

CBTS-ET 2023

Consumer Behavior in Tourism Symposium - Emerging Topics 2023

Program

Thursday, Dec 7, 2023

16:00

Opening

16:15 – 17:45

**Keynote Speech: Publishing in a Top-Tier Journal
(Marianna Sigala)**

17:45 –
18:00

Break

18:00 – 19:30

**Keynote Speech: Space Tourism
(Raphael A. Roettgen)**

Friday, Dec 8, 2023

10:00 – 10:30

**Opening talk: The History of Tourism Research in Trier
(Michael Jäckel)**

10:30 – 11:45

**Keynote Speech: Global Health and Tourism
(Lothar H. Wieler)**

11:45 – 12:00

Break

12:00 – 13:30

Paper Session 1

Isabel Schäufele-Elbers Michael Bosnjak Giulia Gastaldello Günter Schamel	Is nudging effective to reduce meat consumption in food service? A systematic review and meta-analysis of field intervention studies
Giulia Gastaldello Elisa Giampietri	A Contemporary Approach to Wine Tourists Segmentation in the Modern Era
Giulia Gastaldello Michael Bosnjak Isabel Schäufele-Elbers Günter Schamel	The importance of sustainability signals to wine consumers: a systematic review and meta-analysis
Celso Brito	Food Tourism Experiences in Portugal: A Qualitative Content Analysis Based on the View of the Foreign Press

13:30 – 14:30

Break

14:30 – 16:00

Paper Session 2

Bernd F. Reitsamer Nicola E. Stokburger-Sauer Janina S. Kuhnle	Temporality of tourist experiences in the context of digital transformation
Isabel Schäufele-Elbers Giulia Gastaldello Günter Schamel Hannah Kirchner	Bridging the gap to more sustainable travel behavior: The role of spillover-effects from daily life and destination image
Jaspreet Kaur Shikha Sharma Ruchika Sharma Shubhadip Roy	Mindful Consumption and Well Being
Claudia Cozzio Francisco Javier Santos Arteaga Oswin Maurer	The future of artificial intelligence in the hospitality industry: perceptions, drivers and barriers

16:00 – 16:15

Break

16:15 – 17:45

Keynote Speech: Innovations for Sustainability (Thomas Bausch)

Saturday, Dec 9, 2023

10:00 – 11:30

Keynote Speech: Alternative Nutrition (Francesco La Barbera)

11:30 – 11:45

Break

11:45 – 13:15

Paper Session 3

Conny Mayer-Bonde Nadine Teufel Henrike Zimmer	Niche Market Garden Tourism - Target Groups of Gardens and Parks in Baden-Württemberg / Deutschland
Kamelia Chaichi Cecilia Gladwell Thomas Peschken-Holt	Investigating the Value Aspects Shaping Travellers' satisfaction and Visit Intention: The case of Scotland Tourism Destinations
Adeim Suvanbekova Teresa Aguiar-Quintana Sangwon Park	Global Health and Tourism

13:15

Closing Address

Abstracts

Session 1: Thursday, Dec 7, 2023, 12:00 – 13:30

Is nudging effective to reduce meat consumption in food service? A systematic review and meta-analysis of field intervention studies

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Keywords (up to five):

Hospitality, meat reduction, meta-analysis

Thematic scope/s:

Food Tourism and Alternative Nutrition

Introduction (100 words max.):

There is growing understanding that future sustainable and healthy diets should be more plant-based. Reducing meat consumption would yield numerous benefits for both the environment and human health. However, altering food consumption habits is a challenging task. Measures aimed at addressing reflective, rational behavior, e.g., through educating people about the benefits of reducing meat consumption, have not proven to be highly effective in the past. Furthermore, implementing strict regulations on food choices through measures like meat taxes and bans (e.g., Veggie Day) poses significant political challenges. Nudging is a widely discussed and promising behavioral approach to achieve behavioral change.

Objectives, Research Questions (and Hypotheses, if applicable; 50 words max.):

The objective of this study is to systematically identify and synthesize findings from field studies to summarize and identify the overall effectiveness of nudging interventions on meat reduction in the food service sector. Specifically, the study focuses on whether the effectiveness of nudging interventions varies according to the nudging category or specific techniques employed.

Methods (100 words max.):

The analysis was carried out using the risk difference as an outcome measure and a random-effects model was fitted to the data. The amount of heterogeneity (i.e., I^2), was estimated using the restricted maximum-likelihood estimator. In addition to the estimate of I^2 , the Q-test for and the I^2 statistic are reported. In case any amount of heterogeneity is detected (i.e., $I^2 > 0$, regardless of the results of the Q-test), a prediction interval for the true outcomes is also provided. Studentized residuals and Cook's distances are used to examine whether studies may be outliers and/or influential in the context of the model.

Findings (100 words max.):

We present first results of a work in progress. So far, a total of $k=21$ studies are included in the analysis. The observed risk differences ranged from -0.2430 to 0.0536, with most estimates being negative (57%). The estimated average risk difference based on the random-effects model was $\hat{\mu} = -0.0358$ (95% CI: -0.0693 to -0.0024). Therefore, the average outcome differed significantly from zero ($z = -2.1014$, $p = 0.0356$). According to the Q-test, the true outcomes appear to be heterogeneous ($Q(20) = 587.1007$, $p < 0.0001$, $\tau^2 = 0.0043$, $I^2 = 99.7448\%$). The moderator analysis revealed that the nudging category "decision structure" and the nudging technique "change range or composition of options" are significantly different from zero.

Conclusions (50 words max.):

A small significant effect of nudging on meat reduction exists. At the same time, heterogeneity between the studies is huge. Nudging does not have a universal effect but depends on moderators (boundary conditions).

Limitations (50 words max.): The significant amount of heterogeneity between the studies may limit the validity of effect sizes. That is why we will use meta-regression analysis in a further step to explore the sources of heterogeneity.

A Contemporary Approach to Wine Tourists Segmentation in the Modern Era.

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Keywords (up to five):

Demand, segmentation, wine tourism, online experiences,

Thematic scope/s:

Food Tourism and Alternative Nutrition

Introduction (100 words max.):

Boosted by the pandemic, digitalization has deeply impacted all sectors and industries, including tourism. The same applies to wine tourism, which economic relevance for producers and rural areas development is constantly growing. Particularly, digital tools allowed sector operators to offer consumers new ways of experiencing products, services, and destinations like virtual winery tours or online wine tasting experiences. Nevertheless, an up-to-date analysis of sector's demand considering consumers traits such as attitude towards technology and innovative wine services is missing.

Objectives, Research Questions (and Hypotheses, if applicable; 50 words max.):

The study aims at offering an up-to-date segmentation of wine consumers as potential wine tourists and online wine experiences users based on both attitudinal variables and socio-demographic information, providing useful and up-to-date insights on their profile.

Methods (100 words max.):

Using a nationally representative sample of Italian wine consumers (n=559), we explore latent consumer segments combining hierarchical and k-means cluster analysis based on four attitudinal traits: wine involvement, travel attitude, technology attitude, online wine experiences attitude. We then characterize the clusters through ANOVA and chi-square tests using the following variables: socio-demographics, risk aversion, wine consumption and purchase habits (e.g., average price per bottle paid for formal and informal occasions), and wine tourism traits (e.g., wine as a main motivation for visiting a wine region, distance consumers are willing to cover to reach a wine region).

Findings (100 words max.):

Preliminary findings reveal the demand is heterogeneous. Particularly, we detect four clusters which we currently identify as *Wine Curious Tourists* (n=105), *High-tech Wine adventurers* (n=223), *High-tech Neophile jetsetters* (n=168), *Technologic leisure globetrotters* (n=63). Such groups appear to differ considerably, particularly in terms of wine involvement, attitude towards technology and new digital experiences. Coherently, their wine tourism and wine consumption traits vary. Risk attitude also changes across clusters, with Wine Curious Tourists and Technologic leisure globetrotters counting the greatest share of risk averse subjects (42% and 46%, respectively).

Conclusions (50 words max.):

Other than product involvement, technology attitude is a relevant trait characterizing potential wine tourists. Although wine lovers are usually older, their attitude towards digital tools and wine experiences is the

strongest in our sample. Moreover, wine consumption frequency might not necessarily indicate high product interest.

Limitations (50 words max.):

The exploratory nature of this study calls for further analysis to support our findings. The sample only includes Italian consumers, and thus may not be generalized to other countries and cultural contexts.

The importance of sustainability signals to wine consumers: a systematic review and meta-analysis

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Keywords (up to five): sustainability, wine, willingness-to-pay (WTP), meta-regression.

Thematic scope/s:

Innovations for Sustainability

Introduction: Sustainability is now a paradigm at the heart of European and international policies and a key concern for wine stakeholders. While consumers' awareness of sustainability issues in wine production is still relatively low, their sensitivity to the matter has been increasing and fueled the demand for environmentally and socially conscious products. Since the sustainable transition implies additional costs for wine producers, several studies tried to assess if and how much consumers are willing to pay more for wine with sustainability attributes, adopting both experimental and non-experimental studies to elicit their stated or revealed preferences. Still, a meta-analysis is missing.

Objectives and Research Questions:

The present meta-analysis aims to assess the following:

- a. the average price premium attached to sustainability attributes;
 - b. which consumers and study-related factors (moderators) tend to penalize or enhance such premium;
- focusing on the environmental and social sustainability pillars, based on the results of relevant research performed to date. For the present conference, preliminary results on a) will be presented.

Methods: The study involves a systematic review and random-effects meta-analysis on studies on the relative willingness-to-pay increase generated by the presence of sustainability cues on a wine bottle. For the conference, a randomly selected subsample encompassing 41 effect sizes will be presented.

Findings:

The estimated average price premium consumers are willing to pay based on the 41 effect sizes included amounted to 6% (95 CI: 3%-8%). The true outcomes appear to be heterogeneous, calling for identifying moderators, such as the use of visual or verbal claims, the sustainability pillar tackled, methodology-related issues like incentives or cheap-talk use, simultaneous inclusion of multiple sustainability claims, as well as wine and respondent's characteristics.

Conclusions:

Sustainability signals placed on wine bottles appear to on average increase consumers' willingness to pay a moderate price premium. However, our preliminary results indicate that this willingness to pay depends on various boundary conditions (moderators).

Limitations:

The results presented are preliminary and only involve a randomly selected subsample of eligible papers. A comprehensive analysis including all the relevant literature based on PICO-S criteria (Population, Intervention, Control group, Outcome, and Study design) and analyzing the operation of moderators (verbal vs. visual claims, sustainability pillar, methodology, wine and respondent's characteristics) will be performed.

Food Tourism Experiences in Portugal: A Qualitative Content Analysis Based on the View of the Foreign Press

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Keywords: food tourism; Portuguese cuisine; gastronomy; content analysis

Thematic scope: Food Tourism and Alternative Nutrition

Introduction

Tourism is essentially an experience-based activity. Therefore, creating and providing memorable experiences is one of the main objectives of the tourism industry. One relevant source of tourism experiences is local food. In this context, food transcends physical nourishment, transforming into an experiential element, a significant factor in tourists' decision-making, and an essential instrument for promoting destinations.

Portugal is an example of a destination that has effectively integrated its exceptional gastronomy into its tourism offerings. Consequently, understanding how tourists perceive and appreciate the local food's elements, dimensions, and features is essential for efficiently managing and promoting this unique resource.

Objectives and Research Questions

This study aims to provide insight into the aspects of Portuguese cuisine that contribute to the country's foreign perception of food tourism. Hence, this purpose leads to the following questions: How does the foreign press portray Portugal's food tourism, and what aspects of Portuguese cuisine are highlighted in this context?

Methods

Considering content analysis an effective approach to transform a large amount of textual data into a structured and concise overview of principal findings, this study applied this methodology. To accomplish the study's objectives, a corpus of fifteen articles written in English from foreign press reporting the role of Portuguese cuisine as a tourism experience was analyzed.

The methodological procedure followed the following steps: a) articles were selected based on research questions; b) categories were assigned and provided guiding concepts; c) recording units were placed in categories; d) the results were analyzed. The procedure was carried out using the NVivo software.

Findings

The dimensions of authenticity and experience of Portuguese cuisine were the most mentioned in the news, followed by features of ingredients and flavour. In addition, there was a discrepancy between the frequency of terms used to describe the experience and authenticity dimensions and the other categories.

The word clouds produced using the meaning units revealed the predominant ingredients mentioned and the most frequently employed adjectives to portray tastes and flavours and describe the experiential and authentic dimensions.

The direction of the context units was most positive, and the intensity was considered moderate to strong. The negative aspects were insignificant in frequency and intensity.

Conclusions

The methodological approach employed demonstrated reliability in effectively identifying the primary dimensions, elements, and characteristics of Portuguese food tourism as reported by the foreign press. In short, the results indicated that both the geographic context and the influence of the Portuguese colonial period attribute uniqueness to its cuisine.

Limitations

One of the study's limitations is that it was restricted to news written in English. However, most tourists visiting Portugal come from Spain, France, the UK, and Germany. It would also be interesting to analyze news in these languages. Additionally, most of the articles were published in American and English newspapers.

Session 2: Friday, Dec 8, 2023, 14:30 – 16:00

Temporality of tourist experiences in the context of digital transformation

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Keywords (up to five):

Tourist experience; customer journey; destination; well-being; NPS

Thematic scope/s:

Other: Tourist experience

Introduction (100 words max.):

Tourist experiences unfold throughout the customer journey across time. While extant research has mainly focused on measuring tourists' lived experience (Prayag et al., 2013), pre- and post- encounters have received sparse attention (Park & Santos, 2017). This is remarkable as cognitive psychology found that anticipated, lived, and remembered experiences do not necessarily correspond with each other (Mitchell & Thompson, 1994; Wirtz et al., 2003). This study takes a closer theoretical and empirical look into this phenomenon by assessing tourists' experiences before, during and after their stay to explore differences in their perception of the destination product, well-being, and behavior.

Objectives, Research Questions (and Hypotheses, if applicable; 50 words max.):

The present study measures tourists anticipated, lived, and remembered experience with digital devices using simple, user-friendly scales along the customer journey. The study duration of six months allows for a fine-grained view on how tourists' responses evolve and change across one entire season, experience types, and generations.

Methods (100 words max.):

A between-subjects, multi-wave study (N= 800) was conducted during winter season 2022/23 in the destination Mayrhofen-Hippach (Tyrol, Austria). Respondents indicated their projected, lived, and remembered experience with self-report measures using a digital survey. All items were assessed with established measures from literature using pictorial scales (e.g., affective slider, Betella & Verschure, 2016) or single-item scales (e.g., NPS, Reichheld, 2003). The survey was distributed using the "myZillertal.app", an innovative, all-in-one travel app hosted by the DMO. For targeting non-app users, we used QR codes in the destination (gondolas, bus stops), and banner advertisements on the destinations' website and social media channels.

Findings (100 words max.):

Our results show strong prospection and retrospection moments for customers' performance evaluations, well-being, and behavioral responses (i.e., u-shaped curve), with the on-site experience generating the lowest scores

(c.f., Wirtz et al., 2003). We find these effects across all age groups with minor deviations for baby boomers where the positive retrospection momentum is absent. A regression analysis further shows that destination performance significantly predicts tourists' well-being and their NPS at all stages of the journey.

Conclusions (50 words max.):

Tourists' experiential perception strongly differs throughout their journey and over the course of a season. While pre and post encounters are subject to positive pro/retrospection moments, the lived experience falls short. Considering these effects, DMOs can adjust their marketing management (e.g., offerings, communication) to create even stronger retention behavior.

Limitations (50 words max.):

While the study generated important theoretical and practical insights, it is not without limitations. The study was restricted to one destination with state-of-the-art infrastructure. Additionally, the between-subjects design did not allow for an intra-individual comparison of respondents' evaluations. We encourage future studies to engage in longitudinal, within-subjects designs in different destinations.

Selected Literature

- Betella, A., & Verschure, P. F. M. J. (2016). The affective slider: A digital self-assessment scale for the measurement of human emotions. *PLoS ONE*, *11*(2), Article e0148037.
- Mitchell, T. R., & Thompson, L. (1994). A theory of temporal adjustments of the evaluation of events. *Advances in Managerial Cognition and Organizational Information Processing*, *5*, 85–114.
- Park, S., & Santos, C. A. (2017). Exploring the tourist experience: A sequential approach. *Journal of Travel Research*, *56*(1), 16–27.
- Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing & Management*, *2*(2), 118–127.
- Reichheld F. F. (2003). The one number you need to grow. *Harvard Business Review*, *81*(12), 46–124.
- Wirtz, D., Kruger, J., Scollon, C.-N., & Diener, E. (2003). What to do on spring break? The role of predicted, on-line, and remembered experience in future choice. *Psychological Science*, *14*(5), 520–524.

Bridging the gap to more sustainable travel behavior: The role of spillover-effects from daily life and destination image

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Keywords (up to five):

Sustainable travel behavior, attitude-behavior gap, local food, organic food, meat reduction

Thematic scope/s:

Sustainable Travel Behavior, Food Tourism and Alternative Nutrition

Introduction (100 words max.):

Many people intent to behave sustainably but struggle to implement their attitudes and intentions, especially during their vacations. This challenge is often attributed to missing information or reluctance to invest additional effort, coupled with the demand for luxury, comfort, relaxation, and pleasure associated with vacations.

Objectives, Research Questions (and Hypotheses, if applicable; 50 words max.):

The main objective of this study is to examine the relation between daily behavior and travel behavior in three different domains: wasteful behavior (food waste, waste separation, buying bottled water), energy saving behavior (towel reuse, the length of taking a shower) and food consumption (organic food, local food, meat consumption).

Methods (100 words max.):

In March and April 2023, a survey was conducted with 150 tourists in the mountain destination South Tyrol. The participants were asked to rate eight types of sustainable behaviors in both their daily life and at the destination using a five-point Likert scale, ranging from "never" to "always." We conducted an independent samples t-test to compare the means of their self-reported behavior in daily life and at their holiday destination. A regression analysis was performed to estimate the spillover effects of their daily life behavior and the role of the destination's image.

Findings (100 words max.):

The results reveal that sustainable behaviors at the destination are largely influenced by daily life behavior. Individuals who prioritize sustainability in their daily life pay more attention to sustainable aspects during vacations. Medium to strong spillover-effects were observed for all eight behavioral domains. However, in 7 out of the 8 domains examined the behavior got worse in the destination context. The results further indicate that a positive destination image is associated with more respectful and sustainable tourist behavior.

Conclusions (50 words max.): The research provides insights on how to bridge the gap between daily life and vacation behavior and strategies to promote sustainable development in mountain destinations. Destinations should focus on enhancing their environmental image, as it can act as a guiding principle for promoting sustainable behaviors among tourists.

Limitations (50 words max.): The study's spatial (Bressanone and Bolzano) and temporal (March and April 2023) context may not be representative of all tourists in South Tyrol. Nevertheless, the distribution of survey participants' country of origin and accommodation categories largely align with official statistical data.

Mindful Consumption and Well Being

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Keywords: Environmental Sustainability Attitude, Private Self Consciousness, Mindful Consumption, Destination Brand Loyalty, Self-Brand Connection, Well Being

Thematic scope: Mindful Consumption and Well Being

Introduction:

With the outbreak of COVID-19, each sector across the world has witnessed a disastrous impact. Among all other sectors, the tourism industry focused on identifying more innovative strategies to sustain in downfall and derive stability status. This resulted in popularising the mindful consumption concept. It enables the consumer to learn consciously by creating a positive experience. The positive experience helps in contributing to enhancing residents well-being by focusing on their loyalty and connection with the brand. Though many existing studies have focused on exploring the concept of mindful consumption but most of the assessments are exploring general concepts and not on consideration of environment-related factors. Therefore, this study focuses on evaluating the mindful consumption effect in the sector on the residents well being with the inclusion of the CCS model.

Research Objectives:

- To understand the impact of a mindful mindset on mindful consumption.
- To access the impact of mindful consumption on mindful behaviour.
- To evaluate the role of destination loyalty and self-brand connection in the relationship between mindful consumption and the well-being of the residents.

Methods:

A structured questionnaire was developed after assessing the important constructs from literature review. The questionnaire was divided into two parts wherein first part comprised the demographic details of respondents including age, gender, education, and frequency of vacations. The second part contained all the items under **Environmental sustainability attitude, Private self-consciousness, Mindful consumption, Destination brand loyalty/Commitment, Self-brand connection and Consumption well-being** on the scale of 1-9 with 1 as 'strongly disagree' and 9 as 'strongly agree'.

Findings:

In the study, H₁ and H₂ are accepted as the impact of environment sustainability attitude and private self-consciousness on mindful consumption are found to be significant. Mindful consumption is also found to significantly contribute to destination loyalty which leads to the acceptance of H₃ whereas H₄ is rejected as mindful consumption is found to have no significant impact on self-brand connection. Lastly, self-brand

connection has an insignificant impact on well-being whereas destination loyalty is found to have a significant contribution to well-being. This leads to the acceptance of H₅ whereas the rejection of H₆.

Conclusions:

The study identified that the presence of a more sustainable attitude and self-consciousness could result in promoting mindful consumption which further would bring destination loyalty but no impact could be derived on self-brand connection. Moreover, destination loyalty affect the well-being of the residents of the particular tourism destination but the self-brand connection does not.

Limitations:

The future researchers could work towards the incorporation of the qualitative findings before concluding the contribution of mindful consumption theory in affecting well-being. Secondly, this paper considers only the viewpoint of travelers whereas future studies may focus on analyzing these hypothesized relationships from the viewpoint of residents of tourist places. Thirdly, this study is conducted in Indian context and therefore, can be replicated in International context as well.

The future of artificial intelligence in the hospitality industry: perceptions, drivers and barriers

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Keywords (up to five): artificial Intelligence (AI), hospitality, literature review, stakeholders, consensus mapping

Thematic scope: Artificial Intelligence in the Hospitality Industry

Introduction (100 words max.):

This contribution aims at shedding light on the current state of the art and future challenges of the adoption of artificial intelligence (AI) in the hospitality industry. It presents the results of a combined study: a systematic literature review and a qualitative analysis. While the systematic literature review provides a comprehensive understanding of perceptions, drivers and barriers on the adoption of AI in the hospitality industry, the qualitative study advances understandings on the integration of AI in the hospitality operations adopting the perspective of information-rich participants at different hierarchical positions (i.e., hotel general managers, first line managers, non-managerial employees).

Objectives, Research Questions (and Hypotheses, if applicable; 50 words max.):

The objective is to provide for a holistic understanding of perceptions, drivers and barriers to the adoption of AI in the hospitality industry. The study aims at testing to which extent the perceptions on the adoption of AI vary between hierarchical positions that different information-rich groups hold within hospitality businesses.

Methods (100 words max.):

- a. Systematic literature review based on the 'five steps approach' of Denyer and Tranfield (2009), using the keywords "AI" and "hospitality" or "hotel" in a Scopus database search. Current dominant orientations are evaluated with Matlab's text analytics toolbox.
- b. Valuation of information provided by knowledge-rich participants via semi-structured interviews (Patton, 2002). An open coding procedure is employed, allowing to compare quotations and group them to form categories (Miles and Huberman, 1994).
- c. Results of a) and b) are combined to assess the degree of consensus and congruence within and among groups by applying consensus mapping methodology (Tarakci et al., 2014).

Findings (100 words max.):

The state of the art of the literature in terms of barriers and drivers to the adoption of AI in the hospitality industry is emphasized. While AI can automate various tasks within the hospitality supply chain leading to increased operational efficiency and enhanced customer experience through the use of AI-powered chatbots and virtual assistants, many businesses in the hospitality industry are still reluctant to adopt new technologies due to the lack of awareness and understanding. In particular, job displacement and changes in workflows are the main threats to professional roles perceived.

Conclusions (50 words max.):

Results provide for in-depth understanding of supply side perceptions on the future of AI in the hospitality industry. The degree of consensus within and among different hierarchical levels is examined. Communication strategies are proposed to increase awareness and acceptance levels of different groups toward the adoption of AI in hospitality.

Limitations (50 words max.):

This study focuses on the hospitality industry only, and is not exploring the broad tourism industry and its other sectors. The rather focused sample of the qualitative study may not allow to generalize results across the whole of the industry.

Session 3: Saturday, Dec 9,2023, 11:45 – 13:15

Niche Market Garden Tourism - Target Groups of Gardens and Parks in Baden Württemberg / Deutschland

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Keywords (up to five):
Garden tourism | experience economy | Sinus Millieus

Thematic scope/s:
Garden tourism

Introduction:

The state of Baden-Württemberg has a diverse and heterogeneous garden landscape. It ranges from small private gardens to large state visitor attractions. Nature, country life, garden design and garden maintenance represent a trend, which became even more important due to the restrictions of the COVID-19-pandemic. Garden tourism is a steadily growing tourism market niche. The Duale Hochschule Baden-Württemberg (DHBW), Ravensburg has studied the demand of the market niche of garden tourism within the federal state of Baden-Wuerttemberg, Germany.

Objectives, Research Questions:

The aim of the study is: (1) to investigate the visitors of gardens and parks in the federal state of Baden-Württemberg with regard to their socio-demographic, psychographic and behavioral characteristics and (2) to work out their motives, interests and experience orientation when visiting gardens. Based on the results, recommendations for action and marketing strategies for the actors in the garden tourism segment will be generated.

Methods:

The theoretical basis of the study is based on both the concept of Sinus-Milieus (Barth 2018) and Pine and Gilmore's (1999) experience economy approach. To analyze garden tourism demands, comprehensive literature and online research was first conducted. To take the research a step further, a quantitative online survey was created. The target group of this survey were garden and park visitors in Baden-Württemberg. The survey was carried out in August to October 2021 and accompanied by a project advisory board of garden tourism stakeholders.

Findings (100 words max.):

In this article, the demands of garden tourism will be analyzed comprehensively within the federal state of Baden-Württemberg. The result is a characterization of the visitors to the gardens and parks of Baden-Württemberg. Among other things, the survey provides information about the average age of visitors, the distance of their arrival and departure, the means of transport used, as well as the duration and frequency of visits. Based on the level of education and basic orientation, statements can be made about their social milieu. On the basis of the four levels of experience according to Pine and Gilmore (1999), it is worked out what constitutes the experience of "visiting the garden" for the visitors surveyed.

Conclusions (50 words max.):

The article is intended to focus only on the market niche "garden tourism" in order to open up this topic for further development and improvement. The study made clear how important it is for garden tourism and garden operators to know their visitors. It is of importance for marketing offers to be adapted to different groups of visitors, as well as to have a clearly-defined understanding of who the visitors are.

Limitations:

The limitations of the study are that the data base was too small to be representative. Furthermore, a more in-depth study of the target group in a larger setting of parks and gardens would be useful.

Literature:

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Investigating the Value Aspects Shaping Travellers' satisfaction and Visit Intention: The case of Scotland Tourism Destinations

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Key words:

Traveller satisfaction, Functional Value, Emotional Value, Social Value, Epistemic Value

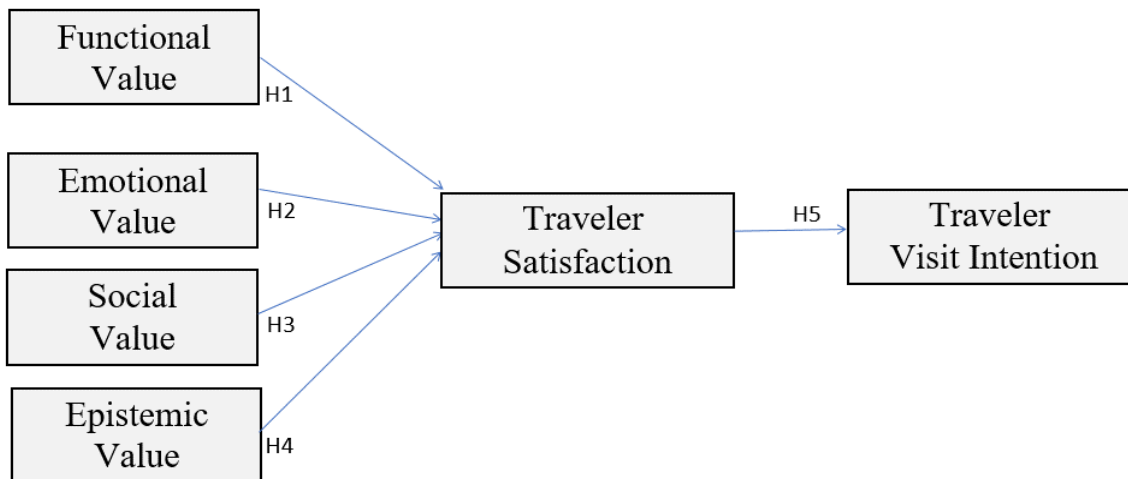
Thematic scope/s:

Others (Consumer behaviour including traveller satisfaction and intention to visit)

Introduction

Despite the continuing challenges posed by the COVID-19 pandemic, the international travel and tourism sector remains a crucial driver in the economic development of most nations, with 960 million international arrivals in 2022 (UNWTO, 2023), down from 2.4 billion international arrivals pre-pandemic (World Bank, 2023). In Scotland, the recovery of the tourism sector looks even more promising. Pre-pandemic, the industry accounted for one in 12 jobs and contributed 7% to the GDP (Scottish Government, 2018 and VisitScotland, 2019), with 2019 seeing the highest number for overnight tourism in a decade (VisitScotland, 2019). While total visits are slightly lower than pre-pandemic, visitors are now staying longer (+9% compared to 2019), translating to 3.2 million international visitors, 29.7 million bed nights and expenditure of £3,151m (International Visitor Survey 2022). The importance of tourism to the Scottish economy is further highlighted by the government naming it as "one of Scotland's most important industries, creating wealth and jobs and strengthening our international reputation" (Scottish Government, 2023, p.17). Additionally, it supports the Scottish Tourism Alliance's "Scotland Outlook 2030" tourism strategy in the vision to be the world leader in 21st-century tourism. Consequently, this provides a compelling argument for increased research on the specific factors that influence travellers' satisfaction and intention to visit Scotland and thus help turn the STA's vision into concrete marketing objectives.

The concept of satisfaction is already well-researched and integrated into marketing strategies and is furthermore recognized as the driving force of loyalty and intention to return (Adinegara et al., 2017). However, the definition of perceived value has received less attention (Sánchez-Fernández & Iniesta-Bonillo, 2016). The research presented here aims to address this gap by determining the relationship between travellers' perceived value (TPV), traveller satisfaction and their subsequent intention to visit or revisit a destination and to advance the understanding of TPV in tourism research. This study is further informed by a recent topic paper by the Scottish tourism organization VisitScotland (2023), which characterizes Scotland as an experiential and emotional destination, reflecting the essence of Scotland's brand combination of Nature (Dramatic), History (Enduring) and Spirit (Human). VisitScotland's research states that experience tends to exceed expectations in Scotland and provides visitors with a "powerfully enriching personal experience" (VisitScotland, 2021, p.5). Hence, this study provides ample opportunity to explore the aspect of 'emotional value' and TPV in more depth.



Definition of terms:

Travellers' Perceived Value (TPV) has been studied in marketing for several years and has been an exciting topic. The Consumption Value Theory by (Sheth et al., 1991) proposed that TPV consist of five dimensions: emotional value, functional value, social value, conditional value, and epistemic value, which will be discussed further. Sweeney and Soutar (2001) stated that conditional value is less critical in a study as the purpose was to generate the value measure; therefore, this study applied Functional, Emotional, Social, and Epistemic values to develop the conceptual framework.

Functional value is known as a key point of consumer choice and has been defined as "the perceived utility from an alternative capacity for utilitarian, functional or physical performance that reflects the quality of the physical outcome of using a product or service" (Sweeney & Soutar, 2001).

Emotional value refers to the feelings or experiences the customers have during and after experiencing (Yuan & Wu, 2008).

Social value is a perceived utility acquired from an alternative's association with one or more specific groups (Sheth et al., 1991)

Epistemic Value is defined by Williams and Soutar (2009) as the capability of a product to produce curiosity, novelty or satisfy a desire for knowledge.

Travellers' satisfaction can be defined as travellers' evaluation based on their experience in the place or destination, their personal expectations, the overall service that they expected was achieved, and the feelings affected by the comparison between the products' performance and their expectations (Hettiarachchi & Lakmal, 2018).

Revisit intention is the willingness of travellers to visit the same destination in the future (Chen & Funk, 2010).

Research Methodology:

The research applies a quantitative research approach, collecting data from tourists visiting Scotland. According to Apuke (2017), quantitative research involves special statistical techniques to answer questions like who, what, how much, where when and how. This research will be conducted mostly in the central belt of Scotland, which includes cities (Edinburgh, Glasgow) and the highlands (e.g., West Highland, Loch Lomond, Loch Ness), which are significant destinations for tourist attractions. The Survey will be developed to measure the variables proposed in the research framework, and the research aims to collect data from 300 tourists visiting the above-mentioned destinations. According to Sekaran (2001), the data for a

quantitative study should be between 200-500. The research uses judgmental sampling to collect data from specific respondents who are travellers visiting Scotland tourism destinations. The data will later be analysed using Smart-PLs software.

Practical and managerial implications:

The possible assumption is Emotional Value, Functional Value, Social Value, and Epistemic Value can increase traveller satisfaction and visits; therefore, improving these values can be an implication that industry marketers should look at to increase traveller satisfaction and retention, and consequently generate more revenue and contribute to the economic growth of the industry. For instance, marketers should highlight the destination's uniqueness or create some emotional experiences for the travellers to increase emotional and functional value. Involving social influencers in various social media platforms can increase interaction and social value. Also, industry marketers can develop strategies to enhance resources efficiently and deliver service by offering various tour packages for travellers.

The findings of the research hope to provide useful managerial implications for the Scotland tourism destination and insight for industry marketers to enhance travellers' satisfaction and retention by means of adding value, increasing the competitive advantage of the Scotland tourism industry and generating more revenue to improve local life and contribute to the economic growth of the Scotland tourism industry.

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Global Health and Tourism

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Keywords:

Service quality, customer satisfaction, airline industry, airline attributes, service quality attributes.

Thematic scope/s:

Global Health and Tourism
Other (Tourism)

Introduction

The current airline industry operates within an intensely competitive marketplace where companies confront numerous challenges including fuel price fluctuations, economic crises, labour strikes, and the recent pandemic COVID-19. Within such a challenging economic environment, achieving and maintaining a high level of passenger satisfaction is a key competitive advantage. Through a comprehensive analysis of the service quality attributes, this study seeks to identify the key factors that contribute to passenger satisfaction and provide valuable insights for service improvement and the enhancement of the overall passenger experience.

Objectives, Research Questions

The research aims to investigate the relationship between airline service quality attributes and passenger satisfaction through the comprehensive analysis of 636861 online reviews. The study analyzes data from the largest 20 airlines in Europe to enhance result generalizability and considers the moderating factor of airline type, specifically Full-Service Carriers (FSC) and Low-Cost Carriers (LCC).

Methods

The methodology will involve employing topic modelling to analyze the textual dataset and determine the sentiment levels of customer evaluations. Subsequently, regression models will be applied to assess the impact of topic valence on overall satisfaction and identify significant dataset themes. This approach will enable a comprehensive examination of the connection between themes, sentiment, and passenger satisfaction. By employing statistical modelling techniques, the research aims to provide insights into the specific attributes that contribute to customer satisfaction in the context of airline industry services.

Findings:

Conclusions:

Limitations:

Work-in-Progress