



# CBTS-2020

## Germany, 2020

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# Abstracts



**CBTS-2020**

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# **Plenary session:**

# **Scales and data analysis methods**

## Submission 20

### Cross-Cultural Construct and Predicative Validity of the Social Return Scale

**Bynum Boley (University of Georgia), Evan Jordan (Indiana University), Kyle Woosnam (University of Georgia), Naho Maruyama (Takasaki City University of Economics), Xiao Xiao (Arizona State University), Camila Rojas (University of Georgia)**

#### Background of the study

While travel has long been a conspicuous activity with symbolic aspects (Dimanche & Samdahl, 1994), social media has fundamentally changed how tourists symbolically convey travel images to their peers. How the vacation will be viewed by one's peers on social media has firmly cemented itself into the tourist psyche and how they plan and travel. One scale recently developed to understand the anticipated social media attractiveness of different destinations is the Social Return Scale (SRS) (Boley et al., 2018). The SRS is designed to measure the anticipated positive social media feedback one will receive from posting pictures of a travel experience either at the destination level or at the individual business level. Anticipated "Social Return" has been shown to be a significant predictor of tourists' intention to visit destinations such as Cuba, participate in ecotourism (Beall et al. In press), and stay at independent accommodations (Boley & Woosnam, 2020).

#### Purpose of the study

While the SRS has been shown to be construct valid with the ability to significantly explain intent to visit destinations and tourism businesses, it has yet to be tested outside of a North American context. Therefore, the purpose of this abstract is to test the SRS' cross-cultural construct and predictive validity across the United States of America's top 5 international travel markets (Canada, Mexico, United Kingdom, Japan, & China).

#### Methodology

The survey research company Qualtrics was used to acquire panels of frequent international travelers from each of the U.S.' top five markets (n=1,653; Canada=316; China=320; Japan=320; Mexico=349; U.K.=348). The translations of SRS followed Mahltora et al.'s (1996) guidelines of using native speakers to ensure functional and conceptual equivalence of the items making up the SRS. The metric equivalence of the SRS was assessed using CFA. The predictive validity of the SRS was assessed within a theory of planned behavior framework including travelers' attitudes towards the U.S. and their perceived behavior control of visiting the U.S. within the next year (starting in June, 2020) and a more long-term time-horizon of three years to account for the influence of the COVID-19 pandemic.

#### Results

The SRS exhibited strong convergent validity across all five samples with factor loadings above 0.50 for each sample and Average Variance Extracted estimates above 50% for each sample. The SRS also had construct reliability estimates above the 0.70 threshold in each sample. The SRS also exhibited discriminant validity with AVE values exceeding squared correlation values for the constructs of "Attitudes toward the U.S." and "Perceived Behavioral Control" of visiting the U.S. As for predictive validity, the SRS was a significant predictor of intention to visit the U.S. within the next year for the samples from Canada ( $\beta=0.38$ ;  $p=.001$ ), China ( $\beta=0.31$ ;  $p=.001$ ), Japan ( $\beta=0.20$ ;  $p=.007$ ), and the U.K. ( $\beta=0.52$ ;  $p=.001$ ). There was no significant relationship between the SRS and intention to visit the U.S. within the next year for the Mexican sample ( $\beta=0.11$ ;  $p=.14$ ). For the intentions to visit the U.S. within the next three years, those who indicated they would very likely travel within the next year to the U.S. were removed from the sample before performing the analysis. This reduced the sample from 1,653 to 1,274 (Canada=237; China=278; Japan=304; Mexico=196; U.K.=259). The SRS was found to have a diminished influence on influence on intent to visit the U.S. within the next three years. It was only a significant predictor for the sample from Canada ( $\beta=0.18$ ;  $p=.007$ ); China ( $\beta=0.25$ ;  $p=.001$ ), and Japan ( $\beta=0.14$ ;  $p=.04$ ) with the strength of the relationship slightly reduced across each sample.

#### Conclusions

With the SRS only being previously applied with in North American English-speaking countries, the purpose of this research was to assess the construct and predictive validity of the scale within the top five U.S. travel markets. The psychometric properties of the scale appear to be reliable and valid across all five samples providing further credence to the validity of the scale. The scale was also a significant predictor of intent to visit the United States in four of the five samples demonstrating the scale's importance as an antecedent to travel behavior.

### Research implications and limitations

More research needs to assess the cross-cultural validity of the SRS across a variety of languages before the scale can truly be embraced as having universal validity. Second, this data collection was during the COVID-19 Pandemic. It would be prudent to continue to test “Social Return’s” influence on intent to travel as the pandemic continues on as well as when it ends to see how the influence of “Social Return” waxes and wanes with changes in restrictions and perceived risk.

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**Keywords:** *Social Return, Conspicuous Consumption, Social Media, Intent to Travel*

**Submission 27****The remote effects of terrorism on tourists' notions of risk and safety**

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**Background of the study**

Leaving one's home can at times be hazardous, especially when unexpected occurrences take place. Simultaneously, the scale of human mobility is growing. No wonder that tourism has become more vulnerable (Seabra, Reis & Abrantes 2020). Global activity has grown, and so have the number and geographical range of terrorism attacks during periods. Inherent to this development is the growth of risk for individual travelers (Beck 1999). Tourists who relate a place to risk will be influenced in their destination and travel behavior (Reichel, Fuchs, & Uriely 2007; Adeloyde & Brown 2017; Ritchie & Jiang, 2019). In parallel to risk expansion comes an increasing awareness and attention to risk, (Cui, Liu, Chang, Duan and Li 2016). Yet the understanding of risk in tourism research is fragmented. This is astonishing, as one could argue that the concept of risk is inherent in the concept of travel (Williams & Balàz 2015).

**Purpose of the study**

This contribution studies tourists' argumentations about risk and safety. How do tourists consider these terms in relation to their journeys? How do they argue about what these terms mean to them, and how terrorism influences their way of travel? This contribution aims to ascertain risk, and ultimately safety, in relation to terrorist attacks in tourism. This is beneficial because literature exhibits a high level of uncertainty, both regarding the interpretation of terms, and managerial actions on the spot.

**Methodology**

We have accomplished semi-structured interviews with people who consider themselves common travellers. We asked about people's views on risk, safety and terrorism. We have been concerned to look beyond travelling patterns, with the intention to understand shared, basic assumptions behind people's travelling habits. The qualitative approach is motivated by our aim to understand people's reasoning about their attitudes. There are overwhelming results based on quantitative methods in previous research and this study does not intend to question them. Instead, this is a study in which qualitative interviews can contribute to explaining the previous results based on both qualitative and quantitative results, and to take them a step further. The empirical data consists of eight interviews with people living in Sweden.

**Results**

The study asserts that the feelings of risk and safety are narrowly related. Travelling together with a trusted person is of importance for decreasing the feeling of risk, and for simultaneously increasing the feeling of safety. Fellow travelers who are calm in agitated situations, who preferably know the place, and who can offer help when needed, are major actors when it comes to keeping cool during the journey. But twitchy companions will achieve the opposite when they transfer their nervousness. Thus choosing a travel companion is a delicate mission for vacationers. In addition, not only fellow travelers are important, but friends and family at home, too. The reasons for omitting risky situations may not be the own life in the first place, but the fact that there is someone waiting for you at home. The birth of one's own children constitutes a turning point in people's risk perception, where risk is seen as something less desirable than before. Also age per se is influencing this.

People's views on sites and countries differed between the interviewees. However there was a close relation to either cultural attitudes towards women, segregation of people or democratic traditions. The main reasons for not immediately visiting a place after a terrorists attack is not fear, but i) what could be described as respect for the people living there, ii) inconvenience because of supposed delays, and iii) that the stay not will be as they would like to when visiting a city in sorrow.

**Conclusions**

Terrorism is not understood as a major threat during travel; this study achieved nuanced results in this issue. Put simply, terrorism is not in participants' minds when thinking about their own safety. Terrorism exists, but does not influence people's travel behaviors. In contrast, the interviewees do not consider travelling to places that are related to terrorism, war, or political instability. The most prevalent result in this study is that the perception of

risk and safety is strongly interrelated. Rather than being related to risk, terrorism is linked to matters of inconvenience and respect.

### Research implications and limitations

In conjunction to earlier research studies pointing at disparate or contradicting results, this research contributes with its emphasis on complexity. Results implicate that research would benefit from amplifying the relationships between risk and safety; risk and place; risk and safety in relation to tourist behaviour before and during travel. One limitation is for sure the close geographical focus on merely Swedish participants in this study, which is why further case studies from other parts of the worlds are called for.

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**Keywords:** *Tourism, terrorism, safety, symbolic meaning, security*

**Submission 24****Between “untouched nature” and “mass tourism” - tourist perceptions of outdoor recreation pictures in South Tyrol**

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**Background of the study**

Photographs are an essential tool in the creation and management of destination image (MacKay & Fesenmaier, 1997). They create a strong emotional response (Björk, 2010) and the desire to share the pictured experiences in potential visitors (Neumann, 2008). However, most destinations lack communication strategies regarding the use of pictures (Míguez-González & Huertas, 2015). Based on the conceptual foundation of The Tourist Gaze (Urry, 1990), this study examines potential tourists' perceptions advertisement, as well as more realistic pictures of outdoor activities in South Tyrol and the implicated expectations towards the destination. Literature suggests that differences caused by gender and cultural background are to be expected in the perception of the landscape (Schirpke et al., 2019; Yang & Brown, 2016), especially regarding crowding (Stone & Nyaupane, 2019; Zehrer & Raich, 2016)

**Purpose of the study**

The study focuses on the following research questions:

1. Which elements of photographs evoke strong emotional responses?
2. Which expectations towards the destination are implicated by photographs?
3. Do sociodemographic factors (nationality/gender) influence perception of photographs? 4. What are the practical implications for the use of pictures in promotion and communication in destination marketing?

**Methodology**

Data gathering was conducted using a web-based qualitative data collection tool (QDC Studio) in December 2019 with 155 participants from Germany and Italy. Respondents were shown 10 pictures presenting outdoor activities in an Alpine environment. The selection of pictures contained typical advertisement motives (professional photography and image editing, staged situations), as well as more realistic photos (amateur snapshots of real situations). Respondents were asked to mark elements in the picture they perceive as positive and negative and to comment on them. The collected data were analyzed using qualitative content analysis supplemented by basic quantitative analysis. Furthermore, the placements of pins were visualized for comparison between groups and presentation of results.

**Results**

The results reveal that most respondents share strong emotional responses (positively and negatively) towards certain picture elements. Disturbing elements could be identified even in the promotional-type pictures. Clear tendencies can be shown in the perception of landscape and crowding.

Qualitative analysis shows that the respondents often imagine themselves being a tourist within the pictured situation as a basis for their assessment and hold unrealistic expectations towards the destination, which concur largely with the typical advertisement pictures.

No substantial differences could be found between gender or nationality groups concerning the main findings, but the commenting on some specific picture elements seems to be culturally affected.

Concrete consequences for the use of photography in destination marketing could be found: The findings show which elements can be used and avoided to stimulate positive emotional responses in potential tourist for an Alpine destination. However, the results also indicate that photographs picturing unrealistic situations have an influence on tourist expectations.

The study is presented as work-in-progress to discuss further possibilities of analysis and research implications.

**Conclusions**

This study provides new results that are relevant for the strategic selection of pictures for marketing and communication purposes, leading to a dilemma: while the results provide guidelines to optimize the use of

destination photography to achieve positive emotional responses in potential tourists, they ground doubts if this is a reasonable approach for marketing, since staged picture-perfect photographs create unrealistic expectations. This raises the question if, and under which circumstances these augmented expectations lead to disappointment and dissatisfaction upon visitation, or rather to a biased and selective perception and memorization, conforming the experience to the expectations.

### Research implications and limitations

The explorative study shows a need of further research on the relationship of pre-visit destination image, tourist expectations and their perception of the destination upon visitation. Especially the role of photographs idealizing the destination image have not been analyzed so far. Results obtained reflect the perception of German and Italian Tourists of South Tyrol and transferability to other destinations and cultures is limited.

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**Keywords:** *ourist Gaze, landscape preference, crowding, perception photographs*

### Submission 18

#### Spatio-temporal changes in travel behavior: Analyzing external and internal temporal effects on destination choices

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##### Background of the study

Research on destination choice using aggregated data found people increasingly travel longer distance as new technological developments in transportation occurred (Castro et al. 2020), with economic prosperity in the source market (Sun and Lin 2019) and due to innovations in communication technologies (Yang et al. 2018) that facilitated access to information about destinations at long distance. In addition to these macro-level developments, destination choice, and hence travel distance changes throughout someone's life cycle due to changing personal circumstances and increasing age (Bernini and Cracolici 2015) and between generations (Lohmann and Danielsson 2001). Hence, longitudinal changes in travel behavior are triggered simultaneously and interactively by age- (i.e., internal), period- (i.e., external), and cohort-effects (i.e., generational) (Oppermann 1995); calling for advanced statistical approaches to separate them. Only a few studies in tourism research have examined alterations in travel behavior based on all three temporal dimensions so far (e.g., Oppermann 1995).

##### Purpose of the study

The purpose of this study is to explain how and why people's destination choice changes over time. This study aims to estimate the impact of internal (e.g., life-cycle stage, aging, generational membership) and external (e.g., economic development, societal change, technological advancements, political events) temporal factors on individuals' destination choice using the example of travel distances.

##### Methodology

We analyze a repeated cross-sectional survey of German pleasure travels for the period 1971-2018. The data used in this study were collected in the Reiseanalyse, an annual representative survey of approximately 7,500 German residents (~330,000 respondents and ~227,000 trips in total). To separate the temporal factors we apply statistical age-period-cohort (APC) analysis methods to tourism research and estimate internal temporal developments regarding the individual tourist or external changes in the circumstance of holiday trips. We use generalized additive regression models as a state-of-the-art tool to circumvent the identification problem of APC analyses. We introduce ridgeline matrices and partial APC plots as innovative visualization techniques facilitating the intuitive interpretation of complex temporal structures.

##### Results

The pure APC model (i.e., age, period and cohort as only temporal factors) shows that travel distances vary across all observed temporal dimensions. While short-haul trips are mainly associated with age differences (i.e., increase with age), long-distance travel changes mostly over the period (i.e., increase over time). The impact of generational membership was less pronounced regarding travel distances. The observed tendencies may imply that choosing short-haul destinations depends on personal characteristics and age-related travel constraints such as physical or family restrictions (You and O'leary 2000). Contrarily, long-distance travel might be more constrained by macro-level factors such as developments in transport technology attributed to reduced costs for long-haul travel or economic growth leading to an increase in disposable income, which can be used for more expensive long-distance travel (Sun and Lin 2019).

The covariate APC model (i.e., inclusion of additional internal factors shaping travel behavior) reveals how trip duration, household size and income can also affect travel distances in addition to age-, period- and cohort-effects. For example, assuming trips of equal length, the chance for holiday trips over 6,000 km increases more steeply both over time and across generations underlining the higher affordability and easier accessibility of long-haul trips in recent years and for younger cohorts. External factors of destination choice (e.g., economic climate, technological developments) are indirectly included in the period effect, assuming that individual travelers are affected similarly by societal changes and socialization processes of new technology.

##### Conclusions

Often it is the interplay between internal and external factors, related to the tourist and the destination, that shapes travel decision-making and consequently tourism demand. For instance, the individual motivation to travel

and the price level at and transport costs to a destination commonly influence tourists' destination choices (Nicolau and Más 2006). Our methodological framework enables to simultaneously incorporate variables on the individual (e.g., income of the traveler) and macro-level (e.g., general economic indices), which leads to more precise estimates of spatio-temporal travel changes.

### Research implications and limitations

The developed age-period-cohort analysis framework can be easily adapted to investigate other temporal changes in tourism behavior (e.g., transport choice for life-cycle environmental footprint analysis) or the impact of external factors on temporal changes in tourism demand (e.g., comparative analysis of natural and human-induced hazards). Understanding which and how internal and external factors cause changes in travel behavior may lead to better predictions of future tourism demand, supporting touristic stakeholders in tourism planning and management.

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**Keywords:** *destination choice, distance decay, cohort analysis, longitudinal study, spatio-temporal change*



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# **Plenary session: COVID 19**

### Submission 34

#### Airbnb in America during the COVID-19 Pandemic: The Guest Perspective

**Colby Jenkins (University of Valencia, Spain), Luisa Andreu (University of Valencia, Spain), Enrique Bigne (University of Valencia, Spain)**

##### Background of the study

The unprecedented global economic shutdowns and country wide quarantines caused by the threat of a deadly virus (COVID-19) signifies the demand for research into how consumer behavior has changed within the hospitality and tourism industries. The sharing economy has experienced significant growth in popularity over the past decade and has established itself as a disruptor to traditional hospitality establishments, but will it be able to withstand this catastrophic shock (Dolnicar & Zare, 2020) to the hospitality industry? This represents the significance for research into consumers' purchase intentions towards platforms such as Airbnb.

##### Purpose of the study

This study proposes and tests a model based on the Theory of Reasoned Action, Risk, Trust, and Health to analyze determinants of travelers' intentions to book travel accommodations on Airbnb during the pandemic. How can consumer purchase intentions with the threat of health and safety within hospitality be theoretically divided into distinctive functional and symbolic components? How has the threat of COVID19 changed Americans' purchase intentions towards Airbnb? What determinants influence consumers purchase intentions towards Airbnb during the pandemic.

##### Methodology

An online survey was conducted using Amazon Mturk in August 2020 to American travellers. The survey contained three sections (i) travel behaviour questions; Airbnb experience before and during COVID-19 outbreak (ii) constructs adapted from previous research measured with 5-point Likert Scale, and (iii) sociodemographic questions. Scales adapted from previous literature are as follows: Attitude towards Airbnb (Z. Mao & Lyu, 2017), Subjective Norm (Amaro, Andreu, & Huang, 2019), Attitudes towards Health and Sanitation (Zemke, Neal, Shoemaker, & Kirsch, 2015), Trust-in-host (Z. (Eddie) Mao, Jones, Li, Wei, & Lyu, 2020), Non-pharmaceutical Interventions and Perceived Risk (Lee, Song, Bendle, Kim, & Han, 2012), Intention (Amaro et al., 2019). Results were analyzed using a combination of structural equation modeling and multi-linear regression analysis.

##### Results

Using structural equation modelling we found that three factors are strongly associated with purchase intention toward Airbnb - attitude towards Airbnb, subjective norm, and trust-in-host. Furthermore, purchase intention towards Airbnb during the COVID-19 pandemic was also positively influenced by attitudes towards health and sanitation, previous experience booking travel accommodations through Airbnb, and the use of non-pharmaceutical interventions. With regard to the perceived risk measured by the perception of COVID-19 and the perceived risk of traveling in the U.S. during the pandemic, research findings reveal that neither of these items have an impact on the intentions to book travel accommodations on Airbnb.

##### Conclusions

The recommended length of this section is approximately 100 words.

This study presented and tested an integrative model to examine which factors influence American travelers intentions to book Airbnb travel accommodations during the COVID-19 pandemic. The findings show that COVID-19 does not have a significant impact on travelers' purchase intentions towards Airbnb. Findings do show the most significant determinants to purchase intentions are trust, attitude towards Airbnb, and subjective norm. Findings all show the importance of keeping in consideration health and sanitation protocols and the use of non-pharmaceutical interventions.

##### Research implications and limitations

Academically, this study contributes to tourism and hospitality research by analyzing antecedents/determinants to purchase intentions during the COVID-19 pandemic. This study extends and contributes to the TRA literature and showcases the impact of added constructs such as Trust-in-host, non-pharmaceutical interventions, and attitude towards health and sanitation. Managerial implications confirm the importance of cleaning and sanitation protocols and cultivating and maintaining and trusting relationship with consumers.

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**Keywords:** *Airbnb; COVID-19; sharing economy; Theory of Reasoned Action; trust; perceived risk; non-pharmaceutical interventions*

### *Submission 10*

#### **28 Days Later: A first look at Hallstatt resident perceptions of overtourism in the wake of COVID-19**

**Jacob Charles Barr (University of Bozen-Bolzano), Thomas Kopp (University of Siegen)**

##### **Background of the study**

Hallstatt, an idyllic mountain town in central Austria, has long been regarded as a textbook example for a phenomenon called overtourism. Not reflected in the limited number of registered overnight guests, day visitors to Hallstatt who spend an hour or less in the village account for more than 85% of the tourism arrivals. In 2019, 21,254 tour buses and 225,698 personal vehicles arrived in Hallstatt, which represent a sextuple and quadruple increase from 2010 figures, respectively (Marktgemeindeamt, 2020). For many residents, these sharp increases have exceeded the village's capacity to manage them and contributed to sentiments of overtourism. This research takes a resident perceptions approach (Muler et al., 2018; Kuscer and Mihalic, 2019) to investigate the impact tourism is having on the village, and whether community stakeholders can perceive a reprieve in the number of tourists immediately after the onset of COVID-19 restrictions.

##### **Purpose of the study**

Accordingly, the study formulated two research hypotheses to evaluate residents' perceptions:

H1: Community stakeholders are able to perceive a drop in the number of tourists a month after the ban on Chinese group travel due to the COVID-19 outbreak went into effect.

H2: The negative externalities caused by short-time visitors outweigh the benefits of this industry to the local population. A drop in these tourists' numbers is beneficial across the village population, irrespective of employment in tourism industry.

##### **Methodology**

The research administered a resident survey that was developed based on recent literature (Muler et al., 2018; Kuscer and Mihalic, 2019) to measure perceived tourism impact on the local Hallstatt community 28 days after the Chinese government banned group travel from China. Chinese tourists comprised 15% of the total booked overnight guests in 2019 and were perceived to occupy an appreciable percent of the day visitors in recent years (Obermueller, 2020). The questionnaire was designed to address pertinent aspects of tourism impacts and included 5-point Likert scale as well as sociodemographic questions asking for age, gender and if the respondent was employed in the tourism industry (Belisle and Hoy, 1980); (Glasson et al., 1997).

##### **Results**

H1: The research reveals a dilemma of getting what you asked for and the double-edge sword tourism dependent communities must wield. Hallstatt is heavily dependent on tourism, 69 percent of all respondents are engaged in the tourism industry. Seventy-five percent of respondents had observed a decline since the beginning of February, and, as to be expected, people employed in the tourist industry were more aware of the decline than other residents (79 percent vs. 67 percent). The year 2020 began with another record-breaking January for Hallstatt, counting 979 tour bus arrivals, but immediately dropped 63 percent to just 622 for February. Based on previous trends, the projected number was over 1,600 tour buses for February. This acute break from the norm felt by three quarters of the surveyed residents substantiates the research hypothesis that community stakeholders are capable of perceiving the effects of tourism management policies, exogenous or not.

H2: Out of the people who observed a decline of tourists, the majority (67 percent of all respondents) were better off, with another 29 percent feeling no effect and only five percent feeling worse off. This lends weight to the propagated sentiment in the media that Hallstatt residents believed their village had exceeded its carrying capacity. Indeed, even out of the people working in the tourism industry, still a substantial share (60.0 percent) stated they were better off given the reprieve. Naturally, a larger share of other residents not employed in the tourism industry reported to be better off (83.3 percent).

##### **Conclusions**

This research takes a first look at the residents' sentiments regarding tourism in the early stages of the COVID-19 situation. The actual drop in tourist numbers provided an unparalleled opportunity to see if a rural, tourism-dependent community plagued with overtourism could appreciate the change presented from without rather than within.

As Hallstatt quickly transitioned from from overtourism to undertourism, policymakers are confronted with the dilemma of defining an ideal status quo. Twenty-eight days after the onset of COVID-19, this research shows that

residents' community well-being increased. Over time, however, residents can begin resenting the reprieve they required.

### Research implications and limitations

The pandemic-induced break in tourism has granted Hallstatt a brief return to its idyllic past, and a chance to reevaluate its volatile *gemeinschaft* and *gesellschaft* equilibrium. Further research may show the fickle nature of measuring resident sentiments where a return to normality does not mean all or nothing, but a careful balance of maintaining the mutual interests of the whole community to give the village a tourism industry with measure and purpose.

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**Keywords:** *Overtourism, Covid-19, Undertourism, Hallstatt*

**Submission 19****Exploring the effectiveness of agritourism firms' proactive and reactive strategies during the COVID-19 pandemic through PLS-SEM: the mediating role of CSR****Francesca Magno (Università degli Studi di Bergamo), Fabio Cassia (Università degli Studi di Verona)****Background of the study**

The current COVID-19 pandemic has dramatically hit the worldwide tourism and hospitality industry. In this context firms are experimenting strategies to counteract the decline in demand. Previous research has examined the varied impacts of different strategies adopted by tourism and hospitality firms in times of crisis. Available analyses have distinguished between reactive and proactive strategies (Pun, 2005). Reactive strategies aim to defend the market position through initiatives such as cutting costs or divesting activities that are not part of the core business. Proactive strategies are mainly focused on innovation and marketing (Alonso-Almeida et al., 2015). Differently from "normal" situations when proactive strategies are more effective than reactive strategies (Bremser et al., 2018; Okumus & Karamustafa, 2005), results about the effectiveness of these strategies in time of crisis are mixed. In this study we focus on the strategies adopted by agritourism firms to address the drop in demand caused by COVID-19.

**Purpose of the study**

This paper aims to explain the link between proactive and reactive strategies adopted during the pandemic and the performance of agritourism firms. The success of agritourism firms depends on their ability to balance "economic performance and the sustainability of sociocultural and environmental values" (Ateljevic & Doorne, 2000, p.379). We suggest a model in which sustainability (related to products, employees, environment, community and heritage (Wang et al., 2019)) mediates the relationships between strategies and performance, by enabling visitor engagement and co-creation.

**Methodology**

This study adopts a cross-sectional research design. A questionnaire-based survey was conducted among a sample of Italian agritourism firms. In Italy, only hospitality activities that are based on a working farm can be defined as agritourism firms and revenues from agricultural activities must prevail over revenues from agritourism activities (Italian law 96/2006). This strong link between agricultural and agritourism activities emphasizes the role of sustainability. Up to now, 98 questionnaires have been returned. Partial least squares structural equation modeling is being used for data analysis. This method is consistent with the predictive nature of this research.

**Results**

The results highlight the mediating role of sustainability in explaining the relationships between proactive and reactive strategies and firm performance. Hence, to have a positive effect on performance, the strategies adopted by agritourism firms must first contribute to sustainability (products, employees, environment, community and heritage).

**Conclusions**

Agritourism firms have been indicated as showing higher resilience during the ongoing pandemic compared with other types of hospitality firms. The results of this study suggest that their performance is rooted in their multifaceted sustainability which enables visitor engagement and successful value co-creation.

**Research implications and limitations**

The results contribute to advance knowledge about the effects of the strategies adopted by hospitality firms to counteract the impacts of the ongoing crisis. They also indicate that noneconomic performance (sustainability, quality of life of the communities, etc.) is central to economic performance (Fu et al., 2019). This study is strictly related to the research context: in other countries agritourism firms do not have necessarily to be based on a working farm and the role of sustainability may be different.

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**Keywords:** *Agritourism, proactive strategies, reactive strategies, Covid-19, CSR.*

*Submission 17***The impact of the Covid-19 pandemic on travel prestige – an experimental study**

**Friedericke Kuhn (Leuphana University Lüneburg), Florian Kock (Copenhagen Business School), Martin Lohmann (Leuphana University Lüneburg)**

**Background of the study**

The research experimentally examines prestige effects of holiday travel before and after the pandemic outbreak of SARS-CoV-2. Understanding travel as a form of conspicuous consumption, recent studies document that holiday travel has the potential to result in prestige enhancement for travellers (Boley et al., 2018; Bui & Trupp, 2019). Changes in prestige effects of product types occur within long-term societal changes (Bourdieu, 1984), yet the impact of the pandemic on public discussions on holiday travel presumably led to a rapid change of perceptions of travelling and resulting prestige enhancement for consumers. The entry of international tourists has been restricted in many countries (Salcedo et al., 2020) and recent media articles have depicted 'the tourist' as a potentially dangerous infectious intruder (Müller, 2020). This implies that travelling may be regarded differently in a post-pandemic era, potentially changing the role of travel as a conspicuous consumption vehicle.

**Purpose of the study**

Using experimental quantitative methods, this study tests personal prestige of tourists shown on social media posts at different destinations before and during the Covid-19 pandemic in Germany. Results shed light on the impact of the Covid-19 crisis on the public perception of tourism as a means for prestige enhancement.

**Methodology**

We developed a scale measuring personal prestige conceptualized along six dimensions (conspicuousness, wealth, power, social, hedonism, achievements). Data was collected at three timepoints during the Covid-19 pandemic in February (N=101), April (N=66) and August 2020 (N=151). Samples were drawn from a research participation system at Leuphana University.

Respondents were randomly assigned to experimental groups and asked to rate persons on social media posts. The IV, travel content, was operationalized through stimuli design. For T1 and T2, the conditions 'at home', 'common touristic destination' (i.e. Rome) and 'exotic destination' (i.e. Brunei) were selected. The design for T3 presented three stimuli, showing the conditions 'at home', and 'destination with negative Covid-19 news coverage' (i.e. Mallorca; St. Peter-Ording). Data was analyzed using ANOVAS.

**Results**

An analysis of variance on T1 data shows significant differences in personal prestige for one of the people shown on the stimuli. Further, the results of a comparison of personal prestige measured at T1 and T2 show significant differences in the power dimension of personal prestige under the condition 'common touristic destination' (i.e. Rome). This result is specifically interesting with regards to the critical pandemic situation in Italy during T2 measurement. T3 data is in the process of data analysis and will expose differences in personal prestige of tourists travelling to destinations strongly affected by the pandemic.

**Conclusions**

Results of the study give an insight into prestige effects of travelling, and further show how societal changes of the perception of travel due to the SARS-CoV-2 pandemic decrease the role of travel as a conspicuous consumption vehicle.

**Research implications and limitations**

A limitation of this study is the scale measuring personal prestige. T1 data was originally collected for further scale development, which has not yet been finalized. Theoretically, we adopted to brands (Fonrouge & Vigneron, 2012; Vigneron & Johnson, 1998), prestige-needs of consumers (Vigneron & Johnson, 1999, 2003), models and scales applied in tourism (Boley et al., 2018; Correia & Kozak, 2012; Kuhn, 2020). Statistical validity was checked with initial factor analyses and reliability analyses.

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**Keywords:** *travel prestige, Covid-19*



**CBTS-2020**

Germany, 2020

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# **Plenary session: Consumer behavior**

## Submission 21

### Understanding drive tourists - A typology of German classic car enthusiasts

**Werner Gronau (Hochschule Stralsund)**

#### Background of the study

For over a decade, scholars, such as Guiver (2007) and Kagermeier (2002), have outlined the large share of non-environmental friendly transport modes in the leisure and tourism context. "Estimates for industrialized countries show that about half of all mobility is for leisure-related purposes, out of this 70%–75% by car" (Gössling, 2002). Furthermore Holyoak et al. (2009) documented the shift in Australia, from a market dominated by tourists in transit – using the vehicle as the most convenient mode of transport between the origin and the destination – to one where the use of the vehicle was more central to the enjoyment of the trip. To put in other words: "the major change in the global self-drive markets is a shift from the car as a form of least-cost transport towards the use of a variety of self-driven vehicles that add value to the tourism experience" (Carson et al. 2011) .

#### Purpose of the study

Both the mentioned high share of individualized modes of transportation as well as the ongoing trends towards more life-style-orientated forms contributes to the ongoing growth of drive tourism. Unfortunately, "drive tourism remains an under-researched component of the wider tourism industry" (Fyall, 2014). Therefore the study aims on a better understanding of drivers and motivations of drive tourists more specifically on a target group-segmentation of German classic car enthusiasts, as perfect example of experience driven drive tourists.

#### Methodology

The quantitative study was conducted as an online survey, inviting all 167 member clubs of the DEUVET, the DAVC and the corporative classic car club members of the ADAC. All associations were contacted electronically and asked to forward the link to the survey to their members. 245 correctly completed surveys are the basis of the following analysis. The questionnaire itself focused on measuring attitudes and interests with respect to their interest in classic cars and travelling of the specific clientele while utilising a 5-item-Likert-Scale. Furthermore, classic socio-demographic aspects like age, household size and household income were included in order to learn more about the identified target group of drive tourism.

#### Results

The cluster analysis resulted in 5 clusters, segmenting the given target group of German classic-car enthusiasts. the clusters describe the specific clusters by utilizing the following dimensions: Preference for guided tour, Preference for group tour, Preference for cultural activities Preference for activities in the nature, Preference for contact with locals, Preference for beach stay, Preference for competitions included into tour, Preference for high driving time with stops (vs. preference for very high driving time without any other activities).

A comparison of the five of the different clusters shows that none equals another. However, it can be said that the five clusters can be subdivided into two subgroups: On the one hand there are three classic car tourist-types (cluster 1, 2 and 4) that favour group tours and on the other hand there are two classic car tourist-types (cluster 3 and 5) that prefer individual travels. However, the two clusters 3 and 5 are very different from each other regarding almost all other aspects (except the opinion on a guided tour and a group tour). The authenticity-searching nature-oriented individuals are far more similar in their other interests to the other three clusters than the active comfort-oriented individualists. The three group-travel-types are classic car club members and therefore being interested in the company of persons with similar interests. Whereas the multifaceted culture-oriented persons and the spontaneous companionable explorers just favour the companionable aspect of travelling in a group, the competition-oriented group travellers like to add some competition to being in a group.

#### Conclusions

The study provides a better understanding on how German classic car enthusiasts like to travel and what activities they prefer when travelling. It shades light on a clientel utilizing self-driven vehicles to add value to their tourism experience and enriches the understanding of self-drive tourism as an experience driven tourism product. Furthermore it identified a only moderate role of the driving experience itself, when compared to the typical tourist activities, such as socialising, enjoying culinary experiences etc.

**Research implications and limitations**

The sampling method of addressing to members of classic car clubs, of course has influenced several aspects, such as the role of socialising, as those members might be rather group-oriented classic car enthusiasts compared to those not being member of such a club. Therefore it can be assumed that there is a much higher share of individuals belonging to the identified clusters of not group orientated ones.

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**Keywords:** *drive tourism, Germany, typology, classic car*

### Submission 25

#### Sustainability: Do the consumers understand what this might be in tourism?

**Thomas Bausch (Competence Centre Tourism and Mobility, Free University of Bozen-Bolzano), Verena Tauber (Competence Centre Tourism and Mobility, Free University of Bozen-Bolzano), Tilman Schröder (Department of Tourism, Munich University of Applied Sciences), Bernard Lane (Red Kite Environment - Consultants in Tourism, Protected Area and Heritage Management)**

#### Background of the study

Sustainable tourism is now an accepted and well-researched concept worldwide (Niñerola et al., 2019). However, its implementation is often neglected and limited. There are few practical recommendations for the industry, governance systems and for tourists (Moyle et al., 2020). To successfully implement sustainable tourism practices, stakeholders urgently need to know how guests understand sustainability and if it is perceived as adding value for them. Although the demand side of sustainable tourism has been well researched for 25 years (Bramwell et al., 2017), few studies were found that deal with the fundamental question: how do consumers understand the term sustainability and / or sustainable tourism (e.g. Simpson & Radford, 2012)? To answer that question and show its implications for the industry, an intercultural qualitative study (German – Italian) was conducted in South Tyrol, Italy. This paper presents first results and conclusions from the work in progress.

#### Purpose of the study

The term sustainability is frequently used in research, studies, publications and promotion. But researchers and marketers assume that consumers have an implicit and common understanding of the term. This study answers the following research questions:

- R1: Do visitors know what sustainability is, and, in particular, what sustainable tourism at destination level is?  
R2: Do visitors from different countries and cultures have a common understanding of the meaning of sustainability?

#### Methodology

German and Italian participants for the study were recruited through an online panel. In total 87 Germans and 69 Italians participated in the qualitative study which was conducted from 2nd to 5th December 2019 as an online forum using QDC -Studio as a technical tool. The survey participants were required to complete 15 to 20 minutes of daily work over four days. A mix of open-ended questions were asked plus playful exercises (e. g. card-sorting). Raw data were coded, discussed and analysed by three researchers over multiple cycles, using a Grounded Theory approach (Strübing, 2008) and SPSS 25. A linguistic analysis compared the posts to address research question R2.

#### Results

Our study shows that consumers exhibit a vague and incomplete understanding of sustainability. Most focused strongly on the environmental dimension, whereas social aspects such as fair working conditions or education, and economic aspects were mentioned less frequently. Strikingly very few described sustainability using the triple bottom line concept typically found in the literature or research. Few consumers connected climate change and protection from climate change to sustainability. Substantial differences in the understanding of sustainability or sustainable tourism between Germans and Italians were not found. However, Germans associated sustainability more concretely with resources and their economical use than Italians, while the Italian interpretation of sustainability, on the other hand, remained abstract and put emphasis on regeneration and the reduction of problematic impacts.

When defining sustainable tourism some participants focused just on one single aspect (e.g. mobility / travel mode) while others included various topics of the travel chain in their definition. However, the definitions found in literature / research were hardly or rather only partially used by consumers to explain sustainable tourism. Many associated sustainable tourism with environmentally friendly mobility; local food or the regional origin of products are seen as important symbols. Finally, participants also expressed doubts, not only related to greenwashing, but also regarding the existence or the general feasibility of a really sustainable tourism.

#### Conclusions

As consumers have a biased and frequently simplified outlook when defining and describing sustainability and sustainable tourism, we see a serious gap between experts and the market. Destinations that aim to be sustainable

should bear this in mind. This biased consumer mindset might influence the brand equity perception concerning sustainability. We found that consumers' perceptions are based on just a few highly symbolic elements from the tourism service chain. The destination specific identification and communication of these symbols will support destination brand strategies much more than untransparent certificates or complex sustainability indexes

### Research implications and limitations

Further research is needed to fully understand the symbolic mindset of consumers' understanding of sustainable tourism and to explain the cultural differences found. Limitations: our sample did not include guests above the age of 65. The study was done online, excluding those without internet access. Due to their qualitative nature, assigned codes (even though having used grounded theory) can partially have subjective elements because of the cultural and knowledge background of the researchers.

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**Keywords:** *Sustainability, consumer perception, sustainable tourism, symbolic elements*

**Submission 29****The Event Experience: Validating the Experience-Involvement Scale in Context of Events****Anita Zatori (Assistant Professor)****Background of the study**

Special events, particularly events with high experiential value, are capable of creating intense experiences which feed into lasting event memories. Their role as an experience industry field is outstanding.

This study is adopting the experience-involvement scale (XI-scale) consisting of four dimensions: emotional, mental, flow-like and social experience-involvement, whereas experience-involvement is defined as a level of engagement in the on-site experience (Zatori et al., 2018). Their findings show that a higher level of experience-involvement leads to personal interpretation, i.e. the event attendee is enriched by mental and emotional pictures and meanings, and hence, her experience becomes more intense, authentic and memorable.

In the current study, the XI-scale is adopted in context of events and tested for validity and reliability to extend its managerial applications to additional experience industry fields. The importance of the study is highlighted by fact that there is a shortage of on-site measurement tools of attendee experience.

**Purpose of the study**

The purpose of the study is to adopt and test the XI-scale in context of events. The scale was previously developed and validated in context of sightseeing tours. The study attempts to adopt XI-scale to measure event attendees' on-site event experience. The recent study aims to examine the validity, reliability and generalizability of the scale in a different context and research setting; and validate a new scale for event studies and event management.

**Methodology**

Based on the methodology of Schrauf and Navarro (2005) the study considered the following steps when adopting the XI-scale to a new context: (1) evaluating the psycho-metric properties of the existing scale, (2) comparing the new sample with the test sample, (3) analyzing item performance in the sample, and (4) adjusting the scoring and interpretation. Following minor changes the scale was adopted to measure the on-site event experience. The data collection took place at five events in Radford, VA, USA. The data was collected towards the end of the events via paper surveys. Every attendee was offered the opportunity to respond. In total, 141 responds were collected. SmartPLS3.0 was used to test the validity and reliability of the scale.

**Results**

The experience-involvement scale (XI-scale) as second order factor model - with four dimensions: emotional, mental, flow-like and social experience-involvement – was successfully adopted. The results confirmed the construct reliability and validity of the scale (Cronbach's  $\alpha=0.930$ ;  $\rho_A=0.941$ ; AVE=0.521).

Emotional experience-involvement is an emotionally perceived type of experience which is measured through indicators of: excitement, enjoyment, inspiration, fascination, and surprise. (Cronbach's  $\alpha=0.747$ ;  $R^2=0.683$ ). Cognitive experience-involvement results in a cognitively perceived experience of: learning, activation of the desire to learn, encountering something thought-provoking, and the interesting nature of the event. (Cronbach's  $\alpha=0.873$ ;  $R^2=0.852$ ).

Flow-like experience involvement results in an emotional, yet cognitively perceived experience which is cognitive and/or creative in nature, and constitutes a higher level of involvement. Its indicators are: perception of uniqueness, meaningfulness, escapism, getting lost in the story created during the tour. (Cronbach's  $\alpha=0.867$ ;  $R^2=0.888$ ).

The list of indicators of three dimensions remained unchanged after adoption, except of the social experience-involvement dimension.

Social experience-involvement refers to the social experience surfacing during the event, and it is determined by the interactions of the participants. It is viewed as an essential dimension of each and every experience that is created with the participation of a group of individuals. Its indicators in context of events are: group atmosphere, and enjoying the company of fellow group members. (Cronbach's  $\alpha=0.767$ ;  $R^2=0.549$ ) Indicators such as the degree of interaction within the group, and the nature of interaction with the frontline employee were removed as they were not found to be fitting the context of events.

**Conclusions**

the literature by introducing a new scale to measure event experience quality and consistency, meanwhile they are in line with the findings of some previous studies (see Geus, Richards, and Toepoel, (2016); Ballantyne, Ballantyne, and Packer (2014)).

Another main value proposition of the study was to extend the application of the XI-scale from sightseeing tours to events, hence it strengthens its validity and generalizability. Regarding future research, the findings call for scale adoption and testing in further settings, such as in context of visitor centers, art museums, hotels or theme parks.

#### Research implications and limitations

The findings propose that the XI-scale is a useful measurement tool for event planners aiming to capture the on-site experience quality of attendees, and compare the attendee experience quality of multiple events. The rather small sample size can be viewed as a limitation. However, the current study has value as an exploratory study, further data collection is planned to test and potentially establish stronger validity.

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**Keywords:** *experience-involvement; event experience; scale validation; consumer experience*

## Submission 42

### Exploring Luxury in Hospitality through User-Generated Content

**David D'Acunto (Free University of Bozen-Bolzano), Serena Volo (Free University of Bozen-Bolzano)**

#### Background of the study

Luxury travel, fine dining, pampering services are among the most desired experiences of affluent tourists (Kim, 2018). Scholars debate on the difficult task of crafting a universally recognized definition of luxury due to the fluid, dynamic and evolutionary nature of social contexts (Mortelmans, 2005; Yeoman, 2011). Nevertheless, some common traits are identifiable among consumers seeking for luxury in services, e.g.: the search for positive emotions (Kapferer 2015). Luxury evokes exclusivity, high social status, personalized experience, and high levels of comfort and convenience (Kurtz 2004; Chen & Peng 2014). Tourists looking for luxury when travelling generally seek the most complete spectrum of services and best-quality products (Ikkos 2003; Yang & Mattila 2014, 2017). The concept of luxury in hospitality received relatively less attention compared to overall luxury goods consumption (Yang and Mattila 2017), and little is still known about the differences among cultures in their appreciation of luxury hotel stays.

#### Purpose of the study

This study uses user-generated content of luxury hotel guests to explore variation in ratings, language and sentiment across different cultures of origin (European, Asian and North American). Thus, the study offers a cross-culture comparative overview and explores the presence of culture-of-origin effect and its potential impact on guests' online narratives of luxury. The study also examines hotel guests' user-generated textual and visual content to identify the most recurring themes used in association with luxury tourism.

#### Methodology

The study explores user-generated content from 22 luxury hotel brands. The dataset covers a timespan of ten years and refers to nine global hotel chains located across six European cities. This exploratory study combines automated text analysis, content analysis and visual analysis of user-generated content. Automated text analysis was used to examine the structure of the reviews, their language and sentiment. LIWC, Leximancer, NVivo and SPSS were used to analyse the textual part of the dataset (about 16.000 online reviews). Syntactic text analytics features (word count, sentiment polarity, analytical thinking and authentic content) were used on textual data to compare the three different groups. Visual content analysis of selected snapshot was also performed using interpretive categories for image coding.

#### Results

The findings reveal that Asians guests are on average the less satisfied with their luxury property stay (4.41) while North Americans tend to better review their experience (4.52) and Europeans range in the middle (4.45). Text analysis shows that Asians are particularly analytical when reviewing online, thus reflecting a more formal, logical, and hierarchical thinking. North Americans show low level of sentiment descriptions and instead, Europeans embed more sentiments when posting a review. The three cultures examined also tend to associate luxury to different attributes. The Leximancer concept map shows the most common themes and concepts connected to the luxury "node" found in the textual data. The analysis reveals two recurrent themes associated with luxury across each group of reviewers: "hotel" and "room". Differences occurs however with respect to the third attribute, indeed luxury results respectively associated with "service" for North Americans, "location" for Asians, and "stay" for Europeans. Finding from the exploratory visual content analysis support these recurring themes but also shed light on other aspects of luxury tourism. Content analysis also captured guests' snippets from the textual data to support the findings.

#### Conclusions

The study identifies the most recurring hotel service areas discussed by guests in association with their concept of luxury, showing a general predominance of physical attributes regardless of guests' origin. Differences regarding the intangible attributes of hotel service in association with luxury occur when moving across guests' cultures. The findings from the visual analysis also show that guests may associate different themes to their luxury expectations. The study shows the relevance of user-generated content in understanding hotel guests' seeking for luxury hotel experiences and contributes to the ongoing discussion of luxury perceptions as a driver affecting guests' attitudes and behaviors.

**Research implications and limitations**

The study explores luxury hotel reviews by considering guests' culture of origin and determines how linguistic and cognitive elements embedded in the text move across the considered cultures, the results can be beneficial to scholars and practitioners for the design of tourism and hospitality luxury experiences. The study suffers from some limitations in that it uses only English user-generated content and broadly defines the culture of origin by using large macro aggregations, future studies should address these issues.

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**Keywords:** *User-Generated Content, Luxury hotels, Cultural traits*



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# PhD session

**Submission 14****People-place relationship: A framework of place-related concepts to determine pro-environmental behavioral intentions in natural settings****Hoai Nam Dang (Free University of Bozen-Bolzano)****Description**

Place Attachment has become an essential concept in tourism-related research, with substantial relevance for the nature of the people-place relationship and behavioral intentions. Operationalizations of the Place Attachment construct have been very diverse across several disciplines, depending on the context of research. Place Attachment could be an excellent determinant of tourists' and locals' perspectives regarding Pro-Environmental Behavioral Intentions such as local engagement, green consumption, willingness to pay for the environment, or protection of resources for the future generation. Besides, Place Meaning emerged as another critical factor, affecting both Place Attachment and Pro-environmental Behavioral Intention. However, researches into date seem to have focused mostly on the current level of Place Attachment and Place Meaning instead of investigating their processes. That drives a study to answer what makes and enhances the attachment and meanings to a place, resulting in the concept of Place Activity. Notably, these critical place-related concepts can connect as a framework of place to explore the area of sustainable tourism, destination resilience, and destination competitiveness.

**Keywords:** *Place Attachment, Place Meaning, Place Activity, Pro-environmental Behavioral Intention*

**Submission 16****IoT and memorable experiences in the hotel industry****Cecilia Bartaloni (Free University of Bozen/Bolzano)****Description**

Most studies view the introduction of the Internet of Things (IoT) as part of a wide strategic approach and describe possible applications in the context of Smart Cities, even if few have been written about the perception of this form of technology in the hospitality industry. For instance, it has been shown that both the offer and the demand are interested in applying IoT to sensory marketing, but further research is needed to understand how IoT could provide value for hotel managers and guests. This study aims at investigating how IoT technologies can contribute in the creation of memorable experience (ME) with the use of mixed methods. In depth-interviews with Hotel managers will be combined with the literature to develop a theoretical model relating the characteristics of the service encounter mediated by IoT to an overall measure of ME. The model will be tested on hotel guests with a quantitative questionnaire. A quantitative questionnaire will also be developed for hotel managers to validate the previous interviews and detect differences between service providers and guests. Later, IoT ability to trigger memorable experiences and sustainable behaviours will be studied with a field experiment.

**Keywords:** *IoT, Memorable Experiences, hospitality*

**Submission 22****A STUDY ON YOUTH BEHAVIOR TOWARDS THE NORTH VIDZEME BIOSPHERE RESERVE IN LATVIA****Anda Arklina (Vidzeme University of Applied Sciences)****Description**

The purpose of this study is to explore the young visitors' intentions to visit the North Vidzeme Biosphere Reserve in Latvia (target audience Gen Z and Gen Y, 15–25-year-old youth—the oldest part of the Gen Z and the younger part of Gen Y). The integrated research method was used: an online survey was conducted for data collection (n=317), and focus group discussions and observations (three groups— from Latvia and Estonia) were held to study youth traveling behavior in the North Vidzeme Biosphere Reserve. Findings showed that most youth are highly motivated to visit biosphere reserve by push and pull factors and agreed that visiting the biosphere reserve relieves stress, helps to socialize and allows to escape from daily routine. It was concluded that the North Vidzeme Biosphere Reserve has a weak destination image in the perception of youth. Almost all respondents agreed that there was a lack of visibility of the area, but mentioned that would be more motivated to visit the biosphere reserve if they could see their friends visiting it and posting about it on social media. Research pointed out that there is significant difference between generations in motivation to visit biosphere reserve.

**Keywords:** *motivation, biosphere reserve, youth, generations*



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# **Research note development session**

**Submission 23****Digitalisation and the tourism system****Malin Zillinger (Lund University, Mid Sweden University)****Description**

The world is digitalising rapidly, and the tourism industry was among the first to jump upon this bandwagon. Research has revealed that aspects of digitalization have significantly impacted tourist behaviour, among them use of social media, and digital tourist information. The question is what these behavioural aspects mean for the tourism system *pe se*? The argument of this presentation is that the influence of digitalization does not stop with stating empirically that many people read information on a screen instead of on paper, or that they produce information instead of merely consuming it. Rather, the current project asks what digitalization does to our understanding of a destination, to what tourism and the tourist is, or how we are to understand the tourism system, once launched by Leiper in the late 1970s.

The presentation is departing from a conceptual paper in the making, that is based on a mixture of empirical tourism studies related to digitalization, and theoretical discussions in the literature about what tourism in an era of globalization and digitalization is – and what it is not.

**Keywords:** *digitalisation, globalisation, mobility, tourism system, tourist behaviour*

**Submission 32****Sustainable tourists behaviour: A systematic literature review and a research agenda**

**Jiawei Li (University of Greenwich), Andres Stefaniak (University of Greenwich), Hai Nguyen (University of Greenwich)**

**Description**

Sustainable tourists' behaviours (STB) is a rapidly growing field within sustainable tourism. This paper contributes to this emerging body of knowledge through a bibliometric analysis of publications on this topic using Scopus and VOSViewer and a systematic review of the literature.

After a number of iterations, a total of 144 journal articles were selected. This paper identifies key themes, and debates related to STB and finds that there is a relatively limited amount of scholarly research on actual tourist behaviours directly related to environmental sustainability, with a notable lack of qualitative research. Similarly, it is argued that some sustainability topics widely studied in other disciplines are overlooked in the STB literature, including sustainable waste classification and recycling, and applications of sustainable design. Moreover, this systematic review of the literature revealed important gaps in the development of theory in this field, particularly among more recent studies. The paper builds on this to explore potential future lines of research in the area of sustainable tourists' behaviour.

**Keywords:** *sustainable tourists behaviour; systematic literature review; bibliometric analysis; tourism research*



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# Poster presentations

**Submission 9****Antecedents of value co-creation, co-destruction and co-recovery: Airbnb guests' perspectives****Erose Sthapit (Haaga-Helia University of Applied Sciences), Peter Björk (HANKEN School of Economics)****Background of the study**

Given that 'value is uniquely, experientially and contextually perceived and determined by customers' and, in the context of Airbnb, the service provider predefines both the tangible and intangible aspects of various product/service bundles, a goods-dominant approach (Vargo & Lusch, 2004), an Airbnb experience may lead to multiple perceptions of value, that is, making them better off (co creation) or worse off (co-destruction) (Plé, 2017). There have been calls for studies to examine both value co-creation and value co-destruction and its sources in the context of the sharing economy (Nadeem, Juntunen, Shirazi, & Hajli, 2020). In addition, the inherently inconsistent nature of these services and the interactive nature of service encounters may lead to service failures and service recoveries. However, to date, there has been limited research on the impact of service recovery from the perspective of value co-creation, also referred to as value co-recovery (Skourtis, Decaudin, Assioura, & Karaosmanoglu, 2018).

**Purpose of the study**

The overarching aim of this study was to explore the antecedents of value co-creation, co-destruction and co-recovery in the context of Airbnb, also referred to as value dimension. The research question this study aims to answer is the following: What are the antecedents of co-creation, co-destruction and co recovery in the context of Airbnb from a guest's perspective?

**Methodology**

For the data collection method, the study employed nonparticipant observation in the form of netnography. We adapted Kozinets' (2002) netnography procedure to the sharing economy context. The first step was the search for forums, online communities and distribution lists related to the focus of the study. We selected online reviews about Airbnb guests' experiences posted on Trustpilot. Data collection and analysis were conducted between August 2019 and January 2020. The search words 'good', 'excellent', 'great', 'nice' and 'amazing' were used to capture online visitors' narratives that indicated value co-creation and value co-recovery, while the keywords 'awful', 'bad', 'worst', 'terrible' and 'poor' were linked to value co-destruction.

**Results**

A major theme that elicited both value co-recovery and co-destruction is Airbnb's customer service. Of the 371 reviews posted online (102 positive and 269 negative reviews), 253 were linked to Airbnb's customer service. More specifically, 69 online posts were positive, while 184 were negative. Some guests experienced positive customer service, while others felt that their problems could not be solved in a timely and proper manner. Another significant theme that appeared from our analysis was Airbnb hosts' actions as the source of both positive and negative outcomes of the IVF process (value co-creation and co destruction). Of the 371 reviews posted, 118 (31.80%) emphasised Airbnb hosts' actions. Some guests perceived the host's actions as positive, while others considered the actions as a predominant dissatisfier that did not fulfil Airbnb's resource (value proposition) and their expectations. In fact, 33 online posts were positive, while 85 were negative. The subsequent uncertainty and lack of clarity resulted in a decline in the guest's well being because of the unexpected resource loss (emotional, financial and temporal). Besides, a lack of communication, reports of unethical actions by the host, particularly Airbnb hosts cancelling bookings at the last minute, also generated value co-destruction among the guests and resulted in a decline in their well-being. Evidently, the host's friendly behaviour, including prompt communication between the host and the guest, led to value co-creation. However, incongruent resource applications by the host, such as inappropriate actions by the host contributed to value co-destruction.

**Conclusions**

First, the present study includes the antecedents of value co-creation, co-destruction and co-recovery in the context of Airbnb: customer service and hosts' actions. Second, the findings showed that not all service failures lead to value co-destruction and collaborative engagement involving a congruent application of resources, particularly operant resources, between actors following a service failure results in value co-recovery in the context of Airbnb. Third, another important finding is that particular value dimensions can individually act as a source of value co-creation, value co-recovery and value co-destruction for the customer (Airbnb guest). Mkono, 2019).

### Research implications and limitations

First, hosts who are frequently reported as unresponsive, unhelpful and unprofessional towards guests should be banned from hosting on Airbnb. Second, hosts must be held accountable in situations where things go wrong because of them, for example, if guests complain about a lack of communication and last minute cancellations by the host. Third, there remains a need for Airbnb to develop a strict policy on service failure and establish clear and efficient procedures for service recovery.

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**Keywords:** *interactive value formation, value co-creation, value co-destruction, value co recovery, service failure*

**Submission 11****What Do We Talk About When We Talk About Sustainability? Towards a Definition of Sustainable Tourist Behaviour in Post-Pandemic Greenland****Elizabeth Cooper (Copenhagen Business School)****Background of the study**

Tourism is Greenland's second largest industry, after fishing. The COVID-19 pandemic is particularly devastating for Greenland because, as international tourism arrivals have fallen to zero, domestic tourism is not a sustainable option. The high cost of travelling within Greenland, coupled with the nation's income inequality, means that the majority of Greenlanders simply cannot afford to holiday in their own country. As a result, it is economically essential that the international tourism industry can return in 2021. As the only form of tourism in Greenland that relies 100% on international tourists, the cruise industry is suffering in particular. In order that cruise ships can return to Greenland and the industry can survive, it is necessary to rebuild a cruise tourism industry that is not only more sustainable but is convincingly responsive to current events. This paper represents the first step towards a more sustainable 'new normal' of cruise tourism in Greenland.

**Purpose of the study**

Sustainable tourism literature often neglects that sustainability is complex and context-dependent, both spatially and temporally. For the first time, this paper defines sustainable tourist behaviour in the context of Greenland and according to the industry's stakeholders, with the aim of equipping stakeholders and researchers to make concrete improvements to cruise industry operations. There is a focus on recent contextual changes, and on whether attitudes towards sustainability in tourism are changing to incorporate concerns about health and hygiene.

**Methodology**

Empirical data was collected in July 2020 in Sisimiut and Nuuk, two of Greenland's most popular cruise destinations. In the field, perspectives were gathered from tourism operators, logistics companies, the public sector, and local residents. In order to gather perspectives from cruise tourists themselves at a time when ships were not sailing, the author contacted previous cruise tourists to Greenland through her connections with cruise lines, and conducted interviews via video call. The author gathered 40 semi-structured interviews, most of which were voice recorded, transcribed and then coded and analysed using NVivo. The others were documented through note-taking and were coded and analysed in the same way. The author also gathered 71 survey responses which contribute to the empirical data.

**Results**

The author finds that it is natural for respondents to both concretise and abstract the notion of sustainability - and this leads to interesting discussions in both directions along the spectrum of abstraction.

On a more abstract level, the author uncovers and discusses various key debates within the discourse of sustainable tourism in Greenland. Among others, the author explores the connection between Greenlandic culture and sustainability, asking to what extent sustainability is an inherent part of Greenlandic culture. Another interesting point of discussion is the notion of economic sustainability in particular, which many stakeholders seem to interpret simply as increased turnover for their business. It is discussed how easily the term 'economic sustainability' can be leveraged as a business strategy, and what a more appropriate understanding of this concept might look like.

On a more concrete level, the author uses both the interview and survey data to draw out those more tangible aspects of sustainable tourism which have most importance to her respondents. In this way, the author provides a concrete definition of sustainability in the context of tourism in Greenland, and outlines those sustainable tourist behaviours that should be pursued in the future. In generating this definition, the author pays particular attention to the extent to which current concerns about health and hygiene have influenced priorities about sustainable tourism in the future.

**Conclusions**

The author argues that perceptions of sustainability are highly context-specific, both spatially and temporally, as a result of the numerous contextual references that are used by respondents in outlining their attitudes towards sustainability. In this way, the paper challenges the 'buzziness' of the term 'sustainability', by embracing its complexity and fluidity. On a broader theoretical level, the paper makes suggestions on how, as academics, we

should continue to conduct research on sustainable tourism, when attitudes towards sustainability are not only context-specific, but also arguably fluid and sensitive to current events.

#### Research implications and limitations

This paper will constitute the first paper of a PhD thesis which tests behavioural interventions on cruise tourists in Greenland, in order to uncover behavioural strategies that encourage cruise tourists to behave more sustainably. The paper's results will be used as target behaviours for the experiments, and as benchmarks for their success. The author calls for increased rigour in future studies of sustainability in tourism, emphasising the importance of first defining and justifying the term 'sustainability' before using it.

#### References

N/A

**Keywords:** *sustainability, tourist behaviour, cruise tourism, COVID-19, conceptualisation*

### Submission 31

#### Ignored or adored: families with children as a wine tourism market?

**Rafaela Malerba (Federal Institute of Education, Science and Technology of São Paulo, Brazil; University of Aveiro, Portugal), Elisabeth Kastenholz (University of Aveiro, Portugal), Maria João Carneiro (University of Aveiro, Portugal)**

##### Background of the study

Family tourism is a large market which comprises travels by family groups of at least one child and one adult caregiver (Carr, 2011; Schänzel, Smith, & Weaver, 2005). It is considered a crucial segment for tourism supply's Pandemic recovery, since people would prefer travelling in small groups to non-crowded destinations (Ivanova, Ivanov, & Ivanov, 2020).

Families are even reported as a potential and sometimes neglected market for wine tourism, which is traditionally known as an adult-centred segment (Cho, Bonn, & Brymer, 2017; Gu & Huang, 2019; Sigala, 2018). Actually, despite apparent contradictions between wine tourism experiences and child-friendly tourist activities, the rural environment and the wine production culture are a potential resource for educational and entertaining activities for and with children (Cho et al., 2017; Sigala, 2018), potentially increasing parents' interest in wine tourism (Cohen & Ben-Nun, 2009).

##### Purpose of the study

Therefore, this study aims at identifying how family/child-friendly wine tourism attractions cater to families with children, providing a classification of these attractions in terms of their approach to families and children and connection to wine, with an emphasis on type of experience, location, attributes and facilities provided. Results are expected to contribute to elucidating possibilities for hosting families with children, suggesting a framework of family-friendly wine tourism supply with diverse degrees of child-friendliness and most typical experience designs.

##### Methodology

This study is based on exploratory documentary research. From systematic online searches in English, Portuguese and Spanish, 138 webpages were identified referring to 566 wine attractions, that in some level are recommended for families with children or at least host them. To ensure data representativeness and meaningfulness, the main analysis considered only the 84 wineries, vineyards, wine farms and other wine attractions mentioned at least two times, with active official website and a page on Trip Advisor. The official websites of the 84 attractions were examined, being the relevant information registered in a spreadsheet. Based on content analysis procedures, the experiences and facilities provided were analysed and classified leading to the development of a 'family-friendly wine tourism experience' framework.

##### Results

Most of the wine attractions identified are located in New-World countries (78.6%), especially in the U.S. (44.1%), followed by South Africa (16.7%) and Australia (11.9%).

The majority (83.4%) offers child-suitable facilities, such as outdoor spaces – gardens, vineyards – and sports structures. However, only 20.3% provide child-centred facilities, i.e., specially designed for children or very sought-after by them, like playgrounds, kids clubs, little farms.

From a total of 360 experiences offered, only 85 are mentioned as allowed, recommended or designed for families. The 39 child-allowed experiences present discounts or gratuities, but no adaptation to children (e.g. tastings or tours). The 27 experiences recommended for families are those described as appropriate for children and adults at the same time (e.g. picnics, garden tours, bike trails). Finally, the 18 experiences designed for families are specially developed to attend children needs. Most of them (63,1%) combine elements from wine or grape production to culture and rural aspects, like games in the vineyards, juice tastings and creative workshops with corks.

The 84 wine attractions suggest different levels of child-friendliness: from places where children are ignored, i.e., attractions that do not provide a facility or experience for children, to the ones where they are adored, i.e., places that not only permit or welcome them, but provide child-centred experiences and facilities.

Results suggest that the wine attractions recognised as family-friendly present at least one of the following attributes: a child-centred facility; a facility suitable for children; experiences allowed, suitable or designed for children and their families.

## Conclusions

Despite the apparent controversies between wine tourism and family tourism, some agents of the wine tourism sector already provide facilities and experiences for this public, showing their potential for wine destinations. However, the understanding of families' needs and desires still seems to be superficial, as attractions are often identified as family-friendly due to the simple presence of an outdoor space or a discount for children. Notwithstanding, there are some wine attractions that not only welcome children, but also host families with child-centred facilities and experiences, combining wine production elements with rural and cultural aspects in educational and entertaining activities.

## Research implications and limitations

This study is an exploratory research, based on online information provided by wine attractions' official websites. Therefore, it can be considered only a first approach to the study of family wine tourism supply. However, due to its originality, it brings significant insights for comprehending this market. Besides, the results reinforce the relevance of further studies on the preferences and experiences of family tourists, as a way to better understand these tourists and provide subsidies for innovation in wine destinations.

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**Keywords:** *tourist experience, family tourism, wine tourism, family-friendly, child-friendly*

**Submission 12****Creating a „Tourism for all“ product in a rural destination at the example of Niederrhein (Germany)****Felix M. Kempf (IST-Hochschule), Thomas Corinth (IST-Hochschule), Angela Lindfeld (IST-Hochschule)****Background of the study**

Niederrhein is a travel region in the west of Germany, close to the Dutch border. It is pushed by the tourism strategy of the province North Rhine-Westphalia to create and offer tourism for all products. Niederrhein Tourism (DMO) has introduced the project „Tourism for all - Target market for travellers with special needs“. It is sponsored by a national initiative of the Germany ministry of economics.

**Purpose of the study**

Tourism destinations have more offers than are published. Often, single parts of the customer journey are bookable. The study aims to identify barriers of travel, searches for solutions and finally tourism for all packages are created.

**Methodology**

A qualitative approach is used. Two workshops with experts are undertaken, to collect the data required.

**Results**

Results of the workshops are tangible and intangible barriers of travel. Solutions of how to overcome barriers of travel and packages that could be offered to people with special needs.

**Conclusions**

As the workshops are still on the way, there is no conclusions at this point.

**Research implications and limitations**

See Conclusions.

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**Keywords:** *Tourism for all; disabled tourism; destination management*

**Submission 15****Short time cooperation, reconfigurability and the global tourism industry. Elaborating a Virtual Enterprise model for tourism.****Maria Garbelli (Università Milano Bicocca)****Background of the study**

The existing literature on tourism cooperation has referred to a comprehensive and sustainable promotion of the destination (Wood & Gray, 1991; Bramwell & Lane, 2000, van Der Zee & Vanneste, 2015). Effective collaboration represents *conditio sine qua non* for tourism development success and seems to have some common features: partners diversity (Wood & Gray, 2001; Waligo 2013), trust (Czernek & Czakon, 2016), coordination activities (Timothy, 1998), power (Saito and Ruhanen, 2017). The Literature review on cooperation in tourism revealed relevant lacks in nowadays global markets. As first, few studies referred to the spread of digital technologies as one of the main means to facilitate cooperation. Secondly, the Literature usually refers to cooperation as entailing long-term relationships: one of the main features of global markets, a rational use of time (which relates to an agile management of time in hypercompetitive conditions), is not directly considered, although its pervasiveness.

**Purpose of the study**

The study aims at filling the gap in the Literature by adapting a model widely considered in several domains, the virtual enterprise (VE) – a form of temporary cooperation, to the peculiarities of the tourism industry in global hyper competitive markets. The adaptation is considered according to the particularities of the industry under examination, and especially when cooperation involves public entities – such as local tourism authorities and Destination Management Organizations.

**Methodology**

Through an in-depth systematic literature review, this paper matches the theories on cooperation in tourism with the concept of temporary cooperation, in order to adapt a particular model, the Virtual Enterprise, to the Tourism. Literature review on topic is considered in depth, underlying the main features of the model. The four stages Virtual Enterprise life cycle, described by Camarinha-Matos and Afsarmanesh (2013) for the manufacturing industries, is further developed in a nine-stages life cycle, highlighting the main features of a temporary alliance among public entities: the pivotal role of the destination management organization, the relevance of information and communication technologies for the VE's operability, the short lifetime of the VE, and the destination's overall promotion.

**Results**

The VE offers a model particularly fitting the features of global markets, driving attention around two main features (Rabelo et al., 2016): the relevance of time, as this form of cooperation exists for a short-term life span; but the high reconfigurability, too, fitting and evolving into the global markets using optimal methods, and meeting high turbulence levels (dynamicity).

The VE model for tourism is built by developing the simplified four-stage life cycle model suggested by Camarinha-Matos and Afsarmanesh (2013: creation, operation, evolution, dissolution), in a 9 stages – highlighting the specificity of the tourism industry:

1. Common aim identification (purpose)
2. Partner selection
3. Resources attribution
4. Collaborative VE planning (timing, milestones)
5. Operation of the VE
6. In-process check
7. In-process adaptation of collaborative VE planning
8. Achievement of the common aim
9. Dissolution of the VE or further evolution to a new VE/ cooperation

A focal role is clearly attributed to the destination management organization (DMO) – promoter of the entire life cycle, and responsible for every stage, confirmed by the theory of van der Zee and Vanneste (2015). The aim should be directly related to a joint, inclusive, and comprehensive promotion of the destination; the VE entails the use of information and communication technologies (ICTs) as the basis of making the VE effective, while reducing time and supporting the rational use of resources devoted to the common project by the VE partners.

## Conclusions

This work offered a dynamic, short-time perspective on cooperation in tourism, adapting the VE model – especially when cooperation entails public entities. The work clearly states the need to focus on four conditions for effectiveness (the pivotal role of the DMO, the high relevance of Time, the role of ICTs, and the whole destination development as main aim) as enablers for the VE main feature: the enhanced reconfigurability during every life cycle phase.

## Research implications and limitations

The model offered in this work highlights the peculiarities of the partners involved, as originating in the public system. Although this qualifies just some of the features of the proposed VE, it can be considered a limitation to extend the model to non-public actors of the tourism industry. Further works should both check the model validity for cooperative situation not entailing public entities in an exclusive base, and support the theoretical construct through empirical cases

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**Keywords:** *virtual enterprise, information and communication technologies, destination management organization, cooperation*

### **Submission 38**

#### **Traveler's selection of the means of transport: climate crisis and new technologies as drivers for changes of social norms and behaviour**

**Sandra Macher (Researcher, Institut for Health and Tourism Management, FH JOANNEUM - University of Applied Sciences), Harald Friedl (assoc. Prof. for Sustainability and Ethics in Tourism, Institute for Health and Tourism Management, FH JOANNEUM Bad Gleichenberg, Austria)**

##### **Background of the study**

Climate change and rapid global warming are scientifically proven to be man-made. The consequences of climate change are becoming increasingly visible and terms such as "climate protection" are used more and more frequently in our society. There are only a few feasible political solutions to this global problem and for this reason, people are deciding to change their lifestyle and travel behaviour. There are already some studies on climate-friendly lifestyles, but none on whether the lifestyle is socially and economically compatible. In order to analyse people's travel behaviour at first a general lifestyle study of this new target group needed to be carried out.

##### **Purpose of the study**

For that reason, the research question of this study was "How does living a climate-friendly lifestyle affect the social and economic lives of these people"? Furthermore, travelling is a big part of our societies, so the second question did arise: "How does a climate-friendly lifestyle affect the travel behaviour?". This work tried to clarify which restrictions people have to live with by travelling climate-friendly.

##### **Methodology**

After an extensive literature research on the topics of sustainability, climate change, lifestyles and environmentally and climate-friendly lifestyles the theoretical part was completed with research on climate-friendly tourism and "green tourists". Based on a typology, subjects were selected for the subsequent empirical research. The qualitative survey with eight climate-friendly-living people enabled a deep insight into the living habits of the respondents. Through the interviews, insights and possible challenges in implementing this lifestyle were identified. In order to organize the statements a coding guide has been established. The insights were evaluated by creating six subcategories "climate-friendly lifestyle", "motivation", "lifestyle-change", "social life", "economic life" and "travel behavior" by using the qualitative content analysis according to Mayring.

##### **Results**

The results of the research brought different insights. In the social environment of the climate-friendly persons are other persons who live climate-friendly. Therefore, there is an interaction between social life and climate-conscious lifestyles. However, it could not be confirmed that this lifestyle has a negative effect on financial and economic life, but in some cases, it also brings advantages. After the analyzation of their travel behaviour, it can be concluded that people who live in a climate-friendly way would like to be offered cheaper bus and train tickets. All respondents criticized the small offer of climate-friendly possibilities in Austria and a strong desire for a larger offer at climate-friendly alternatives and products could be determined. The social environment and travel partners of these people often didn't accept using a certain mean of transport due to the high costs of bus and train tickets and longer travel times. Therefore, the climate-friendly lifestyle is associated with social and economic restrictions. The knowledge gained in this work serves as sociological lifestyle research and target group research for tourism stakeholder and companies that want to successfully serve dynamic tourism market in a sustainable way by adapting to global warming and changing societies.

##### **Conclusions**

Climate-friendly lifestyle is associated with social and economic restrictions. However, it could not be confirmed that this lifestyle has a negative effect on financial and economic life, but in some cases, it also brings advantages. All respondents criticized the small offer of climate-friendly possibilities in Austria, larger offers at climate-friendly alternatives and products were desired. The knowledge gained in this work serves as a sociological lifestyle and target group research for tourism stakeholders and companies that want to successfully serve the dynamic tourism market in a sustainable way by adapting to global warming and changing societies.

##### **Research implications and limitations**

The results show different expressions of climate-friendly life and travel styles. The qualitative research was conducted to gain first insights into the still unexplored topic of the effects of climate-friendly lifestyles. The small

sample was selected as this is a pilot study. Especially lifestyle research is highly complex and socio-scientifically fascinating since lifestyles are an expression of general conditions. Future researchers should specialize in the communication of climate-friendly products to the consumer.

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**Keywords:** *climate-friendly tourism, climate-friendly lifestyle, mobility*

**Submission 13****Rethinking social value in host-guest encounters - Distant conviviality, cursory lifestyle participation and the tourist experience****Matias Thuen Jørgensen (Roskilde University), Jonas Larsen (Roskilde University)****Background of the study**

NB: This is a work in progress study. Findings presented are preliminary.

'Social value' is increasingly positioned as important in understanding the tourist experience (Arai & Pedlar, 2003; Kyle & Chick, 2004; Larsen, 2008). Larsen et al. (2007) argue that tourist travel, even to established tourist precincts, is as much about being with people as seeing places. While they focus on the social connections that tourists bring to a destination, Maitland (2008) has introduced the concept of conviviality to address the connections tourists make to places and local people in a destination. However, he argues that an understanding of conviviality in the context of the tourist experience is yet to be established. This study explores how the host-guest relationship contributes to the tourist experience through a critical examination of social value and conviviality in the case of Chinese tourism to Copenhagen.

**Purpose of the study**

We find that social interaction with locals are among the peak experiences for Chinese tourists visiting Copenhagen, yet we observe that the encounters between the visitors and locals are limited in quantity and depth of interaction.

We explore three key questions: (1) What constitutes social contact between locals and visitors? (2) how is social value produced between locals and visitors? (3) what is the relationship between context, quality and quantity of contact in terms of outcomes from social contact?

**Methodology**

The study is based on 36 semi-structured mini-interviews with Chinese first time independent travelers visiting Copenhagen.

The majority of respondents had previous travel experience in Europe. About half stayed at Airbnb's, the other half at hotels or hostels. One third of interviewees were respectively in their 20s, in their 30s and between 40 and 50 years of age. 23 were female and, 12 were male. The average length of stay in Copenhagen was 4 days.

The analysis followed established procedures for inductive analysis (Denzin & Lincoln, 2013; Strauss, 1987), working recursively between data and existing theory until themes or patterns emerged.

**Results**

Friendliness of locals and a convivial atmosphere is among the best experiences for Chinese tourists visiting Copenhagen. When analyzing specific examples given, it is evident that the social interactions between tourists and locals are brief and distanced:

"... we didn't have any interactions with the local people on purpose, but we smiled back if they smiled to us and had small talks when we went shopping. These were great experiences and we felt the people here are very warm."

This suggests that for Chinese tourists visiting Copenhagen, the quantity of social contact is less important, as long as the perceived quality of the few social encounters is high. It also indicates that very little interaction is needed to establish what is perceived as high quality interaction.

Experiencing the local lifestyle was also among the peak experiences for a number of interviewees.

Keywords included: leisurely, safe, happy, livable, trust, care, educated, kid-friendly, healthy, stylish and free.

"The bike culture here is very great and people cycling very fast here. I felt very happy when I saw them biking and even want to try it myself. The bikes in China are chaos. Unlike here, there are specific bike lanes here. It's very environmental-friendly."

The positive tourists experience comes from gazing at the local people's lifestyle, and in some cases imagining

what it would be like to be part of it. This suggests that social value is created from cursory lifestyle participation or even imagined participation for Chinese tourists visiting Copenhagen.

### Conclusions

Our research suggests that positive social outcomes and tourist experiences may result from distant, brief and cursory encounters between tourists and visitors. In the particular case, it seems that quantity of contact is less important than the (imagined?) quality of contact and the particular context (long-haul, culturally distant travelers, with specific expectations of friendliness and happiness of locals). Our findings suggest that social value concepts, such as conviviality, are based on erroneous assumptions about the depth of involvement and participation needed, to achieve valuable experiences and feelings of conviviality.

### Research implications and limitations

Previous research on conviviality in tourism has shown that some tourists seek out non-touristic experiences and areas (Maitland, 2008, 2010; Jørgensen, 2020). Yet, it seems that even in these cases, their interactions with locals may be distant and cursory. This suggests that our findings are more pronounced in the Chinese context, but not necessarily unique to it. Further exploration of our data and additional research is needed, to determine whether our findings apply outside the specific case.

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**Keywords:** *Distant conviviality, lifestyle, tourist experience, urban tourism*

### Submission 37

## Paradox of the spectacle: Western tourists' simulated experience of Asian cultural performances

**Asif Ijaz (Nord University Business School, Bodø, Norway)**

### Background of the study

Contemporary research within tourism refers cross-cultural experiences as complex, overwhelming and stressful because acculturation could be so hard when tourists travel to a foreign culture where they might feel disoriented and anxious since host culture does not fit into their native home culture (Furnham & Bochner, 1986; Zane & Mak, 2003). Nevertheless, we argue that transition in tourist's behavior and desire to engage in new type of experiences may transform such experiences into intense extraordinary positive experiences.

### Purpose of the study

The purpose of this paper is to explore and refer Asian weddings as a package of spectacular and fascinating experiences for the Western tourists. Weddings are well-known as religious ceremonies, however, distinct cultural practices and a series of rituals that are performed in Asian weddings can be so fascinating for the Western attendees to immerse into the experience and transform it into intense extraordinary positive experience. Main research question: How was your experience of taking part in the Asian wedding?

### Methodology

The empirical data is collected in Norway through in-depth semi-structured interviews and participant observations from the Western people who travelled to an unfamiliar culture to experience Asian weddings. Prior to the research, author developed his pre-understanding of the phenomenon through archival data available on the internet sources including information on distinct Asian/Western cultures and rituals, wedding magazines, and movies on cross-cultural weddings. The data analysis is based on hermeneutic interpretation derived from participants' stories of their experience within socio-cultural practices.

### Results

The findings indicate that most tourists negated the cross-cultural wedding experience as stressful and overwhelming. Despite, they referred such experience as once-in-a-lifetime experience. They described that the Asian wedding they attended was a series of fascinating and spectacular experiences that resulted into deep immersion because of various cultural performances and rituals which transformed their experience into extremely enjoyable experience and also provided opportunities for new learnings.

### Conclusions

This paper demonstrates and concludes that rich cultural activities performed in the Asian weddings become a Western spectacle which motivate the tourists from the Western countries to travel for engaging in cross-cultural experiences.

### Research implications and limitations

This paper highlights that how Asian weddings become a Western spectacle. Weddings are generally known as religious ceremonies, however, this paper explores that how distinct cultural practices and a series of rituals that are performed in Asian weddings can transform a religious event into a spectacular experience.

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**Keywords:** *Spectacular experiences, cross-cultural experiences, immersion, transformation, weddings as travel motivation*