poole Hospital, which uses state-of-the-art robotic technology in keyhole surgery.



**Professor Stephen Wanhill**  
Bournemouth University

Professor Stephen Wanhill is the retiring Editor of Tourism Economics, and Adjunct Professor of Tourism Economics, University of Limerick and Emeritus Professor of Tourism Research, Bournemouth University. He is a Director of Global Tourism Solutions (UK). He has written extensively on public sector intervention in tourism, tourism impact methodology, and project appraisal and development.



**Daniela Wagner**  
Pacific Asia Travel Association

Daniela Wagner is the PATA Regional Director-Europe, Middle East and Africa (EMEA), and the Head of International Partnerships at the Travel Weekly Group. Daniela was previously CEO of eWaterways Cruises, OctopusTravel and Cendant/Travelport B2C Business Group, GTA (Gullivers Travel Associates) as well as Vice President, Corporate Affairs for the World Travel & Tourism Council (WTTTC), and the Executive Director for the European Tour Operators Association (ETOA).

## Monday 4 September 2017 Conference Programme

08:00-09:00	Registration and networking	
09:00-11:00	Share	<p><b>Welcome</b> Dimitrios Buhalis, Head of Department Tourism and Hospitality Adam Blake, Conference Chair</p> <p><b>Global Tourism and Trends</b> <b>Chair:</b> Adam Blake Daniela Wagner, Pacific Asia Travel Association (PATA) Alan Fyall, University of Central Florida, USA Scott Bateman MBE, British Airways: A view from the sky</p>
11:00-11:30	Break and networking	
11:30-13:00	Parallel Sessions	
	Share	<p><b>Marketing Destinations</b> <b>Chair:</b> Stephen Calver</p> <p><b>Marketing Impact of Weather on Interest in an "Oak and Pine Covered Mountains" Tourist Destination: The Case of Murree</b> Aon Waqas, Sana Rajput, Fawad Zafar Raja</p> <p><b>The use of sport mega-events to promote a nation as tourist destination: The case of the Tour de France</b> Anna-Mariya Davydkina</p> <p><b>Profiling visitors of World Heritage Sites: a motivation-based cluster analysis</b> Filipa Brandão, Ana Ramires, Ana Sousa</p>
	Inspire	<p><b>Hospitality Food and Beverage</b> <b>Chair:</b> Hanaa Osman</p> <p><b>FoodSMART: Think Smart, Eat Smarter</b> Sarah Price, Vanessa Mello Rodrigues, Jeffery Bray, FJ Armando Perez-Cueto, Agnes Giboreau, Ioannis Mavridis, Heather Hartwell</p> <p><b>VeggiEAT: Sensory determinants of liking for vegetables in adolescents as a catering strategy for healthy dish development</b> Vanessa Mello Rodrigues, Laure Saulais, Heather Hartwell, Agnes Giboreau, FJ Armando Perez-Cueto, Erminio Monteleone, Laurence Depezay</p> <p><b>Meeting the Challenges of Care Home Catering for People Living with Dementia</b> Norman Dinsdale, David Egan</p> <p><b>Social management of food waste in tourism: reflections about good practices in hospitality</b> Karina Souza, Iara Brasileiro, Viachaslau Filimonau</p>
	Create	<p><b>Sustainability Session Professional Practice</b> (Professional Practice Session) <b>Chair:</b> Derek Robbins</p> <p><b>Sustainability and Global Tourism</b> Clare Jenkinson, ABTA Senior Destinations &amp; Sustainability Manager</p> <p><b>Creating mutuality between Visitors, Environment, Residents and Businesses</b> Anthony Climpson OBE, Chief Executive Go New Forest</p>

11:30-13:00	F202	<p><b>Smart Tourism</b> <b>Chair:</b> Bruce Grant-Braham</p> <p><b>The Service of Now: Leveraging Social Media and Technology to Enhance Consumer Experience in Real-Time</b> Yeyen Sinarta &amp; Dimitrios Buhalis</p> <p><b>The Digital Event Experience - a Smart Move? An Interpretative Phenomenological Analysis (IPA)</b> John Bustard</p> <p><b>Spend Less and Experience More: Understanding the Social Contact in Airbnb Context</b> Pearl Lin, Daisy Feng, Hanqin Qiu, Kam Hung</p> <p><b>What's the next for Airbnb in China, from hotel managers' perspectives?</b> Pearl, M. C Lin, Yan Ping Feng, Bing Na Lin</p>
	F201	<p><b>Destination Branding</b> <b>Chair:</b> Miguel Moital</p> <p><b>Outside In, Inside Out: Tourism Competitiveness and Brazilian Strategy Analysis</b> Rosana Mazaro</p> <p><b>Can destination experience match digital formed expectations?</b> Teresa Tiago, Flavio Tiago, Filipe Sousa</p> <p><b>Tourism competitiveness: A destination management system proposed from the hospitality management perspective</b> Elizabeth Kyoko Wada &amp; Aristides Faria Lopes dos Santos.</p>
	F104	<p><b>Economics</b> <b>Chair:</b> Shuang Cang</p> <p><b>Tourism, Foreign Direct Investment and Economic Development: The Role of Tourism Satellite Accounts</b> Calvin Jones, Max Munday, Chen Xu.</p> <p><b>Firm Performance in Tourism Associated Sectors: Evidence from MENA countries</b> Jenifer Piesse &amp; Allan Webster.</p> <p><b>Migration and the Trade of Cultural Goods</b> James Pook &amp; Mehdi Chowdhury.</p>
13:00-14:00	HOSCO lunch and networking	
14:00-15:30	Share	<p><b>Global Trends &amp; Industry and Education</b> <b>Chair:</b> Neelu Seetaram</p> <p>James Lemon, Travelport Carlos Costa, Aveiro University Portugal Jean-Marc Flambert, Antigua and Barbuda Tourism Authority</p>
15:30-16:00	Break and networking	



## Monday 4 September 2017 Conference Programme

16:00-18:00	Parallel Sessions	
	Share	<p><b>Marketing: Consumers</b>  <b>Chair:</b> Tim Gale</p> <p><b>When brand trust is tested</b>  Caroline Jackson, Julie Robson, Juliet Memery, Jason Sit, Samreen Ashraf, Elvira Bolat</p> <p><b>Business Intelligence at IBIS Latin America hotels</b>  Mariana Rubio</p> <p><b>Profiling millennials: tourism patterns in Europe</b>  Flavio Tiago, Sonia Avelar, Sandra Faria, Joao Pedro Couto, Teresa Tiago</p> <p><b>"We will be leaving next year and have a 'bucket list' of places we still want to visit": Trajectories of change in the travel behaviour of western professional expats in China's SARs</b>  Aaron Yankholmes &amp; Bob McKercher</p>
	Inspire	<p><b>Hospitality Food and Beverage</b>  <b>Chair:</b> Heather Hartwell</p> <p><b>When Taste is better than Waste: The Impact of Message Appeals on Consumer Choice for 'Rescued' Foods</b>  Anna de Visser-Amundson</p> <p><b>Perceptions of the authenticity of food</b>  Sean Beer</p> <p><b>Linking Porto Wine with Porto as tourism Destination</b>  Luiz Pinto Machado, Diamantino Ribeiro</p> <p><b>When do visitors really enjoy authentic and exotic food experiences. Product adaptation and tourist's attitudes</b>  Marta Laguna, Carmen Anton, Carmen Camarero</p> <p><b>Brand vs. Niche: An Investigation into the Craft Beer as Competitive Advantage for Hospitality Enterprises</b>  Chen Wei &amp; Abbie Griffiths</p>
16:00-18:00	Create	<p><b>Education</b>  <b>Chair</b> Hanquin Qiu</p> <p><b>Action-Based and Experience-Based Learning in the areas of Tourism &amp; Hospitality: practical approaches to co-creation of the curriculum</b>  Svetla Stoyanova-Bozhkova</p> <p><b>Tourism and Hospitality Management Academic and Work Experience in the Middle East</b>  Earney Lasten &amp; David Butterson</p> <p><b>To Be or What To Be: The Entrepreneurial Choices of Bournemouth University Students and Alumni in Tourism, Hospitality, Leisure, Events and Sport</b>  Clive Allen, Paul Boyce, Natalia Lavrushkina, Jeff Sadd</p> <p><b>Developing New Talent for the Hospitality Industry in a Turbulent Environment</b>  Philip Berners</p>

16:00-18:00	F202	<p><b>Technology and eTourism</b>  <b>Chair:</b> Nigel Williams</p> <p><b>"Mobile first" IN DMO Promoting engaging and servicing visitors</b>  Mihaela Sabina Jucan &amp; Cornel Nicolae Jucan</p> <p><b>Online destination brand experience: evidence from Website quality to online visitors' responses</b>  Jano Jimenez Barreto, Natalia Rubio Benito, Sara Campo Martinez</p> <p><b>Gathering and Utilizing the Segmented Tourists' Data from the Initiation of Digitalized Tour Buses in Indonesia</b>  Ahmad Mujafar Syah, Muhammad Anfal Alfanji</p> <p><b>Hospitality and communication with volunteer tourists in Brazil</b>  Cícera Carla Bezerra da Silva, Diego Ribeiro Santos, Maria Stela Crotti, Cintia Goldenberg, Elizabeth Kyoko Wada</p>
	F201	<p><b>Economics</b>  <b>Chair:</b> Roger Vaughan</p> <p><b>Perceptions of local enterprises on tourism's contribution and income in Yakushima Island, Japan</b>  Hoang Van Nguyen &amp; Carolin Funck</p> <p><b>Economic and Environmental Impacts of Mass Tourism on Regional Tourism Destinations: A Case Study of Ten New 'Bali' in Indonesia</b>  Ahmad Syah and Jung Wan Lee</p> <p><b>What is organized receptive tourism and what is its importance about net international reserves for the future in Bolivia?</b>  Pablo Agramont</p>
	17:30-18:15	Refreshing Jimmy's Awesome British Iced Coffee
19:30-late	<p><b>Social get together - Welcome for all reception</b>  <b>Salsa Night</b>  <b>Vodka Revolution</b>, 167 Old Christchurch Road, Bournemouth, BH1 1JU  <b>Tel:</b> 01202 232132, <b>Dress code:</b> Seaside</p>	

## Tuesday 5 September 2017 Conference Programme

08:00-09:00	Registration and networking	
09:00-11:00	Parallel Sessions	
	Share	<b>Coastal Tourism</b> <b>Chair:</b> Anya Chapman <b>Charting a course in coastal heritage development and identity: Ireland and links with the Spanish Armada</b> Peter Bolan <b>Tourism on the Edge: Cumbrian Solway Coast</b> Jo Guiver, Dorota Ujma <b>Current trends of tourism development in sea resorts in Poland (on the selected examples)</b> Małgorzata Durydiwka, Katarzyna Duda-Gromada
	Inspire	<b>Hospitality Professional Practice Regional Panel</b> (Professional Practice Session) <b>Chair:</b> Lia Marinakou, Crispin Farbrother Sarah Duignan, STR Paul Clarke, Hallmark Hotels Andrew Woodland, FJB Hotels Mark Cribb, Urban Guild Jose Marcano, Hermitage Hotel Yousif Al-wagga, Anjuna Hotels Kevin Wood, Oceana Hotels
	Create	<b>Technology &amp; Social Media</b> <b>Chair:</b> Adele Ladkin <b>How does user generated content on Facebook influence museum visitor perceptions?</b> Nuria Recuero Virto, Maria Franscisca Blasco Lopez <b>Travel Vlogs shared in Youtube as analysis object for tourism dynamics</b> <b>Nerissa Golden. The Little Island that Could - How Social Media is Saving Montserrat's Tourism Sector</b> Michel Vieira & Francisco Fransualdo de Azevedo <b>Photographs posted on social media in Brazil: Factors influencing the choice of a travel destination</b> Danilo Serafim da Silva, Luiz Mendes-Filho, Sergio Marques-Junior <b>A study of customer negative online reviews and managerial responses on social media</b> Wei Chen Pu Xie

09:00-11:00	F202	<b>Tourism and Poverty</b> <b>Chair:</b> Dorothy Fox <b>Tourism and Poverty Alleviation: Tools and Policies</b> Tourism and Poverty Alleviation Adam Blake <b>Socioeconomic impacts of tourism in San Antonio, Queumada de Britos and Atins – Communities located at the Lencois Maranhenses National Park Brazil</b> Lais Antunes Furtado, Elizabeth Kyoko Wada, Roseane Barcellos Marques <b>Breaking Poverty Cycle through Tourism Opportunity in A Sea Gypsy Community, Southern Thailand</b> Banthita Limpradit <b>Energy Consumption Transition in Rural Households Driven by Tourism: A Case Study of Northern Pakistan</b> Aon Waqas <b>The more the merrier: Souvenir shopping, choice overload and preferred attributes</b> Erose Sthapit
	F201	<b>Hospitality Management: Restaurant</b> <b>Chair:</b> Philippa Hudson <b>Product Innovation in Quick Service Restaurant (QSR) Chains: A study of executives' views on product development and consumer perception</b> Mary Khammash, Ruxandra Luca, Joy Rizk <b>Examining The Acceptability of Destination local food by Domestic Tourist Visiting Northern Nigeria</b> Jamila Mohammed Waziri, Eldah Buba, Hafsat Hussaini <b>Hospitality Management The relationship between Dinners' Perceived Quality and Customer Service Experience: The mediating Effects of Positive and Negative Emotions</b> Manuel Alector Ribeiro & Girish Prayag
	F104	<b>Crisis Management</b> <b>Chair:</b> Lee Miles <b>Social Capital, Adaptive Resilience and Business Performance: How Tourism Organizations Bounce Back from Disasters</b> Girish Prayag, Mesbahuddin Chowdhury, Caroline Orchiston <b>The Influence of the 2016 Kumamoto Earthquake to Tourist Behaviour at Kurokawa Onsen Hot Spring Resort in Japan</b> Kazuo Nozu <b>Madeira Island – Tourism, Disasters and Destination image</b> Luiz Pinto Machado <b>Backpackers' perception of risk towards smartphone usage, Ghana</b> Frederick Dayour

## Tuesday 5 September 2017 Conference Programme

11:00-11:30	Break and networking	
11:30-13:00	Share	<b>Communities and Business</b> <b>Chair:</b> Lorraine Brown <b>France: gentrification and Tourism</b> Maria Gravari, Sorbonne <b>UK: Coastal Tourism</b> Sam Richardson NCTA <b>Tourism Policy, Politics and Decisions---Who'd be a Tourism Advisor?</b> Stephen Wanhill, BU
	Inspire	<b>Hospitality Professional Challenges Panel</b> (Professional Practice Session) <b>Chair:</b> Simon Thomas, Babis Giousmpasoglou Tony Matharu, Grange Hotels Cendric Horgnies, Threadneedles/Marriott Matthew Bell, CitizenM Lucy Ogilvie, Pearlshare Sarah Duignan, STR Helen Carters, Jurys Inn Peter Ducker Chief Executive, Institute of Hospitality
13:00-14:00	STR lunch and networking	
14:00-15:30	Share	<b>Global Food and Hospitality Trends</b> <b>Chair:</b> Heather Hartwell <b>Hospitality Trends and the UK and London Scene</b> Tony Matharu, Grange Hotels <b>Global Hospitality Trends</b> Lucy Ogilvie, Pearlshare <b>Thailand: Gracious Hospitality</b> Sarote Phornprapha, Dusit Thani College <b>Trends in Hospitality and Restaurant Management</b> Andy Lennox, Koh Thai Bournemouth
15:30-16:00	Break and networking	

16:00-18:00	Parallel Sessions	
	Share	<b>Institute of Hospitality Session: Synergies Between Industry and Hospitality Education</b> (Professional Practice Session) <b>Chair:</b> Richard Ward, Peter Ducker (Chief Executive of the Institute of Hospitality), Andy Heyes Sarah Duignan, STR Simon Thomas, Adele Ladkin, Heather Hartwell Cedric Horgnies, Hotel Threadneedles/Marriott Paul Clarke, Hallmark Hotels John Lohr, Hosco Director of Development
	Inspire	<b>Smart Tourism and Technology Innovations</b> <b>Chair:</b> Philip Alford <b>From high street to digital environments – Changing landscapes in travel intermediation</b> Jarmo Ritalahti <b>The Role of Digital Technologies in Tourism for Development</b> Alessandro Inversini & Isabella Rega <b>Innovative governance and use of ICT in the development of a Brazilian tourist destination</b> Adalberto dos Santos-Júnior, Fernando Almeida-Garcia, Luis Mendes-Filho, Alexandre Augusto Biz <b>Virtual Reality and Tourism Marketing</b> Kiril Hristov, Dimitrios Buhalis <b>Accommodation sharing experiences : A big data approach on Airbnb reviews</b> Xu. F., La., L., Huang, C., Zhen, F
	Create	<b>Sustainability</b> <b>Chair:</b> Chair Svetla Stoyanova-Bozhkova <b>Turning the wild and the remote into the tame and the convenient: Managing the success of Jigokudani's Snow Monkey industry</b> Tom Jones, Susanna Curtin, H. Masuo <b>Social sustainability and quality of life in tourism destinations: a cross-cultural analysis</b> Jaeyeon Choe, Michael O'Regan, Albert Kimbu, Fred Lund <b>A Charter for Sustainable Cultural Tourism</b> Manos Vougioukas, ieva Treija Moraitis, Nikolos Vogiazides <b>Drivers and Barriers of Corporate Social Responsibility (CSR) in Travel Agencies and Tour Operators in Malawi</b> James Malitoni Chilembwe <b>Tourism and sustainable development in small island economies: the role of heritage</b> Natalia Zugravu-Soilita, Vincent Geronimi, Christine Le Gargasson, Jessy Tsang

## Tuesday 5 September 2017 Conference Programme

16:00-18:00	<b>F202</b>	<b>Tourism Experience and Cocreation</b> <b>Chair:</b> Stephen Richards <b>Co-creating an Immersive Travel Experience</b> Statia Elliot, Isabelle Frochot, Dominique Kreziak <b>Systematization on the tourism experience first developments</b> Tiago Lopes, Rui Costa <b>Defining the boundaries of cocreation within a multi-stakeholder service ecosystem</b> Giampaolo Viglia <b>Jeju Volcanic Island and Lava Tubes: Korea's UNESCO World Heritage and a Case for Smart Tourism via Digital Governance</b> Festus Fatai Adedouin & Hyeyeong An <b>Impact of Sensory Experience on Consumer Consumption Behaviour in Hotel Spa Setting in China</b> Chen Li, Jackie Clark, S. Quinton
	<b>F201</b>	<b>Mediterranean Tourism</b> <b>Chair:</b> Duncan Light <b>Network-based innovation: comparing the dynamics of inland and coastal tourism destinations</b> Filipa Brandão, Carlos Costa, Dimitrios Buhalis <b>Empowering island communities for tourism development: the case of the Sporades Islands, Greece</b> Stefania-Zoi Ntregka, Stephen Boyd, Adrian Devine <b>Airport Concessions and the New Aviation Market Environment in Greece: Stepping Beyond the Crisis</b> Andreas Papatheodorou <b>Barcelona for whom? Barcelona's people or its 30 million tourists?</b> Erdinç Çakmak, Simone Moretti, Herman Jan Meijers <b>Portuguese Coastal Way to Santiago: co-creating new touristic waves</b> Gonçalo Marques, Jose Maia Marques, Manuel Tojal, Vitor Sa
	<b>F104</b>	<b>Education and MOOCs</b> <b>Chair:</b> Daisy Fan <b>Usage of assessments to enhance learners' engagement in MOOCs – A case study of the HKPOLYU SHTM'S Micromasters program</b> Hanqin Qiu, Chong Xiao, Soomay Cheng <b>Learners' Engagement on Different Types of MOOCs</b> Leana Yingyi Lian, Hanqin Qiu, Carson Jenkins, and Jiarong Zhang <b>The Future of MOOCs -- some issues for debate</b> Hanqin Qiu, Judy Zhang, Leana Lian, Daisy Fan, Bingna Lin, Carson Jenkins
18:00-18:30	<b>Hospitality and Tourism Data and Resources for Research and the Classroom</b> Free data and wine – Sponsored by STR - Room FG06 Fusion Building	
19:30-late	<b>Global Evening</b> <b>Koh Thai Tapas</b> , Koh Lounge, 32-34 Poole Hill, BH2 5PS <b>Tel:</b> 01202 232132 Supported by Dunsit Thani College, Koh Thai, Singha Beer <b>Dress code:</b> White and silk	





## Wednesday 6 September 2017 Conference Programme

08:00-09:00	Registration and networking	
09:00-11:00	Parallel Sessions	
	Share	<p><b>Creative Economy</b>  <b>Chair:</b> Sean Beer</p> <p><b>Innovation and Creativity: The essential ingredients for competitive advantages in successful destination management</b>  Terry Stevens</p> <p><b>Knocking on the door of film tourism: Game of Thrones and the Door of Thrones initiative in Northern Ireland</b>  Peter Bolan</p> <p><b>Creative Economy Governance and public policies for tourism in the World Heritage</b>  Cleber A. T. Castro &amp; Wiker Ricardo de Mendonca Nobrega</p> <p><b>Creative Economy Tourism Development and Creative Sectors in Oman: the case of Mutrah souk</b>  Angelo Battaglia</p>
	Inspire	<p><b>Smart Tourism and Hospitality</b>  <b>Chair:</b> Marianna Sigala</p> <p><b>The impact of cognitive age on online travel purchase behaviour: The UK Senior case</b>  Changsook Lee, Bruce Grant-Braham, Dimitrios Buhalis</p> <p><b>The evolution of Branding: Branding transformation through ICT and co-creation. A Case Study of Marriott International</b>  Sharon Nyangwe, Dimitrios Buhalis</p> <p><b>A Big-Data Approach to Determine the Client Profile in Hotel Chains</b>  Pilar Talon-Ballestero, Lydia González-Serrano, Cristina Soguero-Ruiz, Sergio Munoz-Romero, Jose Luis Rojo-Alvarez</p> <p><b>SME Digitization and Destination Competitiveness</b>  Philip Alford</p> <p><b>When silence is worth a thousand words: understanding reviewing biases through construal-level theory</b>  Rebecca Pera, Giampaolo Viglia, Daniele Dalli</p>
	Create	<p><b>Animal and Wildlife Tourism</b>  <b>Chair:</b> Susanna Curtin</p> <p><b>Time to address the 'elephant in the room'</b>  Daniel Turner</p> <p><b>Christmas Tourism and the Cultivation and Symbolism of Lapland's Reindeer</b>  Jose-Carlos Garcia-Rosell &amp; Philip Hancock</p> <p><b>Animal Agency in Tourism: Sled dogs in Finnish Lapland</b>  Mikko Aijala</p> <p><b>Considering Service Animals in Tourism</b>  Jillian Rickly</p>

09:00-11:00	F202	<p><b>Hospitality Management</b>  <b>Chair:</b> Crispin Farbrother</p> <p><b>The Hospitality Model Revisited to a contemporary and more widely accessible model</b>  Angelique Lombarts, Neil Walsh</p> <p><b>Emotional labour in luxury hospitality: A comparative study between U.K. and Vietnamese hospitality workers</b>  Charalampos Giousmpasoglou, Thi Hoang</p> <p><b>Spatial perspectives on mentoring in the hospitality industry</b>  Philippa Hudson, Simon Thomas</p>
	F201	<p><b>Culture and Community</b>  <b>Chair:</b> Lorraine Brown</p> <p><b>Decolonisation in postcolonial Chinese destinations</b>  Carol X. Zhang, Nigel Morgan</p> <p><b>Community participation in Tourism: The case of Lewa</b>  Esther Kagure</p> <p><b>Cultural extinction: The Fulani Sharo Festival in North eastern Nigeria</b>  Eldah Buba, Mark Melton Yakubu, Hafsat Mahmud Hussaini</p> <p><b>Assessment of recreational potential and its impact on the landscape</b>  Jozef Tazky, Marin Izsoff, Frantisek Petrovic, Michael Arendas</p>
11:00-11:30	Break and networking	
11:30-13:00	Parallel Sessions	
	Share	<p><b>Transportation</b>  <b>Chair:</b> Derek Robbins</p> <p><b>Examining The Challenges Faced By Passengers Using Arik Air For International And Domestic Travel</b>  Hafsat Mahmud Hussaini, Eldah Ephraim Buba, Sanusi Abubakar Sadiq, Amina Bata Zoakah</p> <p><b>Sustainable Mobility, Accessibility and Responsible Travel policies integration with Sustainable Tourism, towards SMART Destinations</b>  Manos Vougioukas</p> <p><b>Silver Cyclists</b>  Jo Guiver, Richard Weston, Nick Davies</p> <p><b>Fly Cruise or land cruise passengers; the case of Southampton</b>  Pavlos Arvanitis</p>

## Wednesday 6 September 2017 Conference Programme

11:30-13:00	Inspire	<b>Smart Tourism and Hospitality</b> <b>Chair:</b> Dimitrios Buhalis <b>Moving towards Smart Hospitality – Interconnecting the Ecosystem</b> Dimitrios Buhalis & Rosanna Leung <b>Effects on the co-creation on the image projected in the social networks</b> <b>Twitter and Facebook: An analysis of the importance of the smart Fuerteventura case</b> Mercedes Revilla, Agustin Santana Talavera, Eduardo Parra Lopez <b>Stakeholder Value Co-Creation in Smart Destination: A Case Study of Bournemouth</b> Malvika Nighojkar, Dimitrios Buhalis <b>Telling the tale: Tourists attitudes towards technology enabled storytelling</b> Iride Azara, Eleni Michopoulou, Lisa Wakefield
	Create	<b>Animal and Wildlife Tourism</b> <b>Chair:</b> Susanna Curtin <b>Investigating animal ethics and wildlife management issues at a nature-based tourism setting: a case study from Yakushima Island in Japan</b> Rie Usui & Carolin Funck <b>Insights into the Certification of Animal Welfare in Tourism</b> Tarja Salmela-Leppanen, Mikko Aijala, José-Carlos García-Rosell <b>Morally torn but aesthetically persuaded: Why zoos are still attractive</b> Susanna Curtin & Eleanor Green
	F202	<b>Hospitality Management - Reviews</b> <b>Chair:</b> Charalampos (Babis) Giousmpasoglou <b>Electronic word-of-mouth and organizational response in the hospitality sector: the case of French and Belarussian hotels</b> Tatiana Dauxert <b>Engagement Empowers Revenue Maximisation: Impact of Personalisation on Loyalty</b> Arkadiusz Tomasz Tomczyk, Dimitrios Buhalis, Nigel Williams <b>Retaining Global Talent in a Service Industry Environment</b> Evangelia (Lia) Marinakou, Savvina Karyopouli, Adele Ladkin, Anya Chapman, Hanaa Osman, Lois Farquharson
	F201	<b>Culture and Community</b> <b>Chair:</b> Philipp Wassler <b>Towards a new definition for “visiting friends and relatives”</b> Julio Munoz, Tom Griffin, Michael Humbracht <b>Female Muslim tourists’ experiences in the UK</b> Hanaa Osman, Lorraine Brown <b>Towards creating an emotional profile for street food in Vietnam using verbal and non-verbal emotional measures</b> Linh Pham <b>Multi-dimensionality of Diaspora Tourism: A Conceptual Framework</b> Tingting Elle Li & Bob McKercher

13:00-14:00	Jurys Inn and Amaris Hospitality lunch and networking	
14:00-15:30	Share	<b>Smart Futures</b> <b>Chair:</b> Dimitrios Buhalis Marianna Sigala, University South Australia Igor Calzada, Oxford University, UK <b>Beyond Tourism to a Rapidly Changing World - Embracing the Future</b> <b>Chair:</b> Dimitrios Buhalis <b>Robotics and the Surgeon</b> Tas Qureshi, Poole Hospital NHS Foundation
15:30-16:00	Break and Networking	
16:00-17:30	Share	<b>Workshop - Meet the Editor and Publish the Paper</b> <b>Chair:</b> Adele Ladkin Levent Altinay, Service Industries Journal and International Journal of Contemporary Hospitality Management Dimitrios Buhalis, Tourism Review Carlos Costa, Revista Turismo & Desenvolvimento Graham Miller, Journal of Sustainable Tourism Nigel Morgan, Annals of Tourism Research Marianna Sigala, Journal of Hospitality & Tourism Management Steve Wanhill, Tourism Economics
17:30-18:00	<b>End</b> Adam Blake, Dimitrios Buhalis	
19:30-late	<b>Social Get Together</b> <b>Aruba</b> by Bournemouth Pier - Pizza and Cocktails Evening (at delegates' expense)	

# Abstracts

In session order.

List of references, as well as tables and figures are available in the electronic version.

Longer abstracts have been abridged, the full version is available in the electronic version.

## Marketing Destinations

**Chair:** Stephen Calver

Monday 4 September 2017

11:30-13:00

Share

### Impact of Weather on Interest in an “Oak and Pine Covered Mountains” Tourist Destination: The Case of Murree

**Aon Waqas, Sana Rajput, Fawad Zafar Raja**

(full paper available on USB)

The interest of scholars in exploring the correlation of meteorological variability and tourism has increased significantly. The studies in recent years show that how tourists respond to climatic variation and how meteorological conditions of a particular destination attract tourists. This study explores a new factor by which scholars can forecast tourist demands for a particular destination. For the forecasting of tourist demand, Google Trends Search data for a popular destination Murree “Oak and Pine covered mountains”, is obtained from the Google Trends Search Index. This study used the

Google Trends Search data for the destination Murree from different provinces (Sindh, Punjab, and Federal) of Pakistan. As meteorological conditions also influence tourism activities, this study explores the effects of meteorological changes on tourism and also explores the changes in Google Trend Index due to changes in meteorological condition by using Auto Regressive Integrated Moving Average model with explanatory variables (ARIMAX). The results show how attractive meteorological conditions of destination affect Google searches. However, Poor weather conditions contribute significantly to searches in Murree.

## The use of sport mega-events to promote a national tourist destination: The case of the Tour de France

Anna-Mariya Davydkina

The research paper examines destination marketing of France using the 'Tour de France' as a tool to promote the image of the whole country. It looks at this renowned sports competition as a mega-event with an impact on national tourism. To a large extent, this can be seen as an important opportunity for France to build a positive image of the country as a sought after global destination, therefore become a significant driver for visiting France 'en bloc'. The research questions that are raised are:

1. Is the 'Tour de France' a strong driver to visit France?
2. How does the perception/impact of the 'Tour de France' as a stand-alone sport mega-event changes the perception of the country in the eyes of visitors?

The project is based on secondary resources, observing and analysing secondary empirical data on a particular case study, that of the 'Tour de France'. It is a qualitative research which uses secondary data of both qualitative and quantitative nature. The research follows inductive reasoning resulting in the adoption of a theoretical framework adapted to the scope of the present research topic, but possibly able

to be applied to similar cases of sport mega-events.

A combination of the Destination Image Scale (Chalip, Green and Hall 2003) and Cognitive Image Scale (Lee et al. 2005) is created, through which the case study is approached. The final framework contains nine dimensions of destination image and is adapted to the 'Tour de France'.

The study concludes with suggestions that could enhance tourism, economic and cultural benefits for France and could possibly be applied to various other destinations too (e.g. FIFA World Cup 2018 in Russia). The project makes some recommendations about how to encourage travellers to prolong their stay in the country where a sport mega-event takes place and enrich their overall experience; for example using contrasting images of France – the fast-paced, high adrenaline sport event on the one hand and a French "Slow Movement" holiday destination on the other, to offer a unique feel of "Frenchness". An integrated plan between national, regional and local authorities needs to occur in order to receive full benefit of the positives caused by this sport mega-event.

## Profiling visitors of World Heritage Sites: a motivation-based cluster analysis

Filipa Brandão, Ana Ramires, Ana Sousa

Heritage and cultural tourism are on the basis of one of the oldest and most widespread types of travel (Timothy & Boyd, 2006). It also presents rapid growth rates (Pedersen, 2002) and thus, it promotes relevant economic growth for countries and regions promoting it. In addition, tourists are increasingly searching for unique and authentic experiences when they travel and thus looking for alternatives to the standardised and traditional sun, sea and sand tourism. In result, several European countries are promoting their cultural heritage as the basis for tourism development. In result, the cultural tourism spectrum is broadening being 'no longer regarded as purely cultural – it has become a form of leisure as well' (Richards, 2001, p. 45), as the boundaries between 'culture', 'tourism' and 'everyday life' are eroding (Richards, 1996) and leading to the emergence of a new cultural market engaging in new forms of consumption. In this context, new types of cultural tourists are emerging and, in order to seize the potential of cultural tourism, DMO's should increase their knowledge of cultural and heritage tourists so as to develop efficient and effective marketing and management strategies (Adie & Hall, 2016) and to create a cultural supply that meet their demands and that diversify the experiences available at the destination.

Several studies segment and analyse the profile of cultural tourists, but few focus on heritage tourists, especially those visiting UNESCO World Heritage Cities. Additionally, there is a lack of research looking at cluster segmentation based on the motivations of tourists with respect to destination attributes, since most focus on demographic variables. Considering the increased need for DMOs to manage and monitor the dynamics of tourism in these places of prevailing popularity, it is of foremost importance to broaden the knowledge about these types of tourists, the

attributes that motivate them and shape their travel behaviour, and their satisfaction with the experience. This will positively contribute to the design of adequate marketing and management strategies. Therefore, the purpose of this research is to cluster international tourists visiting UNESCO World Heritage cities according to their travel motivations towards the destination attributes. Data collection was achieved by a questionnaire-survey using a convenience sample of international tourists. A total of 1047 valid surveys were collected in distinct heritage sites located in the historic centre of Porto (Portugal).

Three clusters are identified: 'conventional cultural tourists', 'spontaneous cultural tourists' and 'absorptive cultural tourists'. The most representative group are the 'absorptive cultural tourists'. They are characterised by being independent and eclectic travellers who move outside the 'tourist bubble' to engage in the day-to-day city life. They have the most significant level of engagement in all activities and experiences when compared to other segments, especially nightlife and entertainment, and cultural events. In result, they present the highest spending per person and thus bring the highest economic impact to the city.

Identifying the specific features of the segments of tourists visiting a city allows destination managers and planners to understand their interests, behaviour and expectations, and thus to better design tourism products and services and to advance informed (and therefore effective) marketing and communication strategies aimed at specific targets. It also provides a basis for destination managers to develop innovative tourist products and services that provide integrated, wide-ranging, fulfilling and memorable experiences at the destination.



# Hospitality Food and Beverage

**Chair:** Hanaa Osman

Monday 4 September 2017

11:30-13:00

Inspire

## FoodSMART: Think Smart, Eat Smarter

**Sarah Price, Vanessa Mello Rodrigues, Jeffery Bray, F.J. Armando Perez-Cueto, Agnès Giboreau, Ioannis Mavridis, Heather Hartwell**

Eating out has become an integral part of modern life for many people; it is thought that one in six meals are now consumed out of the home in restaurants, cafés or workplace canteens in the EU<sup>1,2</sup>. Compared to meals prepared at home, the consumer often has very little control or knowledge of the ingredients, their provenance or nutritional profile. In fact, meals eaten out tend to contain more calories and fat<sup>3</sup>, and there is a positive association between the rise in eating out and increasing rates of obesity, which is fast becoming a major health and wellbeing societal challenge in many Western nations<sup>4</sup>.

Perhaps due to increased media coverage of health issues, consumers have become more health conscious and are increasingly taking greater interest in the healthiness of their food choices<sup>5</sup>. Linked to this, consumers are increasingly seeking more information about the foods that they buy<sup>6</sup>.

To be effective, information must be concise and simple<sup>7</sup>, and not only be reliable, accurate and complete, but importantly communicated in a clear manner in an individualised way<sup>8</sup>. Currently, most information provision on food offered in an eating out setting is delivered on a printed menu. This medium has, however, only limited space beyond a pure description of the dishes offered for nutritional or other enhanced information to be provided<sup>9</sup>. The physical limitations of a printed menu render it impossible to deliver personalised health messages that each consumer would like to receive in a clear and simple manner.

A number of recent studies have highlighted the potential that technology based applications may hold in providing detailed but clear individualised information<sup>9-11</sup>. Through utilising web or mobile application based methods, the data provided can be tailored to the user<sup>12</sup> and can promote greater engagement through interactivity<sup>13</sup>. The potential of such web based solutions is being enabled by the rapidly growing numbers of smart phone users, with such technology estimated to have a 66.5% penetration in North America, 67.3% in Western Europe by 2018 and 36.5% globally by 2018<sup>14</sup>.

A small number of smart phone applications have been developed and marketed to provide consumers with enhanced food information<sup>15</sup>, examples of these include 'Tapingo' which enable university students to order food from their canteen<sup>16</sup>, and 'SmartAPPetite' which encourages people to eat local and healthy food<sup>17</sup>. Nevertheless, no research has been undertaken to understand consumer interest in such initiatives, likely adoption rates or what features such tools might incorporate, a knowledge gap this study aims to fill.

From this research it is evident that there is a clear need from both a health and consumer choice perspective for industry to improve information provision within the eating out context. The topic is gaining momentum and currency, although research in the area is currently in its infancy. This study provides interesting insights which can be realistically and viably accomplished by operators providing

clear consumer benefits and thus competitive advantage for leading players.

It is argued that electronic provision is most suited to meeting the challenges of providing relevant and salient food information to each individual consumer. Participants in this research demonstrate a clear willingness and desire to embrace such provision provided that it was customized to their own individual needs. Further research is called for to demonstrate generalizability of the concepts to a wider population. Notwithstanding, the potential impact of practical advances in this

field are broad, not only influencing consumers enjoyment, sense of control and trust but also helping the sector to improve accountability and transparency of food provision.

Note: a demonstration of the prototype app will be given during the presentation

### Acknowledgements

This project has been supported by the FoodSMART project, funded from the European Union's Horizon 2020 Programme under grant agreement no. 643999.

## VeggieEAT: Sensory determinants of liking for vegetables in adolescents as a catering strategy for healthy dish development

**Vanessa Mello Rodrigues, Laure Saulais, Heather Hartwell, Agnès Giboreau, F.J. Armando Perez-Cueto, Erminio Monteleone, Laurence Depeyaz**

The global population is undergoing a pandemic of overweight and obesity<sup>1</sup>. In 2010, both conditions were estimated to cause 3.4 million deaths and 3.9% of years of life lost worldwide<sup>2</sup>. Global increases in overweight and obesity are attributable to a number of factors including a global shift in diet towards increased intake of energy-dense foods that are high in fat and sugars, but low in vitamins, minerals and other healthy micronutrients. Particularly, increasing obesity levels among adolescents worldwide are of concern, mainly because their potential contribution to non-communicable diseases (NCDs) in later life<sup>3</sup>. Moreover, it is known that food behaviour in childhood, particularly teenage years, can set dietary patterns in adult life<sup>4</sup>. Therefore, improving the eating habits of adolescents is of global interest since it constitutes a crucial period for the prevention of NCDs.

As adolescents spend much of their day in school, substantial amounts of their daily-required energy is consumed during school hours. According to European studies, the school lunch meal contribution ranges from 16–39% of the daily-required energy intake<sup>5</sup>. Schools thus represent an important arena for promoting health and developing healthy eating habits among adolescents. However, schools are currently often places where unfavourable eating habits are established, including the consumption of snacks, fast foods and other high-fat foods, and soft drinks, at the expense of fruit and vegetables<sup>6</sup>.

The World Health Organization has estimated that 2.4% of the burden of disease in the European Region was attributable to low intakes of fruit and vegetables in 2004<sup>7</sup>. This is due to the fact that the intake of  $\geq 400$  g of fruits and vegetables per day can reduce the risk of NCDs, and helps ensure an adequate daily intake of dietary fibre<sup>8</sup>. Notwithstanding, the majority of Europeans from all age groups do not meet these recommendations, especially for vegetables<sup>9,10</sup>. Despite initiatives designed to increase intake, more than 40% of consumers

say they struggle to eat the recommended five portions of fruit/vegetables daily, particularly those aged 16–24<sup>11</sup>. In fact, vegetables are acknowledged to be one of the most difficult categories of food to introduce into a diet, especially within foodservice operations<sup>12</sup>.

Previous interventions have tended to focus on explaining the benefits of improved food choice, on the assumption that better information would lead to healthier selection<sup>13</sup>. However, recent research evaluating healthy eating policies has found that interventions supporting more informed choice have had modest, if any effect on eating behaviour<sup>14</sup>. The majority of studies targeting eating behaviour or/and food selection do not include subjects between the ages of 11 and 19 years, and only a limited number of studies investigate vegetable intake as a separate variable<sup>15</sup>. The wider VeggieEAT project (<https://microsites.bournemouth.ac.uk/veggieat/>) is a four year pan-European study in the UK, France, Denmark and Italy, and deliberately sets out to differentiate fruit from vegetables in adolescent consumer choice, being one of very few projects that does so. This paper outlines how sensory determinants of likings for vegetables in adolescents were used as a basis for developing innovative dishes acceptable to that age group, but also keeping within other limits such as nutrient profile, cost and operational capability.

There is a strong need at the European level to promote the consumption of vegetables as a public health issue but also to improve foodservice operation. The synergistic approach of VeggieEAT provides a holistic appreciation and understanding of the wider implications of the project within public health whilst concurrently guaranteeing a seamless transition from a theoretical understanding to practical application. The geographical areas chosen for this study represent a good representative spread of countries and cultures. As such they provide a test bed for the evaluation of the effectiveness of vegetable 'nudging' and with the expertise of their associated industry

partners will provide examples of best practice for wider dissemination to the foodservice sector. To improve adolescents' food choice behaviour it is likely to contribute significantly

to the diet of the population in general and hence to the holistic improvement of public health in the future.

## Meeting the Challenges of Care Home Catering for People Living with Dementia

**Norman Dinsdale and David Egan**

(full paper available on USB)

This paper will address an understudied area of Care Home Catering Provision with the intention to understand the historical and current state of catering services within Long Term Care Homes (LTCHs). Dietetic and Nutritional concerns have been well-documented and studied for many years. The role of the chefs and food service staff in the care home and the contribution they can make to the well-being of care home residents, less so.

The research explores the relationships between the chefs and senior catering staff and the dietitians and nutritionists; investigating methods by which caterers can improve the services they offer in care homes whilst improving and maintaining their competitive edge; their unique service propositions and profitability and to find out what steps have been taken in terms of creativity and innovation. New systems' thinking has been explored to suggest the best or exemplary catering management systems in use in care homes.

Preliminary literature reviews and field work revealed a paucity of research into the contributions made by the catering staff, with most care homes relying on the inputs from dietitians and nutritionists who have little understanding of the practical elements of cooking and food service and who may make unrealistic demands of the caterers. Despite

past and current government strategies to improve the nutritional intake for People Living with Dementia in LTCHs, surprisingly little research has been carried out into the operational, practical and staffing aspects of feeding those people. From a caterer's point of view there has been much advice as to what to feed to the people within their domain. There has, in fact, been a long history of dietary and nutritional advice most of which seems to be both accurate and well intentioned.

This research fits neatly into the Food Innovation & Consumer Science track, in particular the nutrition, food science and technology section. This paper reports on a mapping exercise:

- To map the current provision to residents, by long term care homes and their catering staff, regarding choices and food preferences;
- On whether the philosophy of Resident Directed Foodservice using a systems approach, can be applied to care homes in a cost effective way.

Recent concerns about the rise in diagnosed cases of dementia, the potential increase in costs to the public and the exchequer, and the corporate social responsibility aspects place this research firmly in the vanguard of public interest research.

## Social management of food waste in tourism: reflections about good practices in hospitality

**Karina Souza, Iara Brasileiro and Viachaslau Filimonau**

Sustainability is one of the most important issues of tourism sector faces today, especially considering the need to maintain the quality of the environment, which the enjoyment of its economic benefits requires. The most immediate reaction of the production and consumption relations associated with the growth in tourism is the increase of solid urban waste generation (MSW). Nearly 50% of urban solid waste composition is a biodegradable fraction (RUB) (food waste and paper, paper and board). RUBs decomposition into landfills and dumps is responsible for their most significant emissions of CH<sub>4</sub>, a gas 25 times more polluting than CO<sub>2</sub> in greenhouse processes that cause climate change (APA, 2011; Lou & Nair, 2009). Food is an indispensable element in tourism (in subsectors such as accommodation, catering / events), both for the tourist's experience and for the costs they represent on a trip. The increase in consumption in the tourism accompanies the growth of the Food Waste generation (FAO-UNEP, 2013), as well as the costs and complexity

of waste management procedures within the routines of service establishments (Gössling, 2011). In this context, this article intends to reveal alternative opportunities to mitigate GHG emissions required for tourism through the collection, treatment and proper allocation of the generated RUBs, namely in the subsector of the hospitality. Therefore, the assumptions of the most representative impact relationships between waste management, climate change and tourism will be presented, focusing in some experiences from the perspective of Integrated solid waste management (ISWM), and Life Cycle Assessment (LCA) in tourism application (Filimonau, 2016). Such relationships expose the problem of the lack of technology transfer and social innovation in the international political-diplomatic scenario regarding sustainability commitments in waste management, tourism and the climate change regime, with repercussions on the potential of the valorization of these RUBs in Brazil through the waste pickers work of.

## Smart Tourism

**Chair: Bruce Grant-Breham**

**Monday 4 September 2017**

**11:30-13:00**

**F202**

### The Service of Now: Leveraging Social Media and Technology to Enhance Consumer Experience in RealTime

**Yeyen Sinarta & Dimitrios Buhalis**

Real-time service has gained higher importance in brand's digital competitiveness following the emergence of social media and its interactive nature, as it has the ability to bridge consumer expectation and brands performance with highly relevant output from real-time data monitoring. Brands are taking advantage of social media to foster consumer engagement, maintain brand reputation and deliver a personalised customer service in real-time. The ubiquity of digital devices and social media's constant connectivity has led to the increasing demand of instant gratification. Consumers are not only demanding brands to provide personalised response, but also expecting them to reply 'now'. This has caused the disruption on how brands are expected to utilise social media in order to maintain its competitive advantage.

This exploratory research aims to identify the value of leveraging social media and technology to enhance consumer experience in real-time. A qualitative multiple-case study approach was used to critically study both successful

and failure measure in the real-time service practice and expectation. Secondary research data was collected in the form of social media observations and analysis of social media content (publicly shared photos, texts, online conversations) which show the positive and negative real-time engagement between brands and consumers.

The findings suggest that the integration of real-time monitoring with highly contextual delivery becomes a crucial measure for brands competitiveness. It was also revealed the rising expectation in real-time value-sharing and how social media could act as the most powerful channel to emerge from operational fixation. Furthermore, the value of real-time service for stakeholders are drawn.

This study concludes with the conceptualisation of real-time service ecosystem and the definition of 'the service of now'. The strategic implications for tourism and hospitality management and research are discussed.

## The Digital Event Experience - a Smart Move? An Interpretative Phenomenological Analysis (IPA)

**John Bustard**

The creation and consumption of event experiences is evolving at unprecedented levels, particularly within digital realms. In an era driven by ubiquitous connectivity, through a focus on ever more personalised experiences and often enabled through smart and social technologies - we ask what impact is this having on event goers in their current event experiences and expectations of future events? At their core, Event Studies and Tourism literatures, in line with most marketing and management perspectives, advocate co-creation as the pinnacle of idealised service encounter. Given the lack of empirical assessment of the digital event experience, can the event experience and the co-creation of the experience truly be enhanced through ICTs and social media from spectator perspectives?

With some methodological innovation, this study carried out 5 online focus groups using Facebook secret groups to engage event spectators of an international sports event which attracts over 100,000 spectators across a 1 week event festival. Focusing specifically on the digital event experience and through musings around the event app,

the data generated through the focus groups were explored for insights into the sense and meaning making of event fans in various contexts of smartphone use as part of and around the event experience. A subsequent Interpretative Phenomenological Analysis (IPA) facilitated the examination of how people make sense of the digital event phenomenon. Through exploring use contexts and their significance to the event experience, subsequent impacts were examined in light of the overall experience.

Significantly, our findings reveal an increasing demand for live information across demographics, with more immersive and augmented experiences sought which have significant implications for the management of expectations around the digital event experience. The evidencing of this paradigmatic shifting in information consumption and its subsequent impacts on the event experience are aimed to stimulate further research around managing the opportunities and challenges this creates through smart tourism, smart futures and the evolving smart event experience.

## Spend Less and Experience More: Understanding the Social Contact in Airbnb Context

**Pearl M.C. Lin, Daisy Feng, Hanqin Qiu, Kam Hung**

Considering the existing literature in Airbnb and social contact, several concerns are raised. First, the majority of the literature is exploring the contact between tourists and hosts, other kinds of contact encountered during travel are largely overlooked. Second, as an emerging and popular accommodation platform, Airbnb calls for more in-depth investigations to help understand this new platform and how individuals behave under this unique form of accommodation. Last, previous research emphasized on the types of social contact as well as the measurement of social contact, however, limited efforts have been made to explore the antecedents and consequences of social contact. In that case, the current study aims to bridge those research gaps by exploring the social contact between guests and the possible groups, identifying the antecedents and consequences of the social contact for Airbnb guests and hence providing implications for the industry and communities.

To achieve the aforementioned objectives, the current study adopted a qualitative approach to explore the rich content of the social contact, its antecedents and consequences in Airbnb context. Individuals who have the accommodation experience booked on the Airbnb platform in the last two years were viewed as qualified informants for the current study. Convenience sampling were used to find the respondents. Respondents were also asked to invite their friends and relatives who were qualified for this research to participate. In particular, two focus groups and 25 in-depth interviews were conducted, involving 39 individuals in total.

At the beginning of the focus groups/ interviews, respondents were asked to share their contacts with others during their stays in Airbnb. They were also enquired about the perceived antecedents and consequences of those contacts encountered when staying in Airbnb. Textual data from the transcripts were interpreted and analyzed with thematic analysis via the qualitative analytical software Nvivo 11.

As a result, determinants of social contact were explored among Airbnb guests. In particular, 20

activities of contact were obtained, including asking for information, casually chatting, accommodation service, transportation service and sharing experience. Those activities can be further classified into three types according to the contact groups, namely, guest-Airbnb host contact (12 items), guest-community contact (5 items) and guest-guest peer contact (3 items). Regarding the determinants of social contact, respondents provided a wide range of items, which may facilitate or constrain guests' interactions with other parties. In general, items such as language competence, cultural/political sensitivity, travel companions' communication competence, and character of guests can influence guests' contacts with Airbnb hosts, local communities and peer guests. By contact group, Airbnb guests' contacts with the hosts can be determined by hosts' taste, staying with the hosts in the same units (or not), and potential business opportunities for staying in host's other properties. Guests' contacts with the communities can be influenced by travel schedule, characters of the locals, and security level of the destinations. Guests' contacts with peer guests can be determined by other guests' characters. In addition, social contact can influence guests in the following ways, such as reinforcing the experience of local customs and lifestyle, self-improvement, developing the destination images, sense of belonging etc..

The social interaction between tourists and hosts may be considered as a key factor to determine tourists' perceived value, enjoyment (Tussyadiah, 2016) and satisfaction (Heo, 2016). The unique local experience (Tussyadiah & Pesonen, 2015) and meaningful social encounter (Cheng, 2016) highlight the differentiations between Peer to Peer (P2P) and traditional accommodation service. By reading "digital word-of-mouth", users have power to control their decision (Forno & Garibaldi, 2015). This study identified the unique social contact determinants of Airbnb platform users which contributes to traditional accommodation providers' understanding of the trend of sharing economy as well as provide better service.



## What's the next for Airbnb in China, from hotel managers' perspectives?

**Pearl, M. C Lin, Yan Ping Feng, Bing Na Lin**

With the continual, fast and healthy development of China's economy, the improvement of the per capital national income level and the further execution of the Reform and Opening-up Policy, tourism industry as a sunshine industry in China has seen unprecedented development in recent years (Anonymous, 2016a). According to China Tourism Industry statistical bulletin in 2015, the number of inbound and outbound tourists of 2015 in China were 133.82 million and 1.17 billion which grew 4.1% and 9.0%, respectively, from a year earlier. Also, the expenses of outbound traveling reached 1,045 billion USD; it rose 16.6% from the prior year (Jing, 2016). Meanwhile, ALIYEVA (2015) described that China had become one of the most popular inbound and outbound tourist destination all around the world and "it is the third most visited country in the world" (Anonymous, 2016b, p. 1). Also, The World Tourism Organization predicted that China will become the "most popular destination and the fourth largest source of outbound tourists" by 2020 all over the world (Anonymous, 2007, p. 1). As indicated in 'China Tourism Industry' that with the improvement of the living standards of Chinese people, the inbound tourism is developing very fast, while the outbound tourism in China has also boomed as more and more Chinese would like to enjoy the different and special experiences in the foreign countries (Anonymous, 2007).

Over the past few years, with the rapid development of the advanced technologies and proliferation of the social media, people's consumption behaviors and consumption patterns have been gradually changed by using the social travel sites and services which provide user-generated travel reviews for travelers planning trips (Fotis, Buhalis, & Rossides, 2012). Therefore, the travel mode of the travelers has also been redefined, such as the places where they choose to stay and the ways which are used to discover the new places. In the meantime, accommodation service plays an important role among other factors

such as transportation, traveling, shopping and entertainment in the tourism industry. Shen (2013) stated that the demands for lodging market continuous to rise and the market of the emerging budget hotels have developed and expanded rapidly since 2003 as they provide guests comfortable and clean rooms with the lower price which is very attractive to most of the Chinese people.

The purpose of this study is to investigate the development of Airbnb's impact on the hotel industry in China by applying a qualitative approach that conducting focus group interviews with individuals who are the managers or top executives of hotels in China and understanding the influence of Airbnb from their point of view. The focus groups interviews were conducted as it is an interviewing method which can capture the interactions between the interviewees and conjecture their feelings about the impact of Airbnb on Chinese hotel industry as well as their reactions. (Brotherton, 2015) Meanwhile, SWOT analysis was also applied to investigate the impact of Airbnb's development in China's hotel industry by organizing the information and opinions from Chinese hoteliers, to help the managers to better understand their business as well as the factors affecting their performance (Pickton & Wright, 1998), and perfect their business strategic plans (Pickton & Wright, 1998). Most of the participants indicated that experience of local culture and authenticity, different from traditional hotel and good value of money were the strengths of Airbnb which may be the most attractive factors for the tourists in China. However, lack of security hygiene standard, lack of standard operation, hospitality and guideline to host would be the barriers for it. Therefore, they suggested that the government should build a regulation and social trust system, and provide more training and standardize management and focus on service quality of Airbnb.

## Destination Branding

**Chair: Miguel Moital**

Monday 4 September 2017

11:30-13:00

F201

### Outside In, Inside Out: Tourism Competitiveness and Brazilian Strategy Analysis

**Rosana Mazaro**

(full paper available on USB)

The paper identifies and characterizes the Brazilian strategy to cope with the international competitiveness in tourism as well as implementation of the governance mechanisms suitable for regions and destination in the country. This research is a case study using qualitative methods and descriptive results. The exploratory analysis of bibliographic sources such as books, scientific articles, academic essays, case studies and other publications indexed and assigned on tourism competitiveness destinations served for the categorization of the different propositions and facilitated the comparison between dimensions, sub-dimensions and specific variables used on theoretical models. It was chosen for in-depth analysis of the comparison between the outcomes of the Travel & Tourism Competitiveness Index - T&TCI/ WEF, 2008-2015 series secondary data sources for analysis "Outside In" and the Índice de Competitividade de Destinos Indutores - ICDI/ MTUR, 2008-2015 series secondary data for "Inside Out" analysis, considering that they are the only ones with purpose of evaluation and that produce an objective result in the form of score. The analysis of the evolution of both

studies highlights important elements for the establishment of tourism competitiveness strategies for Brazil in base its potential. Critical indicators and negatively evaluated in both studies, such as infrastructure, safety and security problems and unstable business environment are factors which not burden further development in the country. On the other hand, the country ranks first in the ranking in the natural resources criterion and one of the top ten in cultural resources, two of the most important foundations of tourism. These findings are crucial for the analysis of long-term strategies, considering the factors and indicators of the study showing Brazil's weak competitiveness in international tourism is possible to change by management criteria. The results indicate a powered driving force for management decisions and strategic choices over competitiveness, including factors that have an impact on more general issues, such as local sustainability. In the final analysis, it represents a challenger but positive scenario, considering that it is possible to change and adapt to a new vision about tourism, both for the country as a whole and for its specific destinations.

## Can destination experience match digital formed expectations?

**Teresa Tiago, Flavio Tiago, Filipe Sousa**

Over the decades, tourism has experienced continued growth. This is boosted by several factors, in particular by technological progress. This growth goes hand in hand with increasing diversification and competition among destinations. And, it enhances the search for unique forms of communication, with content that enriches the destination brand's personality and appeal to tourists.

Regardless of the service sector, but more specifically in the tourism industry, balance between expectation and experience becomes increasingly determinant of satisfaction with destination, future tourist behaviour and electronic word-of-mouth. Recent research has focused on experience and pays less attention to the expectation formation. However, previous studies have observed the distinctive components involved in the formation of expectations and its influence on tourist satisfaction with the experience.

In his book *Vacationscape: Designing Tourist Regions*, Gunn (1988) theorizes that traveler behaviour can be shaped over seven phases, where the destination imagery framework evolves. The two first stages occur even before the travel starts and considers the accumulation of mental images about the vacation experience and the modification of those images by additional information-gathering. Today, travelers have a broader choice of experiences and access to countless sources of information. Therefore, the images of a tourist destination often depend on information and content generated by the traveler, other travelers, residents and sector players. The brand personality model proposed by Jennifer Aaker (date) is a useful tool for understanding differentiation in terms of identity and image perceptions. However, tourism brand personality

is a relatively new approach, mostly applied to countries. Therefore, the present study broadens the scope of the factors involved in the expectation formation, considering Gunn's initial phases and including a destination brand's personality attributes that are communicated online.

Keeping in mind the relevance of a destination brand's online personality created by the different players to tourist expectation formation, this study gathered data online. For this purpose, a U.S. IP was used to retrieve the information ascribed to Azores by the North American market, followed by content analysis to assess the brand personality attributes transmitted by the main online search engine websites. Differences between websites with distinct interests regarding destination promotion were examined.

The results of this research can be useful to DMOs, as they highlight the main attributes of the Azores brand personality from a US tourist perception. A selection of adjectives can be used to enhance the visibility and desirability of the Azores as a tourist destination. However, the results also pointed to a wider problem of mismatch between the brand personality vectors communicated by the DMOs, and the elements available from other sources online related to the same destination, creating a more confusing tourist expectation formation.

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## Economics

**Chair: Shuang Cang**

**Monday 4 September 2017**

**11:30-13:00**

**F104**

### Tourism, Foreign Direct Investment and Economic Development: The Role of Tourism Satellite Accounts

**Calvin Jones, Max Munday, Chen Xu**

Tourism has long been considered a potentially important development option for poor nation states, and latterly in other contexts such as post-industrial regions. Understand of the causal mechanisms centre on the 'tourism-led growth hypothesis', whereby inbound visitor receipts provide a spur to economic growth by improving competition and efficiency, creating positive externalities and spillovers and/or enabling wider investment. There has however been limited work which empirically uncovers the causal relationships between tourism receipts and national economic growth, or considers what factors may mediate these links.

This paper firstly, follows the wider (export-led growth) literature in contending that the levels and nature of foreign direct investment might have an impact on the link between tourism and growth in GDP, and second suggests that Tourism Satellite Account structures are a potentially useful way of understanding these relationships. The approach is examined with reference to Wales, a region of the UK that is economically challenged, has extensive non-local ownership of capital (across many sectors) and which has both a comparative advantage in tourism and a well developed set of Tourism Satellite Accounts.

### Firm Performance in Tourism Associated Sectors: Evidence from Mena Countries

**Jenifer Piesse and Allan Webster**

(full paper available on USB)

This paper presents an empirical analysis of firm performance in a number of sectors associated with tourism (hotels, restaurants and bars, passenger land transport, passenger air transport and travel agencies) for a sample of Middle Eastern and North African (MENA) countries. It focuses on whether specific actions taken by firms, such as introducing a new product or service, are effective in enhancing firm performance. It builds on existing efficiency and firm performance studies in tourism, providing a broader perspective by sector than the many studies of hotel efficiency. Data for the study were taken from the 2013 Enterprise Survey of MENA countries conducted jointly by the European Bank for Reconstruction and Development (EBRD) and the World Bank. The analysis uses a different approach from the

commonly applied data envelopment analysis (DEA). Both stochastic frontier estimation and propensity score matching are used. The use of the latter technique provides a basis for testing key hypotheses concerning specific actions in the presence of firm heterogeneity. The study finds that some business development measures such as new organization or management practices do typically improve performance in terms of labour productivity or profitability. Some other measures, such as new marketing approaches, tend not to have such significant effects. There is, inevitably, some variation in these effects between the different sectors. The results suggest that firms do not have to simply passively respond to changing circumstances – an appropriate choice of intervention can result in improved performance.

## Migration and the Trade of Cultural Goods

**James Pook and Mehdi Chowdhury**

Migrant populations are a distinguishable feature in the demography of many developed countries. Migrants typically maintain strong connections to their home nations through the facilitation of trade and investment between home and host (Gould, 1994; Javorcik et al., 2011; Genc et al., 2011 and Gheasi et al., 2013). This paper will assess the impact of migration on the trade of cultural goods. The determinants of bilateral trade in cultural goods, has received previous academic attention from Disdier, et al., 2010. Despite this, the role of migrants in the trade of cultural goods has yet to be fully researched. UNESCO (2016) published data showing large expansions to total global trade of cultural goods (Cultural Heritage, Music, Visual Arts & Crafts, Books and Films) over the previous decades. It is the intention of this study to uncover the role that migrants possess in determining bilateral cultural good trade. Migration, like trade, has exponentially increased over the previous decades, and this fact poses an interesting question: whether migration has resulted in a convergence, or divergence, in cultural proximity between home and host? The role of tourism in the global trade of cultural goods could also be high, as

tourists look to purchase media or art from countries they have visited. Overall our study will look to identify the determinants of trade in cultural goods from the period 1995 to 2015, focusing on the impact of geographical gravity variables, migration, tourism, and the trade of manufactured (non-cultural) goods. We will complete a literature review of the trade in cultural goods, gravity models, migration, tourism and trade in manufactured goods (non-cultural goods) and collect bilateral trade data from various sources such as CEPII-BACI, UN COMTRADE, UNESCO Institute for Statistics, and WITS. This study will culminate in an econometric analysis, identifying the total effect of migration, gravity variables (such as GDP, population, language, distance, colonial history, and so forth), tourism and trade of non-cultural goods, on total bilateral trade of cultural goods. The econometric analysis will follow the methodologies used by Disdier et al. (2010) and Beine et al. (2011). Our study concludes by offering policy recommendations and observations, based on the findings of our econometric analysis and descriptive statistics.

## Marketing: Consumers

**Chair:** Tim Gale

Monday 4 September 2017

16:00-18:00

Share

### When brand trust is tested

**Caroline Jackson, Elvira Bolat, Shannon Birch, Julie Robson, Juliet Memery, Jason Sit and Samreen Ashraf**

The visitor economy could well be a fragile one when built upon ephemeral experiences. Destinations and visitor attractions work hard to create brands that have a more enduring relationship with the visitor economy. Theme park resorts, as destinations, create brands that are built upon stories of excitement and escape. For these to be sustainable there are fundamental underlying characteristics. When some of the experiences are based around spine thrilling rides, visitors are relying upon the health and safety operations of the park. They trust the brand to perform with their best interests at their heart. This paper will explore what happens when that trust is tested.

Consumer trust is important to any brand as it helps build and cement the customer-firm relationship engendering positive word of mouth, increased loyalty and the potential for additional income from cross-selling and up-selling. However, a series of recent scandals and misdeeds has resulted in widespread erosion of the trust held in many well-known brands. To

survive, individual firms must repair the trust that consumers have in their brands. This can be a huge challenge requiring the efforts of not only the individual firm, but a concerted effort by the industry.

The research project that this paper is based upon adopts an integrative trust repair framework proposed by Bachmann et al. (2015). This creates a template that identifies the actions that stakeholders have taken to repair trust and how these actions have influenced consumer attitudes towards and trust in the company brand and the wider industry sector taking into account different causes of trust damage. This paper focuses on the theme park sector and the Smiler accident at Alton Towers, UK, in particular. It is based upon the qualitative data collected from consumer focus groups. The findings were generated from a template analysis using NVivo. The results are compared with those from other service sectors (financial services and retail) to test the appropriateness and fit of the conceptual framework.

## Business intelligence in hotel management: a case study of ibis Latin America hotels

**Mariana Consoni Rubio**

In the Age of Information, the demand for information as the production of knowledge has become even more important for companies' strategists, which implies the need to use the most advanced technological tools in order to transform data into information and, subsequently, information into knowledge. For this reason, it is indispensable to explore management systems to take the most accurate decisions. An increasing number of international companies are using Information Technology (IT) software as the best manner to get to know about their customers, the market and also their competitors. However, theoretical studies on Business Intelligence focused on hotel management have not been sufficiently developed.

After utilising IT at the front-line, the hotel industry started to rely on Business Intelligence (BI) facilities for management and decision-making optimization in the face of competitiveness in the global markets. The big companies are concerned about having the biggest part of the market-share and are always looking for the newest management tools. It is so in the case of AccorHotels, who have constantly reinvented their businesses to achieve their goal of providing innovative and high-quality products in the hotel sector.

This is a case study of ibis Latin America hotels, the AccorHotels' economic hotel brands, in which the application of business intelligence tools for the hotel management is analysed.

Therefore, the objective of this study is find

out: 1) the need for the managers to obtain performance data of the hotel for the decision-making process; 2) the importance of using Business Intelligence software to obtain these hotel data.

The research methodology included extensive literature review regarding its study subject as an application of a questionnaire that was sent by e-mail to 100 ibis hotel managers in Latin America with 20 open and closed questions considering their point of view about management, performance data and BI software with the purpose of investigating the main KPIs (Key Performance Indicators) and software used to extract these data, in order to meet the objectives of this research. A total of 62 hotel representatives responded to the survey; considering that of the 100 hotels, only 93 effectively received the email during the time defined, it represents 66.7% of the amount.

The empirical findings show that Business Intelligence is an important instrument to analyse the performance of the hotels and also their market forecast, directing the planning and decision-making in an efficient way, so the company can remain competitive and offer more accurate and quality products and services. The study also contributes to better understanding of Business Intelligence in the field of hospitality, especially in identifying the need to use an adequate BI software to transform the hotels' data into high-quality knowledge for further analysis and a better decision-making process.

## Profiling millennials: tourism patterns in Europe

**Flávio Tiago, Sónia Avelar, Teresa Tiago**

With the increasing worldwide competition between destinations, destination marketers have focused their attention on niche marketing. The unveiling of specific target characteristics is critical for marketing success in this area. One of the largest generational niches in history has already entered college and the workforce: the millennial generation. This group has grown up in a society of rapid and continuous change, giving them perspectives of priorities, expectations and buying processes that are different from those of any previous group. As Rich (2012) stated: "Millennials are the most diverse generation ever born in the United States; they are becoming the most educated generation in American history; and they are easily the most connected generation of all time." This generation is not confined to the USA, as noted by Dimitriou and Blum (2015). However, there are still few studies that examined non-American millennial behavior, especially regarding tourism. The purpose of this study was to identify distinct millennial traveler behaviors. Therefore, this work focus on millennial traveler choices, in order to understand the different segments regarding traveling preferences, motivations and country-of-origin influence on destination choices. Besides personal antecedents, types of information and media available, and past experiences, seem to influence lifecycle segmentation (Gretzel & Yoo, 2008). Studies point to the evolution of the sources used (Law, Buhalis, & Cobanoglu, 2014) and type of vacations sought.

This work analyzed overall millennial tourist behavior in 27 member states of the European Union, as well as in Croatia, Turkey, Macedonia, Iceland, Norway, Serbia and Israel. The data for this study were extracted from a larger European survey with 30,101 respondents from different social and demographic backgrounds. Since the main objective of this

study is restricted to the millennial segment, we selected responses to survey questions by respondents who are considered to be part of this market segment.

The variables described in the database used for this research included four main aspects of how tourists research and plan their holidays: (i) the main reasons for deciding to take a holiday; (ii) the list of factors considered important in deciding to go back to a place they had visited previously; (iii) the sources of information used in the decision-buying process; and, (iv) the methods used to organize the holidays. A cluster analysis was performed to identify the specific profiles within this tourism segment in the different countries.

We can conclude that millennials are not all the same, and that there are different subgroups in tourism concerns. Considering the preferred country to visit and the country of origin, destination marketing organizations can direct their efforts according to various subgroups in a more accurate manner. Another important result reinforces the concept presented by Corvi et al. (2007) regarding the differences between American and European millennials, since in Europe the use of digital information sources and channels is less significant. The challenge found by the results is to keep tracking these millennial travel behaviors in order to verify if the differences persist as they age. At the same time, the results led us question if age cohorts should still be used to segment tourist, being this a future research path to follow.

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## **“We will be leaving next year and have a ‘bucket list’ of places we still want to visit”: Trajectories of change in the travel behaviour of western professional expats in China’s SARs.**

**Aaron Yankholmes and Bob McKercher**

This paper explores reasons for the trajectories of change in holiday destination choices by western professional expats in China’s Special Administrative Regions (SARs)- Hong Kong and Macau. It focuses particularly on how length of stay and travel destination choices sustain or inhibit expat travel patterns over time.

A qualitative content analysis of responses to a self-administered questionnaire survey of 1232 western Caucasian expats in the two conurbations revealed three trajectories of change in travel behaviour patterns. One trajectory fit neatly with the extant literature (e.g. Inkson & Myers, 2003) which suggests that short stay expats are motivated to optimise their travel opportunities due to their limited time budget. Expats who planned to stay in Hong Kong or Macao for short periods or for their contract duration were found to travel intensely in the region at the outset, but change their travel patterns as time passes. The second trajectory was evident when the expats nearing the end of their stay increase their travel intensity, as the end of their international assignment was seen as a milestone by which certain must-see places in the region must be accomplished (Harrison, Shaffer & Bhaskar-

Shrinivas, 2004). The point of departure for the current study was visible in the third trajectory, which overlaps the first and second. Both long and short stay expats in Hong and Macau record no change in travel volume over time. However, they reported changes in destination preferences as long stayers revisit favourite places while short stayers visit new places during both long and short haul trips. Considering that the respondents thought of themselves as experienced travellers, it was surprising that the manifold reasons proffered for the change in destination choice range from inter-personal (“follow my husband’s schedule”; “family in UK and Oz limits travel”) to structural (“I don’t really have time”; “getting older and less adventurous”) and the intra-personal constraints (“more experience, have seen several places already so no need to go back”; “we will be leaving next year and have a ‘bucket list’ of places we still want to visit”).

Trajectories of change in travel behaviour of the two expat populations yielded substantial differences which further demonstrates how length of stay affect travel destination choices. The theoretical and practical implications of expat travel behaviour are discussed.

## **Hospitality Food and Beverage**

**Chair:** Heather Hartwell

Monday 4 September 2017

16:00-18:00

Inspire

### **When Taste is better than Waste: The Impact of Message Appeals on Consumer Choice for ‘Rescued’ Foods**

**Anna de Visser-Amundson**

In a world that wastes more than one third of all food produced and where food waste contributes to 4.4 Giga tonnes CO2 emissions per year (only third after China), there is an urgent need for innovative solutions to reduce these numbers (FAO, 2013). Especially as a lot of the food wasted is still perfectly fine for human consumption; yet discarded due to malformations, discolouring, over-production or too strict expiration dates. Think of, for example, two-legged carrots, dented tomatoes, or brown bananas. To that end, an increasing number of commercial food service companies ‘rescue’ food from being needlessly wasted. They prepare it for example in their kitchen and serve ‘rescued’ dishes to their restaurant guests (see e.g. In-Stock.nl). As such, rescued food is food products that are up-cycled for human consumption rather than down-cycled to landfills or to animal feed.

Little is known, however, how this new and innovative type of foods can best be communicated to consumers. This is essential because without consumer adoption such important commercial initiatives to reduce food waste cannot be scaled to make a true impact. In fact, even their chances to survive in the long run might be severely diminished. As such, this study explores which message appeal is the most effective in convincing consumers to choose for rescued food. In particular, it zooms in on two benefit appeals; (1) ‘self-benefits’ such as quality, taste and price and (2) ‘other’ benefits like the reduced environmental impact of the product as a way to persuade consumers to choose for rescued food products. We also investigate social norms as persuasive

mechanisms to change behaviour and fine-grain descriptive norms by distinguishing between (1) ‘self appeals’ focusing on what ‘you’ as an individual can do to join the group and (2) ‘collective appeals’ zooming in on what ‘we’ can do as a group or community to join the others.

We co-operate (still on-going) with La Mangerie; one of Hotelschool The Hague’s restaurants, where we introduced a “rescued” soup made from vegetables that the chef personally ‘rescues’ from various growers. Seeing the value in measuring real customer data rather than customer intentions (Goldstein et al., 2008; White and Simpson, 2013), we track the number of soups sold during this period. The study is a 2 (benefit appeal: self vs. other) x 2 (descriptive norm: self-appeal vs collective appeal) experimental design and a control condition in form of a regular soup. Following common practice in buffet restaurants, we use signs to inform the guests about the ‘rescued soup’. All signs look the same, but have a different message appeal reflecting our manipulations. We display the same sign with the same manipulation for one week in front of the soup. The regular soup also features a sign, but only describing the contents. Both the restaurant and kitchen staff are blind to the manipulations.

In terms of the results, we just finished the data collection at the time of writing. In line with Green and Peloza (2014) we expect that the ‘other’ benefits (vs. self benefits) will trigger more sales at the restaurant, as it is a public environment. Consumers know that choosing for the rescued soup is the ‘right thing to do’ (in terms of the normative behaviour of caring for the environment) and the ‘other’ benefits are



then more congruent with the consumption goals (Green and Peloza, 2014). In contrast, we predict the descriptive norm with a self-appeal (vs a collective appeal) to be more effective. Eating up-cycled food is ambiguous and in such situation when a self-appeal activates the individual self “descriptive norms can provide important information to the self about how to behave appropriately” (White and Simpson, 2013, pp. 80). Concretely, this means that the descriptive norm with a self-appeal is then

## Perceptions of the authenticity of food

### Sean Beer

In this paper I critically explore the relationship between authenticity, the individual, society and the food consumed within that society for a group of residents in Dorset in the United Kingdom. As such I focused on my participants' perceptions of the authenticity of food as something a priori; as it was perceived before other considerations, in order to get a primary understanding of the subject

I have positioned myself as a reflexive explorer / researcher who views the world from the position of interpretive constructionism derived from the ideas of postmodernism. I have utilized a qualitative research strategy; phenomenology and more specifically Interpretative Phenomenological Analysis (IPA). This approach is underpinned by the philosophical work of Husserl, Heidegger, Gadamer, Levinas and

about how you (vs we) can also join the food rescue community by choosing the rescued soup. Building on this argument, we expect that the other benefits with the normative self-appeal will lead to more sales. Together they provide important clues about how to make the normatively 'right choice' whilst also giving a clear direction of what the individual can do to join the in-group (Green and Peloza, 2014; White and Simpson, 2013).

Derrida. Data were collected using focus groups based around a meal.

When I asked my focus group participants about their perspectives on the nature of the authenticity of food, they described understandings that were vested in four key areas: Family and friends; Saucing: cooking and flavour; Sourcing: where does it come from? and; Interaction with the distinctly other (people that were not friends and family).

In my conclusions I describe how I found my participants' perceptions of authentic food to be constructed in a place between them as individuals and the Other and changed over time. Perceptions of authenticity were fluid and playful.

## Linking Porto Wine with Porto as tourism Destination

### Luiz Pinto Machado and Diamantino Ribeiro

It is undeniable the importance that Tourism has assumed in the last years in the city of Porto and North of Portugal. His notoriety is evidenced not only by the increase in the number of visitors, but also by the various awards that have been awarded in important world competitions.

Abroad, despite its name being found in all parts of the world in Port wine bottles, there were few who knew the city and probably a minority that established a connection of the Wine to the City.

However, regarding tourism it is necessary to safeguard the future and ensure a certain sustainability of the destination. In order to face competing direct and indirect destinations, Porto and North of Portugal assumes the need to clearly structure its tourism products, highlighting its valences and distinctive singularities, and to place, communicate and distribute them Strategically close to the

markets with greater predisposition to its consumption, in order to increase the level of interest and intention to visit the Region. Besides that, the need to create new and distinctive experiences has led the authorities to recognize that strategically there is a strong link between wine and tourism, considering wine and gastronomy one of the ten strategic products to relaunch the country as a tourist destination. The great wine bet in the country in general and in the Douro region in particular, laid the foundations for the current enotourist boom and the fashion of the wine experience in Porto and in the North Region, although the current tourist offer extends far beyond these elements. This work intends to analyze, understand and demonstrate the importance of the port tourism / wine relationship. In addition, it intends to discuss the sustainability of tourism development in the region as well as the contribution that the port of Porto brand may have.

## enjoy authentic and exotic food experiences. Product adaptation and tourist's attitudes

### Marta Laguna, Carmen Anton, Carmen Camarero

(full paper available on USB)

Gastronomy is an essential component of the travel experience. The current paper analyses the extent to which the perceived authenticity in the local food, the degree of adaptation and the cultural contrast determine tourist memorable experiences. Moreover, it proposes the moderating effect of searching for authenticity and adaptation ability. Results from a sample of international tourists in a Spanish city (Segovia) with an international projection, positioned as a relevant cultural

and gastronomic destination- who tasted a typical dish “cochinillo” (roasted suckling pig) support the positive effect of authenticity and cultural contrast in the perceived experience, whereas the product adaptation reduces the perception of authenticity and cultural contrast. Authenticity has a greater effect on the experience perception when the tourists search for it and individuals are less influenced by the cultural contrast when they are unable to adapt themselves to different cultures.

## Brand vs. Niche: An Investigation into the Craft Beer as Competitive Advantage for Hospitality Enterprises

Wei Chen and Abbie Griffiths

Beer is an important aspect of British culture and is in fact the nation's favourite alcoholic beverage of choice, enjoyed by millions of consumers of different ages and backgrounds (Mintel, 2016). There are many different types of beer which are categorised based on the ingredients and brewing methods used during production. However, each of those product types may be placed within two broader categories; big brands and craft. The purpose of this paper is to examine the importance of including niche markets, such as craft beer in food and beverage operations as a means of gaining a competitive advantage. Hawkins and Pass (1979) describe branded beers as products that are manufactured on a large scale by big companies and the Brewers' Association (2017) developed an official definition of a craft brewer, which is classified as being "small, independent and traditional". Cernivec (2014) claims that the craft beer revolution has taken the US by storm, speeding ahead of the UK market as a whole.

The objective of this paper is to investigate what influences millennials to buy particular beers and to explore if food and beverage operators could benefit from introducing craft beer products as part of their menu listings. The primary data in this study was collected using a small scale questionnaire survey and a focus group study, which help investigate certain points of interest and evoke conversation surrounding the craft beer movement. This research, having compared both existing and primary data, reveals that the key influencing factors behind consumer selection during the decision making process have been identified as both price and craft characteristics. The data suggests that millennials have become more selective in their drinking venues and shown the increasing interest in craft products across Britain. Hospitality outlets may gain a competitive advantage through including particular products on their menu listings.

## Education

Chair: Keith Wilkes

Monday 4 September 2017

16:00-18:00

Create

### Action-Based and Experience-Based Learning in the areas of Tourism & Hospitality: practical approaches to co-creation of the curriculum

Svetla Stoyanova-Bozhkova

The introduction of the Teaching Excellence Framework and the increasing competition within the HE sector have placed the focus on student experience and ways to achieve excellence in teaching and learning. This paper focuses on various aspects of Action-Based and Experience-Based Learning, employed at a programme and departmental level as part of High Impact Teaching strategy and shares best practices and lessons learnt.

Action Based Learning (Reynolds M. and Vince R, 2004) is a long standing tradition in management education, which was interpreted in a new way and adapted to the needs of the specific programmes at CULC. A set of activities was designed, ensuring different business skills and enhancing student experience through individual and collective learning and reflection. This was interpreted as an inclusive approach, where activities had different levels of difficulty and could be adapted to the needs of students with extensive practical experience and also student who join their postgraduate programme with limited or no previous experience. Over two consecutive semesters, a different combination of activities was tested in core modules and contributed to student satisfaction rate of 85%-97%. After evaluating the results, a set of activities was implemented in a systematic way in a wider range of modules and was supported by 100% student satisfaction rates. The activities allowed to link core concepts covered in different modules and improve ability to apply them at advanced level. These included flipping the classroom via video material and carefully selected preparation activities, Live Projects,

Leadership lectures, team competitions, ad hoc presentations and debates, experiential activities and networking with the industry and academia, to mention only a few. These activities addressed the programme learning outcomes and were incorporated in appropriate modules through delivery structure, content and assessment.

The holistic way in which the Action Based Learning approach was adapted and implemented increased student satisfaction and resulted in excellent attendance, participation rates and progression rate across module delivered. These activities have helped address the challenge of large seminar groups (33-37 students) and ensure that students receive personal attention and feedback from their tutor. The experience and lessons learnt were disseminated at staff workshops. The success of the initiative was evidenced by increased and sustained student satisfaction from their module and the programme. More importantly, this initiative was embraced widely in the subject team and led to innovative practices and rewarding experiences.

then more congruent with the consumption goals (Green and Peloza, 2014). In contrast, we predict the descriptive norm with a self-appeal (vs a collective appeal) to be more effective. Eating up-cycled food is ambiguous and in such situation when a self-appeal activates the individual self "descriptive norms can provide important information to the self about how to behave appropriately" (White and Simpson, 2013, pp. 80). Concretely, this means that the

descriptive norm with a self-appeal is then about how you (vs we) can also join the food rescue community by choosing the rescued soup. Building on this argument, we expect that the other benefits with the normative self-appeal will lead to more sales. Together they

## Tourism and Hospitality Management Academic and Work Experience in the Middle East

**Earney F. Lasten and David Butterton**

(full paper available on USB)

Students need to be experienced in the hospitality industry prior to and at the time of their program completion when completing their degrees. In today's recruitment market, employers look for work experience as a key component alongside education. This research investigated the benefits and challenges faced by students who had undertaken work contracts while completing their degrees at a tertiary institution specializing in hospitality management, Dubai. The questions were designed and focused towards students undertaking undergraduate programs through necessity, job security, career advancement future opportunities or a combination. Survey questionnaires were utilized to gather the responses of Hospitality Management students

provide important clues about how to make the normatively 'right choice' whilst also giving a clear direction of what the individual can do to join the in-group (Green and Peloza, 2014; White and Simpson, 2013).

in Dubai, in a first of its kind study in the United Arab Emirates. The key findings of the study were that in order to fully prepare students during and post their education it is necessary to engage in working practices relevant to the Hospitality & Tourism industry. Additionally, relationships and networking opportunities are further enhanced by work place connections and interface during work scenarios. Survey results also indicated the time scale in which students believed they would achieve either supervisory management leading to executive level roles would double that of a basic supervisory position. Data further indicated that students believed that they could reach a supervisory position in just two years but then taking twice as long to reach a management position.

## To Be or What To Be: The Entrepreneurial Choices of Bournemouth University Students and Alumni in Tourism, Hospitality, Leisure, Events and Sport

**Clive Allen, Paul Boyce, Natalia Lavrushkina and Jeff Sadd**

In the UK the recent TEF exercise has highlighted that the future development and employability prospects of students, the 'added value' of student education, is crucial to the role of higher education. Internationally the entrepreneurial intentions of graduates are seen as having the highest social and economic relevance, with graduates' entrepreneurial plans shaping tomorrow's societies and fostering economic wellbeing (Seiger et al. 2014). Ateljevic and Page (2011) argue that entrepreneurship goes hand in hand with tourism development and that the teaching and promotion of entrepreneurship has an increasing role within the study of sectoral industries such as tourism.

This paper reports from a longitudinal study looking at the entrepreneurial choices of final year undergraduates, postgraduate taught students and international graduate applicants for the UK's Tier 1 Graduate Entrepreneur visa on programmes within the former School of Tourism at Bournemouth University. The programmes from which the students are drawn equate to those sectoral areas highlighted by Unit of Assessment 26 in the Research Exercise Framework; namely from management and marketing programmes drawn from Tourism, Hospitality, Leisure, Events and Sports.

Data on business proposal choice and real life entrepreneurial intention has been taken

from over 300 students from the final year undergraduate option unit Small Business Management, which includes students from nine undergraduate programmes, and from the Tourism Masters Framework postgraduate option unit Entrepreneurship, covering students from 9 different pathways. This is supported by recent information taken from the Bournemouth University Tier 1 Graduate Entrepreneur visa programme.

The study shows that students' entrepreneurial intentions frequently stem either from their placement experience (all undergraduate programmes have compulsory placements – or from previous business experience or connections). It also shows that despite studying sectoral degrees eg Tourism Management, the choice of business proposed is often overlapping being less siloed than one might first suspect. For example sports students choosing events related proposals or events students choosing hospitality or tourism related businesses.

The importance of units promoting self employment and business start ups is evidenced not only in the choice of business proposals but in the fact that Small Business Management has not only been the most popular final year option unit over the last decade but that student numbers have grown substantially since the introduction of tuition fees.

## Developing New Talent for the Hospitality Industry in a Turbulent Environment

**Philip Berners**

The hospitality industry is experiencing turbulent times, with Brexit, skills shortages, the perceived risk of limitations on freedom of movement, and heightened economic uncertainty.

More than ever, businesses in the hospitality and events sectors require a trained, experienced, educated and stable workforce.

Yet, this industry has a longstanding reputation of low pay, unsociable hours, long shifts, and unclear and ad hoc career advancement. This has been allowed to become an established reputation due to the industry's traditional reliance on students, low-skilled employees, part-time positions, seasonality, flexibility, and a transient workforce.

In this turbulent era, it has become clear that the hospitality industry must improve its reputation to encourage talented, skilled and industry-engaged individuals into this industry – and retain them. This must begin with the educators before workers enter the industry, and to attract them to apply for hospitality education in the first place.

But, the trend for hospitality recruitment in universities across the UK is in decline and is under pressure from closely associated career paths in events management and tourism management.

After a recent study and intervention among university students, it was identified that students want to learn more about 'how to do the job'. It was evident that the students were dissatisfied with their course because it was 'too

academic' and contained 'not enough practical' elements. Considering how hospitality students have chosen a vocation that is practical and 'on the job', the question arises as to whether universities are indeed providing what the students expect from a hospitality degree.

Furthermore, the industry itself – the hospitality employers – are finding it increasingly difficult to attract and recruit candidates who have practical education and experience, which has been identified by the British Hospitality Association (BHA) as the skills shortage with 21% of hospitality businesses reporting that staff lack essential skills (People 1st 2015). The skills identified as being lacking include customer handling, planning and organisation, team-working, oral communication, problem solving, and practical skills.

This presentation assesses the needs of students, industry and educators, and identifies whether the current educational mix is right for today's turbulent environment. It also discusses the level of industry engagement for students of hospitality and the delivery of practical elements alongside academic learning.

businesses.

The importance of units promoting self employment and business start ups is evidenced not only in the choice of business proposals but in the fact that Small Business Management has not only been the most popular final year option unit over the last decade but that student numbers have grown substantially since the introduction of tuition fees.

## Technology and eTourism

**Chair: Nigel Willams**

Monday 4 September 2017

16:00-18:00

F202

### “Mobile First” in DMO Promoting, Engaging with and Servicing Visitors, as a Crucial Strategy for Success

**Mihaela Sabina Jucan and Cornel Nicolae Jucan**

Tourism destinations and businesses have been transformed at every level by the digital technology, starting from the operational level, and not ending at the brand advocacy. Big Data age offered huge gain regarding the market research and the product development. The Internet of Things (IoT), the next revolution in computing, will be spread throughout the world economy and the tourism IoT ecosystem will have to be known in order to be competitive. Mobile penetration is impressive, and, for example, according to eMarketer (2017), the majority of American travelers conduct their research from a mobile device. Tourism should benefit from the mobile channel by adopting a mobile strategy approach very well fitted within its overall strategy, goals and objectives.

The aim of the paper is to evaluate the digital transformation in travel and what this transformation really means. Also it intends to present modalities to optimize and streamline the DMO mobile approach in order to stay relevant, competitive and successful in this challenging world. After a focus on trends and technologies, taking into account the service design and the visitor experience, the paper aim is also to present some ideas and case studies to assist in drawing a plan for supporting the future mobile traveler. This strategy of optimizing the experience of the mobile travelers will contribute to the destination success by providing better customer services and interactions.

### Online Destination Brand Experience: evidence from website quality to online visitors' responses

**Jano Jiménez Barreto, Natalia Rubio Benito and Sara Campo Martínez**

This paper examines the formation of online destination brand experience (ODBE) as a result of users' interactions (n=257) with Balearic and Canary Islands official websites (Spain). Through a structural equation modelling, findings show the mediator role of ODBE between website quality dimensions (ease of use, information, interactivity and web design), attitude toward the web and intentions to visit and recommend. Evidence also confirms that website quality stimulus affect positively and directly ODBE. Sensorial, intellectual and interactive dimension of ODBE capture a direct and positive relation with attitude towards the web. It is observed

that only intellectual (cognitive and learning processes evoked by brand website stimulus) and interactive dimensions (level of user activation through interactive features of brand website) affect positively, in a significant level, intentions to visit and recommend the destination. The contributions point out, from a theoretical point of view, the internal and external validity of the ODBE constructs but also emphasize for marketing practitioners, which kind of experiential brand dimension is effective in destination website design to predict users' intentions to visit and recommend a destination.

# Gathering and Utilizing the Tourists-Data from the Initiation of Digitalized Tour Buses - A Proposed Innovative Tourism Project Practice for Indonesia

**Ahmad Mujafar Syah and Muhammad Anfal Alfajri**

The Ministry of Tourism and Creative Economy under the mandate from the Indonesian President, Joko Widodo, welcomed the year of 2016 with enthusiasm by creating a project called "Ten New Bali". This project is a precursor to the development of ten other tourism destinations with Bali Island serving as a benchmark. Ten New Bali is a mega project and is expected to meet Indonesia's 2019 tourism target by contributing up to 8% to the national economy via foreign exchange earnings of IDR240 trillion. The expected international arrivals are anticipated to peak at 20 million visitors with up to 275 million of domestic trips. More significantly, from this surge in tourism surge the workforce utilization and employment is forecasted to peak at 13 million workers. Several innovative tourism initiatives have been launched in support of Indonesia government's initiative. We believe this is a significant opportunity to gather well-mapped segmented data of the tourists to conduct data analysis and obtain wide-ranging insight into tourist behavior. Some of this data will support better decision-making such as helping the government with their quest for repeat visits from satisfied customers as well as predict future tourism demand from other like-minded travelers.

Our research proposal is to target tourist data collection from integrated "tour-buses" via internet enabled digital devices. Surveys will be conducted while the tourists are on board. The data will be anonymous unless indicated otherwise, in which case it will appear on the dashboard for the tour bus operator to better serve the customer. We anticipate good participation rate and the data to be of high quality as the passenger would have and incentive such as free wi-fi and access to the web in order to complete the surveys. Data analytics stemming from the tour buses will provide strategic insight to guide further investment of resources by the government of Indonesia – it will allow for predictive analytics and new ability in forecasting, analyzing,

budgeting, promoting and evaluating its tourism policy. Looking forward, we believe that this proposed project aligns with and can contribute to the governments strategic goals of collecting tourist data via "internet of thing" (IoT).

The main research question that we attempt to investigate is: what is the best tourism practice for gathering tourist data for Indonesia tourism destinations by the government?

This research then attempts to investigate various aspects of data collection from digitalized tour buses. The questions to investigate are:

1. What are the best practices at other tourism cities such as Jakarta, i.e benchmark best practices implemented to collect tourist data using IoT?
2. Are other regional tourism cities in Indonesia leveraging data collection using IoT with tour bus operators?
3. How can we introduce good project alternatives to gather targeted tourist data such as using IoT and contribute to better tourism policy-making for Indonesia?

Corresponding to the questions, the preliminary hypotheses of this research include:

1. We predict that some tourism cities will have demonstrated positive and regulated practices of gathering tourist data through the use of IoT.
2. We predict that the initiatives of regional tourism in Indonesia destinations will show positive implementations of data collection, however, we believe that the essential role of tour buses in collecting tourist data is underdeveloped.
3. Lastly, we expect that the practice of gathering tourist data from digitalized tour buses can be useful, therefore this approach can integrate well within existing tourism policy-making processes in Indonesia.

The qualitative analysis will initially be done

through literature reviews. Subsequently in depth-interview about tour buses will be conducted with local government officials in the capital city of Indonesia, Jakarta, to gain a complete figure of implementation and the average numbers of tourists per region in the city by period. Both the literature reviews and in depth-interviews mainly seek to uncover how other countries possibly employ similar innovative techniques in collecting tourist-data, and how they manage data collection and their analytics in comparison to the current practices of the Indonesian Government. In conclusion, from this qualitative study, we expect to compare, test, and improve the preliminary hypotheses, and present an unique tourism project proposal to the government of Indonesia in their support of the 10 new Bali destinations program.

Even though there have been many studies on tourism project, there are still very limited comprehensive research with specific focus on both tourism technology (alternative strategies of tourist s' data collection) and tourism policy proposal in Indonesia destinations context. This research then would be very valuable to provide additional managerial and policy practices for Indonesia tourism governance.

For my professional development as a tourism and project management scholars, conducting this comprehensive research would surely improve our knowledge, skill, and experience in project management and tourism policy analysis areas. We would be able to conduct similar task in the future and better contribute to the Indonesia's tourism development.



## Hospitality and the Communication with Volunteer Tourists – a content analysis of websites of four volunteer tourism programs in Brazil

**Cícera Carla Bezerra da Silva, Diego Ribeiro Santos, Maria Stela Crotti, Cintia Goldenberg and Elizabeth Kyoko Wada**

(full paper available on USB)

The practice of international volunteering is popular in Africa, Asia, Central and South America, ranging from densely populated urban areas to tropical forests and conservation areas (Wearing & McGehee, 2013). This modality of tourism has evolved in 30 years of existence, in which approximately 10 million people engage in volunteer tourism projects around the world spending around £1.5 billion per year (McGehee, 2013). Although there is a shortage of bibliography about volunteer tourism in Brazil, the country is among the main destinations when it comes to volunteering abroad (Callanan & Thomas, 2005). The aim of this article is to identify how hospitality permeates the communication of volunteer tourism programs with volunteer tourists, and consequently how Brazil is being promoted as a national and international destination for the practice of volunteer tourism. Therefore, the following specific objectives were established: (i) analyze the components of the communication established between volunteer tourists and volunteer tourism programs developed in Brazil by accessing their websites, and; (ii) understand by which manner the composition of each website contributes to the experience in the rendering of services to volunteer

tourists. The methodology adopted was an exploratory, empirical investigation, developed by means of a multiple-case study, following the protocol proposed by Yin (2005) and a content analysis with predefined categories (Bardin, 2011) inspired by the models of Padovani and Spinillo (2009) and concepts developed by Krug (2006) for the content analysis of companies' websites. This study reviewed the website of four volunteer programs: Associação Iko Poran, Project Favela Rio de Janeiro Brazil, of Instituto de Pesquisas da Biodiversidade (IPBio) and the organization ETIV do Brasil. Their websites were analyzed according to the following categories and subcategories: Category 1 – Website strategy (aims, users' needs, and navigability); Category 2 – Content and functions (presentation, design, and language); Category 3 – Sales; and Category 4 – Differential. The present research led to the conclusion that the composition of a website of an international volunteer program not only contributes to the experience in the rendering of services to volunteer tourists but also to the establishment of a relation of hospitality between volunteers and programs when it is adequate to the profile of their intended audience.

## Economics

**Chair: Roger Vaughan**

Monday 4 September 2017

16:00-18:00

F201

### Perceptions of local enterprises on tourism's contribution and income distribution in Yakushima Island, Japan

**NguyenVan Hoang and Carolin Funck**

Tourism is often seen to contribute to local economies by creating employment and income-generating opportunities for people in tourist destinations worldwide. However, as tourism develops within these destinations, it can also create inequality, both between tourist-villages and non-tourist villages as well as between participants in tourism businesses. While some researchers have attempted to measure such effects using quantitative approaches, it is also important to understand people's perceptions of the impact of tourism on inequality as it can influence their attitudes towards tourism development in a natural world heritage site like Yakushima Island. This is particularly meaningful in the case of a developed country like Japan, where material differences may be less significant than perceived differences. The objective of this study is to investigate the perceptions of local enterprises on the impact of tourism in Yakushima Island, with particular focus on differences among villages. Using semi-structured interviews, a survey was conducted with four groups of stakeholders in the local tourism business, namely tour operators;

accommodations; car rental companies; and owners of souvenir shops, coffee shops and restaurants. The respondents were asked about three main aspects of tourism: (1) how does tourism contribute to the economy in Yakushima Island?; (2) how does tourism contribute to employment compared with other industries on the island?; and (3) what kind of differences does tourism create, including between different sectors of tourism, and between tourism and other economic activities on the island? The expected outcomes of this survey is to have a better understanding of tourism development on this island as well as to discuss the research gap in tourism and poverty alleviation. descriptive norm with a self-appeal is then about how you (vs we) can also join the food rescue community by choosing the rescued soup. Building on this argument, we expect that the other benefits with the normative self-appeal will lead to more sales. Together they provide important clues about how to make the normatively 'right choice' whilst also giving a clear direction of what the individual can do to join the in-group (Green and Peloza, 2014; White and Simpson, 2013).

## Economic and Environmental Impacts of Mass Tourism on Regional Tourism Destinations: A Case Study of Ten New 'Bali' in Indonesia

Ahmad Mujafar Syah and Jung Wan Lee

In response to the increasing demands of tourism destinations, the Ministry of Tourism and Creative Economy under the mandate from the Indonesian President in 2016 has initiated a mega project called "Ten New Bali". The areas of destination planned to be developed are: Borobudur Temple in West Java, Mandalika in Lombok Island, Labuan Bajo in Flores Island East Nusa Tenggara, Bromo-Tengger-Semeru in East Java, the Thousand Islands in North Jakarta, Toba Lake in North Sumatra, Wakatobi in Southeast Sulawesi, Tanjung Lesung in West Java, Morotai in North of Halmahera in Maluku Islands and Tanjung Kelayang in Belitung Sumatra. This initiation is a summer breeze for some reasons knowing that Indonesia is opening so many alternative channels for economic

development toward tourism. However, the concept of "Ten New Bali", if it is referred to the actual condition of what Bali is currently suffering from at the moment, is a wake up call for all participating social, economy and environmental investigators to fully navigate the projects from being staked out from a pull tourism destination's perspective. The study is intended to examine and elaborate strategic answers toward the impacts on the enforcement of Indonesia's tourism establishment particularly the aftermath likelihoods from the initiation of "Ten New Bali", starting with the issue of locals' economic growth and leakages within their participation in tourism development, and environmental quality's degradation.

## What is organized receptive tourism and what is its importance about net international reserves for the future in Bolivia?

Pablo A. Agramont Loza

(full paper available on USB)

This document investigates in deductive form, the stationary and determinant behavior of the export of receptive-organized tourist services on Bolivia's net international reserves (NIR). Econometric estimates were utilized, calculated through appliance of time series for period 2000-2015. An econometric model of structural autoregressive vectors (SVAR) is calculated in accordance with technical-methodologic criteria and principles derived from the tourism satellite account referred by the UNWTO. The predominant result indicates that in the present deficit view of net international reserves, is crucial to encourage a greater flow of foreign exchange for the export of receptive-organized tourist services, recognizing its stability quality and economic benefits for the sustainability of Bolivia's external sector, in addition to being an autonomous variable to the oscillations generated by the export of hydrocarbons.

Currently Bolivia is losing approximately 60 million dollars for every 1% of free-independent tourists entering the country. Applying the mechanism of relative prices, Bolivia could

generate \$1.61 extra per every dollar spent in organized tourism. So, viewing the worldwide favorable scenario for the growth of receptive tourism (6% of world exports) and the sustained increase of international travelers (9.7% average last year), this research asks: is the right moment for Bolivia to recognize that receptive-organized tourism as a future and sustentable international trade pattern?

In this sense, the present study consists of seven chapters: The first introduces the conceptual framework of the balance of payments and international reserves. The second shows the relationship between receptive tourism economy and reserves. The subsequent chapter further elaborates the concept of organized tourism and its benefits in international trade. The fourth chapter reports the evolution of study variables. The fifth and sixth present the methodology and the estimation of the SVAR model of receptive tourism. The concluding chapter presents the findings and forthcoming recommendations on the conferred research.

## Coastal Tourism

Chair: Anya Chapman

Tuesday 5 September 2017

09:00-11:00

Share

### Charting a course in coastal heritage development and identity: Ireland and links with the Spanish Armada

Dr Peter Bolan

On a stormy night in 1588 a number of ships from the Spanish Armada invasion of England foundered off the north and west coast of Ireland. Whilst the vast majority of sailors perished, some made it ashore in various locations, from Lacada Point near the Giant's Causeway in Northern Ireland to Donegal, Sligo, Galway and Kerry along Ireland's west coast. Whilst some facilities and activities exist to mark this connection Ireland has with the Armada it is arguably an under developed resource for tourism. This paper explores developments on Northern Ireland's north coast in particular with regard to development of the Armada connection, through events to commemorate the recovery of the treasure from the Girona to the wider concept of an Armada trail along the west and north coast of Ireland.

Issues related to identity, culture and heritage in these regions were investigated. Research took place in the form of interviews with a range of Armada heritage committees, local authorities and focus groups with visiting tourists. Findings reveal a strong focused dedication, and very enthusiastic and passionate desires to create more significant tourism and heritage interpretation, facilities and trails around connections with the Spanish Armada. Whilst awareness of the connections were currently limited amongst international visitors, a strong desire to learn more and to experience more of an interactive nature was expressed. As such this points to great potential for development of such a form of heritage and maritime related tourism to diversify the tourism product in an already growing destination.

## Tourism on the Edge: Cumbrian Solway Coast

Jo Guiver and Dorota Ujma

Although tourism can threaten local natural and social habitats, more often it offers a way of funding conservation and of boosting the local economy. This paper describes the potential of small-scale tourism to the English Solway coast and how organisations involved in conservation, heritage and commerce claimed a common interest in promoting the local visitor economy.

The north west of Cumbria is a little known, but attractive, area of coast and countryside, with a rich heritage including monasteries, fortified farm houses and a method of fishing (Haaf) dating from Viking times. The Solway Coast Area of Outstanding Natural Beauty protects two areas either side of Silloth, a Victorian resort built and planned by developers of the Silloth Carlisle railway line. The area enjoys spectacular views across the estuary and mountains of southern Scotland and is renowned for stunning sunsets as depicted by Turner and other artists. Hadrian's Wall trails attract walkers and cyclists beginning or ending their trips. Yet, despite numerous attractions, tourism has failed to thrive in the area. Interviews with local tourism providers explored the reasons for this and how it might be changed.

The research found that the area was truly 'on the edge', not just of the Solway Firth, England

and Cumbria and one of the UK's most visited natural areas, the Lake District, but it was on the edge of political power and viability as a tourism destination. It had been further marginalised by changes in the organisation of regional development and a re-orientation away from nurturing small-scale local employment towards supporting larger area-wide commercial initiatives.

However, its slow decline was not solely due to external causes. The research identified three distinct discourses about the natural environment: conservation, habitat and asset, reflecting the type of organisation and prevailing views when it was founded. Other organisations were more interested in the benefits to the local population and communities. While each type of organisation had reason to support increased tourism, the differences between them appeared to dominate over the common purpose.

The presentation discusses how small destinations such as the English Solway coast can help and be helped by tourism and the consequences if it is not. It explores the necessary conditions for tourism to thrive in small peripheral areas.

## Reconciling Tourism and Blue Energy at the Coast

Anya Chapman, Duncan Light and Stephen Axon

While tourism is historically a major economic activity of coastal areas, a range of other activities are assuming increasing importance within the littoral zone. One of these is blue energy projects. In the context of UK legislation which seeks to reduce greenhouse gas emissions and encourage sustainable energy production, the coastal zone is increasingly viewed as a resource which can be unproblematically utilised for sustainable energy projects. However, such projects often fail to consider the impacts on the existing tourism economy and in some cases can threaten the visitor economy of the coastal zone. We illustrate this argument with reference to two recent case studies.

The first is the proposed Navitus Bay wind park, planned for Poole Bay (off the coast of Bournemouth in southern England). The project promised abundant renewable energy but, by industrialising the open seascape of Poole Bay, the project was fundamentally at odds

with Bournemouth's 'place myth' and sense of identity. Moreover, the project threatened to harm Bournemouth's fragile visitor economy while offering few obvious benefits for the local economy and society. Conversely, the Swansea Bay tidal barrage was well aligned with Swansea's identity as an industrial town and promised renewable energy combined with wider social and economic benefits (in terms of employment creation) for a deprived part of east Swansea. Furthermore, by enhancing recreational opportunities at the coast the project could potentially boost the visitor economy, particularly since the barrage merely moved the shoreline further out to sea, without threatening the open vistas of Swansea Bay. We argue that to better reconcile blue energy and tourism it is necessary to consider broader issues of identity, marginality and place in the coastal zone. In particular, for blue energy projects to gain popular support they need to demonstrate that they can enhance rather than threaten the local visitor economy.

## Current trends of tourism development in sea resorts in Poland (on the selected examples)

Małgorzata Durydiwka and Katarzyna Duda-Gromada

The Baltic seashore is one of the most important tourist regions in Poland and sea resorts have been formed mostly as a result of evolutionary transformations of previously existing settlement. So, the fishing villages or small ports have been transformed into tourist resorts. Tourist function – defined by tourists' number and also by the size of tourist facilities – is developed from the end of 19th century in most of seaside towns and villages, but in some of them – from the period between two world wars or after World War II. In different periods the tourism development in sea resorts in Poland was distinguished by its intensity and characteristics.

The purpose of the work is to present current trends of tourism development in sea resorts in Poland. The authors focused their attention on three main issues. Firstly, during last decades there were changes in the size and standard

of accommodation facilities. In the area of sea resorts appear the large and luxurious objects, resemble Mediterranean resorts, especially Spanish resorts. So, we can talk about a kind of "spanization" of Polish sea resorts' space. Secondly, the tourist season has been extended, because many accommodation facilities can be used all year round. And rising their standard and expanding the tourist offer has also increased their attractiveness among foreign tourists. Thirdly, sea resorts are trying to increase their attractiveness by introducing new elements to the tourist offer, mainly cultural and entertainment. That means, that their offer is not limited to 3S – typical for seaside towns, but is dedicated to varied group of tourists. These trends will be presented on the example of selected seaside towns in Poland, e.g. Ustka, Władysławowo or Jastarnia.

# Technology and Social Media

**Chair:** Adele Ladkin

Tuesday 5 September 2017

09:00-11:00

Create

## How Does User-Generated Content on Facebook Influence Museum Visitors' Perceptions?

**Nuria Recuero Virto and María Francisca Blasco López**

Visitors increasingly use social media as a source of tourism information, but little is known about how the communication messages affect their perceptions and behavioural intentions. Hence, this study focuses on analysing the impacts of museum-related user-generated content (UGC) shared via Facebook on users' perceptions of customer service and information quality; and the effects of these perceptions on their intentions of visiting the museum. Relying on the literature, this research tested a model

using PLS-SEM with two different museum Facebook fan pages, namely Frida Kahlo and Anahuacalli museums. This study sheds some light on how users evaluate their interactions with these communication channels and provides useful insights for museum managers so that they can improve visitor engagement. Additionally, interesting implications for tourism marketers in terms of online marketing strategies are outlined.

## Vlogs of Travel Shared on Youtube like an Object of Analysis of Tourist Dynamics: When Representations Speak More of Tourism than Tourist

**Michel Jairo Vieira da Silva and Francisco Fransualdo de Azevedo**

The art of joining visitors and residents is seen, in the contemporary world, as a practice that characterizes the tourist activity. These meetings (or mismetings) are an important chance to think how the tourist activity places itself inside the resident reality and vice-versa, what brings about an opportunity to reflect on tourism and the development of the receptive societies. Tourist landscapes captured and portrayed in post-cards and magazines highlighting travels and leisure, as well as in audios, photos and videos generated by tourists themselves and exhibited in shared sites, can serve as analysis object to clarify the dynamics of a tourist destiny (tourism segments, natural attractions, infrastructure, visitors' profiles, residents' and visitors' leisure practices, without

mentioning the processes of integration and segregation between them). Recognizing the representation importance of the tourist landscapes to decision-making in a destiny management, this paper tries to present the VLOGS (videos-blogs) shared in YOUTUBE as a product capable of synthetizing the travel dynamics, as well as a device to verify the integration and segregation processes between visitors and residents. Thereafter, the study intended to build up a theoretic appreciation followed by the preoccupation of analyzing the filmic contents bringing together experiences of travels to Recife-PE and Natal -RN cities (Brazil) shared in YOUTUBE (2014-2016), what showed evidences of urban reality that affect directly the tourism practice.

## The Little Island that Could - How Social Media is Saving Montserrat's Tourism Sector

**Nerissa Golden**

Facebook recently announced that Montserrat accounts on the social media platform have the most international connections. How is this possible for an island of 5000 residents with less than 3000 social accounts? How can the island leverage these connections to rebuild its economy devastated by eruptions, which began in 1995?

Despite receiving over 400 million pounds in aid from the United Kingdom over twenty years, Montserrat has a stagnant economy with many stalled plans for private sector development. With at least three tourism strategies created in the past ten years, why does the island still operate without a tourism bureau and no marketing program?

Montserrat has been seeing a steady increase in visitors for its St Patrick's festival in the month March. How is this possible with no marketing strategy executed? The answer? Montserratians

living on island, abroad and the thousands who are connected are using their social media to celebrate and share their experiences.

Montserratians in their limited numbers have created a social media storm, which continues to keep the island front and center in the minds of friends and visitors who dream of a getaway to the little Caribbean island with the active volcano.

Using statistics and first hand comments, we will show how social media can transform entire economies despite the hindrances caused by slow government activity and large marketing budgets. We will discuss whether it is possible to replicate this phenomenon on purpose to improve visitors. We also make recommendations on how social media impact can be extended with the implementation of additional strategic communications, epayment systems and engaging with influencers.

## Photographs Posted on Social Media in Brazil: Factors Influencing the Choice of a Travel Destination

**Danilo Serafim da Silva, Luiz Mendes-Filho and Sergio Marques Júnior**

The rapid growth and advancement of information and communication technologies, such as the internet, have provided the propagation of social media, which are primarily responsible for the diffusion of User-Generated Content (UGC). Research shows that UGC has grown considerably as more people are searching, and sharing photos and videos on Flickr and YouTube (Parra-López et al., 2011). UGC has been considered as a decisive factor in the process of the choice of travel destinations (Silva, Mendes-Filho and Corrêa, 2017). Studies show that the one of the most common form of UGC utilized for travelers is photograph (Hays, Pages and Buhalis (2012).

The research model is based on the Theory of Planned Behaviour (TPB) with three variables (attitude, subjective norms and intention) (Ajzen, 1991), as well as other two constructs: affective and cognitive image (Huang, 2009). The study aimed to analyze the use of photographs posted on social media as a factor influencing the intention of choosing a travel destination in Brazil. It was performed a quantitative research with an online survey type data collection with 300 Brazilian respondents. The study used Structural Equation Modelling (SEM) with AMOS 22.0 program to analyze the proposed model.

The means, standard deviation, asymmetry, kurtosis, communality, loadings, and Cronbach's alpha obtained an adequate value in the manifest variables shown in Table1.

Table 2 shows the indices of KMO, Bartlett's and total variance, as well as the methods used to obtain the data.

The Goodness of Fit Index (GFI) values of 0.926 and Root Mean Square Error of Approximation (RMSEA) of 0.064 corroborate the quality of

the structural model (Byrne, 2010; Schumacker and Lomax, 2004; Ribas and Vieira, 2011). The Comparative Fit Index (CFI) of 0.967, Normed Fit Index (NFI) of 0.941, and Tucker Lewis Index (TLI) of 0.957 indicate how well the data support the research model (Kline, 2011; Byrne, 2010; Hair et al., 2009; Marôco, 2010). The Parsimony Comparative Fit Index (PCFI) of 0.755 confirm the validity of the structural model (Marôco, 2010).

The Average Variance Extracted (AVE) have values higher than the recommended minimum (i.e., 0.5) in all constructs (Table 3), demonstrating a good result (Hair et al, 2009), and their loadings are also significant ( $p < 0.05$ ). Therefore, convergent validity is assumed for the variables. As for confiability, it should be noted that all Composite Reliabilities (Table 3) are higher than the value of 0.70, obtained a good result too (Marôco, 2011).

Altogether the research model (Figure 1) accounted for 0.72 of the variance explained for intention of choosing a travel destination. The results show attitude ( $\beta = 0.38$ ,  $p < 0.001$ ) and subjective norms ( $\beta = 0.50$ ,  $p < 0.001$ ) were significant and direct determinants of use intention; H2 and H3 were supported. Also, there was a significant relationship between photograph image and attitude ( $\beta = 0.94$ ,  $p < 0.001$ ); H1 was supported.

Based on the three hypotheses confirmed, it is possible to conclude that photographs posted on social networks have significant importance in travel planning, influencing the intention of choosing a travel destination by Brazilian travelers. The results can provide important implications for strategic image management, and can help travel destinations in Brazil to promote the touristic image of cities.

## A study of customer negative online reviews and managerial responses on social media: case study of Marriott hotel group in Beijing

**Wei Chen and Pu Xie**

(full paper available on USB)

Putting customers in the center of business is the priority for global hospitality and tourism companies. The importance of customer satisfaction and perceived higher quality of service would decide the branding images for global hotels within the time of social media. Managers need to understand the nature of online customers' reviews, which can help hotels to reflect their operation and to improve service quality. The purpose of this paper is to explore the major reasons of hotel customer complaints on social media, and to discuss how hotel managers respond. This study chooses

Marriott Hotel Group in Beijing as a case study. A quantitative content study on customers' online reviews and hotel managers' responses on TripAdvisor has been conducted through netnographic analysis process. It has been found that employees' empathy is the main factor of customer complaints, followed by reliability, tangible factors, amenities and availability. Managerial responses have been analyzed to identify the pattern and key words. The outcome provides a guidance tool to hotel management, as to what service elements to improve and how to respond to negative reviews satisfactorily.



# Tourism and Poverty

**Chair:** Dorothy Fox

Tuesday 5 September 2017

09:00-11:00

F202

## Tourism and Poverty Alleviation: Tools and Policies

**Adam Blake**

Tourism is a substantial economic activity in many developing countries with high levels of poverty. However, research on the impact of tourism on local poverty alleviation is not always positive, and even at macro levels the advice from previous research is often that while tourism can help to alleviate poverty, this link is not automatic. Developing countries need to do more than assume that tourism provides incomes that must at least in part end up providing incomes to poor households.

The study of the effects that tourism has on poverty is still in its infancy. While literature on tourism in developing countries, and in particular on the role that tourism has in development, dates back to the 1970s, and has been part of the tourism economics literature (e.g. Sinclair 1998), the relationship between tourism and poverty only came to the fore after Ashley, Boyd and Goodwin (2000) put "poverty at the heart of the tourism agenda". This led to the definition of 'pro-poor tourism'. The UNWTO's Sustainable Tourism – Eliminating Poverty programme and poverty alleviation gaining importance in tourism programmes through the World Bank, the International Trade Centre and

other international organisations.

Advances in the last decade have moved beyond consideration of the contribution made by tourism to the incomes of poor households to assessing the potential of tourism to move households out of poverty. While the early evidence on tourism and poverty, through Pro-Poor Tourism and ST-EP case studies, has concentrated on the incomes earned by poor households, the real benefit of tourism is its ability to move households out of poverty, with academic literature demonstrating that at macro levels this can happen but also that it doesn't necessarily happen, and that impacts of tourism on prices, costs and (real) exchange rates can reduce incomes for poor households.

This paper examines how the poverty agenda has influenced economic policies in NGOs and developing countries, reviewing economic and tourism policies and planning documents. It identifies where there is an evidence base that enables policy makers to design and implement policies at (large) scale and where such evidence is lacking.

## Socioeconomic Impacts of Tourism In Santo Antonio, Queimada de Britos and Atins – Communities Located at the Parque Nacional Lençóis Maranhenses, Maranhão, Brazil

**Lais Furtado Antunes, Elizabeth Kyoko Wada and Roseane Barcellos Marques**

(full paper available on USB)

Parque Nacional Lençóis Maranhenses (PNLM) is a conservancy unit managed by the "Instituto Chico Mendes de Conservação da Biodiversidade", located at the east coast of Maranhão state, Brazil. On the preserved perimeter, there are many rural communities that established themselves by the rivers, beaches and even in glades among the dunes. Protected areas and regions with unusual natural beauty tend to attract visitors and at the Parque Nacional Lençóis Maranhenses tourism is considered the main economic activity among its cities and villages nowadays. From positive and negative impacts inherent in the activity, specialists and international authorities believe that tourism, when implemented in a sustainable and integrated way, have a very important role in the economic growth which may result in a reduction of poverty levels in those communities. Therefore, it seems pertinent to verify the different impacts of the touristic activities in the Parque Nacional Lençóis Maranhenses' communities.

Santo Antônio, Queimada dos Britos e Atins were the chosen communities as objects of study of this research, analysed by a multiple case study, as an empirical research, of exploratory and qualitative nature. Theory fundamentals themes approached were hospitality, services, stakeholder, tourism and Parque Nacional Lençóis Maranhenses. Direct observation and interviews were the tools used during the field research. Until 2004 there was no currency circulation in the village of Queimada dos Britos. Trade relations were of barter, i.e. residents of other villages came to

that community to perform the exchange of goods, providing rice and flour by fish. Santo Antônio and Atins lived the same reality, but the changes have occurred in the last twenty years. In Santo Antônio and Queimada de Britos, all tourist services provided within the community are carried out by locals, preserving not only the economy, but the identity and the sense of pride of their culture and their ability to captivate the visitors. In Atins, it is estimated that the current population is of 50% native and 50% foreigners who buy land from natives and establish housing and local businesses. The natives understand this as an opportunity to improve their lives and do not hesitate to sell their land. Those departing often return, unable to adapt to other locations; on this return, they cannot establish residence again because of the inflated cost of living.

Community members feel extremely inserted in the tourist context and do not feel affected by the presence of non-native individuals, understanding that, without those investors, tourism activities would not be implemented and the communities would never have the same opportunities. However, that enchantment with economic benefits may mask, to some extent, the negative impacts of tourism. In the community of Santo Antonio, it was indicated that cases of sexually transmitted diseases, before unknown, emerged with the increased flow of tourism and in Atins there are reports of body fights between natives and a foreign entrepreneur who refused to host locals in his establishment and suffered retaliation of a group of the community members.

## Breaking Poverty Cycle through Tourism Opportunity in A Sea Gypsy Community, Southern Thailand

**Banthita Limpradit**

Tourism is spread around the world especially in the local community which equity on advantages of the development is doubtful. This study explored perceptions and experiences of sea gypsies in an island community, southern Thailand on tourism diffusion and opportunity of breaking their poverty cycle through the Tourism development. An interpretive paradigm was adopted by the use of qualitative methods including semi-structured interview, observation and focus group. Forty-six participants were purposively recruited from sea gypsy community members in an island community of southern Thailand. Thematic analysis was used to categorise their perceptions and experiences of tourism development as a mean of poverty reduction and how it was used to improve their livelihoods. Barriers in participating to the

tourism industry were explored.

The research findings were categorized into three main themes. Firstly, the perceptions of sea gypsy community members on poverty were focused on their ability to be self-sufficient rather than defining poverty solely as a measure of deficient income. Secondly, experiences of the local people were on benefits from employment opportunities during the tourism diffusion, especially the women group which making them more independent and empowered. Lastly, barriers in participating to the tourism industry were upon deficiencies in financial, human and social capitals. Overcoming the disadvantages were recommended on financial, human and social capitals.

## Energy Consumption Transition in Rural Households Driven by Tourism: A Case Study of Northern Pakistan

**Aon Waqas**

(full paper available on USB)

Analysis of energy utilization in rural areas and households is a significant feature of studies related to sustainable tourism. The case study investigates the changing of the energy consumption patterns from control village to study village. The study collected data from 122 households of different villages of Gilgit and Baltistan, Pakistan, 67 from study village (where tourism is active) and 55 from control village (where tourism is absent). The study collected data through stratified random sampling using well designed questionnaires; an interview

based questionnaire method was used. Results denote that an energy consumption transition exists due to tourism; study village has more utilization of commercial energy. It comes to the conclusion that consumption of energy in study village significantly varies in quantity and structure. However, control village utilizes traditional energy, namely fuel wood, which contributes to deforestation. By promotion of tourism through better road and rail networks, Government can achieve their forest conservation objectives.

## The more the merrier: Souvenir shopping, choice overload and preferred attributes

**Sthapit, Erose**

This study responds to calls for more research on choice overload in the field of tourism, and it explores choice overload in a souvenir-shopping context, and employs a grounded theory approach to identifying some attributes tourists prefer when choosing souvenirs. The research data were gathered using semi structured interviews from international tourists, representing 9 different nationalities, visiting Rovaniemi, Finland. The findings indicate that none of the participants encountered choice overload when purchasing souvenirs. Instead, they all preferred large choice sets compared to small ones (i.e. more than 50 versus less than 20). In addition, none of the respondents expressed regret, and they were satisfied with their purchased items while at the destination. Uniqueness emerged as one of the preferred attributes when choosing souvenirs. The findings support some studies indicating that

more choice is “always good” and challenges those suggesting that more choice is harmful and cause regret and dissatisfaction. The managerial implications include that souvenir retail managers in similar context should offer a large assortment and may have a competitive advantage over stores with small souvenir assortment because it provides higher probability of finding a preferred option for tourists. In addition, it can be suggested that souvenir retail managers should invest more resources in offering objects that represent the uniqueness of the host country or region, for example, food souvenirs that contain distinct flavours and are produced from traditional ingredients as well as of local handmade products. Cheap, ordinary and mundane commodities may not be preferred by tourists. Thus, the emphasis should not be on selling such items.

# Hospitality Management: Restaurant

**Chair:** Philippa Hudson

Tuesday 5 September 2017

09:00-11:00

F201

## Product Innovation in Quick Service Restaurant (QSR) Chains: a study of executives' views on product development and consumer perception

**Mary Khammash, Ruxandra Luca and Joy Rizk**

This study outlines the innovation process in a global Quick Service Restaurant (QSR) chain. This process integrates product development with consumer perception targeting the health-conscious market segments. The adoption level of the chain's product innovation strategy across various regions, including the Middle East and North Africa, is also highlighted.

The theoretical foundation is built on Ottenbacher and Harrington's past work (2007, 2009) on innovation and product development and the authors' recent work on innovation and consumer perception (Harrington & Ottenbacher, 2017). While the concept of product innovation process in QSR has been discussed in these previous studies, its role in shaping consumers' healthy eating habits is an area of growing interest to the hospitality industry as whole.

This study addresses: a) whether a culinary innovation framework, derived from fine dining experiences and QSR environments, could be applied to help promote healthy eating habits and b) whether relying on traditional marketing concepts, segmentation, customer research and financial considerations could enhance the product innovation process.

Grounded theory approach has been applied to achieve a deeper understanding of the strategies leading to successful and effective

innovation processes. In-depth semi-structured interviews were conducted with middle to senior level executives employed at a global QSR chain: one of the fastest growing franchises in the world. The chain includes 44,852 restaurants in 112 countries, operating from a headquarter in Milford, Connecticut, USA and other offices in Beirut, Lebanon, and Dubai, UAE.

The main findings of the study indicate that QSR chains follow a structured iterative model of extensive market research, investment in Customer Relationship Management (CRM), multiple screening and testing. This facilitates the assessment of consumer perceptions and the reduction of product failure. The findings reveal evidence of a cross-functional culture of innovation and New Product Development (NPD) within the organisation. This has implications on services, operations, and training as NPD is adapted to suit customers' demographics and psychographics across the whole QSR chain.

This study contributes to the literature of innovation in hospitality research. It explores how QSR chains integrate product and service innovation processes with consumer perceptions of healthy food across various geographical regions.

## Examining The Acceptability of Destination local food by Domestic Tourist Visiting Northern Nigeria

**Jamila Mohammed Waziri, Eldah Ephraim Buba and Hafsat Hussaini**

There are challenges faced by tourist in respect to choosing food while in tourism destination. Food is very important in the choice of holiday of tourist. Many tourists choose a destination not only because of physical attraction but they choose destination where they will not encounter challenges in respect to food. The study is aimed at examining the acceptability of northern delicacies by tourists from other parts of Nigeria. Six delicacies were produced and presented to 50 tourists who are randomly picked from the south-east, south-west, south-south and the middle belt of Nigeria. The study found out that Danwake, Masa, and Kwadon

zogale were generally accepted by majority of the respondents. Although, the respondents were not comfortable with the appearance of danwake, other aspect in the checklist was accepted. Tuwon shinkafa miyan taushe was accepted in terms of appearance but rejected in terms of taste and texture. 'Yar Tsame and dindikolo were generally rejected. The study recommended that caterers, attraction owners and hoteliers in northern Nigeria should include the accepted meals in their menu so that tourist will enjoy the gastronomy of the northern part of the country.

## The Relationship between Diners' Perceived Quality and Customer Service Experience: The Mediating Effects of Positive and Negative Emotions

**Manuel Alector Ribeiro and Girish Prayag, PhD**

The study investigates the relationship between the three components of perceived quality (service quality, food quality and restaurant atmospherics) and their effects on the overall customer service experience. In this study, service experience is defined as both the overall functional and hedonistic evaluation of the consumption experience at a restaurant. Several studies have examined the influence of service quality, food quality and restaurant atmospherics as predictors of positive and negative emotions felt. In this study, the mediating effects of both positive and negative emotions on the relationship between perceived quality and overall service experience are also evaluated. Diners to three Brazilian

restaurants in the UK were surveyed leading to a response of 655 useable questionnaires. A web-based survey was used to collect data from customers after their dining experience in these Brazilian restaurants. The results showed that except for the relationship between restaurant atmospherics and negative emotions, all the structural paths were statistically significant. Only positive emotions mediated the relationships between perceived quality and customer service experience. The results hold important theoretical and managerial implications for service providers and encouraging diners to visit Brazilian restaurants in UK.

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## Crisis Management

**Chair:** Lee Miles

Tuesday 5 September 2017

09:00-11:00

F104

### Social Capital, Adaptive Resilience and Business Performance: How Tourism Organizations Bounce Back from Disasters

**Girish Prayag, Mesbahuddin Chowdhury and Caroline Orchiston**

In today's turbulent and uncertain environment, every organization is susceptible to disruptive events that can undermine its stability and security. Disruptive events negatively impact the performance of organizations and only the flexible, agile, and relentlessly dynamic organizations can flourish in such turbulent times. Resilience has emerged as an important topic in the tourism literature recently. One significant omission in this literature is the study of organizational resilience and its components. Adaptive resilience, which is one component of organizational resilience, can be defined as the ability to respond effectively, recover quickly, and successfully renew in the face of adverse events and is related to the concept of organizations bouncing back from periods of crisis. Adaptive resilience emerges during a crisis as a result of strong leadership and culture. It enables organizations to dynamically respond to emergent situations. This study examines the role and influence

of supply chain partners in building adaptive resilience. Using Social Capital Theory (SCT) this study argues that the networks and resources available to firms through their connections to others is a critical feature of truly successful and resilient organizations. Existing studies in tourism have prioritized the social capital that emanates at the firm and individual levels (Kim, Lee, & rather than at the inter-firm level. In the post-disaster context of Christchurch, New Zealand, a survey of tourism organizations was undertaken. The findings showed that of the three dimensions of social capital (cognitive, structural and relational), only relational capital has an influence on adaptive resilience. The latter can significantly impact business performance. The findings have implications for directing future investments of tourism organizations in resilience building and strengthening interfirm relationships following a disaster.

## The Influence of the 2016 Kumamoto Earthquake on Tourist Behaviour at Kurokawa Onsen Hot Spring Resort in Japan

**Kazuo Nozu**

Kurokawa Onsen is recognised as famous hot spring resort in Japan, located in Minami-Oguni town, Kumamoto prefecture in Kyushu Island, nearby Aso-Kuju National Park. This resort is recognised as the most famous hot spring resort in Kumamoto prefecture for only 30 years, even for its long history over 400 years. Since 1986, Kurokawa Onsen has been developed outdoor bathing and exploring baths over 30 accommodations with 'Nyuto Tegata' bathing ticket, valid for 3 times outdoor bathing at accommodations within 6 months. All of accommodations are SMEs, and mostly run as family business.

However, the first big earthquake struck Kumamoto prefecture on 14 April 2016, which was evaluated as magnitude 6.5. Just only two days after the first quake, the 'Main' earthquake with magnitude 7.3 jolted on 16 April 2016. This earthquake increased damage area to Aso region, including Kurokawa Onsen. The total number of the earthquake is over 4,300 within 14 months. These earthquakes were officially named as 'The 2016 Kumamoto Earthquake' by Japan Meteorological Agency.

In Kurokawa Onsen, less than 10 accommodations were partly broken by the quakes, and one accommodation was destroyed. After that, most of accommodations were repaired and resumed business on the beginning of May. Therefore, this resort is ready for accept guests as usual except two closed accommodations.

The number of nights spent in Kurokawa Onsen was increased since 2012, after 10 years decreasing. However, it has been dropped sharply after the 2016 Kumamoto Earthquake. To compare statistics data, the percentage of nights spent was almost same as March 2012 on March 2016, but after the earthquake, 55.8% on April 27.7% on May and 33.9% on June. This caused serious problems for business because of shortage of revenue by tourism economy. Japanese government has decided to 'Fukko-wari' promotion to help accommodation owners. Fukko-wari vouchers were sold as 30% of rack rate, because government supports 70% of the price! As a result, the number of guests has resumed nearly 100% on July to September and December. However, when this promotion was finished, the number of guest was decreased again. Problems of transportation cause this decreasing, especially for closure of National Road No. 57 and JR Hohi line rail services at Tateno due to extra huge land slip. This results loss of main route between Kumamoto and Oita, thus all traffic goes to detour. Moreover, this caused negative propaganda for tourism market.

The 2016 Kumamoto Earthquake affected to the local community, economy, infrastructures and so on. This presentation will analyse the disaster with viewpoint of residents and tourists for tourism demand.

Note: This research was supported by JSPS KAKENHI Grant Number 26360076.

## Madeira Island – Tourism, Disasters and Destination image

**Luiz Pinto Machado and António Almeida**

Tourism has become one of the major players in the international trade arena, and is one of the main income sources for many developing countries. However, as the tourism industry grows, climate risks are increasing as well, and many of the most popular tourist destinations are in areas prone to natural disasters. Storms, hurricanes, and other disruptive weather events, landslides, and even earthquakes occur without warning, leading in many instances to very serious consequences in terms of sudden and dramatic downturns in demand, loss of income, and negative reports in the media. Many businesses never recover after being hit by a natural disaster.

Having ecosystems that are fragile by nature, the Atlantic islands have been plagued in recent decades by major events, leaving a trail of destruction and a less favourable image abroad. Madeira Island has been no exception. After the 2010 natural disaster, which left marks still visible today, the island once again suffered another major incident in the form of a large fire of unprecedented ferocity in August 2016, terrorizing the local population and tourists who quickly spread the News around the world. The strong winds and very high temperatures far above normal pushed the flames toward the city of Funchal and then into the city centre itself, filled with historical buildings and small plots of abandoned agricultural lands. This provided the conditions for fires to ignite and spread, leading to an apocalyptic scenario.

Because of the increased incidence of disasters and crises, both natural and man-made, people's awareness of their own safety, particularly when travelling abroad, has been on the rise (Machado and Almeida 2012). This is in sharp contrast with the initial underestimation of the risk and obvious lack of preparation that

can be found in a few examples. Such lack of preparation may help to exacerbate the chaos for several days. In the case of the 2016 fire, three persons died, 2000 more had to flee from their homes, hospitals, clinics, and nursing homes, and another 200 lost their homes. In addition, there were enormous material and property losses. Several visitor events that were in progress or that were scheduled for that period were cancelled. Cruise ships that routinely make stopover port calls on the island cancelled their visits due to the situation, and 20 flights were cancelled due to strong winds.

Based on the literature on business continuity and risk management, in this paper we review the practices adopted by the local entrepreneurs within the context of business continuity theories. Following detailed consultation with industry representatives, we discuss the key strategies adopted by the local trade. Furthermore, based on selected cases of the impact of natural disasters on industry survival, we compare the strategies developed by the local authors in Madeira with the international practice. The ultimate purpose of this study is to explore the outcomes of the fires on the tourism sector. A postal survey was sent to 120 business managers to obtain their opinions on their "state of mind" at the time of the event and thoughts on lessons to be learned. The lessons gathered in this study offer valuable advice to other destinations in the Mediterranean Basin that are prone to being affected by fires, heat waves, and unpreparedness to meet the challenges posed by natural disasters. This paper intends to deepen our understanding of the damage caused to Madeira's tourism sector, in general, while pointing out initiatives in risk management that can be expected to minimize the effect of hazardous events.



## Backpackers' perception of risk towards smartphone usage, Ghana

**Frederick Dayour**

Literature draws attention to the growing plurality and indispensability of mobile technology among backpackers – mediating experiences and reshaping their travel ideology and sociality. Particularly, smartphones and other electronics have become travel 'buddies' – enabling networking and innovativeness among backpackers on the road. Further, current studies have also distilled that backpacker, nowadays, are becoming more concerned about risk at destinations such as terrorism, financial, equipment, performance and security risks etc. However, in light of mobile users' exposure to all kinds of risks including security risk, privacy risk as well as the inability to evaluate products before purchasing, it is surprising that studies have yet to explore backpackers' risk perception

towards mobile technology (especially the smartphone) and their risk reduction strategies. Thus, the research explores backpackers' perceptions of risk towards mobile technologies in Ghana. It presents an opportunity to provide a holistic theoretic understanding of perceived risk towards mobile technology based on technology and destination related risks. It uses Covariance-Based Structural Equation Modelling (CB-SEM) and Partial Least Squares Structural Equation Modelling (PLS-SEM) for testing the measurement and structural models respectively. A second-order hierarchical latent construct of perceived risk was established comprising technology and destination related risks.

## Smart Tourism and Technology Innovations

**Chair: Philip Alford**

Tuesday 5 September 2017

16:00-18:00

Inspire

### Environments – Changing Landscapes in Travel Intermediation

**Jarmo Ritalahti**

(full paper available on USB)

According to the literature review of travel intermediation, service and consumer behavior, the challenges of the traditional travel agencies and tour operators face are several. It is not only about supposed added-value that a high-street travel agency might be able to supply to the customers. The main challenges are more linked e.g. to the megatrends and trends that have impacts on all of us as well as industries. The world is getting older, more urbanized and middle class, and the technology is developing faster than ever. These megatrends steer the consumer and purchasing behavior of customers. When the service supply is available 7/24 on the Internet that is manageable to most of us, where do we need face-to-face contacts. Online shopping is easier and safer than before,

and consumers trust on online shopping has increased. It is very normal, almost a daily activity to many of us. Another challenge is the understanding the importance of service to end-users. Services are purchased to fulfill a need or needs not only travelling somewhere. The added-value comes from the fulfillment of the needs. The third challenge facing traditional travel intermediaries is the decreasing customer loyalty. Customer, and especially purchasing behavior is more polarized than ever. One day five-star services, and the other day two-star services. Travelling is so banal that one doesn't need to show off anymore. Furthermore, travelling is also so frequent that a consumer doesn't need to do purchases only at one service supplier.

## The Role of Digital Technologies in Tourism for Development

Alessandro Inversini and Isabella Rega

Tourism is seen as a great contributor to local socio-economic development. Academic research confirmed this (Brohman, 1996), highlighting also the possible controversial effect on tourism with respect to local natural and human resources exploitation (Deller, 2010). From a policy side, governments around the world have started to encourage initiatives for the requalification of rural and developing areas (e.g. Park & Yoon, 2009) with specific funding programmes. Additionally, UNWTO proclaimed 2017 the International Year of Sustainable Tourism For Development (UNTWO, 2017) effectively endorsing the tourism effect on local socio-economic development.

Within this academic and policy debate there is scant evidence about the impact of digital technologies in this context (Inversini et al., 2015). In fact, even if it is recognized that digital technologies reshaped the competitive landscape of tourism (Buhalis, 2003) and that they are strongly supporting community based socio-economic development (Unwin, 2009), few research about the strategic and tactical role of digital technology in community-based tourism socioeconomic development is recorded (Rega & Inversini, 2016). Moving from the conceptualization of eTourism4Development (Inversini & Rega, 2016) this research adopted a qualitative methodology to investigate the relevance of digital technologies for socio-economic development in communitybased tourism. Particularly the study wanted to understand (i) the importance and role of digital technologies in community-based tourism socio-economic development and (ii) how digital technologies can serve community based tourism.

Eleven international academic experts working at the crossroad of digital technology, tourism studies and development studies were interviewed over phone. Experts were chosen on the basis of a systematic literature review for the structured keywords "tourism + digital technologies + local development" carried out in two academic databases, namely EBSCO and Web of Science. Interviews were recorded, anonymized and then transcribed to be analysed thanks to thematic analysis.

When asked about the role of digital technologies for community-based tourism socio-economic development, two primary perspectives were taken: (i) few interviewees believed that technology is only one of the possible tools to market and manage tourism at community level, but that country/state policies and incentives are the (top-down) driving force for local socio-economic development. Some of the interviewees, however, (ii) discussed innovation (and in particular digital technology innovation) as even the pre-requisite for local socio-economic development claiming for a bottom-up vision where community digital empowerment can nurture local socioeconomic development.

In conclusions, thanks to eleven semi-structured expert interviews carried out with academics working at the crossroad of digital technology, tourism studies and development studies this research shed lights on (i) the role of digital technology in tourism for development and (ii) the power of digital technology as mediator of community-based transformative learning experiences.

## Innovative governance and use of ICT in the development of a Brazilian tourist destination

Adalberto dos Santos-Júnior, Fernando Almeida-García, Luiz Mendes-Filho and Alexandre Augusto Biz

Governance emerges as a subject of paramount importance in the development and competitiveness of destinations. Being smart tourism destinations, territorial spaces use cutting-edge technologies towards sustainability and tourism innovation, and generate value through quality, interactivity and unique experiences to visitors and residents. According to Buhalis & Amaranggana (2014), one of the crucial factors for the implementation and operation of smart tourism destinations would be the establishment of tourism governance (public-private partnerships and community), with the support of the government.

The analysis of this study is based on the review of the literature and in the realization of in depth and semi-structured interviews with six representatives of the Innovation Council and the Tourism Council of the destination. ATLAS.ti 1.6.0 software is used for the data analyses, which made possible a deeper analysis in the understanding of study through the networks and conceptual maps in the crossing of information (all the variables and their relationships are shown in Figure 1).

Regarding the importance of public-private participation in the development of tourism, it is possible to highlight: the creation of the Municipal Innovation Fund, and Fiscal Incentive Program for Innovation; the creation of the Innovation Roadmap is a great product that will add new opportunities for attracting visitors; the technological development of our city; the validation of policies, use of the fund, legitimacy of acts; the integration between the actors and the Municipality of Florianópolis can orchestrate the development of tourism; and the agglutination of the entities' efforts around a single board agenda.

The results show that the use of ICT appears to have a positive impact on the level of development and innovation in the tourist destination. For example, the development of Smart Cities applications can greatly help the Tourism; the internet, as an instrument of

real-time operationalization, offers subsidies that facilitate the choice of tourist itineraries, the purchase of tickets, hotels, tickets and other services in an independent manner; speeding up the search for new means of customer service and establishment of relationships between suppliers, intermediaries and users; ICTs are very important tourism to the city events, which occur throughout the year, without seasonality; many people who are coming to events are staying in homes using AirBnB, thus, it is possible to make agreements with hotels, restaurants, and these people enjoy the city more and return with their families. However, nowadays in the council, there is no action around partnerships or approximation with IT sector, so the perspective of tourism through the union with ICTs, especially because Florianópolis is a tourism cluster. There should be a greater approximation between the entities of Tourism and Agents Technology developers, and this could collaborate in marketing, information and knowledge management.

The research shows how the implementation of governance in tourist destinations is difficult. In addition, tourism stakeholders believe that the success of Florianópolis as a tourist destination depends on: good tourist products that are well-publicized; fixing a series of failures in its basic infrastructure; needs to improve tourism and leisure infrastructure; improving tourism signaling and accessibility; the quality of the services provided could be improved to compensate for the price of destination; the creation of more attractive and commercialization - via strengthening of receptive operators; to develop a more welcoming, less seasonal tourism; tourist attractions should be safer; better organization and union of the trade; a united and cohesive trade certainly the management of the destiny would be better able to advance in many challenges.

Acknowledgement: This research was partially financed by CEI Andalucía tech and Ministry of Education, Culture and Sport, Spain.

## Virtual Reality and Tourism Marketing

**Kiril Hristov and Dimitrios Buhalis**

This research presents the idea of possible implementation of innovative technology such as Virtual Reality (VR) in the tourism sector. Also, the study is focused on the link between VR and consumer behaviour as a critically important part of organisation's marketing activities. The application of VR technology as a marketing tool and its possible influence on decision making process (DMP), developing of expectations and destination choice will be deeply investigated in the tourism sector.

As a core, responsible for all marketing activities, researchers in the tourism field aim to find the factors, which would give them the ability to predict consumer behaviour. Predicting this behaviour has the potential to provide information, intelligence and smartness to marketers and destination management organisations.

The rapid development of the technology introduces VR as a modern and influential marketing tool, which may prove its beneficial application in the tourism sector. VR has features like no other technology. It can recreate experience, present virtually destination, provide a "pre-taste" of product or service. Also, VR is considered as a technology, having the advantage to immerse the consumer in another environment.

The objectives of the research aim to explore the extend to which VR can be utilised as a digital marketing tool by destination management organisations (DMO) and brands related to tourism. Due to lack of information about VR in the tourism sector, this research has focused in collecting its primary data from the source of the tourism industry, the World Travel Market London 2016, supplemented by tourism students from Bournemouth University. The primary research delivered more influential, updated and significant data compared with secondary sources. The study provides detailed

view of 20 representatives of world's famous tourism brands and destinations.

Personal interviews were conducted followed by analysing the data by content analysis and features of NVivo software. By applying content analysis, the researcher categorised the themes emerged during the data analysing, which were related to the objectives and the literature review. Participants critically evaluated the concept of implementing VR technology in their marketing strategies. They shared experience and opinion about challenges of implementing an immersive technology as VR is in their marketing strategy. The research also aims to find out how VR can be beneficial during the customer journey by delivering incomparable amount of information to the potential traveller.

If proven as efficient and accessible technology in brand's marketing activities and the communication B2C, VR can be used to:

- Provide a pre-taste of product or service
- Influence the DMP of the consumer
- Help brands to present the their product more interactively in detail as never seen before,
- It can assist consumers' choice by filtering destination or product
- Develop expectations in potential travellers
- Provide advantages in front competitors

The key findings of this research provide valuable insights for academia and practice into the perceptions of VR through the perspective of the travel industry, destinations and travellers. Also, findings will account for examining VR in relation to competitiveness, advantages and disadvantages as well as the challenges and opportunities of implementing the VR technology as a marketing tool in the tourism industry.

## The experiences of accommodation sharing ---a big data approach based on online reviews of Airbnb

**Xu. F., La., L., Huang, C., Zhen, F**

Accommodation sharing, is a fundamental part of sharing economy, which has drawn attention for researchers recently. This study collects the reviews of 33,892 tourists from 1,305 rooms of Airbnb in London. A semantic analysis of big data approach has been used to explore the influencing factors shaping the experiences of accommodation sharing. Results suggest the main factors include the room itself, the location and the host-guest interaction. The reviews revealed that the nature of experiences include the functional product attributes (housing and facility), the extended functional attributes(location) and affective attributes (general atmosphere) and other attributes (host-guest interaction). In the functional product attribute, the embed facilities (such as kitchen), room size, have been the focus. The extended functional attribute (location) and affective attributes (general atmosphere) are two categories of important attributes in the experience of Airbnb. Host-guest interaction is unique in P2P accommodation as it offers tourists the chance to directly interact with local people and to connect with local

communities (Guttentag,2013; Möhlmann, 2015; Tussyadiah, 2016). The influencing factors of accommodation sharing and traditional hotels experiences have both similarities and differences. Factors such as embedded facilities, cleanliness, surroundings and locations are common influencing factors, while the room size, decoration style and host-guest interaction are unique influencing factors of accommodation sharing experience.

Our study also finds out the host-guest interaction and the authentic experience turn to be the key factors of attracting tourists to use shared accommodation rather than price. Unlike previous scholars' studies (Quinby and Gasdia 2014; Tussyadiah,2016), sustainability and cost saving may not necessarily be the main reasons for encouraging tourists to choose accommodation sharing The host-guest interaction(Guttentag,2013) and unique experience of sharing are key factors in attracting tourists to Airbnb accommodation. Implications for managers and homeowners are discussed.

# Sustainability

**Chair:** Svetla Stoyanova Bozhkova

Tuesday 5 September 2017

16:00-18:00

Create

## Turning the wild and the remote into the tame and the convenient:

### Managing the success of Jigokudani's Snow Monkey industry

**T.Jones, S. Curtin and H. Masuo**

Since John Knight's seminal study (2010), the convenience principle that underpins Japanese wildlife tourism has been extended to an emerging, expanding international market. This paper provides quantitative and qualitative evidence of the demand-side changes in monkey parks and the challenges from both human and primate perspectives. It also discusses the ethical issues of food provisioning in the wildlife tourism industry and the future management implications for Japan's most iconic animal attraction.

Jigokudani Wild Monkey Park is located in a valley of the Yokoyu River sourced from Shiga-Kogen Heights on the outskirts of Joshinetsu-Kogen National Park in the mountainous Nagano prefecture. In response to an inhospitable climate, regular food provisioning by locals and scientists began in 1964, initiating troops of Japanese macaques to converge daily from the surrounding hillsides to the sulphuric hot springs at the centre of the park. Today, the daily appearance of the snow monkeys has subsequently transformed the park into one of Nagano's most popular tourist destinations given that it is the only site in the world where the Japanese macaques can be observed clustered in and around the volcanic hot springs.

The number of tourists has more than doubled from around 100,000 (2007) to almost 250,000 (2015). Much of the increase is due to the rapid growth in international visitors to Japan. However, the increasing volume of visitors, coupled with the diversification in values and behaviour of tourists pose increasing problems for park managers. Despite a strict "no feeding" policy for visitors there are increasing cases of human-wildlife conflict including threatening behavior and food theft. Moreover, the tourist experience is poorly affected by the large number of tourists jostling for photographs and authentic, unique moments.

Findings reveal that the close-up views of snow monkeys are more convenient to a global audience than ever, but are increasingly accompanied by images of macaques "munching on bento boxes or playing with pilfered smart phones." An ethical debate underpins the management policy that seeks to balance the best interests of both tourists and monkeys. As one of Japan's premier wildlife tourism destinations, trade-offs here could be a benchmark for the rapidly expanding Asian market.

## Social sustainability and quality of life in tourism destinations: a cross-cultural analysis

**Jaeyeon Choe, Michael O' Regan, Albert Kimbu and Fred Lund**

Drawing on literature examining tourism development and quality of life (QoL), this study critically explores and analyses the perception, interpretation and understanding of QoL by local residents and foreign migrant workers in a rapidly developing tourism destination. This presentation fills an empirical gap by exploring the perception of QoL among migrant workers and local residents in Macao during the era of unparalleled tourism development. Macao's casino-based economic growth and intensity of 30 million annual visitors to a territory of just 29 square kilometers raises many questions as to the QoL of its residents and social sustainability for Special Administered Region of China and other tourist destinations.

A bottom-up approach using in-depth interview data enabled the identification of new QoL indicators and clarifies the importance of social and emotional well-being constructs in

understanding and researching QoL. By moving beyond economic indicators (e.g. employment), towards socio-cultural values and emotional and psychological well-being, this study identifies and explores the importance of social sustainability (e.g. social equity, health equity, community development, livability, social capital, social support, human rights, labour rights, social justice and community resilience). Future policy and planning policies by government, businesses and NGOs are recommended to incorporate more perceived social indicators emerging from the bottom and across cultures. The research also provides recommendations for key stakeholders in government and industry on how to support local residents and migrant workers' quality of life and to better understand and achieve social sustainability.

## A Charter for Sustainable Cultural Tourism

Manos Vougioukas, Ieva Treija Moraitis and Nikolos Vogiazides

The purpose of the 'Charter for Sustainable Cultural Tourism' is to bring together in a single, comprehensive and integrated document the main principles, features, findings, conclusions and recommendations on good practices and priorities for cultural tourism. It builds on all relevant previous initiatives, declarations, resolutions, opinions and charters, to exploit synergies and facilitate implementation of the recommendations by national, regional and local destinations authorities. The overall aim is to encourage sustainable and responsible tourism policies and actions across Europe and beyond, through engaging culture and heritage with innovation and cohesion.

This Charter is aimed at national, regional and local government authorities, destination management agencies, tourism promotion bodies, tourism boards, tourism associations, tourism networks, cultural networks, civil society bodies and community groups, non-governmental organisations, associations of small medium enterprises, European Union institutions, international bodies and other interested bodies and relevant stakeholders. It is known as the 'Thessalia Charter' having being first proposed at a Conference in September 2014 held in Agria, Volos, Magnesia, Thessalia Region in Greece. The 2nd edition, enhanced and extended, was launched in Brussels in November 2016 in the frame of the UN 'International Year of Sustainable Tourism for Development 2017' and the 'European Year of Cultural Heritage 2018'.

This Charter is a statement of principles on regional policies and strategies which guide the development, planning, management, operations and promotion of cultural and heritage tourism in the European Union and beyond, for the benefit of destinations, communities, businesses, citizens and visitors.

On the basis of the above, the Charter proposes the following actions:

- Strengthen the procedures and instruments for cultural tourism development and promotion, through effective destination management
- Involve all key stakeholders in close cooperation between cultural and tourism sectors, including public, private and voluntary sectors, as effective partnerships
- Strengthen the information means, channels and materials for the promotion, education, study and awareness-raising of visitors
- Strengthen the sustainability and competitiveness of European tourism through cultural routes and cultural landscapes
- Encourage and facilitate the networking of cultural tourism destinations, also including policy makers, practitioners and researchers.

## Drivers and Barriers of Corporate Social Responsibility (CSR) in Travel Agencies and Tour Operators in Malawi

James Malitoni Chilembwe

The current study examines Corporate Social Responsibility (CSR) in travel agencies and tour operating companies in Malawi. It focused on the drivers and inhibitors of CSR adoption and evaluated the factors influence adoption and hindrance of CSR by travel agencies and tour operators. Purposive sampling was employed and sixteen companies participated. Face to face, semi-structured interviews with managers of the targeted travel agencies and

tour operating companies were conducted. The study reveals that internal drivers dominate in influencing travel agencies and tour operating companies to adopt CSR than external drivers. The study further reveals that external factors inhibit the adoption of CSR more than internal factors. It was also found that lack of clear policy on CSR adoption exacerbates influence of external inhibitors just like lack of resources augment internal inhibitors.

## Tourism and sustainable development in small island economies: the role of heritage

Natalia Zugravu-Soilita, Vincent Geronimi, Christine Le Gargasson and Jessy Tsang

For many small island economies, international tourism is an essential source of growth. However, considering the sustainability of their development path, it is not necessarily possible nor desirable for all of them. By using panel regression analysis on data for 17 SIDS and 119 non-SIDS between 1990 and 2008, we show that the relationship between specializing in tourism and sustainability appears to be nonlinear. More precisely, whereas tourism specialization reduces sustainability (measured by the World Bank's adjusted net savings indicator) in the non-SIDS at very small share of international tourism in GDP, it is associated with increasing adjusted net savings in the SIDS for very weak tourism specialization (i.e., the first threshold found at 0.5-1.5%). This positive effect of tourism on sustainability amplifies in the SIDS with further increasing levels of tourism specialization. A second threshold, twice higher for SIDS than for non-SIDS (i.e., 25% and 12% respectively)—above which extra tourism specialization would harm sustainable development—would justify the choice of a high level of specialization in tourism for SIDS in relation to the other activities and compared to the other countries. We therefore focus our analysis on the hypothesis that these thresholds result from differences in the development strategy of the tourist industry determined by the existence and means of incorporating the heritage resources of island economies. In order

to test this hypothesis, we classify tourism services following two criteria: the evolution of spending per tourist — as a rough proxy of "tourism price" — and the presence of world heritage site(s) (based on the World Heritage List of UNESCO). Thus, we identify three tourism categories: mass tourism (negative trend in tourism price), luxury tourism (nonnegative trend in tourism price), and heritage tourism (increasing tourism price associated with an increasing number of UNESCO's world heritage sites). We assess the proposal whereby for SIDS at a cost disadvantage (remoteness, smallness), differentiated tourist services based on heritage may be better suited to ensure sustainable development. If our empirical results confirm the common view that heritage-based tourism is one of the most sustainable strategies for the islands highly relying on tourism activities, these results also demonstrate that such a strategy is not suitable for islands weakly specialized in tourism, where alternative tourism strategies (e.g., mass or luxury tourism) are more suitable. Differentiated tourism (more expensive, niche, innovative, or based on a unique cultural heritage) should help increase adjusted net savings of island economies only once it enables this heritage to be preserved—i.e., high share in GDP allowing the territory to become more "professional" and organized with an ability to handle flows and provide visitors with services.



# Tourism Experience and Co-creation

**Chair:** Stephen Richards

Tuesday 5 September 2017

16:00-18:00

F202

## Co-creating an Immersive Travel Experience

**Isabelle Frochot, Dominique Kreziak and Statia Elliot**

A tourism experience can be described as a hermeneutic circle with the tourist as an active performer and producer within a space-time continuum (Ek et al., 2008). Building on theoretical perspectives of service-dominant logic, the concept of co-creation captures the tourist's participation mentally and physically in their own experience, as both consumer and producer. Prebensen, Kim and Uysal (2016) found that higher levels of co-creation strengthened the value-satisfaction link. Given that travelers' ability to co-create their trips affects overall satisfaction highlights the importance of the experience.

While research tells us much about the characteristics of experiences, less is known about the stages of their evolution, identified by Ritchie and Hudson (2011) as a challenge for researchers. The concept of appropriation holds that consumers, in order to feel immersed in an experience, go through three stages: nesting, investigating and stamping (Carù and Cova, 2006). To achieve appropriation, consumers will activate and/or develop competencies to co-create their experience with the providers (Holt, 1995).

To explore the phased concept of appropriation in a holiday context requires a longitudinal approach to understand the immersion process and to capture its facilitators. Daily in-depth interviews were conducted with a sample of 16 groups of tourists, recruited via a ski resort's Facebook site. A method of thematic analysis was followed to identify central elements of each phase of the travel experience through a sequential data collection process over a week-long ski holiday period.

Interestingly, study results show that at each stage of an immersive travel experience, co-creation is present. Upon arrival during the nesting phase, as the travellers try to feel at home in their new environment, the tasks of unpacking, finding beds, making a meal, and conversations with members of the group are in effect, a co-creation of the holiday home experience. For families, children getting along and playing together are highly satisfying. The choice of the type of accommodation is also planned in advance to boost the social connections during the holiday. Co-creation also takes place with service providers, like a familiar shopkeeper, facilitating immersion. Following the nesting phase, as the travellers investigated their surroundings, their ability to self-discover and direct their own experiences, i.e. "just followed our noses", also facilitated immersion. Whether unexpectedly hearing music, or purposefully planning activities, experiences were enriched through co-creation. Guiding and informing are key service provisions that are necessary for the holidaymakers to co-create their holiday. At the final appropriation stage of stamping, as tourists find personal meaning in their experiences that can shape their trip memories, co-creation appears as the ability "to actually do what I wanted to do", a sensation that is perhaps absent from many everyday lives. When a mother is thanked by her family for organizing the trip, this recognition of how she co-created the experience is deeply meaningful to her.

Operators should consider ways to facilitate tourist experiences throughout their visit, such as ensuring a warm welcome with provision of the comforts of home (i.e. stock items in the

kitchen, linens on the beds), quality way finding signage and services (i.e. smartphone applications, tour guides), and facilitating social connections and local interactions to support

the co-creation of immersive travel experiences. Often ski resorts guide consumers around the slopes but tend to forget that the resort itself also requires guidance.

## Systematization on the tourism experience first developments

**Tiago Lopes and Rui Costa**

Not so far in time, tourism was viewed as an industry mainly concerned with visiting, seeing and living in a different country. A new element, experience, contributed to change this view (Stamboulis & Skayannis, 2003). This element combines all events and activities offered to tourists. (Oh et al., 2007; Stamboulis & Skayannis, 2003).

Visiting a tourism destination is now driven by the "powerful mental and emotional image or "pre-experience" the tourist has for the expected experience at the destination" (Oh et al., 2007, p. 119), instead of elaborated physical characteristics of the site. Entire tourism destinations and attractions are beginning to be positioned as "experiences".

Although there are some conceptual studies on how the tourism experience concept was developed along the years (Uriely 2005; Adhikari & Bhattacharya 2016; Ritchie & Hudson 2009), the extant literature lacks of systematization regarding how this field of study was created and the following first developments which led to the present state of this area.

Thus, this theoretical study has the objective of offer a systematization on the tourism experience first developments. Through a research on several databases, this article try to trace the topics who help build the concept and point the main contributors and research until the end of the new millennium (1999).

## Defining the boundaries of cocreation within a multi-stakeholder service ecosystem

Giampaolo Viglia

Despite or maybe because of the ample and often inflated use of the term cocreation in different contexts and in relation to a variety of different foci of cocreation (e.g. value, meaning, brand, identity, etc), the theoretical meaning and foundations underlying this concept remain blurred in the literature to-date. According to stakeholder theory (Freeman & Evan, 1990), organizations need to take stakeholders' issues into account during the decision-making processes to manage the various stakeholder relationships in a coherent fashion. By taking this perspective in the stakeholder realm forward the study considers stakeholder involvement as a creative opportunity and not only a process lead by a focal organization in addressing and managing specific issues to resolve conflicts (Altiny et al., 2016). Understanding stakeholder's perceived value of cocreation from a managerial lens sheds light on how to trigger the creative resources of different interest groups.

The term creation derives from the latin word creationem "creating". It refers to bring forth, produce, beget. It relates to crescere "arise, grow". Such is the meaning, too, of the associated to generate, to give birth. The meaning conveyed is one of physical activity, or activity having physical, observable result, where concretization is a "making". It would seem reasonable, therefore, to identify creativity with a process of making or of concretization. By adopting the term "creation" within the process of value cocreation, the explanatory power of cocreation resides in the generation of original, innovative outcomes, being creative by definition.

Cocreation here is viewed as a creative association of stakeholders' resources, where novel and effective outcomes arise from the creative integration of different resources.

Cocreation is the deepest form of interaction, where stakeholders creatively integrate resources with the goal of value creation.

To find empirical evidence for these distinct types of interactions, i.e., cooperation, collaboration and cocreation, the Universal Exposition 2015, hosted in Milan, Italy, was selected as a study case because of its complex social and economic interactions that characterize its stakeholder networks (Merz et al., 2009).

The study opted for a case study design adopting a multi-method approach. In-depth interviews were conducted both within the focal organization (Technology, Social Media, Partner, Communication, Marketing, Digital Directors and different managers) and with a selection of primary stakeholders (e.g., Commercial Partners, Government, Business Associations). In total 27 in-depth interviews to senior top-level executives and their direct reports were conducted between April 2015 and January 2016, covering the periods of before, during, and after the event took place.

Figure 2 summarizes the qualitative findings showing how transformative creative elements build cocreation's DNA.

Simply put, cooperation occurs when individual interests prevail among each party. Collaboration assumes a shared interest/focus among all participants (i.e., community members work together on a shared problem). Cocreation has done the above in a creative manner. The result is more than the sum of each resource integration, containing transformative elements. Collaboration is therefore a condition to cocreation, while cooperation is an aggregative process, based on self-centred interest.

## Jeju Volcanic Island and Lava Tubes: Korea's UNESCO World Heritage and a Case for Smart Tourism via Digital Governance

Festus Fatai Adedoyin and Hyeyeong An

Engaging all stakeholders in building competitiveness in destination economies includes a range of efforts, some of which embraces access to local resources, enhanced quality of service delivery, and sustainability of favourable governance conditionality. In recent times, Korea has emphasized the need for sustainable tourism through its renowned ICT capabilities and e-government which showcases Korea's heritage to the world. This has led to reforms in Korea's inter-island policies, as well as youth participation in regional development. However, a lot is still to be done in transitioning smoothly to the fourth industrial revolution which is expected to accommodate the use of digital governance in administering tourism services in the country's cultural heritage attractions. Moreover, Korea's advantage in creative smart cities, as well as emphasis on continual regional development across the country poses for quick-wins in equal

engagement of all stakeholders.

Also, in order to establish policies that promote sustainable tourism, while selling out Korea's local culture and products, there is a need to highlight the roles played by e-government, smart city prospects and digital governance. This paper focuses on Jeju Island and draws on cultural and natural heritage policy frameworks and the level of understanding of tourism and regional value creation by the community.

The paper has found that there are complexities embedded in using smart tourism as avenues for global tourism attractions in small islands. Nonetheless, these complexities can be overawed based on the ability of the provincial government to transparently accommodate the challenges posed by this transition whilst simultaneously changing people's perspective about digital governance.

## Impact of Sensory Experience on Consumer Consumption Behaviour in Hotel Spa Setting in China

Chen,L., Clarke, J. and Quinton, S

The aim of this research is to evaluate the influence of sensory experiences of consumers on consumer consumption behaviour in hotel spa settings in China. The contribution of the research is to develop a framework of consumer sensory experience for Chinese hotel spa context and evaluate the implications of consumer sensory experiences for different stakeholder groups in improving hotel spas' services in China.

In order to achieve the aim and research objectives, this study adopted a qualitative multiple case studies approach based on in-depth interviews, non-participant observation of consumer spa experiences and document review. The researcher conducted in-depth interviews with stakeholders of spa experiences at the case study hotels. The interviews are aimed at different participants' characteristics in term of gender, age, identity, purpose, education level, previous spa experiences and industry working experiences, in total 30-40 spa-consumers, 4 spa managers, 2 senior hotel managers, 2 interior designers and 12 frontline staff from the two hotels. The interviews conducted in quiet places convenient to the participants and it is anticipated that each interview took 45 to 60 minutes. Simultaneously, the study also entailed non-participant observation at different points of the consumer consumption process from Beijing Intercontinental hotel and Tianjin Wanda Vista hotel in order to observe situation factors and events. These points include when consumers arriving the spa receptions, and when they are having their refinement, of which are taken place in the public area. Moreover, this study focuses on Chinese consumers, due to the fact that the major consumers in these two hotels are Chinese. According to the data from the hotel spa managers, there are very few foreign consumers and the ratio is roughly one in ten. Therefore, the design of the hotel spas should have contains more oriental elements in its decorations. The aim of the proposed study is to make contributions to the academia and also

provide practical implications to Chinese hotel spas industry, where their main consumers and targets are Chinese.

Findings of consumer's prior spa experience, the results of the visual perspective reveal that layout, cleanliness, colour of design, staff well-dressed and appear neat are highly influential in consumer consumption behaviour. Furthermore, genre and tempo of background music and pleasant ambient scent can shape consumers' mood and level of relaxation. However, there is no indication that the sense of touch and taste can directly affect consumers' consumption behaviour. Secondly, from the point of view of the during spa experience, the sense of touch is highly influential in consumers' during spa experience and directly impact on consumer consumption behaviour. The most commonly held view about touch components such as "softness of fabrics" "skill of massage," "texture and temperature of staff hand" plays the most significant role in process of the spa experience, these elements are likely to increase their feeling of trust and safety in whole journey of spa experience. Furthermore, the sense of sound is highly impact on consumers' consumption behaviour. "Traditional Chinese folk music" and "Bandari music" with "slow tempo" are highly considered by the informants. The "hard sell" is highly mentioned by the informants as well, it can make people feel very uncomfortable and barely focus on relax. Moreover, the sense of smell plays a significant role in consumers' during spa experience, "pleasant scent" is not only enhancing whole journey of spa experience, also influence consumers' consumption behaviour. "Smelly" on the staff can also influence the consumers' mood and satisfaction of service quality. However, some people are not sensitive to scent, so the scent doesn't affect them much. However, the result shows that the sense of sight is barely important factor in consumers' consumption behaviour, because the sense of sight is cut off at this point. Finally, the findings of consumer's post spa experience reveal that

the sense of smell and sense of sight are highly influential consumers' consumption behaviour. Moreover, the result indicates that sense of taste is like icing on the cake, in terms of the

overall experience, it can better reflect the professionalism of spa service and provide a healthier idea for consumers.

# Mediterranean Tourism

**Chair:** Duncan Light

Tuesday 5 September 2017

16:00-18:00

F201

## Network-based innovation: comparing the dynamics of inland and coastal tourism destinations

**Filipa Brandão, Carlos Costa and Dimitrios Buhalis**

In the last decades, the innovation processes experienced a significant evolution. From the early linear, sequential and atomist models, the economy is now moving towards systemic approaches based on interactive processes, strongly attached to the regions and to the territories. Innovation networks are proliferating as the most suited tool to achieve the interaction required within regional innovation systems. This occurs due to the advantages that networks bring to the innovation process, as they can create and offer organisations unique value, access to resources, skills and experience, providing crucial conditions to innovate. This is as a fundamental leverage for tourism SMEs as it compensates the lack of internal resources needed to innovate.

Despite the acknowledged importance of networks for regional tourism innovation, research on the most appropriate social structures and their underlying regional dynamics is lacking. Frequently, most innovation studies are aspatial (Polenske, 2007), as they disregard the dynamics of territories and their specific characteristics. Also, most studies on tourism innovation focus on firm-level conditions or in qualitative approaches (Hjalager, 2010). There is, thus, a need for studies involving quantitative methods that approach tourism innovation in a systemic and integrated perspective, advancing knowledge on the impact of such activities on tourism destinations, considering the different dynamics existing in distinct geographical spaces.

To address these gaps, this research analyses and discusses the innovation performance and networked innovation processes of tourism

firms. Specifically, this research aims at comparing both types of settings according to:

(i) The overall innovation performance of tourism firms;

(ii) The pattern of networked relationships in which tourism firms engage in;

(iii) The dynamics of cooperation within networks of tourism institutions;

In order to achieve these objectives, two distinct but complementary empirical studies were conducted in two Portuguese regions: Aveiro, located in the central coast of the country, and Douro, an inland region mainly known by wine tourism. One study was directed at tourism firms and aimed at characterising their innovation performance and the patterns of collaboration towards the development of tourism innovation. In the second study, institutions that are on the interface of tourism innovation were interviewed to gather specific relational information regarding their relationships within networked innovation processes. This allows to obtain a complete regional perspective on the overall destinations' dynamics in terms of tourism innovation.

In what relates to the innovation performance of tourism firms, results demonstrate that, despite neglected from traditional innovation research (Hjalager, 2010), tourism is in fact an innovative industry, which is confirmed by the 80.6% of firms classified as innovators. In this context, it is also found that Aveiro has a higher number of innovative firms (84.4%) when compared to Douro (77%). Moreover, Aveiro shows a trend towards the development of

innovations that are entirely new to the market (major innovators) while Douro's firms focus mostly on introducing innovations that are only new to the firm (minor innovators). Major innovators promote a more entrepreneurial environment as well as resort to research and development and have more and stronger linkages to knowledge producers. The observed differences between the coastal and inland region follows the pattern observed in the overall Portuguese economic setting, where coastal regions are more active and dynamic

as they concentrate the majority of population, resources, industry, economic activities and accessibility.

the kitchen, linens on the beds), quality way finding signage and services (i.e. smartphone applications, tour guides), and facilitating social connections and local interactions to support the co-creation of immersive travel experiences. Often ski resorts guide consumers around the slopes but tend to forget that the resort itself also requires guidance.

## Empowering island communities for tourism development: the case of the Sporades Islands, Greece

**Stefania-Zoi Ntregka, Stephen Boyd and Adrian Devine**

Residents have long been recognised as important stakeholders when it comes to tourism development and management especially for small island communities, the extent to which they exercise their power is an issue that has evoked considerable debate by scholars (Choi & Murray, 2010; Goodwin & Santilli, 2009). Attention has also focused on dimensions of community empowerment, such as political, economic, social and psychological (Scheyvens, 2002; Cole, 2006). The focus of this paper is the development of a process model of community empowerment that takes into consideration a number of key elements associated with island tourism, trust and the nature of collaboration possible with industry and public sector bodies. The Sporades islands were chosen as an appropriate case study as the four islands that make up the group (Skiathos, Skopelos, Alonissos and Skyros) are at different levels of tourism development and present a mix of management challenges. The research took place between July 2014 and July 2015 using an explanatory sequential mixed

methods design involving two consecutive phases of data collection, quantitative (survey of residents in July (500 questionnaires in the high season) and September (384 questionnaires in the low season) followed by qualitative (18 in-depth interviews comprising public, private and voluntary sector key informants across the island group). A second qualitative element involved deep interviews of 8 islanders (2 per island) set up in the form of experimental design to gauge industry response to issues residents had raised. From the findings a four stage process model of community empowerment emerged that operates against an external background of key factors that affect tourism development at a destination level. Key to achieving some level of community power was the need for residents to trust officials, reduce inequalities amongst communities and build transparency into decision-making. It also emerged from the findings that resident empowerment is affected by both perceived and physical barriers which can result in disempowerment.

## Airport Concessions and the New Aviation Market Environment in Greece: Stepping Beyond the Crisis

**Andreas Papatheodorou**

2017 marks the twentieth anniversary since the completion of the liberalisation process in the intra-EU (European Union) air transport market. In particular, the Third Package of policy measures fully implemented by the EU in 1997, liberalizes the protected domestic aviation market of the Member States; makes market accessible to airlines; and launches the concept of Community Air Carriers to substitute previous reference to National Airlines. As Greece struggles to recover from the severest economic recession of the last fifty years, air transport liberalisation can possibly boost international tourism arrivals and revenues causing promising direct and indirect effects by enabling foreign investment; enhancing overall productivity; and encouraging innovation. The fourteen (14) regional airports that were recently conceded to Fraport Greece will be subjected to free market forces and the need to increase profitability and competitiveness. Nonetheless, as discussed in Papatheodorou and Arvanitis (2009) and Farmaki and Papatheodorou (2015) even if

air transport liberalisation is a necessary it is certainly not a sufficient condition to achieve sustainable tourism development to the benefit of involved stakeholders. A possible agreement among the three (3) parties, namely the air carrier (airline), the airport and the Destination Management/Marketing Organization (DMO) - the latter as a collective representative/coordinator of local destination interests - undoubtedly creates a new market setting; hence, economic research should focus on the emerging synergies and conflicts, partnership dynamics and transaction costs. Based on an innovative conceptual framework and using secondary data analysis of air traffic and tourism flows the paper examines the role to be played by airports, airlines and destination authorities in boosting tourism demand for Greek regions and proposes a roadmap of best practices and policies to be followed in air transport and tourism governance to valorise sustainable development in Greece.

## Barcelona of whom? Of Barcelona's people or of its 30 million tourists?

**Erdinç Çakmak, Simone Moretti and Herman Jan Meijers**

This article examines the social conflict between the stakeholders and visitors in Barcelona, Spain. Receiving more than 30 million visitors annually, Barcelona, a city of 1.6 million residents, has been reported broadly in the (inter)national media with the protests by its residents. The study takes its theoretical departure in Emerson's social exchange theory and focuses on the contested experiential spaces of residents and visitors in an urban context. In line with an emic ethnographic approach, interviews with visitors and local stakeholders were held in order to identify their experiential meanings towards the urban

spaces in the city. In addition, visual materials including photographs and films were collected and analysed. Findings demonstrate the existing complexity of an overall sentiment of invasion, widely perceived by the residents of the city. The study proposes a model that deconstructs the sentiment into three interrelated levels of perceived invasion, namely physical invasion, capital invasion, and socio-cultural invasion, and suggests a three-step plan to the urban policy makers to prevent the insurgence of a possible sentiment of invasion among the residents and stakeholders in a city.

## Portuguese Coastal Way to Santiago: co-creating new touristic waves

**Gonçalo Marques, José Maia Marques, Manuel Tojal and Vitor Sá**

Following the cultural importance and popularity of Santiago's Coastal Way (Caminho de Santiago da Costa, in portuguese) in the recent years and decades, we will present to the conference the network established between northwest municipalities (from Valença, in the border, to Oporto), and other partners, to maximize the cultural resources present in this cultural itinerary, classified, as so, by the European Commission and UNESCO.

Despite this recent and crucial cooperative tendency, it is important to listen to the

protagonists. Therefore, our main sources of information will consist on interviews to pilgrims and stakeholders (parishes, hostel owners and staff, restaurants or other commerces), especially operating in Moreira da Maia, Vila do Conde, Rates and Esposende. In the "caminho" it is possible to understand the important role of this touristic product as a new path to the future, co-creating a new and interesting economic and social development model.



# Education & MOOCs

**Chair:** Daisy Fan

Tuesday 5 September 2017

16:00-18:00

F104

## Usage of Assessments to Enhance Learners' Engagement in MOOCs – a case study of HKPOLYU SHTM's Micromasters Program

**Hanqin QIU, Chong XIAO (corresponding author), Soomay CHENG**

During the past decade, MOOCs have achieved great expansion in quantity (Allen & Seaman, 2011). With the emergence of "MOOC mania", problems such as consistently high dropout rate and low completion rate were proposed and widely discussed (Tremblay, Lalancette, & Roseveare, 2012). Learners' engagement can be affected by the duration of the entire course, workload of each week, and assessments (Katy, 2015). Extant studies which discuss learners' engagement in MOOCs generally focus on the preparation of course materials (Guo, Kim, & Rubin, 2014) and the role of instructors (Whitehill, 2015). Assessments are more likely to be used as an indicator to evaluate learners' engagement, rather than a means to enhance engagement (Barak, Watted, & Haick, 2016). Therefore, this study pays special attention to the design and conduct of assessments in attracting and keeping learners from the

beginning till the end of a MOOC.

This study adopts MicroMasters provided by the School of Hotel and Tourism Management (SHTM) in the Hong Kong Polytechnic University (HKPolyU) as a case. Relevant data were collected via the online pre- and post- course survey finished by learners, course materials released on the edX platform, as well as semi-structured interviews of lecturers and tutors who personally participated in the design and implementation of assessments.

This study argues that assessments can be utilized as an effective way to increase the engagement of learners. Strategies such as including more informative assessments, bringing peers into assignment grading, linking assessments at different stages, and giving prompt and tailored feedback can be practiced.

## Learners' Engagement on Different Types of MOOCs

**Leana Yingyi Lian, Hanqin Qiu, Carson Jenkins and Jiarong Zhang**

In line with the advancement of technologies and society, more and more students engage in online learning. Online education becomes increasingly and globally prevalent. Massive Open Online Courses (MOOCs) are large-scale, open-access classes taught by well-known universities on the online educational systems through the Internet. It covers abundant of learning sources such as lecture or interview videos, online assessments, individual presentations, discussion forums, and even live sessions.

Every educational institution faces the similar situation that they have to manage and motivate dozens of various students constantly, no matter online or on-campus. The objective of this research is to investigate and analyze learners' engagement among different types of MOOCs. Learners' learning experience and learning behavior such as learning preferences, learners' participation, and course completion rates were taken into account. Learners' engagement can be evaluated by enrollment rate, dropout rate, completion rate, and pass rate.

From our previous study, there are six main types of MOOCs, namely, interest-based online courses, stand-alone credit-earning courses, XSeries programs, credit-eligible courses, online degree programs, and entirely MOOC University. Based on these categories, this study made comprehensive observations on learners' learning behavior and learning outcomes among different types of MOOCs. This study applied secondary data from existing MOOCs and made investigations among three major MOOC platforms, viz. edX, Coursera, and Future Learn.

According to the investigation, learners' engagement is highly related to their

motivations. Besides, their engagement is also related to the features of the courses. This study clarified the relationships among learners' engagement, their motivations, and the course features.

There are two main types of learners – audit learners and verified learners. Audit learners refer to learners who enrol in the audit track of the course which is free of charge, but those learners would not receive a certificate when they complete the course; whereas verified learners represent those who paid for the course and willing to pursue the verified certificates.

The completion rates of all kinds of MOOCs remain low. Audit learners' completion rate is lower than verified learners, who actually paid extra fees for the course intended to earn certificates. Especially for interest-based online courses, audit learners don't have such a high motivation to complete the course. Some learners could simply gain the skills what they desired to and then quit afterward.

In line with the data, for credit-eligible and above courses, more than half of the verified learners participated in and passed the courses. By contrast, independent courses like interest-based online courses and stand-alone credit-earning courses, the enrolment rate is higher than those credit-eligible courses, and also the dropout rate is higher. Hence, the course completion rates of independent courses are lower than those of credit-eligible courses.

Based on the research findings from this study, we concluded the main reasons of dropouts and came up with some implications for MOOC practitioners on how to retain the learners and keep them activated.

## The Future of MOOCs -- some issues for debate

**Hanqin Qiu, Jiarong Zhang, Bingna Lin, Leana Yingyi Lian, Daisy Fan and Carson Jenkins**

As a model for presenting online learning content, MOOCs which refers to massive open online courses is the chosen media to present such material. Based on previous studies, there are five different types of MOOCs, namely, (1) online courses taken for interest only; (2) individual courses for credit bearing; (3) series of courses/concentrations without credit bearing; (4) MicroMasters which are exemplified in the presentation; (5) four degree courses online through MOOCs.

The essence of MOOCs is to deliver free online courses with open access and availability to all learners. Combining with lecture videos, various assessments and discussion forums, MOOCs provide interactive forums in order to build an online community for learners, teachers and academic tutors.

With the high popularity of the MOOCs globally, a question is now raised in terms of the future development of MOOCs.

Firstly, it is the practicality of MOOCs. The cost of building up the online courses is a serious concern for many academic institutions. Apart from the cost for creating the courses on the online platforms, the expenses for maintenance

and other support cost need to be considered. Therefore, online courses are expected to be developed in a cost-effective way in order to ensure the courses can be sustained in a long term and attract more students globally.

Secondly, the practicality of online courses may also lead to other considerations, including the future sustainability of MOOCs. The budgets for running the courses are essential for repeat presentation and updating. Meanwhile, teachers may require retraining in order to ensure the quality of the online courses. Further considerations are related to the cost-benefit of providing these online courses, what proportion of online learners may eventually become campus-based students, and how the online courses might be deployed for on-campus teaching.

This study aims to focus on the philosophy of MOOCs, practicality in terms of cost effectiveness as well as sustainability. It is accepted that different institutions will have had different experiences with the introduction of MOOCs. However, the questions raised in this presentation are relevant to any future considerations of MOOCs.

## Creative Economy

**Chair: Sean Beer**

**Wednesday 6 September 2017**

**09:00-11:00**

**Share**

### Innovation and Creativity: the Essential Ingredients for Competitive Advantage in Successful Destination Management

**Terry Stevens**

The presentation will begin with an overview and synthesis of the findings of a decade of benchmarking and analysis of successful destination management in over 50 countries around the world (including South Africa, New Zealand, USA, Canada and across Europe) based on the work undertaken for international development agencies as well as national and regional governments who have all asked the fundamental and key question: "Why do some destinations out perform others?"

Over the past ten years specific, in-depth, analysis has taken place examining a wide variety of destination types from mountain destinations to spa and wellness destinations and cold water coastal destinations as well as numerous small / medium size cities. The conclusions of this work will be presented and the critical success factors identified, including the prevalence of a particular business model for the destination management organisation that exists in many different countries.

At the heart of the findings is the fact that destinations that have a sustained track record of success demonstrate a clear ability to

constantly innovate and operate in a creative manner on all dimensions of their work aligned to a high level of competence in destination management. This characteristics of innovation and creativity are evidenced in the nature of the products within the destination and in the creativity displayed in their marketing and branding. Examples and case studies will be used to illustrate what is happening in a selection of destinations.

In addition the recent research has focused on identifying why and how innovation and creativity is nurtured and curated in these destinations rooted in a search for an answer to the question: "Where do good ideas come from?" Again, examples and case studies will be used to illustrate the findings of this work and to provoke further discussion and fresh research in this aspect of destination management.

In conclusion it would appear that an embedded culture of innovation and creativity is essential to achieving a destinations competitive advantage in the dynamic and uber-competitive world of tourism in the 21st century.

## Knocking on the door of film tourism: Game of Thrones and the Door of Thrones initiative in Northern Ireland

**Peter Bolan**

Film tourism is now a recognized and lucrative form of tourism on a global basis that can bring enormous opportunities in terms of destination image as well as economic impact and development. Northern Ireland's creative industries have been flourishing in recent years, particularly film and television production with hugely successful shows such as Game of Thrones. This paper examines a recent initiative that turned tragedy at one of the most iconic Game of Thrones filming location sites into a new highly positive marketing draw for film tourists and fans. Utilising the wood from a number of trees that tragically came down during stormy weather at The Dark Hedges, some ten intricately carved wooden doors have been created from the trees that fell, each one themed around key aspects, stories and themes from recent episodes. The doors were

placed in ten hospitality establishments around Northern Ireland, each one within easy reach of a Game of Thrones filming location. Research was conducted in the form of interviews with management of the ten 'doors' establishments as well as with key representatives from Tourism Ireland. Findings reveal an enormously supportive industry approach to harnessing film tourism through Game of Thrones. In addition the 'door of thrones' initiative has captured the imagination of the industry and the tourist alike, with development of a 'doors' passport concept which is proving hugely popular with visiting fans of the show. Creativity in terms of the show itself has given rise to creativity in how the tourism industry harnesses this to attract visitors and provide a meaningful authentic experience.

## Stairways to Heaven: Popular Music and Tourism

**Terry Stevens**

Many destinations and places around the world are synonymous with music. Indeed, they have become so identified with music that they have developed much of their economic development and tourism positioning aligned to their music heritage, traditions and culture. This is particularly evident in the context of popular music and its related cultural assets in city destinations such as Liverpool and Manchester (England), San Francisco, Chicago, New Orleans, Nashville, Austin and Memphis (USA), Toronto and Montreal (Canada), Berlin (Germany) and Bilbao and Barcelona (Spain). In many countries, contemporary and popular music festivals have become one of the drivers of international tourism whilst the live performances and concerts by internationally renowned bands and solo artists have become the foundation for much short break, international, travel.

As a result, music based tourism has become a major growth sector in recent years.

Destinations are increasingly harnessing the power of popular music to shape their branding and market positioning as well as investing in significant product development. This phenomenon goes beyond the 'heritage' aspects associated with singers, songwriters, bands and the venues of their most iconic performances. It is creating an entire new tourism 'system' of highly customised and co-created experiences as well as fresh new and innovative mainstream products such as themed hotels, museums and live shows.

This presentation will examine the growth of popular music tourism as a growth sector within the tourism industry. It will illustrate the trends in this area of activity with case studies and first hand experiences of developing music tourism as part of delivering successful tourism strategies for a number of cities in Europe.

## Governance and public policies for tourism in the World Heritage

**Cleber Augusto Trindade Castro and Wilker Ricardo de Mendonça Nóbrega**

In order to plan and manage policies that would achieve the objectives established in the 1972 Convention of the World Heritage, a network of institutions was organized at local, national and transnational scales. Thus, this work has the aim to present variables for the analysis of the influences of the seal of World Heritage in the organization and operation of the local governance body of tourism in Brasília, for the elaboration of public policies for tourist use of the city's cultural heritage. From the survey and analysis of the bibliography on the subject, the following variables were established for the intended analyses: A) orientation of the policies of the touristic use of World Heritage as a common good; B) Compliance with normative aspects; C) Recognition of the legitimacy of the institutions of the network of management

of World Heritage; D) Trust in the institutions of the World Heritage Management Network; E) Form of local tourism governance body; F) Coordination of the preparation of policies for tourism; G) Selection of the members of the governance body; H) Transparency in institutional relations; I) Representativeness of agents linked to the culture sector; J) Participation of the members of the governance body; K) Negotiation and consensus building; L) Technical institutional cooperation; M) Financial institutional cooperation; N) Centrality of World Heritage patrimony; O) Guarantees of policy continuities. Therefore, the research contributes to the debate on strategies of public management of tourism in areas of World Heritage.

## Tourism Development and Creative Sectors in Oman: the case of Mutrah souk

**Angelo Battaglia**

This current research aims to clarify the potential development of tourism and local economic growth in the Sultanate of Oman, by presenting a particular case study located in the emerging creative area of Muscat. The main purpose is to verify if it will be possible in the near future to integrate the ancient city of Mutrah (old Muscat) with the New Tourism Strategic Plan of the port which links the innovative projects in terms of urban creativity and innovation and its historic souk (Porter, 1998; Castells, 2004; Camagni and Maillat, 2006). This new approach of urban creative regeneration in Oman implies that urban planning and economic renovation for specific and historical sites should not turn to their final destination but is the history and the tradition together with the creativity which impose

the final use (Santagata, 2002; Bagwell, 2008; Paiola, 2008). The socio-cultural elements that design the history of the place as well as its economic and tourism regeneration dynamics should drive the process of territorial innovation based on creative ecosystem in the ancient city of Mutrah (Florida, 2002; Scott, 2006; Cohendet, 2010). Hence, we could argue that the Omani urban tourism should be ready to turn into this potential urban model of development based on the ancient characteristics of the historic city and on its creative regenerate souk (Markusen, 2006; McCarthy, 2006; Sacco, 2006). This study considers urban tourism and territorial innovations as an integrated strategy for developing the tourism attractiveness in the port and in the historic souk of Muscat.

# Smart Tourism and Hospitality

**Chair:** Marianna Sigala

Wednesday 6 September 2017

09:00-11:00

Inspire

## The impact of cognitive age on online travel purchase behaviour: The UK Senior case

**Changsook Lee, Dimitrios Buhalis and Bruce Grant-Braham**

Seniors, or those who are sixty years of age and over, are an increasingly important market for the tourism industry. Seniors have large purchasing power and like to spend their leisure time actively. The digital revolution and exposure to the Internet has reshaped the way they plan and consume travel. In order to understand their online behaviour better, the research upon which this paper is based evaluated the role of self-perceived age also known as 'cognitive age' on senior online tourist behaviour. Based on a modified four-dimensional measurement of cognitive age established by Barak and Schiffman (1981), this research examines the online behaviour and attitudes of seniors and presents the values of a number of cognitive age groups,

thus linking this psychological dimension with senior online travel. The results indicate that the behaviour of some seniors is connected to their chronological age, but there is a level of complexity that contradicts classic generational theories revealing a new perspective on cognitive age. The data was firstly gathered by means of a questionnaire which was completed during in-person interviews and secondly using an online survey from seniors who were chronologically 60 years or older, UK citizens and who had booked their holiday online in the last 12 months. 155 usable responses were received. The genders were equally balanced with the age of the respondents ranging from 60 to 79 years of age with a mean of 69.5 years.

## The evolution of Branding: Branding transformation through Web 2.0 and co-creation. A Case Study of Marriott International

**Sharon Nyangwe and Dimitrios Buhalis**

The concept of marketing and branding has been evolving over recent decades and there has been an evident shift in the conceptualisation of branding from brand as a resource owned and provided by the firm to brand as a collaborative activity that is co-created by the firm and its stakeholders. This paper firstly aims to map the evolution of marketing and branding theory from a model of one-way flow of information based on a goods-dominant perspective to a model of two-way communication and collaboration from a service-dominant perspective. The study will then explore how the emergence of Web 2.0 has further transformed the landscape of brand management and facilitated a new era of branding where companies behave less as persuaders and more as platforms for co-creation. The study also aims to uncover how co-creation of brand value can be carried out between the company and the consumer through social media.

Wide-ranging secondary research data has been reviewed in the form of journals and reports based on the concepts of the evolving dominant logic of marketing and branding, brand stories, the service brand and brand value co-creation. Using a single case study approach, this research aims to show how

Marriott International co-creates brand value with their customers on social networking sites by not merely monitoring user generated activity and content but actively participating in it. As part of the case study, semi-structured in depth interviews were conducted with Marriott employees who are involved in brand marketing and the company's social media marketing campaigns to uncover how the company has been utilising user generated content to co-create brand value through the vehicle of social media.

A review of the literature illustrated that the past marketing and branding mantras of consistency and control are no longer sound and reveal an evident shift in marketing and branding theory towards a service dominant perspective and the involvement of the consumer in the process of value creation. Findings of the case study suggested that companies can co-create brand value by adopting a strategy that incorporates user generated content from social media in the creation of their brand story. This study contributes to furthering the understanding of branding theory and practice in the age of Web 2.0 and will be useful to managers in formulating future branding strategies.

## A Big-Data Approach to Determine the Client Profile in Hotel Chains

Pilar Talón-Ballester, Lydia González-Serrano, Cristina Soguero-Ruiz,

Sergio Muñoz-Romero and José Luis Rojo-Álvarez

Client knowledge is a key strategy for hospitality management. In this setting, the big amount of information available inside (mostly structured data) and outside (mostly unstructured data) the hotel companies is nowadays handled by using powerful tools, such as Customer Relationship Management (CRM) systems and Big Data analytics, respectively. However, the role that currently large amount of available information in CRM systems sustained by emerging Big Data can play on efficient client profiling is still in its early stages, even for simple and well known statistical descriptions.

We made a preliminary study on the client profile description using descriptive statistics from large amounts of data in a CRM system from an international hotel chain, by using Big Data processing and Bootstrap Resampling techniques in proportion statistical tests.

We analyzed the data retrieved in the CRM system from 4.935.806 clients, during years 2013 and 2014, consisting of a set of 18 descriptive and mostly categorical features. The client description was defined according to the ratios on each feature within each group of repeater vs first-timer clients. Proportion difference tests were defined in terms of

Bootstrap resampling, for providing with a principled criterion to systematically decide whether a feature ratio was similar or different between groups. Client profiles for different nationalities (Spanish, British, and German) were built. Big Data technologies were used for handling and supporting effectively the data analysis, using a datastore for parallel data access in chunks of 200.000 clients, and a specifically developed map-reduce procedure for Bootstrap resampling on proportion tests from big sets.

Strong consistency was found on the most representative feature of the repeater client for all nationalities being traveling without children. Profiles were more similar for English and German clients, and their main differences with the Spanish clients were the stay duration and the age (shorter and younger in Spanish, respectively).

Big Data technologies can be extremely useful even for analyzing indoor data available in CRM systems from hospitality industry. Special attention needs to be paid even on simple statistical descriptions that can have a powerful impact on the data management in client profiling.

## SME Digitization and Destination Competitiveness

Philip Alford

This paper reports on the rationale, aims, methodology and preliminary phases of a European Commission-funded Erasmus+ project 'Professional SMEs in tourism – transnational development of skills acquisition'. It is recognized in both the 'grey' (OECD, 2017; World Economic Forum, 2017) and academic (Crouch, 2011; Dwyer & Kim, 2003; Pike & Page, 2014) literature that highly skilled and digitally enabled SMEs are key to destination competitiveness.

The growing adoption of technology by travellers as part of their online buying journey makes digitization an imperative for SMEs in tourism, as captured in the UK's Federation of Small Businesses (FSB) report 'The Digital Imperative'. However, despite this 'digital imperative' there is strong evidence that the adoption of technology by businesses in Europe is low. For example, the Strategic Policy Forum on Digital Entrepreneurship (European Commission Report, 2014) note that 41% of EU companies fail to adopt the four advanced technologies: mobile; social media; cloud computing and big data and less than 2% take full advantage of digital opportunities. More concerning, given the prevalence of small firms in tourism, is the fact that the smaller the business the lower the use of the latest technologies (European Commission, 2015).

To address this gap, tourism SMEs require the relevant, high quality skills and competences that will enable them to engage in open and innovative practices in the digital era. The

project consists of developing an innovative and co-creating European Methodology, which aims to motivate SMEs to focus on the value of continuing education and lifelong learning.

No framework for digital transformation exists for tourism SMEs - a major gap which this project aims to address. Phase 1 of the project involves the development of a conceptual framework to inform a practitioner-oriented framework that will enable tourism SMEs, and public authorities which provide support, to transform in the digital era. Questions that will guide the development of the framework include: What is your level of investment in technology, including tools and applications? How does this technology facilitate your business strategy and in particular the marketing of your firm? How would you rate the technical competency within your organisation (this will be broken down into specific areas of technology application)? Does your company have a culture that recognises the importance of technology? Is there a clear leadership role related to technology adoption?

The target groups in this project are tourism SMEs located in Bournemouth on the south coast of England, in Denmark mainly along the west coast, and in Portugal, primarily in Lisbon. Bournemouth Tourism has a membership base of 1,200 tourism-related SMEs, which provides a substantial user group. Ringkøbing-fjord Tourism has 270 members and Turismo Portugal has more than 2,500 members.



## When silence is worth a thousand words: understanding reviewing biases through construal-level theory

Rebecca Pera, Giampaolo Viglia and Daniele Dalli

Despite the consumer behaviour literature has found strong evidence that consumers weight negative information more heavily than positive information (Ahluwalia, 2002), in most reputation systems reviews are overly positive, as they suffer from some amount of non-response bias (Resnick et al., 2002). The collaborative consumption environment, domain in great need of unbiased feedback, is strongly affected by reviewing biases (Ert et al., 2016). The aim of this research is to understand whether the negative reviewing bias is affected by social distance between the agents involved in the transaction. We believe that this dimension is of great relevance for the sky rocketing industries and platforms of the sharing economy, collaborative consumption business models in which traditional business transactions (B-to-C) are partially to be substituted by peer-to-peer relationships (C-to-C). Construal-level theory informs the study by analyzing if the extent of the social dimension, ie., close/far distance dimensions of personal interaction between the service provider and the consumer explains reviewing biases. While construal-level theory has already been applied in the tourism literature (Massara and Severino, 2013), the social dimension of such theory is at its infancy.

The present study proceeds in two steps to validate the proposed research question. (1) It provides quantitative evidence regarding the existence and extent of the bias, so to provide a general picture of the phenomenon. (2) 28 in-depth qualitative interviews with consumers who have had negative experiences within the tourism domain.

Regarding the first quantitative phase to provide a general picture of the possible positive bias if social distance is low (i.e., high personal

contact experience), the study compared the average review scores of Airbnb (low social distance) listings and hotels in Booking.com (high social distance) for the 6 most popular European destinations according to the global destination cities index (GDCl, 2015). The findings disclose a consistent gap in the average review score in favor of Airbnb listings compared to Booking.com, with the former being around 20% higher and presenting a left skewed distribution. These preliminary findings are consistent with the ones of Ert et al. (2016). Qualitative data help in understanding how this bias emerges uncovering the manifestation of a paradox: despite informants clearly value negative reviews more than positive ones in the decision-making process, positive experiences are generously reviewed, while the negative ones remain silent. Average scores are inflated because negative reviews are not posted. When interactions get close contextual reciprocity (see table 2) emerges in that unsatisfied consumers' non-reviews are the result of a moral obligation towards the host, but apparently not towards the community.

When review bias is severe enough, public feedback provides a distorted view of the risks that are associated with exchanging in a given market. The usefulness of reviews, both in deterring fraud and in informing buyers, becomes severely diminished. What moderates the willingness to complain when having a bad experience is personal closeness. This human connection hinders the willingness to write a negative review, despite the monetary exchange transaction that took place. This is because the presence of a person, according to the CLT framework, calls for the application of social norms.

## Animal and Wildlife Tourism

Chair: Susanna Curtin

Wednesday 6 September 2017

09:00-11:00

Create

### Industry paper: Time to address the 'elephant in the room'

**Daniel Turner - Associate Director for Tourism at the Born Free & Co-author of ABTA's Global Welfare Guidance for Animals in Tourism**

Riding an elephant features on many people's bucket list when visiting Asia and, more recently, Africa. While some may consider riding on top of the largest land mammal to hold an air of romance, few recognise that this practice actually compromises the welfare of these magnificent animals and potentially places people at risk.

Washing captive elephants, swimming with a dolphin, walking with lions, riding an ostrich or cuddling a tiger cub for a photo – are just some of the many tourism excursions and activities involving animals. All can impact on the welfare of animals, and due to the unpredictability of wild animals, threaten public safety. This is why the wildlife protection charity, Born Free provides guidance and advice to travel businesses to help them make informed animal-friendly choices and manage their impacts on animals.

A 2016 study by University of Oxford's 'Wildlife Conservation Research Unit' has revealed that 110 million tourists a year and 550,000 animals are involved in tourism activities around the world. It is therefore not a surprise that Born Free receives so many tourist reports highlighting animal abuses, or that the agenda of ABTA's Destinations & Sustainability team is dominated by animal issues. This led the

travel association to create the Global Welfare Guidance for Animals in Tourism to inform travel businesses of the issues and guide them towards best practice.

Failure to manage these risks and address detrimental tourism activities involving animals can damage a company's reputation and turn away custom. This has been corroborated by a ComRes survey (2017), where 49% of respondents confirmed that their enjoyment of a holiday would be reduced if they observed animal abuse during their stay, whilst 71% said that they would more likely buy holidays from travel companies that care for animals.

Whilst numerous travel businesses have already made decisive decisions to remove certain detrimental animal activities from their travel itineraries, the majority of tour operators and travel agents have yet to consider the impacts of their tourism activities on animals and associated risk. Importantly, there is significant guidance and advice available, from both Born Free and ABTA, which includes a review of existing excursions and identification of those activities known to cause animals and people harm and an understanding of alternative activities that may exist. Now is the time for all travel businesses to consider and address this 'elephant in the room'.

## Christmas Tourism and the Cultivation and Symbolism of Lapland's Reindeer

José-Carlos García-Rosell and Philip Hancock

It is reputed that A Visit from Saint Nicholas, (aka. The Night before Christmas) is one of the most well-known poems in the English language. Whether this is true, however, is insignificant compared to the role the poem has played in shaping many of our contemporary ideas about the Christmas festival. While the reputed (although contested) author, Clement Clarke Moor, drew on many existing mythologies and stories in order to write his short children's tale, it brought them together with a number of new ideas in such a way as to create what was to become a blueprint for the modern Christmas Day story.

Perhaps most notable of these ideas is that of a team of named, flying reindeer. While these are somewhat different from the ones we commonly associate with the seasonal gift giver today, being as they were in 'miniature', nonetheless these characters remain central to what the likes of Miller (1993) have described as the global festival that is Christmas. The truth, of course, is that reindeers cannot really fly, miniature or not. What is true, however, is that they do pull Santa's sleigh, have names, and preform a host of other Christmas related roles. And nowhere is this more evident than in Finnish Lapland, the official home of Santa Claus.

Centered on the northern city of Rovaniemi, the Finnish Lapland tourist industry has quickly come to recognize the importance of Christmas and, in particular, Santa Claus related tourism as a source of revenue and regional self-identity (Pretes, 1995). Integral to what it offers as an authentic Christmas experience is the role played by a selection of the region's reindeer. No visit to Finnish Lapland around Christmas

time would be complete without at least one reindeer pulled sleigh ride and the opportunity to meet and pet one of Santa's most faithful companions. Oh, and yes, did we mention a plate of poronkäristys to warm you up at the end of the day; poronkäristys being, of course, reindeer stew.

For despite the portrayal of these as mythical, if not indeed magical beasts, they are also first and foremost draught animals as well as a source of food and other raw materials. Originally tamed from the wild Scandinavian mountain reindeer, they were also used as lure animals for deer hunting (The Reindeer Herders' Association, n.d.), with large-scale reindeer herding started by the Sámi in the fells of Sweden and Norway in the late Middle Ages. It was the nomadic way of life of the Sámi, who follow the reindeers in rhythm with the seasons, that helped to spread reindeer herding throughout Lapland, while today, such herding is viewed as a way of life in which economic, ecological, social and cultural elements overlap.

In this paper we consider these humble, and indeed not so humble, Lapland reindeer. We chart their emergence as an economic resource, both as a carnally appropriated raw material, and as a mythical beast of Christmas folklore (Forbes, 2007). In doing so we argue that Lapland's reindeer exist in a liminal, but highly organized space; one that sits between a series of historically constituted discourses focusing on their magical, and usually anthropomorphic status as Santa's helpers and confidantes, and their accompanying role as both beasts of burden and sources of human food, tools and trinkets.

## Animal Agency in Tourism: Sled dogs in Finnish Lapland

Mikko Aijala

Animal-based tourism activities play a vital role in tourism industry and therefore many animal species and individuals are used as workers for the industry (e.g. Fennell, 2012; Markwell, 2015). Among others, the dog is one essential species to carry out this work (see Carr, 2014). This is the case also in many parts of the Arctic region including Finland, especially Finnish Lapland. Along reindeer, sled dogs are the most iconic animals representing Lapland. Dog sledding is ever more popular among international tourists coming to Lapland. This has raised a concern over the capacity of dog sledding companies for their ability to receive all the tourists. It also raises a question about welfare of the workers – both humans and dogs.

Despite some exceptions the dominant approach in tourism research and especially in industry itself (e.g. Ong, 2017) has been that animals are regarded as essential part of the service but nonetheless rather passive elements. The purpose of this study is to demonstrate the role and agency of animals in tourism. The case study is explorative and the objective is to present some reflections on the active and central role of dogs in tourism activities. The point of departure is a perspective that actors do not exist and act alone but in collaboration with others (Law & Mol, 2008). Along with dogs there are many other actors, such as company owners, guides, and tour operators, who or which co-create tourism services (see Bertella,

2014).

The case is explored through the collection and analysis of primary data which was gathered through interviews and observation in Finnish Lapland in summer, autumn and winter 2016. The interviews were conducted with tourism entrepreneurs organizing commercial sled dog tours and representatives of local DMOs and international tour operators. The interviews focused on the interviewee's personal experiences in relation to keeping of dogs, interactions between dogs and tourists, and communication and marketing in relation to dogs and their welfare. Additional data were collected by observation in companies which provide commercial sled dog tours. The observation focused on the interactions between dogs, tourists and staff. The data demonstrates that in context of tourism there are diverse set of practices related to dogs, their keeping, encounters with tourists and marketing which show that the presence and acting of dogs direct the business operations. Through better understanding of the agency of animals it is possible to draw more attention to their essential and active role in tourism. In practice, this would lead to management strategies that aim to better consider animals and their welfare and also to offer more meaningful and educational experiences for both entrepreneurs and tourists.

## Considering Service Animals in Tourism

Jillian M. Rickly

Accessible tourism is a rapidly growing sector of the tourism industry and increasingly recognized as essential to supporting mobility and leisure as human rights. This has contributed to active research in regard to human disabilities and mobilities needs in tourism. Yet, the ways in which transportation services, accommodations, and tour operators provide for the needs of service animals remains underdeveloped and underexamined. Service animals are increasingly utilized to mitigate mobility challenges, including visual impairment, physical disabilities, disorder response, and emotional and psychological

support. As they often accompany their handlers on holiday, service animals are also becoming more prevalent in the tourism and travel sector worldwide, revealing our lack of understanding of their needs in tourism mobilities. This paper summarizes the current state of our understanding of service animals in tourism studies, particularly in relation to ethics and animals. It builds from this to present preliminary findings on the travel behavior of service animal users, particularly the resources available to them and the common challenges they face.

## Hospitality Management

**Chair:** Crispin Farbrother

Wednesday 6 September 2017

09:00-11:00

F202

### The Hospitality Model Revisited: Evoking definitions of hospitality for 2017 and beyond

Angelique Lombarts and Neil Walsh

Hospitality is a contested term. It is both production, consumption, business praxis and cultural performance. Cassee (1983) was among the first authors proposing a definition of hospitality as “a harmonious mixture of tangible and intangible components”. In this article the authors review the post-1980’s academe interpretations of hospitality. Specifically, the article reviews an understanding of hospitality as espoused by a discreet model, The Hospitality Model (Reuland, Choudry & Fagel 1985) and crucially evoke its re-articulation (see Figure 1).

The model sought to combine tangible and intangible elements of hospitality. It looks into the managerial aspects as it studies the products and services provided (P). It looks at the environment (E) where these are offered and last but not least, it delves into the behavior (B) of the service providers. From the guests’ perspective, the model investigates the needs (N) and goals (G) of the guest. To interpret the model, we look at it in a hotel situation: products are the rooms and the F&B facilities offered; behavior concerns how the guests are being treated: do they feel welcome and respected; the environment is the location such as a city or beach and the destination of the hotel. The goals tell us the reason for staying at the hotel, e.g. business or leisure; the needs reflect the products and services he/she wants in the hotel. But can the model be used in other contexts and, if so, how can it be applied?

Importantly, the article aims to explain a contemporary understanding of hospitality through revisiting The Hospitality Model in 2017, it serves, therefore, as a critique and a constructive extension of this earlier model. The first section delves into literature on hospitality and its broad range of definitions and demarcations. The authors explore the literature on hospitality from the dual camps of production and consumption and situate a range of definitions accordingly, citing the works of amongst others Brotherton, & Wood (2007) Lynch et al. (2011) and Slattery (202) Crucially, the authors espouse the idea that Western productions of hospitality lie somewhere between the Christian ethic of hospitality (giving) and the power-play inherent in its provision.

Thereafter, the authors, focus on The Hospitality Model in 2017, and redress crucial missing contemporary drivers, such as the experience economy, broader stakeholders’ perspectives and the new modus operandi of consumption itself.

In short, the authors advance the question is The Hospitality Model still applicable today? And provide insights into how hospitality is performed in a late-capitalist world of ‘experience’, ‘hostility’, and ‘commodification’. The article proposes new ways to frame the concept of hospitality in 2017 and beyond. The authors conclude with reflections on how The Hospitality Model should be adapted.

## Emotional labour in luxury hospitality: a comparative study between U.K. and Vietnamese hospitality workers

Charalampos Giousmpasoglou and Thi Hoang

The growing attention on the understanding and employment of emotional labour in the luxury hospitality sector, is the result of a customer/market driven demand for service excellence and personalisation since the late 1990s. Emotional labour is the management of one's emotions in order to achieve specific organisational outcomes (Van Dijk, et al. 2011); it can be performed by either faking emotions ('surface acting') or by managing felt emotions to be 'authentic' (deep acting) (Hochschild 1983). The existing research is largely based on the western context thus it is difficult to suggest that this concept can work the same way in a non-western context. This research aims to explore the mediating role of national culture on emotional labour; more specifically it investigates the similarities and differences in terms of emotional labour adoption, between hospitality workers in the U.K. and Vietnam.

A survey questionnaire (both in electronic and hard copy form) has been distributed in approximately 200 hospitality workers located in both countries. The survey questionnaire design was based on the Dutch Questionnaire on Emotional Labour (D-QEL), a well-established tool used also in different contexts and occupational groups such as nurses and teachers (Näring et al. 2012). The two sets of responses (from the UK and Vietnam) are presented and analysed by the employment of

quantitative methods (descriptive statistics). The data also incorporate a qualitative element; this refers to the part of the survey questionnaire where participants had the opportunity to share their opinions about emotional labour in their own cultural context.

Building on Hofstede's (1983, 2001) interpretation of cultural differences based on the national context, the findings suggest that both differences and similarities among hospitality employees in the UK and Vietnam. More specifically, the key differences are focused on the level of assertiveness, empathy, commitment and teamwork. On the other hand employees from both contexts are willing to undertake risks and to consider uncertainty as part of their everyday life.

There are both conceptual and managerial implications of this study. On a conceptual level, there are indications that culture affects the adoption and exercise of emotional labour; as a result this can lead to either 'surface' or 'deep' acting, depending on the employees' cultural background. On the other hand, luxury hospitality managers should customise their people management policies and procedures in order to attract and retain talented hospitality employees who can understand and exceed customer expectations.

## Spatial perspectives on mentoring in the hospitality industry

Philippa Hudson and Simon Thomas

The value of the workforce has not always been acknowledged in service orientated industries but over the last decade the focus on people, their contribution and ability to be motivated to perform at a high level has become more obvious and strategic. As a result organisations have reevaluated their position and investment in the workforce, spurning such terms as talent management, empowerment, engagement and loyalty. Looking at the workforce through a new lens has enabled organisations to become more efficient and effective as they invest and develop their workforce in order to compete, reduce staff turnover and increasing employee engagement.

The current operating environment presents many challenges to businesses and the diversity of the workforce; not necessarily defined by ethnicity, gender or sexual orientation but by generation, is an emerging challenge. We find ourselves at a crossroads where baby-boomers, generation X and millennials make up the diverse and dynamic workforces that define organisational cultures. By 2020 it is predicted that 50% of the global workforce will be millennials, with generation Z hard on their heels.

As natural turnover continues the number of millennials increases as baby-boomers leave employment through predicted retirement. However, unlike previous generations those moving towards and into retirement have a further 20, 30 even 40 years ahead of them. They are also leaving organisations undergoing

significant cultural and organisational change as a result of the evolving workforce dynamics. The increasing prominence of millennials in the workforce has resulted in cases of accelerated progression as impatience and desire for change propels them to positions beyond their capabilities. The emerging impact of these two factors is the growth of a young, relatively inexperienced middle management tier that coincidentally occurs as businesses haemorrhage experienced talent. Millennials we are told have a very different work ethic than those they are replacing. They need and value support but may demonstrate little loyalty and thus change jobs frequently. So how do organisations benefit from this evolving intergenerational shift in the workforce?

The literature suggests that those leaving work will remain healthier much longer and therefore be less costly (to the public purse) if they keep their minds as active and engaged as their bodies. Strategies to encourage physical activity are embedding themselves into our wider society and, albeit slowly, are becoming the norm across the generations. How can organisations use this knowledge base they are losing to offer strategic mentoring support to their younger less experienced managers? Could businesses capitalise on rapid developments in technology and the potential to redefine space to facilitate this process? Might this strategy slow down staff turnover in hospitality? Might this signal the next step in the development of corporate social responsibility (CSR)?

# Culture and Community

**Chair:** Lorraine Brown

Wednesday 6 September 2017

09:00-11:00

F201

## Decolonisation in postcolonial Chinese destinations

**Carol X. Zhang and Nigel Morgan**

This paper offers dynamic understanding of Chinese postcolonialism within tourism studies. Through revealing decolonial theories, the paper argues that the binary opposition between the Third World and the First World is no longer sustainable in existing postcolonial tourism studies. This study critically analyses the symbolic meaning-making around pre-colonial and colonial heritage for national identification in both Hong Kong and Macau. The study relies on both secondary and primary data. The second data included all current available tourism promotional materials

to understand the discursive formation of postcolonial identity. The study further included 35 in-depth interview with both tourism and cultural experts, who have both pre-handover and post-handover experience. These in-depth interview provide additional information to understand the decolonisation process within both Hong Kong and Macau. Through using semiotic discourse analysis, the research shows that although Hong Kong and Macau are postcolonial Chinese destinations, their historically developed power difference determines a different route to motherland.

## Community participation in Tourism: The case of Lewa

**Esther Kagure**

The local community is one of the most important stakeholders in tourism development. However, in most instances, private benefit of conservation to individuals, households and even entire community are not made clear or may be non-existent. This research draws on social exchange theory, to examine the level of participation by communities around Lewa, a private conservancy in Northern Kenya. Lewa presents a successful model that has won the community support. Evidence showed that local people around Lewa participates in tourism through policy and planning process; benefits sharing and owning community projects. Education assistance was seen to be the greatest help that the community around Lewa

gets from the conservancy. Other assistance relates to healthcare, water provision, credit facilities and grazing. The research agrees with the principles of the social exchange theory, since the relationship between the evaluation of costs, benefits and support for tourism was substantiated. In general, there is a direct relationship between positive impact variables and participation variables (benefits sharing; involvement in decision-making as well as availability of community projects initiated by tourism). These participation variables are, in addition, directly related to support for tourism. As a result, the community values wildlife for its economic benefit.

## Cultural extinction: The Fulani Sharo Festival in North eastern Nigeria

**Eldah Ephraim Buba, Mark Melton Yakubu and Hafsat Mahmud Hussaini**

The Fulani people are one of the major ethnic groups in north eastern part of Nigeria. Sharo festival is a prominent festival used by the Fulanis as a demonstration of bravery, and to induct the young men into manhood. It is a colourful flogging event with dances as site attraction. This festival used to pull thousands of tourists to the north eastern part of the country. However, personal observations have shown that the festival is gradually fading as the festival is no more observed again. This study is aimed as examining the reasons why the sharo festival is going into extinction and how the festival can be revived. Personal

interview and survey questionnaires were administered. Findings show that civilization, health concern, insecurity and religion are the major reasons that led to the death of the festival. It is recommended that the fulanis should be enlightened on the importance of them upholding their culture, adequate security and safety measures should be provided during the festival. Culture is one of the major tourism attractions in Nigeria; therefore, sustaining the attractions in our culture will not only preserve it but will boost tourism in the north eastern part of the country.

## Assessment of recreational potential and its impact on the landscape (Topoľčianky village, Slovakia)

**Jozef Tazky, Martin Izsoff, Frantisek Petrovic and Michal Arendas**

Recreational potential is the ability of landscape to provide their visitors natural, historical and socioeconomic features and components that can rise with properly used level of tourism of concrete place. In this contribution we focus on the assessment of the recreational potential in the Topoľčianky village, which is localized in Zlaté Moravce district (SW of Slovakia). By comparing historical (2007) and current landscape structure (2017) we got information about development changes, which we used for evaluation of development of recreational potential and its impact on the landscape over the last 10 years. Part of this work is an evaluation of visit rate of selected natural, cultural and sport sights and events. The result of this work is to determine the forecast of future development of the village Topoľčianky as an important tourist centre from local to international level.

The structure of tourism development was processed by Mariot (1983), Krnáčová et al. (2005) and Plesník (2008), who divided the basic assumptions of tourism development into localization, selective and realization assumptions. We used geographic information system ArcGis 10.2 to create maps of development changes, in which we compared

historical (2007) and current landscape structure (2017). These maps of secondary landscape structure (SLS) were used for evaluation of development of recreational potential. Legend of SLS (Table 1) was processed by Petrovič et al. (2009). An important step was the field research, necessary to create a map of the current landscape structure and to find out the visit rate of individual sights and events, including the execution of SWOT analysis. We also analyzed the literature (planning documentation, program of economic and social development 2014-2020, territorial system of ecological stability...).

The spatial composition of SLS is composed by individual elements of natural, semi-natural and artificial character, whose proportion strongly determines the character and quality of assumptions and realization of tourism in concrete place. As we can see in Figure 1, the most important locations of tourism originated in places, where was more favorable combination of several natural and cultural factors. Compared to 2007, area of forests as an important factor of tourism localization increased in 2017 by 6.09 ha to 1455.1, which is really positive. Also, area of non-forest woody vegetation increased. An important element



attracting many tourists is Parkland Topoľčianky, which is one of the oldest in Slovakia. It occupies an area of 84.8 ha (3.3% of Topoľčianky area). In 1982 was declared a protected natural monument. Since 1996, it has been a protected area. We negatively evaluated decrease of vineyards by 0.25 ha, because Topoľčianky village has a long tradition of vineyard cultivation. Thanks to Eurofond, there was an improvement of the material base of tourism, which enabled organization of the FEI World Championship Pairs in 2013. Also, the reconstruction of the national cultural monuments and the offer of new services caused that number of visitors is constantly increasing from 2010 (Table 2).

The village Topoľčianky has a high potential for developing new recreational activities, because forests are predominant in terms of land use. At present, the most visited sights and events are National stud farm, chateau Topoľčianky, chateau Topoľčianky – vineyards and winery and Marian pilgrimage on calvary. From the obtained data we can state that structure of land use suggests opportunities

for range extension of tourist types. There is a big assumption for the development of tourism, cycling and hiking. The high recreational potential of Topoľčianky proves not only the structure of landscape utilization, but more than 80,000 tourists who visit it every year, too. Therefore it is necessary to constantly develop new services and attraction that can attract a broad spectrum of visitors; otherwise it could occur stagnation and the loss of tourists. We evaluate Topoľčianky as a village with high recreational potential that is able to compete not only with big towns in Slovakia, but it could also succeed on international level.

Acknowledgements: The contribution was prepared within the grant projects Vega no. 2/0023/15: "Analysis of temporal-spatial dynamics of the selected cultural landscape structures in Slovakia, their protection and sustainable use" and Vega no. 1/0496/16: Assessment of natural capital, biodiversity and ecosystem services in Slovakia - the base for the implementation of integrated environmental policy in practice.

# Transportation

**Chair:** Derek Robbins

Wednesday 6 September 2017

11:30-13:00

Share

## Examining The Challenges Faced By Passengers Using Arik Air For International And Domestic Travel

**Hafsat Mahmud Hussaini, Eldah Ephraim Buba, Sanusi Abubakar Sadiq and Amina Bata Zoakah**

This research work was aimed at examining the challenges faced by passengers using Arik air for domestic and international travels. Passengers do complain of delay flights, theft and rude behavior by Arik staff while on transit or in the process of travelling using the aircraft. Being the national carrier in Nigeria these behaviors have tarnished the image of the airline and makes travel experience to be challenging. Hundred survey questionnaires were administered to travellers who have used the airline for domestic and international flights. Findings show that the staff of the airline do lack customer care skills and are sometimes rude to customers. The airline does

have different agents that book for international flights who delays confirming bookings even after payment. The website of the airline is mostly down and makes bookings difficult. Other findings related to the study are delay of domestic flights within Nigeria. Passengers are sometimes kept for 8 hours in the airport due to delay of flights. The study therefore recommends that flight schedule should be adhered to and staff should be trained to meet of with passengers demand. The security of guest luggage at the airport should be put in place to avoid theft. An effective booking platform should be accessible to passengers for easy booking.

## Sustainable Mobility, Accessibility and Responsible Travel policies integration with Sustainable Tourism, towards SMART Destinations

**Manos Vougioukas and Polikarpos Karkavistas**

Integration of policies for Sustainable Mobility, Accessibility & Responsible Travel with policies for sustainable tourism, requires particular attention. This is a common challenge that regional/local and transport authorities increasingly face, particularly at busy destinations with high tourism flows. Integrated policies and actions are needed towards 'SMART Destinations', through interregional cooperation of destinations.

Overall objective is to improve the transport and tourism policies of tourism destinations through integrating strategies for sustainable mobility, accessibility and responsible travel with sustainable tourism development, for transition to a low-carbon economy, through sustainable multimodal mobility, accessibility & novel low-carbon transport systems, with implementation innovations, policy learning and capacity building for tourism destinations.

The following pressing issues are addressed:

- Intermodality facilities for visitors inc. ICT & Mobile Aps; 'Mobility as a Service' (MaaS) solutions
- Accessible tourism for all
- Investments in low-carbon transport systems for mode shift to sustainable mobility modes, including Electro-Mobility & PRT/DRT
- Cycling & Walking facilities for visitors, including Cyclo-tourism.

Sustainable mobility and accessibility have been priorities in European cities and regions, with EU policies and support from Structural Funds. Sustainable and responsible tourism has also been a priority for several regions and destinations in Europe. However, the full integration of transport and tourism sectors has not been adequately addressed in terms of sustainability, innovations and in relation to their significant contribution towards a low-carbon economy.

The 1st World Conference on Smart Destinations organised by UNWTO in February

2017 stressed the contribution of multimodality and accessibility towards smart destinations.

Promoting Sustainable Mobility and Accessibility provision with low-carbon transport in tourism destinations is a theme that has not been given the emphasis that is required and it deserves, particularly in busy destinations at peak seasons. Transport planning is usually geared to the normal travel demand of residents and businesses, with the special needs of tourists frequently overlooked, underestimated or given inadequate attention. Visitors, usually foreign, are not very familiar with the destination transport networks and language. There is a large scope for shifting travel demand to low-carbon transport solutions in tourism, with significant quality of life, socioeconomic, environmental and climate action benefits in European cities and regions that are established or emerging destinations.

Overall aim is to improve the policies at tourism destinations, by integrating strategies for sustainable mobility, accessibility and responsible travel with sustainable tourism development, through mobility management, accessibility & novel transport systems, with implementation innovations.

Expected results are:

- Improvement of policies and strategies for effective destination management with sustainable mobility and accessibility.
- Enhancement of knowledge, skills and expertise of staff responsible for policy implementation in transport & tourism management through policy learning and capacity building.
- Protection of environment, through promotion of low-carbon mobility, contributing to the goals of climate action.
- Outreach for awareness raising involving destination and transport authorities.

A cooperation network of European destinations is presented, that seeks co-funding from the EU Interreg Europe programme in the first instance,

for delivering efficient sustainable tourism with low-carbon transport innovations and SMART solutions.

## Silver Cyclists

**Jo Guiver, Richard Weston and Nick Davies**

This presentation describes the findings of research associated with the European Union Cosme-funded project: Silver Cyclists, which investigated the potential of increasing the take-up of cycling holidays by people over 55. The research consisted of a desktop study of advertising of cycling packages, surveys of people who had or intended to go on a cycling holiday and recorded interviews with cycle package holiday providers in five European countries.

Cycling holidays are growing in popularity, and recent years have seen an increased number of organisations offering cycling holidays, especially more up-market packages. These particularly appeal to an active middle-aged and older population with adequate disposable income and time for leisure activities. As well offering a healthy activity to participants, cycling holidays provide low-impact, but relatively high-spend, tourism to destinations and can use excess capacity out of the high seasons. Cycle tourists often extend their stays at the beginning, end and sometimes in the middle of their trips. The use of baggage transfer means they are not restricted to what they can carry on a bicycle, so are no longer limited to accommodation where cycling-gear is acceptable.

Cycling holiday packages involve a number of services such as route-planning, accommodation, bike-hire, luggage transfer,

information and promotion which are often provided by different agencies and require co-operation and collaboration. Interviewees included hotel managers, tour operators and a local authority marketing agency, each one of which worked with other local providers to put together the 'package'. It is also evident that this is a competitive business and a few companies control the offering in individual countries, often working with similar companies in destination countries to offer international packages.

Both customers and providers rejected promoting packages specifically for older people. Instead, there were packages which generally appealed more to older customers and these might include: luggage transfer, off-road routes, provision of electric bikes, shorter stages, more comfortable accommodation and information about cultural and historic aspects of the route.

Cycling holiday packages offer potential for smaller rural destinations, but require public investment in the infrastructure where this does not already exist. Provision of packages does not seem sufficient to encourage those without a current interest in cycling to consider a cycling holiday. The presentation discusses the prospective market and development of the provision for cycle tourism.

Acknowledgement: Study funded by the COSME programme of the European Union

## Fly Cruise or land cruise passengers; the case of Southampton

**Pavlos Arvanitis**

Southampton is one of the major cruise ports in northern Europe with over 1.5 million cruise passengers departing from its docks. The aim of this paper is to explore the travelling patterns to and from Southampton for those who come to board on a cruise. This paper will present the current status of passengers travelling on a cruise from Southampton, based on secondary data and explore the methodology to be followed for the empirical study which will be conducted over two different time periods at Southampton Airport and Southampton Cruise Terminals. Given that Southampton is a major

cruise terminal both in the UK and Northern Europe it would be beneficial to identify where cruise passengers come from, how they get to Southampton and how long they stay here for. The latter is of major importance, as a small increase in the overnight stays in the area will have a significant impact on income and employment generation at local and regional level.

Acknowledgement: The 12 month research project is fully funded by Southampton Solent University.

## Smart Tourism and Hospitality

**Chair:** Dimitrios Buhalis

Wednesday 6 September 2017

11:30-13:00

Inspire

### Moving towards Smart Hospitality – Interconnecting the Ecosystem

**Dimitrios Buhalis and Rosanna Leung**

The cloud technology transformed the way data store and share, and how business operate. With the standardization of web-based applications structure, data interchange among systems are now simplified. This allow not only internal applications but also business partners' system to be interconnected and interoperable. By combining all internal applications' data and external data collected by sensors, hospitality big data were formed and enable more accurate revenue forecast. This study investigates the smart and agile enterprise of the future learning from the hospitality industry and propose a comprehensive interconnected and interoperable smart hotel network which enable hotelier preparing accurate business forecast.

This conceptual study adopted desk research as data collection; extracted an extensive body of researches in hospitality technology development and adoption. Content analysis illustrated several key themes that drive smartness in hospitality including hospitality Internal Big Data, external environment and sensors, hospitality big data on the cloud, intelligent systems and beacons, and management decision and dynamic feedback.

The proposed smart hospitality framework enables fully integrated internal and external applications, data exchange from the cloud, and obtains recent and historical data from

big data. Smart hospitality networks enable all industry members to apply interconnected and interoperable systems. The pioneers who initiate and develop this online platform can be the leader in the smart hospitality industry if they can invite the key players to join this network and add value to their operations. Successful organisations must have the ability to standardize communication protocols and data formats, and establish a reliable and secure cloud-base data warehouse. Gaining trust and credibility from key members to upload their business data on the cloud without hassle is critical to consolidate individual business statistics and context from the external environment, and conduct intelligent analysis on the data collected.

With the comprehensive and detail data generated, small and medium size hotels can also gain access to the big data and prepare strategic analysis. As a result, international hotel chain may no longer have apparent advantage of having comprehensive data bought from research organisations. Despite the challenges, smart hospitality will support hotel companies to interlink their value systems, improve the collective efficiency and profitability of the ecosystem and strengthen their competitiveness.

## Efectos de la Co-Creación Sobre la Imagen Proyectada en las Redes Sociales Twitter y Facebook: un Análisis Para el Caso Smart Fuerteventura.

[Effects on the co-creation on the image projected in the social networks Twitter and Facebook: An analysis of the importance of the smart Fuerteventura case.]

**Mercedes Revilla, Agustín Santana Talavera, Eduardo Parra López.**

(full paper available on USB)

Los destinos turísticos se enfrentan actualmente a diferentes retos en las estrategias de marca (Branding) y comunicación online. Uno de ellos es el cambio del perfil comportamental de los turistas, pues son sujetos que manejan una ingente cantidad de información a través de las redes sociales, generando y compartiendo la misma. Consecuentemente, resulta necesario que las marcas se adapten a las nuevas tendencias, estableciendo estrategias de comunicación en el mundo digital y colocando al usuario en la parte central de sus estrategias de comunicación online.

Ante este escenario, el presente trabajo analiza los efectos de la co-creación de la imagen proyectada en dos de las redes sociales con más

impacto en el usuario, Facebook y Twitter, sobre la marca Smart Fuerteventura (Fuerteventura, España) como caso de estudio.

La metodología aplicada se basa en la exportación y análisis de datos no estructurados de Facebook y Twitter, para posteriormente contrastarlo con los resultados de las encuestas realizadas a los empresarios a través del programa Nvivo 11. Los resultados detectan que no se está llevando a cabo estrategias de comunicación online, por lo que no existe notoriedad de marca y el efecto en la co-creación es prácticamente nulo. Este estudio de caso puede servir de ejemplo para trasladar la metodología a otros destinos insulares con características similares.

## Stakeholder Value Co-Creation in Smart Destination: A Case Study of Bournemouth

**Malvika Nighojkar and Dimitrios Buhalis**

This research presents a conceptual framework on Value Co-creation in a Smart Tourism Destination. Using Bournemouth as a case study, a stakeholder approach is adopted in understanding how value can be co-created sustainably amongst various players in the market when Smartness is applied. Increasing number of governments globally are interested in initiating Smart City projects, however theoretical models on the Smart Destination and its implications are still lacking.

The objective of this ongoing research is to firstly identify the stakeholders in a Smart Tourism Ecosystem and to map the existing travel sector-specific data generated. It then focusses on suggesting improvements for destinations to become agile through inter-operability. Empowered by open data and Big Data, artificial intelligence and machine learning, Smart Cities can act as an ICT-enabled platform, allowing tourism service providers to interact with other elements dynamically. This can facilitate real-time joint packages between partners, contextualised and personalized to individual tourists to deliver delightful customer experiences. Better data analytics can help businesses push offers in real-time to the targeted market, increase revenue and make sound strategic decisions. Urban destinations can address specific challenges such as increasing spend per head, maintaining destination reputation and presenting a holistic destination image that appeals to both tourists and locals. The social, economic, technological aspects combine to create a destination of innovation and agility and can thus deliver competitive advantage.

The framework discusses the supply end, provided by tourism service providers, and the demand side, or the consumers of value represented by both visitors as well as citizens of the smart city. An Open Data platform enabled by different layers of technology can connect the supply and demand side, while bringing together value aggregators and other stakeholders in a Smart City to create a Smart Destination Ecosystem. Further, the research attempts to define the dimensions of such an ecosystem through four elements: dynamic marketing, technology and connectivity, co-created memorable experiences and agile management.

The research methodology included extensive literature review as well as a focus group comprising technology solution providers, representatives of DMOs and managers of hotels and restaurants. This qualitative approach relied on the Case Study format, examining the challenges and opportunities of the tourism sector as well as the digital sector in Bournemouth. Findings from this research attempt to identify champions of best practice within the destination and to determine ways forward in achieving destination's competitive advantage.

This research may be of interest to DMOs, smart city planners, technology and software providers, managers of accommodations and attractions as well as to event planners. Additionally, it may also benefit independent establishments in tourism destinations, who may be unsure of their role in a Smart Destination.

## Telling the tale: Tourists attitudes towards technology enabled storytelling

Iride Azara, Eleni Michopoulou and Lisa Wakefield

This study discusses technology enabled storytelling at heritage attraction. Research indicates that technology applications have the potential to enhance tourism experiences at destinations (Neuhofer, Buhalis and Ladkin, 2012; Chung, Han and Joun, 2015). However, there is still a lot to learn on the ways technology can be used to improve storytelling. Augmented reality (AR) applications have been discussed as particularly effective platforms to deliver powerful and impactful messages (Han, Jung, and Gibson, 2013). However research on its effects on tourists behaviour is still in its infancy (Kaplanidou and Vogt, 2006; Law, Leung and Buhalis, 2009).

The study reports on the outcomes of a yearlong project at heritage attraction site in Buxton UK. The aim of the project was to explore technological options to improve visitors experience at the location. To that end, an AR application was developed to enhance the value of the pre-existing tour of the attraction. To explore visitors' perceptions of the AR tour, a qualitative approach was adopted

for the study. Semi-structured interviews were conducted with 65 participants, right after they had experienced the AR tour, so data are not indicative but evaluative (collected post experience).

Findings suggest that the use of AR has had a significant and positive impact on visitors' perceptions of the attraction. Visitors found the digitally enhanced content useful and effective in bringing the subject to life; enabling visitors to empathise with the stories described. Visitors particularly enjoyed the content which provoked and awakened the senses enabling them to connect and understand the history of the place at a deeper level. Findings have managerial implications in terms of the practical elements to be incorporated into AR applications (such as avatars and voiceovers) to optimise digital storytelling. Implications for academia include furthering the discussions of the impact of technology (and the relevant factors) on designing and delivering memorable tourism experiences.

## Animal and Wildlife Tourism

**Chair:** Susanna Curtin

Wednesday 6 September 2017

11:30-13:00

Create

### Investigating animal ethics and wildlife management issues at a nature-based tourism setting: a case study from Yakushima Island in Japan

Rie Usui and Carolin Funck

Ethical issues involved in wildlife management are complex as the interests of different stakeholders overlap. They will be further complicated at tourism settings where the tourists' gaze adds another layer to wildlife management issues. Wildlife management is often criticized for being anthropocentric in its aims. Therefore, we need to move beyond the purely exploitative practice of animals in tourism. Currently, there is a dearth of tourism research from Japan that addresses animal ethics and management issues, despite the fact that various animal-related tourist attractions and destinations exist (e.g, free ranging deer in Nara Park and Miyajima Island, Rabbit Island, owl cafés, and wild monkey parks). The authors have been building work in this area of research by empirically investigating some of these sites. This presentation reports findings from an exploratory study we conducted in Yakushima Island, a famous nature-based tourism destination located at southern Japan that was designated as a UNESCO World Natural Heritage Site in 1993. The island's extremely

wet climate has created unique flora, and the isolation of the island from the mainland Japan has allowed some sub-species of fauna to evolve into an endemic species on Yakushima Island. Among them are Yaku-monkeys (*Macaca fuscata yakui*) and Yaku-deer (*Cervus nippon yakushimae*). While they undoubtedly play an important role in the ecosystem, and thus they are valuable for tourism in Yakushima, they are subjected to hunting that is justified as a means of mitigating crop raiding and damage to precious vegetation of Yakushima. The current study challenges this often taken-for-granted rationale as a wildlife management policy. Based on the idea that ethical values are socially constructed, we explored the local stakeholders' perceptions toward wildlife and of the current wildlife management policy through semi-structured interviews conducted between March 3 and 10, 2017. Our interviews with nine tour guides, two hunters and a farmer shed light on some issues related to the current wildlife management system as well as their understanding of animal ethics.



## Insights into the Certification of Animal Welfare in Tourism

Tarja Salmela-Leppänen, Mikko Äijälä and José-Carlos García-Rosell

Over the past decades, certification programmes have become a popular management and marketing tool for helping companies manage and reduce the environmental and social impacts of their operations. Certification programmes, as voluntary by nature, are used by companies that want to legitimize and make visible their commitment towards responsible business practices. Furthermore, a variety of certification programmes are widely spread to the tourism and hospitality industry, where companies use them as tools to gain credibility and competitive advantage in the marketplace (Rodríguez-Antón et al. 2012). Although to 'get certified' has become a common practice in tourism particularly when related to environmental and social sustainability (see Honey, 2008), little is known about to what degree do existing certificates take animal welfare into consideration. Given the growing concern of consumers (tourists) for animal welfare (e.g. Fennell, 2012; Shani & Pizam, 2009), this is a gap of knowledge that needs to be addressed.

As a result, this study takes up the task to look into how animal welfare is considered in the current offering of tourism certificates. Furthermore, it aims to understand how the certification of animal welfare is organized and executed in practice. To that end, this study uses two main sources of empirical data. First, through a systematic mapping of certifications in the web, a total of 14 national and international tourism certificates that seek to promote responsible tourism and hospitality

were selected for closer examination. By relying on content analysis, we critically evaluate their structure, guiding principles and understanding of animal welfare. Second, four interviews with certified animal-based tourism companies situated in the northern hemisphere were conducted to gain a better understanding of the opportunities, benefits and challenges related to the certification of animal welfare in tourism. In addition, the study also uses research data gathered through a media analysis (newspapers, blogs, Twitter, Facebook) focusing on hot topics related to the use of animals in tourism. These data offers insights into an emerging trend in the tourism industry that acknowledge the importance of animal welfare. It also highlights the response of consumers (tourists) towards the mistreatment of animals in tourism.

The value of this study lies in providing information of the current recognition of animal welfare in certification programmes promoting responsible tourism. In particular, it draws attention to the limitations of current certificates in including animal welfare criteria which could guarantee and enhance the wellbeing of individual animals or certain species used in tourism – a problem also recognized by the interviewed companies. This situation is in stark contrast to the growing interest of animal welfare issues in the industry. The study draws attention to issues that ought to be considered when developing tourism certifications focusing explicitly on animal welfare.

## Morally torn but aesthetically persuaded: Why zoos are still attractive

Susanna Curtin and Eleanor Green

Fascination with the animal kingdom is an ancient, universal and cross-cultural phenomenon. Our evolution has been inextricably bound by our relationship with animals and their imagery has long inhabited the human imagination (Rothfels 2002). From the cave paintings, stories and rituals of ancient civilisations to the modern adaptation of children's stories, films, television programmes and the keeping of pets, animals co-inhabit our everyday and we draw inspiration from their beauty, complexity and diversity.

Viewing animals in captivity or taking part in animal-based activities has become a regular aspect of many people's tourist experience. Recent research suggests that wildlife watching or other animal-related tourism accounts for 20-40% of global tourism (Moorhouse et al. 2015). Zoos represent the most popular experience given that visiting them also features strongly in school children's itineraries and family entertainment (Therkelsen and Lottrup, 2015). However, there have been several recent incidents in the press which question the future of zoos such as the shooting of Harambe the gorilla at Cincinnati Zoo after a four-year old boy 'fell' into the enclosure and the public slaughter of Marius the young, surplus giraffe who was fed to the lions in Copenhagen Zoo. These, amongst others, have reignited the ethical debates of keeping animals in captivity for our own entertainment.

The question is whether captive animal-based tourism attractions such as zoos should have any place in our changing society where there is increasing interest in animal welfare (Doward, 2016; Finch 2008).

By now, we have all seen enough depressed zoo animals pacing, rocking and/or exhibiting other stereotypic behaviour to question why captive animal attractions still exist. More puzzling is why people still buy the ticket to see these poor imprisoned animals. This paper investigates this question by exploring the views of consumers who have visited a zoo or a similar captive animal attraction such as a marine park or aquarium in 2016. It investigates the appeal and fascination of animal-based attractions; the attitudes of tourists towards animal welfare within tourism and the educational and conservational influence of animal-based attractions on tourists. Key findings reveal the strong dissonance that tourists feel towards captive animal attractions: They are morally torn but aesthetically persuaded. On the one hand, they see animal attractions as interesting, culturally significant and enjoyable for everyone in the family, but on the other, feel discomforted by the notion of captivity and large creatures in small places. The promise of the conservation of species negates some negative emotions, although when probed further, participants exposed their mistrust of the conservation ethic and subsequent captive breeding programmes.

# Hospitality Management - Reviews

**Chair:** Charalampos (Babis) Gioumpasoglou

Wednesday 6 September 2017

11:30-13:00

F202

## Electronic word-of-mouth and organizational response in the hospitality sector: the case of French and Belarussian hotels

**Tatiana Dauxert**

This research aims to analyze the electronic word-of-mouth (eWOM) in the hospitality sector, especially the online consumer reviews, and the practices of the organizational response by hotels in France and in Belarus.

Among the eWOM forms, the online consumer reviews have a particularly important impact on the search of information, the evaluation and the decision-making of the consumers in the field of tourism and hospitality (Browning, So & Sparks, 2013; Buhalis and Law, 2008; Litvin, Goldsmith & Pan, 2008).

The previous research on the eWOM, on the response to the online reviews by the organizations and on their impact on actual and potential clients showed the importance of these issues for businesses. Online reviews are particularly important for hotel and tourism properties, as their services are "experiential" and potential customers often do not have previous experience of their own of these services (Flanagin and Metzger, 2013; Vermeulen and Seegers, 2009). Trust in online reviews is quite high, with about 70% of consumers indicating that they do trust this type of communication (AC Nielsen, 2014). The WOM influence appears to be even more powerful when WOM is negative (Herr, Kardes, & Kim, 1991). That is, consumers place more value on negative WOM that can have a significant detrimental effect on a company's image, reputation, and sales (Lee & Cranage, 2014). An efficient management of the online reviews is crucial in terms of the e-reputation and operational performance of the properties (Lee & Cranage, 2014; Li, Cui & Peng, 2017; Sparks,

So & Bradley, 2016).

France and Belarus were chosen as two examples of different level of development of the hospitality sector (mature versus developing sectors). We analyzed the strategies of the organizational response of hotels and the factors that influence this response, in order to find elements to answer the research questions: what are the strategies of the online reviews management by hotels in France and in Belarus? And what are the factors that influence these strategies?

As for the methodology, two qualitative methods have been used: exploratory semi-structured face-to-face expert interviews and a content analysis of three popular online review web sites. The interviewed experts are hospitality, marketing and social media professionals, and interviews were carried out in 2015-2016 (15 interviews in Belarus and 18 interviews in France) (Baker, Edwards & Doidge, 2012). The analyzed online review web sites are TripAdvisor, Booking.com and Hotels.ru: online reviews on hotels in France (Paris/IDF) and in Belarus (Minsk) and answers by these hotels, 3 to 5 star hotels, from 2014 to 2016.

Among the results of our research, we show differences in the strategies of the response to the online consumer reviews, which are consistent with the typology of strategies of Park and Allen (2013): these strategies go from a simple monitoring without response to a regular policy of response to all reviews, positive and negative. We also find most of the elements of the response structure mentioned in the "triple A" typology by Sparks and Bradley

(2014): acknowledgement (thank, appreciate, apologise, recognise, admit, accept, dismiss), account (excuse, justify, reframe, penitential, denial) and action (investigate, referral, rectify, policy, training, direct contact, compensate; a monetary compensation being rather a rare element).

Several factors could explain these differences, such as the belonging of a hotel to a hotel chain or group (and the relevant chain/group policy regarding the online review management); the hotel category; the financial and human resources dedicated to customer service; the responsibilities of the staff in charge of response; the emergency of the complaints; and also the language of the review (if the manager in charge of responding understands this language or if he/she has to ask help to a colleague). In the case of Belarus, a specific factor influences these strategies: the institutional form of the ownership. When a hotel belongs to the quasi-public authorities or large industrial groups, the marketing and management innovations are tougher to realize

because of this particular form of ownership that adapts less quickly to the new business conditions.

The results of this research could be useful for the hotel managers in their practice of answering the online reviews and to any other organization dealing with customer reviews. The purpose is to avoid or at least to limit the negative effect of online reviews on a property e-reputation and performance, especially for potential clients, by adapted responses to reviews.

As for future research, it would be interesting to study the phenomena of online reviews and organizational response in other countries and/or other sectors. One could also consider testing the effect of different elements of response on the consumer satisfaction, word-of-mouth intention and (re)purchase intention, for the customers that are authors of reviews or for potential customers who read hotel reviews and management's answers.

## Engagement Empowers Revenue Maximisation: Impact of Personalisation on Loyalty

**Arkadiusz Tomasz Tomczyk, Dimitrios Buhalis and Nigel Williams**

In the past two decades the development of the Internet has dramatically changed the way that information is distributed. It has also changed the way people plan, purchase and consume products and services. As a result of this, customers are now an important and integral part in the creation of the value of products and services. Today's customers are not only buying a product or service, but rather they are buying into an experience delivered by the consumption of those products or services. Therefore, with the constantly increasing competition in the hospitality industry, it has become of great importance for companies to find innovative ways to differentiate its products and service from their competitors, and create an experience that will provide distinct value for its customers.

In marketing literature it is generally acknowledged that pricing strongly influences not only product and service demand, but also company profitability. Thus, one principle of Revenue Management is to sell the right product or service to the right person at the right price and at the right moment. Therefore, perceived value is seen as a strategic tool in attracting and retaining customers. Moreover, it should be stressed that price plays an important role in influencing the customer's decision in their choice, and development of their loyalty, with products or services. It is also widely known that the retention and maintenance of existing customers costs less than the

acquisition of new customers. This leads to the conclusion that customer loyalty is closely linked to company performance, even though some customers perceive revenue management practices as opportunistic behaviour of the company, and as a result, their trust and loyalty towards the company may decline. In contrast to this, personalisation through price allows companies to adjust their prices for products or services to match their customers' willingness to pay, and to create greater customer satisfaction, which leads to higher customer loyalty. Therefore, the hotel industry is an ideal field of application for the theory of revenue management.

The purpose of this research is to investigate the impact of price personalisation on customer loyalty, and to explore the influence of personalisation on customer engagement and customer loyalty in the process of maximisation of revenue.

This will be achieved through a theoretical approach to the research, which will show an advanced understanding of the correlation between price personalisation, customer engagement and loyalty within the revenue management discipline. It will provide a comprehensive view of this, and it will provide tangible recommendations that will lead to favourable outcomes for customers, and competitive advantages for the hospitality enterprises.

## Retaining Global Talent in the Service Industry

**Karyopouli, Savvina**

A variety of social, economic, and political factors (such as enhanced labour mobility, refugees' phenomenon, immigration and BREXIT) have led to a volatile business environment and a changing labour profile. Against this highly competitive and volatile background hospitality organisations must deal with the challenging task of effectively attracting, managing and retaining their talented employees contributing to their competitive advantage. In addition, structural and perceptual challenges of hospitality work (such as low pay, seasonality, poor work-life balance) intensify the hospitality businesses task of effectively managing and retaining talent. Talent management should be at the forefront of an organisation's agenda, however despite its importance human resources management in the hospitality has been characterised as reactive and temporary. Indeed, talent management is perceived as a vital and at the same a great challenge for hospitality businesses. In light of this, the current study investigates talent management and talent retention in the western hospitality environment both from the organisation's and employee's perspective. It aims to provide hospitality organisations (specifically hotels) with the relevant knowledge and tools to improve the retention of talented employees.

This is done by firstly analysing existing workforce data to identify key trends in employee turnover/retention, and secondly analysing current strategies used by hotels for employee retention. In turn, the study develops suitable strategies and techniques for hospitality organisations to successfully manage and retain talent. Using a mixed methods approach data were collected from four countries, UK, USA, Greece and Australia. Specifically, interviews were conducted with experienced Hotel General managers, HR Directors/Managers and Line Managers to gain the organisation's perspective. A survey questionnaire was also distributed to the organisation's employees. For the purpose of this conference the results of the interviews will be presented. The findings suggest that the main strategies to retain talent in the hotel sector in the Western context include a friendly and open access culture, teamwork, mentoring, leadership, compensation, succession planning and training and development as the key strategies to retain talent. This study aims to aid hospitality organisations (more specifically hotels) to not only understand the current workforce environment, but also effectively manage and retain talented employees who can contribute to the success of the organisation.

# Culture and Community

**Chair:** Philipp Wassler

Wednesday 6 September 2017

11:30-13:00

F201

## Towards a new definition for “visiting friends and relatives”

**Julio Munoz, Tom Griffin and Michael Humbracht**

Visiting Friends and Relatives (VFR) represents a substantial part of the visitor economy, however, it is regularly underestimated and has been widely neglected in tourism research. The presentation will discuss the main findings from a recently published article by the authors that aims to re-define VFR mobilities within the visitor economy. The paper builds on previous literature that has demonstrated how a lack of understanding of what VFR encompasses facilitates the phenomenon to be undervalued and misunderstood. Without a clear conceptual definition, VFR continues to be presented with inconsistent and conflicting parameters, which creates discursive confusion rather than clarity and appreciation. This is important as tourism is often presented as a positive force for economic

development in a wide range of communities and VFR is almost routinely overlooked with high yield (hotel consuming) markets favoured; this is despite a growing body of literature that has explored the sustainability and positive community impacts of VFR activity and potential. A review of existing definitional work on VFR will be discussed, and a new conceptual definition offered. Mobility influenced by a host is first distinguished from other forms of human movement; VFR is then positioned as a form of mobility influenced by a host that includes face-to-face interaction between a host and visitor who have a pre-existing relationship. Implications for future research and practice will be discussed under the light of the visitor economy.

## Muslim Female Tourists in the UK

**Hanaa Osman and Lorraine Brown**

This study presents data from a WAN-funded research project on the experiences of Muslim female tourists in the UK. It forms part of an ongoing exploration of the intersection between tourism, Islam and gender. Having conducted research on the experiences of western female tourists in Egypt, the researchers decided to reverse the focus. A narrative research approach was implemented to interview 20 participants from a variety of Muslim countries. Participants

were invited to consider how their tourism experiences were influenced by their gender and their cultural background. Initial findings revealed that gender and religion shaped and influenced the experiences of the female tourists while travelling in the UK. Whilst the experiences were mostly positive, judgement of the destination and the host were in many cases influenced by the participants' religious views and up-bringing.

## Towards creating an emotional profile for street food in Vietnam using verbal and non-verbal emotional measures

**Linh L D Pham**

This research aims at building an emotion profile for the street food experience in Vietnam. With tourism and migration, Vietnamese food has now been widely introduced and liked in many parts of the world. Research in characterising the street food in experience in Vietnam is lacking. Measures of emotion responses to food consumption have proved to be an effective tool to differentiate among products and experience, besides the mediating effects on consumer behaviours, satisfaction and behavioural intentions.

A mixed method is applied. Adaptation of the self-report consumption emotion sets and emoji sticker sets are made to identify the emotions tourists have for their street food experience as they write an imagined review on a social network site. The questionnaire, in different languages, also includes questions on the tourists' profile, their food experience, satisfaction and behavioural intentions. Survey questionnaires are to be delivered on popular street food places of three cities for on-site responses, and at the airports before departure

for overall evaluation. Respondents are tourists who have visited the street food sites at least twice or have been in a street food tour. Multivariate statistical analysis techniques are used to create emotional profile for different groups of tourists and the overall profile for the street food experience, along with identifying the difference between the two methods of emotion measures. The semi-structured interviews are conducted with 20 of the tourists who have completed the questionnaire. The main focus is to identify the stimuli and organisms of the emotional responses that they chose. NVivo will be used for qualitative analysis.

It is expected that an emotional profile for street food experience is created for different methods, different tourist groups, and different aspects of the experience. The use of this emotional profile in marketing or management of the street food activities will help to create strong and relevant messages to improve on the shortcomings, and maintain the good images of street food in Vietnam.

## Multi-dimensionality of Diaspora Tourism: A Conceptual Framework

**Tingting Elle Li and Bob McKercher**

Diaspora tourism has been widely researched in its different forms recently. Most of these studies have concentrated on the demand perspective, looking into the tourists' visit experiences by examining the travel of recent migrants from a single ethnic group to one destination. As a result, diaspora tourist tends to be treated as homogeneous without recognising its full potential and market segmentation, leaving destination managers not fully understand the market or develop appropriate

approaches to promote their products and services in order to satisfy the tourists. This study tends to explore two dimensions of diaspora tourism, the origin (demand) and destination (supply) dimensions by critically reviewing a wide range of research undertaken on diaspora, migration and tourism literature. A conceptual framework towards successful diaspora tourism is proposed after elaborating the links between demand-side factors and supply-side issues.



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