



Consumer Behavior in Tourism Symposium 2016

Consumer Psychology of Tourism, Hospitality, and Leisure Research Symposium 2016

Bruneck / Brunico, Italy • December 14 - 17, 2016

Experiences, Emotions and Memories
New Directions in Tourism Research

Program*

Competence Centre in Tourism Management and Tourism Economics
(TOMTE)

Faculty of Economics and Management

**Free University of Bozen-Bolzano
Italy**

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Noel Scott

Griffith University, Australia

Mathilda Van Niekerk

University of Central Florida, USA



**Wednesday
December 14th 2016**

Doctoral Colloquium II
(8:30 – 11:30)

Chair: Oswin Maurer and Linda Osti

Sustainable consumer behaviour in tourism: Challenges and opportunities within the discrepancy of consumer needs and sustainability ethics

Maas-Deipenbrock Rina Marie, *Leuphana Universität Lüneburg, Germany*

Analysis of factors of the tourist pro-sustainable intention-behaviour gap: case of European tourists

Bormatenkova Darya, *University of Ljubljana, Slovenia*

Mihalič Tanja, *University of Ljubljana, Slovenia*

Effective sustainability communication – Case-study on the catalogue design of a tour operator for educational tours

Toelkes Christina, *Munich University of Applied Sciences, Germany*

The impact of gender on perceptions of quality rural tourist destination

Peruthová Astrida, *Mendel University, Czech Republic*

From whom to why, understanding customer's intention with the use of persona

Carelli Johan, *University d'Angers, France*

Legoharel Patrick, *University d'Angers, France*

Dauce Bruno, *University d'Angers, France*

Exploring tourists' memorable food experiences: A study of visitors to Santa's official hometown

Sthapit Erosee, *University of Vaasa, Finland*



**Wednesday
December 14th 2016**

Workshop on "Meta-analysis with R"
(11.30 – 13.00)
conducted by
Michael Bosnjak

Opening address
(14:00)

Serena Volo and Oswin Maurer

Keynote Session
(14:00– 15:00)

Keynote speaker
Noel Scott

"Experiences, Emotions and Memories: A cognitive psychology approach"



**Wednesday
December 14th 2016**

Parallel Paper Session
(15:00 – 16:20)

Tourism Experiences and Co-Creation

Chair: Serena Volo

Where every stay is a bliss: understanding review biases in the sharing economy

Pera Rebecca, *University of Piemonte Orientale, Italy*
Viglia Giampaolo, *Bournemouth University, UK*
Dalli Daniele, *University of Pisa, Italy*

Ever given a ride to a complete stranger? an explorative study on Blablacar as a memorable tourism experience

Gon Marika, *University of Udine, Italy*
Osti Linda, *Free University of Bozen-Bolzano, Italy*

Adventure tourist participation in value creation

Prebensen Nina, *Tromsø University, Norway*
Xie Jinghua, *Tromsø University, Norway*

The memorability of co-creative experiences with dolphins: the importance of tourist attention and involvement

Campos Ana Cláudia, *University of Algarve, Portugal*
Mendes Júlio, *University of Algarve, Portugal*
Oom Do Valle Patrícia, *University of Algarve, Portugal*
Scott Noel, *Griffith University, Australia*



**Wednesday
December 14th 2016**

Parallel Paper Session
(15:00 – 16:20)

Experiences, Emotions and Memories I

Chair: Oswin Maurer

Emotionality, positionality, and reflexivity in dark tourism research: Implications for the researcher

Sharma Nitasha, *Indiana University Bloomington, USA*
Rickly Jillian, *The University of Nottingham, UK*

Poignant Memories: Consuming D-Day 1944

MacCarthy Martin, *Edith Cowan University, Australia*
Sozen Erol, *Auburn University, USA*
O'Neill Martin, *Auburn University, USA*

Host-guest interactions between first-generation immigrants and their visiting relatives: kinship, social exchanges, and travel

Capistrano Robert Charles, *University of the Philippines-Asian Institute of Tourism, Philippines*
Weaver Adam, *Victoria University of Wellington, New Zealand*

James Holman, the famous blind tourist; a clinical contribution to tourism and memory studies

Pearce Philip, *James Cook University, Australia*
Zare Samira, *James Cook University, Australia*



**Wednesday
December 14th 2016**

Parallel Paper Session
(16:40 – 18:00)

Tourism Experiences: Measuring Evidence I

Chair: Guenter Schamel

Measuring the anticipated social return from tourism

Boley Bynum, *University of Georgia, USA*
Jordan Evan, *Arizona State University, USA*
Kline Carol, *Appalachian State University, USA*
Knollenberg Whitney, *North Carolina State University, USA*

The influence of risk perception on travel decision-making and destination choice processes – The example Israel

Karl Marion, *LMU University of Munich, Germany*

Aiming at family target: A museum challenge

Cicero Lucia, *University of Udine, Italy*
Chiarvesio Maria, *University of Udine, Italy*
Crisi Francesco, *University of Udine, Italy*

The effect of consumers' social hospitality experience on brand equity

Kaplan Oren, *College of Management Academic Studies, Israel*
Kariv Dafna, *College of Management Academic Studies, Israel*
Shutz Galia, *College of Management Academic Studies, Israel*
Rotstein Anat, *College of Management Academic Studies, Israel*



**Wednesday
December 14th 2016**

Parallel Paper Session
(16:40 – 18:00)

Memorable Tourism Experiences

Chair: Linda Osti

Interpreting cultural variations among tourists' savoring processes

Zare Samira, *James Cook University, Australia*

Pearce Philip, *James Cook University, Australia*

Tourism consumer behaviour on Facebook: the case of Montecatini Terme

Marchi Valentina, *CNR – IBIMET, Italy*

Trampetti Sonia, *CNR – IBIMET, Italy*

Raschi Antonio, *CNR – IBIMET, Italy*

De Paola Alessandra, *Municipality of Montecatini Terme, Italy*

Memorable tourism experiences – What do we actually remember and forget?

Konu Henna, *University of Eastern Finland, Finland*

Räikkönen Juulia, *University of Eastern Finland, Finland*

The peak tourist experience and the concepts of happiness

Zatori Anita, *Virginia Tech University, USA*



**Thursday
December 15th, 2016**

Parallel Paper Session
(09:00 – 11:00)

Memorable Tourism Experiences: The Role of Hosts, Places and Products I

Chair: Federico Boffa

Reintermediation for small and medium hospitality enterprises

Cifci Merve Aydogan, *Istanbul University, Turkey*
Cetin Gurel, *Istanbul University, Turkey*
Dincer Fusun Istanbulu, *Istanbul University, Turkey*
Fuchs Matthias, *Mid-Sweden University, Sweden*

Ride on the roller-coaster. The impact of dynamic pricing on hotel performance

Abrate Graziano, *University of Piemonte Orientale, Italy*
Viglia Giampaolo, *Bournemouth University, UK*

The impact of location on hotel competitiveness

Park Sangwon, *University of Surrey, UK*
Chen Jason, *University of Surrey, UK*

Guests' emotions in real time: implications for service- and relationship-quality at the reception desk

Nordhorn Christian, *Catholic University of Eichstätt-Ingolstadt, Germany*
Scuttari Anna, *Eurac Research, Italy*
Pechlaner Harald, *Catholic University of Eichstätt-Ingolstadt, Germany*

Impact of local hospitality on tourist experiences

Cetin Gurel, *Istanbul University, Turkey*
Balik Mehtap, *Istanbul University, Turkey*
Kizilirmak Ismail, *Istanbul University, Turkey*
Okumus Fevzi, *University of Central Florida, USA*



**Thursday
December 15th, 2016**

Parallel Paper Session
(09:00 – 11:00)

Experiences, Quality and Perceptions

Chair: Linda Osti

An exploration of quality service in the Alabama brewing sector

Sozen Erol, *Auburn University, USA*
O'Neill Martin, *Auburn University, USA*
MacCarthy Martin, *Edith Cowan University, Australia*

The promotion of a tourist destination by its sensorial perspective definition

Picciotto Loredana, *University of Palermo, Italy*
Ruisi Marcantonio, *University of Palermo, Italy*

Under-researched areas of Event Tourism: determinants of the quality perceived and loyalty in the MICE industry.

Aleman Zoilo, *Lopesan Group, Spain*
Martin Juan Carlos, *University of Las Palmas de Gran Canaria, Spain*
Roman Concepcion, *University of Las Palmas de Gran Canaria, Spain*
Aguiar-Quintana Teresa, *University of Las Palmas de Gran Canaria, Spain*

**Measuring the impact of the European Capital of Culture programme on overnight stays:
Evidence for the last 20 years**

Hagsten Eva, *University of Iceland, Iceland*
Falk Martin, *Austrian Institute of Economic Research, Austria*

The influence of tourism companies' familiness on consumer perceptions

Zanon Johanna, *University of Innsbruck, Austria*
Scholl-Grisseemann Ursula, *University of Innsbruck, Austria*
Kallmuenzer Andreas, *University of Innsbruck, Austria*



**Thursday
December 15th, 2016**

Keynote Session
(11:20 – 12:20)

Keynote Speaker
Dan Fesenmaier

“Designing Tourism Places: Emotion, Structure and Analytics”





**Thursday
December 15th, 2016**

Parallel Paper Session
(13:30 – 15:30)

Memorable Tourism Experiences: The Role of Hosts, Places and Products II

Chair: Anna Irimias

Pedelecs as a driver for cycle tourism using the example of the development of routes in vineyard hills of Franconia/Germany

Dreyer Axel, *Hochschule Harz, Germany*

When visitors sympathize with local vendors: effects and lessons

Nicely Annmarie, *Purdue University, USA*

Armadita Filza, *Purdue University, USA*

Combining pre-travel and in-destination decisions: the role of information channels in different phases of destination selection

Pasanen Katja, *University of Eastern Finland*

Mobility spaces and tourist experiences: Analyzing the emotional value of mobility in tourism destinations

Scuttari Anna, *Eurac Research, Italy*

Towards identifying demand features for culinary wine tourism in South Tyrol

Schamel Guenter, *Free University of Bozen-Bolzano, Italy*

Mobilities: integrating theory with practice. The case of Russian trans-border second home mobility in Finland.

Hannonen Olga, *University of Eastern Finland, Finland*



**Thursday
December 15th, 2016**

Parallel Paper Session
(13.30 – 15:30)

Themed Experiences

Chair and discussant: Ady Milman

Urban parks and gardens: insights into tourists' experiences

Bauer-Krösbacher Claudia, *IMC FH Krems, Austria*
Kastner Margit, *Vienna University of Economics and Business, Austria*

Real-time capturing of value co-creation processes in a theme park setting

Zakrisson Ingrid, *Mid Sweden University, Sweden*
Zillinger Malin, *Lund University, Sweden*

Understanding emotional behaviour in a theme park: a methodological approach

Orellana Alicia, *Science and Technology Park for Tourism and Leisure of Catalonia, Spain*
Borràs Joan, *Science and Technology Park for Tourism and Leisure of Catalonia, Spain*
Anton-Clavé Salvador, *Universitat Rovira i Virgili, Spain*

Collecting visual data on visitor experiences

Zillinger Malin, *Lund University, Sweden*
Zakrisson Ingrid, *Mid Sweden University, Sweden*

The role of experiential consumption on theme park visitors' satisfaction and loyalty

Milman Ady, *University of Central Florida, USA*



**Thursday
December 15th, 2016**

Parallel Paper Session
(16:00 – 17:20)

Experiences, Emotions and Memories II

Chair: Oswin Maurer

Deconstructing commemoration of a conflicted past: 1916-2016

Quinn Deirdre, *Dublin Institute of Technology, Ireland*
Gorman Catherine, *Dublin Institute of Technology, Ireland*

Religious tourism in marketing research: a systematic literature review

Moretti Andrea, *University of Udine, Italy*
Raggiotto Francesco, *University of Udine, Italy*
Mason Michela, *University of Udine, Italy*

**Do UNESCO World Heritage Sites actually make the difference for tourist experience?
evidence from a longitudinal survey**

Guizzardi Andrea, *University of Bologna, Italy*
Mariani Marcello, *University of Bologna, Italy*
Stacchini Annalisa, *University of Bologna, Italy*

'Amazing Tours!' – Exploring Game of Thrones film tourist's memorable experiences

Irimiás Anna, *University of Trento, Italy*
Mitev Ariel, *Corvinus University of Budapest, Hungary*
Michalkó Gábor, *Hungarian Academy of Sciences, Hungary*



**Thursday
December 15th, 2016**

Workshop on "Publishing your qualitative research article in a top tier journal "
(17:30 – 19:00)

conducted by
Fevzi Okumus





**Friday
December 16th, 2016**

**Keynote Session
(09:00 - 10:00)**

Keynote speaker
Sara Dolnicar

"Measurement in Tourism Research – The Good, the Bad and the Ugly"





**Friday
December 16th, 2016**

Parallel Paper Session
(10:30 – 12:30)

Tourism Experiences: Measuring Evidence III

Chair: Serena Volo

Decision-making, strategies and performance evaluation of Italian travel agencies

Abrate Graziano, *University of Piemonte Orientale, Italy*
Bruno Clementina, *University of Piemonte Orientale, Italy*
Erbetta Fabrizio, *University of Piemonte Orientale, Italy*
Fraquelli Giovanni, *University of Piemonte Orientale, Italy*

Factors affecting cancellation behaviour: Online and early hotel booking least likely to be realized

Vieru Markku, *University of Lapland, Finland*
Falk Martin, *Austrian Institute of Economic Research, Austria*

It is like rolling a dice. On noise and difficult convergence of non-certified review systems

Figini Paolo, *University of Bologna, Italy*
Vici Laura, *University of Bologna, Italy*
Viglia Giampaolo, *Bournemouth University, UK*

When to book a hotel room: the relationship between point in time and rate

Falk Martin, *Austrian Institute of Economic Research, Austria*
Vieru Markku, *University of Lapland, Finland*

Emotion-Based Choice Models in tourism: Forecasting demand for new tourist products

Araña Jorge, *University of Las Palmas de Gran Canaria, Spain*
León Carmelo, *University of Las Palmas de Gran Canaria, Spain*
Alvarez Ivan, *Polytechnic University of Catalonia, Spain*

Strategic orientation of hotels: Evidence from a contingent approach

Presutti Manuela, *University of Bologna, Italy*
Savioli Marco, *University of Bologna, Italy*
Odorici Vincenza, *University of Bologna, Italy*



**Friday
December 16th, 2016**

Parallel Paper Session
(10:30 – 12:30)

Insights into Winter Experiences

Chair: Oswin Maurer

Gains from lift linking of ski areas

Falk Martin, *Austrian Institute of Economic Research, Austria*

Winter tourists' preferences for destination choice in times of snow deficiency

Steiger Robert, *University of Innsbruck, Austria*

Posch Eva, *University of Innsbruck, Austria*

Pons-Pons Marc, *Sustainability Observatory of Andorra, Andorra*

Vilella Marc, *Sustainability Observatory of Andorra, Andorra*

Crowding vs. Skiing: When and how does crowding influence experience evaluations in a ski resort setting?

Jathe Kathrin, *Norwegian University of Life Sciences, Norway*

Destination brand credibility and destination image of Lech-Zürs. The mediating role of destination attachment

Reitsamer Bernd Frederik, *Management Center Innsbruck, Austria*

Brunner-Sperdin Alexandra, *University of Applied Sciences Kufstein, Austria*

Rein Anna Charlotte, *University of Innsbruck, Austria*

Alpine winter tourism beside sports: why mature destinations fail in the German market

Bausch Thomas, *Munich University of Applied Sciences, Germany*

Metzler Daniel, *Munich University of Applied Sciences, Germany*



**Friday
December 16th, 2016**

**Panel Session
(14:00 – 15:30)**

"Research Performance Metrics: Thriving and Struggling among Indicators"
chaired by
Daniele Dalli

Panelists
**Sara Dolnicar
Daniel Fesenmaier
Andrea Moretti
Fevzi Okumus
Noel Scott**



**Friday
December 16th, 2016**

**Conclusive Session
(16.00 – 18:30)**

"Debate with keynote speakers and participants"
chaired by
Serena Volo and Oswin Maurer

"Best Conference Paper Awards"
offered by the

International Journal of Contemporary Hospitality Management
presented by
Mathilda Van Niekerk and Fevzi Okumus

International Journal of Culture, Tourism and Hospitality Research
presented by
Serena Volo and Andreas Zins

Closing Address
Reflecting on CBTS past editions and announcements for CBTS2017
Serena Volo and Oswin Maurer



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Consumer Behavior in Tourism Symposium 2016

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Organized by the
Competence Centre in Tourism Management and Tourism Economics
(TOMTE)

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