



Consumer Behavior in Tourism Symposium 2017

A Decade of Research in Consumer Behavior in Tourism

Bruneck / Brunico, Italy • December 13 - 16, 2017

Mindfulness, Well-being and Happiness in Tourism Research
From Definitions to Measurements

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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Giampaolo Viglia

University of Portsmouth, UK

Trudie Walters

University of Otago, New Zealand



**Wednesday
December 13th 2017**

Workshop on “Field experiments in tourism and hospitality”

(10:45 – 12:45)

conducted by

Giampaolo Viglia

Opening address

(14:00)

Oswin Maurer and Serena Volo

Keynote Session

(14:00– 15:00)

Keynote speaker

Muzaffer Uysal

“Quality of Life Research on Tourism: Past, Present and Emerging Issues”



**Wednesday
December 13th 2017**

Plenary Session
(15:00 – 16:00)

Chair: Oswin Maurer

**Social tourism as a means of enhancing the QoL of disadvantaged people:
case unemployed**

Komppula Raija, *University of Eastern Finland, Finland*

Ilves Riikka, *University of Eastern Finland, Finland*

Exploring the Sequential Structure of Touristic Experiences

Fesenmaier Daniel, *University of Florida, United States of America*

Stienmetz Jason, *Surrey University, United Kingdom*





**Wednesday
December 13th 2017**

Plenary Session
(16:30 – 18:00)

Chair: Serena Volo

When telling the truth comforts: The impact of realistic destination marketing on tourist response

Peters Mike, *University of Innsbruck, Austria*

Scholl-Grissemann Ursula, *University of Innsbruck, Austria*

Teichmann Karin, *University of Innsbruck, Austria*

Perception-based evaluation of online ratings through uncertain decision intervals

Di Caprio, Debora, *York University, Canada*

Santos-Arteaga Francisco Javier, *Free University of Bozen-Bolzano, Italy*

Defining the boundaries of co-creation within a multi-stakeholder service ecosystem

Pera Rebecca, *University of Eastern Piedmont, Italy*

Viglia Giampaolo, *University of Portsmouth, United Kingdom*

Gretzel Ulrike, *University of Southern California, United States of America*

Determinants of life enhancement and destination loyalty on a case of Thailand

Tokarchuk Oksana, *Free University of Bozen-Bolzano, Italy*

Maurer Oswin, *Free University of Bozen-Bolzano, Italy*



**Thursday
December 14th 2017**

Themed Plenary Session

"Tourism Design: State of the Art and Novel Research Pathways"
(9:00-10:00)

Invited Speaker
Daniel Fesenmaier

Keynote Session
(10:00– 11:00)

Keynote speaker
Iis Tussyadiah

"Designing Technologies for Behavioural Change"



**Thursday
December 14th 2017**

Parallel Paper Session
(11:30-13:00)

Session I

Chair: Oswin Maurer

Ways of the green tourist in Europe

Hagsten Eva, *University of Iceland, Iceland*

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

Farm Holidays in South Tyrol: Analyzing Accommodation Rates for the Red Rooster Brand

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

Spitaler Anna, *Free University of Bozen-Bolzano, Italy*

Katia Laura Sidali, *Free University of Bozen-Bolzano, Italy*

Co-collaborating wine distribution via social media

Pelet Jean-Eric, *ESCE Paris, France*

Barton Marieshka, *Sonoma State University, United States of America*

"With my friend's eyes..." - the central role of travel companions for blind travelers

Devile Eugénia, *Polytechnic Institute of Coimbra, Portugal*

Kastenholz Elizabeth, *University of Aveiro, Portugal*





**Thursday
December 14th 2017**

Parallel Paper Session
(11:30-13:00)

Session II

Chair: Linda Osti

Mapping tourist behavior from destination card data

Scuderi Raffaele, *Kore University of Enna, Italy*
Dalle Nogare Chiara, *University of Brescia, Italy*

Bored tourists in winter destinations: a segment to attract or to avoid?

Mauri Chiara, *Università della Valle d'Aosta, Italy*
Nava Consuelo R., *Università della Valle d'Aosta, Italy*
Ungureanu Irina, *Università della Valle d'Aosta, Italy*

Modelling the wider effects of ski lift investments

Falk Martin, *Austrian Institute of Economic Research, Austria*
Tveterås Sigbjørn, *University of Stavanger, Norway*

Influence of Climate Change on Travelers Future Behavior: The Germans' Perspectives

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



**Thursday
December 14th 2017**

Keynote Session
(14:00– 15:00)

Keynote speaker
Scott McCabe

“Wellbeing or not being well? A critical perspective on tourism outcomes”

**Workshop on “Towards More Robust Hypothesis Testing in Hospitality and
Tourism Research”**
(15:00-16:00)
conducted by
Albert Assaf

Industry Session
(16:30- 18:30)
conducted by
Thomas Bausch
with
Richard Adam (Engadin St. Moritz Mountains AG)
Andrea Del Frari (Skirama Plan de Corones)
Roland Kals (arp-raum.landschaft.mobilität)
Peter Pichler (Peter Pichler Architecture)



**Friday
December 15th, 2017**

Workshop on “How to Publish – A Journal Editor’s Guide”

(9:00-10:00)

conducted by

Perry Hobson

Keynote Session

(10:00– 11:00)

Keynote speaker

Chris Cooper

“Places for Pleasure: Past, Present and Future”



**Friday
December 15th, 2017**

Parallel Paper Session
(11:20-13:00)

Session I

Chair: Oswin Maurer

Eudaimonic well-being and cultural tourism consumption in old age. First results of an ongoing research in Ravenna

Mariotti Alessia, *University of Bologna, Italy*

Zambianchi Manuela, *University of Bologna, Italy*

Effects of alpine vacation on subjective well-being –a comparison between active and passive tourist behaviour

Schlemmer Philipp, *University of Innsbruck, Austria*

Schnitzer Martin, *University of Innsbruck, Austria*

Peters Mike, *University of Innsbruck, Austria*

Tourism and Wellbeing: Transforming People and Places

Pope Emma, *University of Derby, United Kingdom*

Michopoulou Eleni, *University of Derby, United Kingdom*

Azara Iride, *University of Derby, United Kingdom*

The impact of sustainable tourism practices on community well-being.

Malone Sheila, *Lancaster University, United Kingdom*

Bosangit Carmela, *Cardiff University, United Kingdom*



**Friday
December 15th, 2017**

Parallel Paper Session
(11:20-13:00)

Session II

Chair: Guenter Schamel

Development of sustainable tourism in rural communities. Risks perceptions and pre-conditions for creating support from locals

Moretti Andrea, *University of Udine, Italy*

Mason Michela Cesarina, *University of Udine, Italy*

Raggiotto Francesco, *University of Udine, Italy*

The art of feeding tourists

Trampetti Sonia, *CNR-IRCrRES, Italy*

Marchi Valentina, *CNR IBIMET, Italy*

Raschi Antonio, *CNR IBIMET, Italy*

Tourism, events and government of the territory in Apulia: the Night of Taranta

Rinaldi Azzurra, *University of Rome Unitelma Sapienza, Italy*

Sergio Sara, *University of Rome Unitelma Sapienza, Italy*

Can a focus on organic wine production create benefits for the tourism industry? An enquiry into the South African market

Mihailescu Radu, *Stenden University of Applied Sciences, Netherlands*



**Friday
December 15th, 2017**

Parallel Paper Session
(11:20-13:00)

Session III

Chair: Linda Osti

Cell phone presence data and geomatics for the analysis of tourist behaviour

Amaduzzi Salvatore, *University of Udine, Italy*

Online communication measurements: food tourism experiences

Augusto Luisa, *Escola Superior de Educação de Viseu, Portugal*
Barroco Cristina, *Polytechnic Institute of Viseu, Portugal*

Tourist shopping satisfaction in art heritage cities. Modelling the relevance of shopping environment

Sfodera Fabiola, *Sapienza University of Rome, Italy*
Mingo Isabella, *Sapienza University of Rome, Italy*
Mattiacci Alberto, *Sapienza University of Rome, Italy*

Using educational community engagement to understand the archipelago tourist

Onn Gustaf, *Södertörn University, Sweden*

Implementing stakeholders' collaboration in tourism planning. A case study

Gon Marika, *University of Udine, Italy / Catholic University Eichstätt – Ingolstadt, Germany*

Massaro Maurizio, *University of Udine, Italy*
Moretti Andrea, *University of Udine, Italy*
Marangon Francesco, *University of Udine, Italy*



**Friday
December 15th, 2017**

Themed Plenary Session
(14:00 – 15:30)

"Eudaimonic and Hedonic Consumption in Tourism"

chaired by
Daniele Dalli

Panelists

Maria Rosaria Napolitano

Andrea Moretti



**Friday
December 15th, 2017**

Panel Session
(16:00 – 17:30)

"Panel of Editors"
chaired by
Perry Hobson

Panelists

Albert Assaf
Tourism Economics

Chris Cooper
Current Issues in Tourism

Daniele Dalli
Mercati e Competitività - The Journal of the Italian Marketing Association

Perry Hobson
Journal of Vacation Marketing

Scott McCabe
Annals of Tourism Research

Serena Volo
International Journal of Culture, Tourism and Hospitality Research



**Friday
December 15th, 2017**

**Conclusive Session
(18.00)**

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

"Best Conference Paper Awards"
offered by CBTS2017
presented by
Oswin Maurer and Serena Volo

Closing Address
Reflecting on CBTS "A Decade of Research in Consumer Behavior in Tourism"
Oswin Maurer and Serena Volo



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Consumer Behavior in Tourism Symposium 2017

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

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