



Consumer Behavior in Tourism Symposium 2019

Bruneck / Brunico, Italy · December 11 - 14, 2019

Emotions in Tourism Research Reflecting on Methodological Approaches

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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**Wednesday
December 11th, 2019**

**Doctoral Colloquium
(9:00 – 10:30)**

Chair: Metin Kozak and Serena Volo

The Meaning of Nature-based Tourism for Young Chinese Tourists

Minhua Jessie Chen, *University of Eastern Finland, Finland*

Acting green in green destination

Iana Bilynets, *University of Ljubljana, Slovenia*

Ljubica Knežević Cvelbar, *University of Ljubljana, Slovenia*

Tamara Pavasović Trošt, *University of Ljubljana, Slovenia*

The time use rebound effect and consumer behaviour in sustainable tourism development

Soheon Kim, *Bournemouth University, United Kingdom*

Investigating tourists' valuations of nature-based experiences through online photography

Eugenio Conti, *Dalarna University, Sweden*

Maria Lexhagen, *Mid Sweden University, Sweden*

Omnichannel strategies in the enotourism customer experience in the Italian wineries

Marta Galli, *Università Cattolica del Sacro Cuore Milano, Italy*

Roberta Sebastiani, *Università Cattolica del Sacro Cuore Milano, Italy*



**Wednesday
December 11th, 2019**

**Doctoral Colloquium
(11:00 – 13:00)**

Chair: Metin Kozak and Serena Volo

Tourists' Emotional Responses to Street Food Experience in Vietnam

Linh Pham, *University of Surrey, United Kingdom*

The Challenges of Experience Sampling Method in a Qualitative Study on Tourist Information Behaviour on Smartphones

Micol Mieli, *Lund University, Sweden*

Impact of a destination image on visitor's loyalty towards the destination

Andrea Králiková, *Mendel University Brno, Czech Republic*

Katerina Ryglova, *Mendel University Brno, Czech Republic*

Quality of tourist destination. Importance Performance Analysis - residents and visitors approach

Kateřina Mlejnková, *Mendel University Brno, Czech Republic*

Ida Rašovská, *Mendel University Brno, Czech Republic*

Tomáš Dania, *Mendel University Brno, Czech Republic*

The Role of Tourists Emotions and Social Interactions in the Formation of Tourists Memorable Experience

Somaiah Alotaibi, *University of Nottingham, United Kingdom*



**Wednesday
December 11th, 2019**

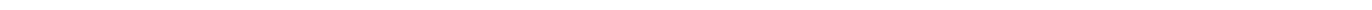
**Opening address
(14:00)**

Serena Volo and Oswin Maurer

**Keynote Session
(14:00– 15:00)**

**Keynote speaker
Frederic Dimanche, *Ryerson University, Canada***

“Travel and art: How art creates value for destinations and hotels”





**Wednesday
December 11th, 2019**

Plenary Session
(15:00 – 16:00)

Chair: Oswin Maurer

Novelty and Surprise in Memorable Tourism Experiences

Liubov Skavronskaya, *University of the Sunshine Coast, Australia*

Noel Scott, *University of the Sunshine Coast, Australia*

Brent Moyle, *Griffith University, Australia*

Experiences of self-determination: The mediating role of tourist behaviour and travel experience.

Friedericke Kuhn, *Leuphana University, Germany*

The psychological dimensions of transformative festival experiences

Barbara Neuhofer, *Salzburg University of Applied Sciences, Austria*

Krzysztof Celuch, *Nicolaus Copernicus University, Poland*

Thuy Linh To, *Salzburg University of Applied Sciences, Austria*



**Wednesday
December 11th, 2019**

Plenary Session
(16:30 – 18:30)

Chair: Serena Volo

The power of hoteliers' emotions. A PLS-SEM-based study to uncover the effects of reactance on hotels' response to Airbnb

Francesca Magno, *University of Bergamo, Italy*
Fabio Cassia, *University of Verona, Italy*

Are private hosts important for Airbnb's guests?

Miriam Scaglione, *University of Applied Sciences and Arts Western Switzerland Valais, Switzerland*
Colin Johnson, *San Francisco State University, USA*
Blaise Larpin, *University of Applied Sciences and Arts Western Switzerland Valais, Switzerland*

Analyzing the Impact of TripAdvisor Ratings on Corporate Performance

Olivier Gergaud, *Kedge Business School, France*
Alexandre Garel, *Audencia Business School, France*
Jean-Philippe Weisskopf, *Ecole hoteliere de Lausanne, Switzerland*

Effects of a social holiday from the perspective of a social holiday participant

Elli Vento, *University of Eastern Finland, Finland*
Raija Komppula, *University of Eastern Finland, Finland*

Is online booking always enjoyable? Analysing the impact of perceived fairness and price framings

Ursula Scholl-Grissmann, *Seeburg Castle University, Austria*
Karin Teichmann, *University of Innsbruck, Austria*

Hedonic adaptation and social carrying capacity of tourism: a dynamic perspective

Oksana Tokarchuk, *Free University of Bozen-Bolzano, Italy*
Roberto Gabriele, *University of Trento, Italy*
Oswin Maurer, *Free University of Bozen-Bolzano, Italy*



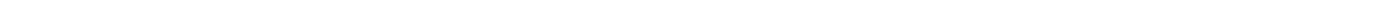


**Thursday
December 12th, 2019**

Keynote Session
(9:00-10:00)

Keynote speaker
Emma Wood, *Leeds Beckett University, United Kingdom*

**“Emotional memory malleability: The methodological challenges of
exploring post-experience value co-creation”**





**Thursday
December 12th, 2019**

Plenary Session
(10:00-11:20)

Chair: Oswin Maurer

Post-vacation trip emotions? It is about smileys

Eva Vroegop, *Università della Svizzera Italiana, Switzerland*

Rico Maggi, *Università della Svizzera Italiana, Switzerland*

The Role of Emotion When Looking for Travel Through an App, Website or Social Media

Jean-Éric Pelet, *ESCE International Business School, France*

Somayeh Zamani, *Hasht Behesht Higher Education Institute, Iran*

Service quality in restaurants: which factors determine customer experiences?

Bernhard Bichler, *University of Innsbruck, Austria*

Birgit Pikkemaat, *University of Innsbruck, Austria*

Mike Peters, *University of Innsbruck, Austria*

Service professionals killing/maiming tourists in Canada and the United States: A nascent configurational theory with case studies of extreme emotional encounters in tourism

Arch Woodside, *Yonsei University, Republic of Korea*

Carol Megehee, *Coastal Carolina University, USA*

Marylouise Caldwell, *University of Sydney, Australia*

Rouxelle De Villiers, *Auckland University of Technology, New Zealand*

Pedro Mir Bernal, *University of Navarra, Spain*



**Thursday
December 12th, 2019**

Plenary Session
(11:40-13:00)

Chair: Oksana Tokarchuk

Agritourism and its Relevance for Direct Farm Sales

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

Nurturing tourists' consumption of green food: The persuasive strengths of different messages

Claudia Cozzio, *Free University of Bozen-Bolzano, Italy*

Michael Volgger, *Curtin University, Australia*

Ross Taplin, *Curtin University, Australia*

Arch Woodside, *Yonsei University, Republic of Korea*

Wine tourism, cellar Door perception and emotional response by using VR, EEG and eye tracking technology

Lorenzo Bambi, *University of Florence, Italy*

Elena Barbierato, *University of Florence, Italy*

Iacopo Bernetti, *University of Florence, Italy*

Irene Capecchi, *University of Florence, Italy*

Sara Fabbrizzi, *University of Florence, Italy*

Silvio Menghini, *University of Florence, Italy*

Tommaso Borghini, *University of Florence, Italy*

Sandro Sacchelli, *University of Florence, Italy*

The Aura of Arts or Wine Aura? Art-and artistic craftsmanship in wine tourism

Katia Laura Sidali, *University of Verona, Italy*

Diego Begalli, *University of Verona, Italy*

Elisabetta Lazzaro, *Utrecht University, The Netherlands*



**Thursday
December 12th, 2019**

Workshop
(14:00-15:30)

Invited Speaker
Nika Balomenou, *University of Hertfordshire, United Kingdom*

Workshop on "Participant-Generated Photographs: Data collection and analysis for tourism research"



**Thursday
December 12th, 2019**

Plenary Session
(16:00-18:00)

Chair: Serena Volo

The importance of understanding tourism emotions in contested spaces

Jack Shepherd, *Mid Sweden University, Sweden*

Effect of information framing on emotions, perceptions and behavioural intentions concerning destinations with conflict zones

Maria D. Alvarez, *Bogazici University, Turkey*

Galia Fuchs, *Ben-Gurion University of the Negev, Israel*

Sara Campo, *Universidad Autónoma de Madrid, Spain*

Resident psychology and behaviours under on-going terror threats

Ning Chen, *University of Canterbury, New Zealand*

Rohail Ashraf, *King Abdulaziz University, Saudi Arabia*

Climate change and destination image: mining social networks visual data

Anastasia Arabadzhyan, *University of Bologna, Italy*

Paolo Figini, *University of Bologna, Italy*

Laura Vici, *University of Bologna, Italy*

Defaults trigger pro-environmental behaviour in tourism

Ljubica Knežević Cvelbar, *University of Ljubljana, Slovenia*

Bettina Gruen, *Johannes-Kepler University, Austria*

Sara Dolnicar, *The University of Queensland, Australia*

The impact of climate change on regional economies through winter tourism: a simulation study based on stated preferences

Robert Steiger, *University of Innsbruck, Austria*

Eva Posch, *University of Innsbruck, Austria*

Gottfried Tappeiner, *University of Innsbruck, Austria*

Janette Walde, *University of Innsbruck, Austria*



**Friday,
December 13th, 2019**

Plenary Session
(10:00-11:00)

Chair: Guenter Schamel

Advances in the cognitive psychology of experience design

Noel Scott, *University of the Sunshine Coast, Australia*

**Is this science or can we get rid of it? - A Discourse Analytical Essay on
Tourism as Science in the Post-Truth Age**

Tatjana Thimm, *HTWG Konstanz, Germany*

Developing Innovative Tourism Research

Florian Kock, *Copenhagen Business School, Denmark*

A. George Assaf, *University of Massachusetts Amherst, USA*



**Friday
December 13th, 2019**

**Workshop
(11:30-13:00)**

Invited Speaker

Michael Bosnjak, *Leibniz Institute for Psychology Information and University of Trier,
Germany*

Workshop on “Open Science in Tourism Research: Tools and Services”



**Friday
December 13th, 2019**

Plenary Session
(14:00-15:40)

Chair: Oksana Tokarchuk

Internet of Things in the hospitality industry: its effects on guest behaviour

Jean-Eric Pelet, *ESCE Paris, France*

Erhard Lick, *ESCE Paris, France*

Basma Taieb, *EMLV Business School Paris-La Défense, France*

Preferences in Interpretation Methods of Architecture Heritage in Tourism in the Czech Republic

Liběna Jarolímková, *University of Economics, Czech Republic*

Zuzana Míšková, *University of Economics, Czech Republic*

Mobile Eye Tracking (MET) in real-world setting: exploring visual attention of visitors in accommodation facilities

Anna Scuttari, *Eurac Research, Italy*

Yuri Borgianni, *Free University of Bozen-Bolzano, Italy*

Ingrid Kofler, *Eurac Research, Italy*

Lorenzo Maccioni, *Free University of Bozen-Bolzano, Italy*

Big Data Analytics Method for Tourist Behaviour Analysis: Outcomes of the Destination Puglia Management

Annamaria Maggiore, *Pugliapromozione, Italy*

Livio Chiarullo, *Pugliapromozione, Italy*

Bianca Bronzino, *Pugliapromozione, Italy*

Do consumers care about CSR in their online reviews? An empirical analysis

David D'Acunto, *University of Pisa, Italy*

Annamaria Tuan, *University of Bologna, Italy*

Daniele Dalli, *University of Pisa, Italy*

Giampaolo Viglia, *University of Portsmouth, United Kingdom*

Fevzi Okumus, *University of Central Florida, USA*



Friday
December 13th, 2019

Plenary Session
(16:00-17:20)

Chair: Oswin Maurer

Evaluation of tourists' appreciation through the analysis of social media and web pages: Capraia Island as a test site

Valentina Marchi, *BioEconomy Institute - National Research Council, Italy*

Antonio Raschi, *BioEconomy Institute - National Research Council, Italy*

Digital Detox Tourism: An exploratory investigation

Anna Irimias, *Corvinus University of Budapest, Hungary*

Serena Volo, *Free University of Bozen-Bolzano, Italy*

Exploring friendship in shared travel experiences

Xavier Matteucci, *Modul University Vienna, Austria*

Ivana Volic, *Educons University, Serbia*

Sebastian Filep, *University of Otago, New Zealand*

Winter leisure capital in boutique destinations

Massimo Morellato, *Auckland University of Technology, New Zealand*



**Friday
December 13th, 2019**

**Conclusive Session
(17.30-18.00)**

Debate with keynote speakers and participants

chaired by

Serena Volo and Oswin Maurer

CBTS2019 Best Conference Paper Awards

presented by

Serena Volo and Oswin Maurer

CBTS2019 Closing Remarks



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Consumer Behavior in Tourism Symposium 2019

Organized by
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(TOMTE)

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