© Laboratoire CREGO
© Laboratoire CREGO
© Laboratoire CREGO
© Jette VAN BERGEN
© Laboratoire CREGO

2023 TTRA Europe Conference

April 24-26th 2023 – Dijon, Burgundy, FRANCE

Rethinking innovative tourism strategies in uncertain times

PROGRAM

Conference program

Monday, April 24th 2023
Doctoral Day TTRA Europe Conference

08:45 - 09:00

Welcome and Introduction
Professors : **Scott MCCABE** *(Birmingham Business School)*
Mike PETERS *(Innsbruck university)*

09:00 - 10:40

Session I : Sustainability and Sustainable Tourism
R02 «salle des conseils»

9:00 - 9:25 *: "Transport Use and Rural Tourism in the Global South: A Case Study of Bali"*
Rama PERMANA, Janet DICKINSON, Svetla SOTYANOVA-BOZHKOVA & Angela SMITH

9:25 - 9:50 *: "Transformative Tourism: To what extend confronting frugal practices during holidays can foster the adoption of long-term sustainable consumption ? "*
Ilse DE KLIJN

9:50 - 10:15 *: "The role of indigenous community in sustainable geotourism development"*
Musadad MUSADAD

10:15 - 10:25

Coffee break
Location : MSH lobby

10:25 - 12:00

Session II : Accessibility, Community Voice and Employer Attractiveness
R02 «salle des conseils»

10:30 - 10:55 *: "Accessible and inclusive air travel experiences for passengers with invisible disabilities"*
Valentina PRIMOSSI *&* **Michael MULVEY**

10:55 - 11:20 *: "Community Voice as Transformative Agency"*
Caroline BOLAND

11:20-11:45 *: "Determinants of employer attractiveness in tourism"*
Lukas HARTLEIF

11:45-12:00 *: "Lessons learned, summary and outlook"*
(Scott MCCABE *&* **Mike PETERS)**

12:00 - 13:30

Lunch break

Conference program

Monday, April 24th 2023
Doctoral Day TTRA Europe Conference

13:30 - 15:10

Session III : Experiences, Images and Graffiti
R02 «salle des conseils»

> **13:30 - 13:55** : *"Co-creating the experience of home away from home through the process of appropriation"*
> **Joosje VOORDES**

> **13:55 - 14:20** : *"Effects and impacts of communication in the image of Spain as a touristic destination during and after the COVID-19 pandemic"*
> **María DE PILAR PACUAL-FRAILE**, **Teresa VILLACÉ-MOLINERO** & **Pilar TALÓN-BALLESTERO**

> **14:20 - 14:45** : *"Spatializing Graffiti in Urban Spaces of Dark Tourism*
> **Hoyoung CHANG**, **Zhenni WU** & **Youngsoo KIM**

> **14:45-15:10** : *"Measuring the Experiential Dimensions and Outcomes of Marrakech as an Attractive Tourist Destination: Application of the Service Experience Scale to Tourist Destinations*
> **Walid BERNAKI**

15:10 - 15:20

Coffee break
Location : MSH lobby

15:20 - 16:35

Session IV : Culture, Memory and Sporting events
R02 «salle des conseils»

> **15:20 - 15:45** : *"Exploring one child generation Chinese females' meaning and intention of travel: from the perspective of culture and gender"*
> **Bohan LIU, Hanaa OSMAN** & **Daisy FAN**

> **15:45 - 16:10** : *"Memory distortion and its impact on behavior: literature review, conception model and research agenda"*
> **Diana Carolina ARCILA PERDOMO, Frédéric PONSIGNON** & **Juliette PASSEBOIS-DUCROS**

> **16:10 - 16:35** : *"Sporting events as tourism innovations: An actor-network theory analysis of the cycling tour de Singkarak"*
> **Endarman SAPUTRA, Guillaume BODET** & **Bastien SOULÉ**

16:35 - 17:20

PhD coaching
Good research practices in a thesis, problematization of a research topic and methodological approaches.
Professors : **Scott MCCABE** *(Birmingham Business School)*
             Mike PETERS *(Innsbruck university)*

Conference program

Monday, April 24th 2023

15:30 - 17:00   **TTRA Europe board**

18:00 - 19:45   **Official opening of the TTRA Europe 2023 conference**

<u>Location</u> : Salle de l'Académie - 5 rue de l'école de droit, 21000 Dijon

<u>Speakers</u> :   **Olivier HENRY-BIABAUD** *(President of TTRA Europe)*

Keynote 1 :   Professor **Xavier FONT** *(Surrey University) - "The pandemic impacts on the tourism industry : what have we learned ?"*

Keynote 2 :   **Cordula RIEDEL** *(Head of Dijon Tourist Office) - "Rethinking tourism destinations' strategies"*

20:00   **Buffet with traditional music in a typical Burgundian 17th century town house**

Guided wine tasting with local music

<u>Location</u> : *Hotel Maleteste,* 7 rue Hernoux - 21000 Dijon.

<u>Dress code</u> : "Smart Casual"

Conference program

Tuesday, April 25th 2023

From 08:00

Welcome and registration
Location : MSH lobby - Reception with coffee from 8:00 am

08:45 - 09:10

Opening and welcome by Grégory WEGMANN, (Vice-President of international relations of the university of Burgundy) **and Professor Angèle RENAUD** (Head of CREGO Research Center).
Location : MSH - Amphitheatre

09:15 - 09:55

Keynote and debate :

Patrick LEGOHEREL (Angers University)
Frédéric DIMANCHE (Toronto Metropolitan University) :
"International perspectives about the h-index. How are we using it ?"

10.00 - 11:15

Session 1 : Pandemic Recovery Strategies R02 «salle des conseils»	Session 2 : Tourism Businesses dynamics R03 «salle des séminaires»	Session 3 : Tourism experience developments Amphitheatre MSH
1 - "Africa's creative city of gastronomy: evolution and pandemic recovery" **Christian ROGERSON & Jayne ROGERSON**	*1 - " Bottom-up approach in understanding tourism destination resilience: the case of SMEs in Ljubljana"* **Miha BRATEC, Daša OKROŽNIK, Tina ŠEGOTA & Abbie-Gayle JOHNSON**	*1 - "Influence of embodiment and challenges on consumers' behavioral intentions during a virtual reality experience"* **Pierre-henry LEVEAU & Sandra CAMUS**
2 - "A post-pandemic framework to towards more sustainable, regenerative tourism research and practice" **Statia ELLIOT, HS Chris Choi & Alireza ZOLFAGHARI**	*2 - "'The rhythms of winter': harmony and interference in tourism work practices as polyrhythmic choreographies"* **Monica NADEGGER & Philipp K. WEGERER**	*2 - "A framework for designing visitor experiences in branded tourist attractions"* **Frédéric PONSIGNON & Jonas HOLMQVIST**
3 - "Rethinking tourism activities post-covid-19 ? An integrated literature review" **Sarasadat MAKIAN & Fatemeh BAGHERI**	*3 - "Evaluating job satisfaction of tourism and hospitality apprentices with a Fuzzy-AHP framework"* **Laurent BOTTI**	*3 - "Impact of access conditions to intention to visit a country: differential effects of awful versus marvelous experiences at the airport"* **Christine PETR, Nour AL RACHKIDI & Paul CAUDAN**

11:20 - 11:35

Coffee break
Location : MSH lobby

Conference program

Tuesday, April 25th 2023

11:40 - 12:30	Session 4 : Language dimensions in tourism marketing R02 «salle des conseils»	Session 5 : Peer to peer accommodation challenges and experiences R03 «salle des séminaires»	Session 6 : Social responsibility and destinations Amphitheatre MSH
	1 - "The use of (visual) language in accessible tourism marketing: perceptions of people with disabilities" **Joachim NIGG**	1 - "Managing emotions to contribute to a positive experience: the case of Airbnb guests" **Felix JELEN**	1 - "Responsible tourism practices of hospitality family firms" **Sarah SCHÖNHERR**
	2 - "The role of cultural contact for positive consumer responses to minority language text elements in destination online marketing: evidence from Alta Badia, Italy" **Serena LONARDI, Ursula SCHOLL-GRISSEMANN & Mike PETERS**	2 - "Airbnb as a transformative force in rural destinations? The case of Airbnb in Tyrol, Austria" **Birgit BOSIO & Monica NADEGGER**	2 - "The unexpected consequences of engaging tourists in destination social responsibility through check-out quality. The case of ski resorts in the French alps" **Elodie MANTHÉ & Anil BILGIHAN**

12:30 - 14:00	**Lunch**

Location : La Cantine - University of Burgundy's Campus

14:00 - 14:40	**Panel discussion :**

"New travel data and technology-driven intelligence : measuring the destination at scale moderator"
Moderator : **Olivier HENRY-BIABAUD** (TCI Research)
Participants : **Emilio INES VILLAR** (Transparent), **Santiago RODRIGUEZ GIRON** (Herrmann Global) and **Roland SCHEGG** (HES-SO Valais / Wallis)
Location : MSH Amphitheatre

14:40 - 15:00	*Sarah DUIGAN* (STR Global)

"A whistlestop tour of Global hotel performance… is the world still in recovery mode ?"

15:00 - 15:20	**Coffee break**

Location : MSH lobby

Conference program

Tuesday, April 25th 2023

15:25 - 17:05

Session 7 : Post-Covid intentions R02 «salle des conseils»	Session 8 : Wine and food tourism R03 «salle des séminaires»	Session 9 : Tourism conflicts and tensions at the destination Amphitheatre MSH	Session 10 : Culture, Consumption and Well-being Salle des Thèses
1 - "Understanding domestic and international travel intentions post-pandemic: A cross-regional comparison" **Lena Jingen LIANG, Shuyue HUANG & HS Chris Choi**	*1 - " Influence of local gastronomy activity preferences on memories and behavioral intentions of domestic tourists"* **Anne-Marie LEBRUN & Patrick BOUCHET**	*1 - "Does the e-mountain biking trend raise the potential for conflict in alpine tourism destinations?"* **Elisabeth HAPP, Sebastian SCHACHINGER, Julia STAUDEGGER & Martin SCHNITZER**	*1 - "Music makes the people come together": intergenerational interactions at electro festivals "* **Nico DIDRY, Dominique KREZIAK and Isabelle FROCHOT**
2 - "Customer-based brand equity and subjective safety: a serial mediation of the post-crisis tourism promotion travel intention nexus" **Elmarie SLABBERT & Tafadzwa MATIZA**	*2 - "The changing role and potential limitations of farmers markets for artisanal food tourism"* **Jennifer FROST, Warwick FROST, Vicky MELLON & Anna STALMIRSKA**	*2 - "Children and overtourism: an experiment in cognitive neuroscience to reflect on exposure and behavioural consequences"* **Ante MANDIĆ, Ivana PAVLIĆ, Barbara PUH & Hugues SÉRAPHIN**	*2 - "Challenges and opportunities in cultural tourism: insights from Ontario, Canada"* **Louis-Etienne DUBOIS, Shawn NEWMAN & Frederic DIMANCHE**
3 - "Tourists' responses to the COVID-19 rules and restrictions. A comparative study from the early months of the pandemic" **Samira ZARE**	*3 - "Existential aspects of wine consumption in tourism:* *A conceptual exploration"* **Ksenia KIRILLOVA & Xiaoxiao FU**	*3 - "Coping with cruising: Resident perspectives on life with and without cruise tourism"* **Armanda Hauso SANDVEN, Mathias Thuen JØRGENSEN & Philip WASSLER**	*3 - ""Help us protect our planet": do hotels' pro-environmental efforts lead guests to adopt sustainable behaviors? The role of gratitude."* **Marjolaine BEZANÇON, Lydie BONNEFOY-CLAUDET, Elodie MANTHÉ & Caroline MORRONGIELLO**
	4 - "Shaping the area product of sustainable business tourism - the main guidelines" **Beata PALIŚ & Matylda SIWEK**	*4 - "Challenges, goals and policies for tourism in Europe considering post COVID-19 and the war in Ukraine"* **Kir KUŠČER**	*4 - "Rural Tourism Networks in New-Zealand and Italy"* **Karin MALACARN, Massimo MORELLATO & Simon MILNE**

Conference program

Tuesday, April 25th 2023

17:10 - 18:10

Meet the editors :

Professors **Scott MCCABE** (Annals of Tourism Research),

Professor **James PETRICK** (Journal of Travel Research),

Professor **Xavier FONT** (Journal of Sustainable Tourism),

Professor **Jennifer FROST** (Journal of Heritage Tourism),

Professor **Jean-Pierre VAN DER REST** (Journal of Hospitality and Tourism Research),

Dr **Ksenia KIRILLOVA** (Annals of Tourism Research Empirical Insights)

Location : Amphitheatre MSH

20:00 - Till late

Gala diner in a historical Dijon four star hotel & restaurant

Location : La Cloche, 14 pl. Darcy · 21000, Dijon

Dress code : Cocktail dress

Conference program

Wednesday, April 26th 2023

From 08:00	**Welcome Coffee**
	Location : MSH lobby

09:00 - 09:40	**Keynote :**
	Jennifer IDUH (Head of Research & Insights) European Travel Commission :
	"Supporting European tourism's recovery and sustainability through research"
	Location : MSH Amphitheatre

09:40 - 09:50	**Presentation by :**
	*Professor **Christine PETR** (Université de Bretagne Sud) : "The DATA-TCM (Data for Tourism and Cultural Management)"*
	Location : MSH Amphitheatre

09:55 - 11:10

Session 11 : **Ecotourism dynamics & behaviour** R02 «salle des conseils»	Session 12: **Managing employees in the tourism industry** R03 «salle des séminaires»	Session 13 : **Sustainable strategies and destinations** Amphitheatre MSH	Session 14 : **Destination evolutive trends** Salle des Thèses
1 - "The ecotourist trap: Influencing proenvironmental behaviors at a community-based ecotourism destination" **Karen Irene THAL**	*1 - "Facing the great resignation in the hospitality industry: a quondam commitment process approach"* **Yara ALATAR, Gwenaëlle GREFE, Dominique PEYRAT-GUILLARD & Anne SACHET-MILLIAT**	*1 - "Analysis of the related industries towards circular economy in tourism ecosystem "* **Vincent GRÈZES, Sandra GRÈZES-BÜRCHER & Jérôme KÜFFER**	*1 - "Using Google trends to examine a global shift to staycations"* **Michael MULVEY, Statia ELLIOT & Michael LEVER**
2 - "Practical perspectives on sustainability in the tour Industry : a proposal for a tool to measure and improve the sustainability of tours and excursions" **Frederic THOMAS**	*2 - "The role of leadership in improving employee wellbeing and building resilience in a changing world: evidence from low skilled employment"* **Svetla STOYANOVA-BOZHKOVA**	*2 - "Climate change and glacier tourism: production transformation thought regional economic perspective"* **Emmanuel SALIM & Leïla KEBIR**	*2 - "Smart tourism destinations: bibliometric analysis, network visualisation, and qualitative research"* **Sylvie CHRISTOFLE, Otto REGALADO-PEZUA, Bernard MASSIERA, Franck DEBOS & David HURON**
3 - "Reshaping sustainability in volunteer tourism through E-volunteering" **Claudia ECKARDT & Albert KIMBU**	*3 - "Discrimination and biases in Canadian tourism employment: Assessment and recommendations to address the labour crisis"* **Kelly-Ann WRIGHT & Frédéric DIMANCHE**	*3 - "Greening festivals towards sustainable strategic management of destinations"* **Aurkene ALZUA-SORZABAL, Basagaitz GUEREÑO OMIL & Giuseppe ALIPERTI**	

Conference program

Wednesday, April 26th 2023

11:10 - 11:30	**Coffee break** *Location* : MSH lobby

11:30 - 12:20	**Session 15 :** **Destinations' wildlife and tourism** R02 «salle des conseils»	**Session 16 :** **Return travel intentions and tourism perceptions** R03 «salle des séminaires»	**Session 17 :** **Social medias and tourism marketing** Amphitheatre MSH
	1 - "A revised CBT strategy for Botswana: reflections from experiences of the ban on trophy hunting" **Lelokwane MOKGALO** *&* **Peet VAN DER MERWE**	*1 - "Is revisit a must? A case study of China-based UK alumni on return travel intention"* **Adrienne Tingyao LIU, Danni WANG** *&* **Dr. Catherine CHEUNG**	*1 - "Social media monitoring in destination management organizations: Importance, learnings, and practical implications from Tyrol"* **Monica NADEGGER** *&* **Birgit BOSIO**
	2 - "Understanding the consumers' perceived value (CPV) of the rhino as part of the big five brand in the Kruger National Park" **Engelina DU PLESSIS**	*2 - "Comparing first-time versus repeat tourists' perceptions of crowding: whose behavior is more affected?"* **Daniela BUZOVA** *&* **Silvia SANZ-BLAS**	*2 - "The visual message of travel selfies: examining chinese tourists in europe"* **LingLing HUANG** *&* **Serena VOLO**

12:30 - 12:40	**Conference closure**

12h45 - 13h45	**Lunch break** *Location :* La Cantine - University of Burgundy's Campus

14:00 - 18:00	**Program of visits**

14:00 - 15:00 : *One-hour guided visit of the historic town center for the first group (maximum 25 people), the other part of the group will be free to walk around the town center and will be given pointers to the nicest souvenirs shops.*

15:00 - 16:00 : *One-hour guided visit of the historic town center for the second group.*

15:30 - 16:30 : *Wine tasting in the Cité Internationale de la Gastronomie et du Vin (first group)*

15:30 - 16:30 : *Wine tasting in the Cité Internationale de la Gastronomie et du Vin (second group)*

There will also be shopping opportunities at the Cité Internationale de la Gastronomie et du Vin (several shops).

USEFUL INFORMATIONS

Main place of the conference
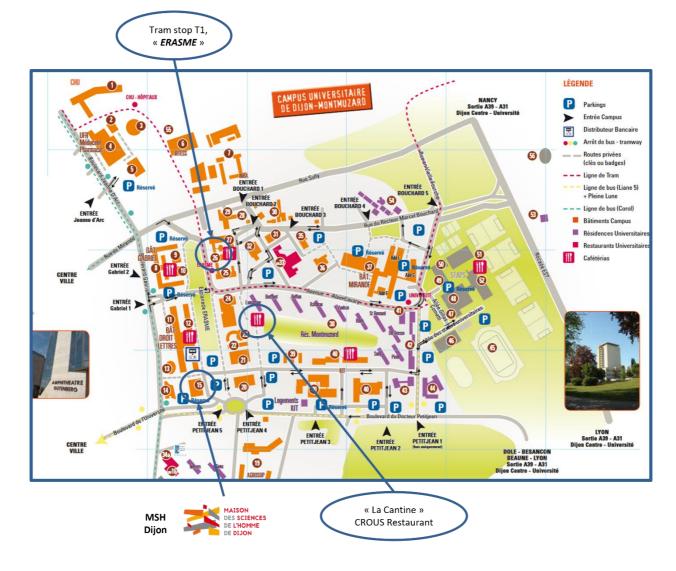*MSH of Dijon, 6 Esplanade Erasme, 21078 Dijon.*

How to get to the University of Burgundy, Dijon?
→ *Access by tram*
From the train station or the city center, take line T1 (direction Quetigny Centre), get off at the ERASME station and walk to the location indicated to you by following the map underneath.

→ *Access by car*
- *from Paris by the A6*
- *from Lille/Belgium by the A26 and the A5*
- *from Metz-Luxembourg via the A31*
- *from Strasbourg/Germany via the A36*
- *from Geneva by the A40 and the A39*
- *Access to the Dijon campus by the east ring road, direction Dijon center then University.*

Tram stop T1, « *ERASME* »

« La Cantine » CROUS Restaurant

MSH Dijon — MAISON DES SCIENCES DE L'HOMME DE DIJON

Welcome to Dijon !

Presentations' abstracts

DOCTORAL DAY – 24th April 2023

Transport Use and Rural Tourism in the Global South: A Case Study of Bali

Rama Permana, Bournemouth University, rpermana@bournemouth.ac.uk

Supervisors: Janet Dickinson, Svetla Stoyanova-Bozhkova, Angela Smith

Rural tourism transport provision makes sustainable travel challenging as evidenced by studies in the Global North. However, the nature of these challenges is different in the Global South, and there needs to be more focus on resolving these different problems. Social practice theory provides a useful framework for understanding challenges as it considers the interplay between transport form and availability, the visitors' ability to make use of the provision, and the meanings associated with using it. Using the data from 29 semi-structured interviews with multiple stakeholders, this paper aims to analyse the interplay of material provision and competences of tourists travelling to rural Bali and how these impact the environmental sustainability of tourism travel. The findings show limited transport provision at the entry ports and in Bali complicates tourists' use of more sustainable transport modes. Further, it determines the level of competences required by tourists travelling in Bali.

Keywords: sustainable travel, rural tourism, transport, global south, social practice

Transformative tourism: to what extent confronting frugal practices during holidays can foster the adoption of long-term sustainable consumption?

Ilse de Klijn, Université Savoie Mont Blanc / ATEMIA, ilse.de-klijn@univ-smb.fr/ idk@atemia.org

Despite the need to change individual practices to meet the challenges of a sustainable transition, the long-term commitment of individuals to pro-environmental behavior remains unstable. Further research is needed to uncover effective levers to encourage the adoption of long-term pro-environmental behavior. This research builds on the transformative power of tourism and aims to analyze whether the practices experienced by tourists during a walking itinerancy can trigger long-term sustainable behavior once they return home. Based on a longitudinal methodology, semi-structured interviews are conducted *in situ* and up to six months after the trip to assess the evolution and consequences of the transformation. The results suggest that the confrontation with frugal practices at the heart of the tourist experience leads individuals to transfer these practices into their daily life, and to reconsider their consumption habits upon their return. It is found that individuals deploy four strategies for integrating those tourist practices in their everyday life. Finally, the results show that these practices are maintained 6 months after the end of the tourist experience, despite the time and location distancing.

Keywords : transformative tourism ; frugal practices ; long-term behavioral changes ; sustainable consumption ; longitudinal study

Indigenous Community Participation in Sustainable Geotourism Development

Musadad Musadad, University of Innsbruck, musadad.musadad@student.uibk.ac.at

Geotourism, aimed to stimulate local socio-economic development by protecting and promoting geological heritage, has undergone considerable growth and an increasing amount of research Over the last two decades. However, previous studies have provided a very limited overview of local and indigenous communities relative to geotourism development. As community is an integral part of sustainable tourism development, my research project will explore their role and participation. I combine quantitative and qualitative methods. Three research streams will be addressed. The first will explore the indigenous people's attitudes and perceptions towards community participation and tourism development (RQ 1 & 2). The second will investigate the challenges faced by indigenous people in participating in tourism development (RQ 3). The last will discuss the most suitable approach to engaging and benefiting indigenous people in geotourism development (RQ 4). The expected result would a framework for allowing indigenous people to contribute to sustainable tourism development.

Keywords: indigenous community, geotourism development, sustainable tourism

Accessible and inclusive air travel experiences for passengers with invisible disabilities

Miss Valentina Primossi, LIFE Research Institute, Telfer School of Management vprim077@uottawa.ca
Dr. Michael S. Mulvey, LIFE Research Institute, Telfer School of Management, mulvey@uottawa.ca

The world's aging population brings with it an extensive incidence of people living with dementia. These vulnerable groups of consumers constantly face many challenges in their daily lives, notably in transportation and mobility, especially when it comes to air travel. This study aims to rethink product and service innovation by studying consumer needs and investigating the current air travel experience via qualitative methods such as netnography (net = online, nography = ethnography) and semi-structured interviews. In addition, stakeholder collaboration has been chosen to nurture social change. Preliminary results have recognized multiple barriers and areas of concern that can be thematically grouped into information and awareness, disclosure and identification, readjustment of processes and spaces, formal training, and standardized processes. The study outcomes will lay a foundation of principles to serve this clientele appropriately by to guiding policymakers and industries with informed guidelines while presenting individuals and groups with information about advocating for their rights.

Keywords: air travel, accessible tourism, customer experience, dementia, invisible disabilities

Community Voice in Transformative Agency

Caroline Boland, University of Galway, C.Boland12@nuigalway.ie

The purpose of this Introductory Literature Review is to examine the relevancy of community voice in transformative agency and explore its use as a potential theoretical framework in its application for sustainable tourism. This initial research presents an understanding of community voice and transformative agency with examples of sectoral fields where both are applied. Local communities, their participation or non-participation within tourism policy and management practices, the growing effects of overtourism, the relevancy that transformative agency can be for community voice, and how they both may apply in the full thesis of this doctorate in placing 'Host Communities at the heart of Sustainable Tourism Policy'. The author concludes that "Community Voice is relevant for Transformative Agency". Limitations of this paper in scoping the theoretical research are based on time lines but it has provided the required insights in the planning and ongoing research of this doctorate.

Keywords: Community Voice, Transformative Agency, Overtourism, Local Communities, Sustainable Tourism Policy

Determinants of employer attractiveness in tourism

Lukas Hartleif, Leopold-Franzens-Universität Innsbruck, lukas.hartleif@student.uibk.ac.at

Employer attractiveness is a crucial issue in tourism due to the workforce shortage. To tackle the problematic situation an in-depth understanding of employer attractiveness is decisive. It needs to be pointed out, how employer branding efforts as well as employment images can drive employer attractiveness. Utilizing a systematic literature review this article underlines the role of employees as the most important target group for tourism enterprises and therefore emphasizes the importance of employer attractiveness for regions. The database for this review was the Web Of Science. The keywords, which were chosen in an iterative process, are tourism and employment. The derived sample is organized within three distinctive categories. Based on the literature review several avenues for further research have been identified, for example: Leisure and career benefits within the destination perceived by employees; Evaluation of attitudes regarding the employer brand. Aiming to add value to these streams, the author gives a brief overview, which outlines how a qualitative as well as a quantitative research design can be implemented.

Keywords: Tourism employment, employer branding, destination management, workforce shortage, place attractiveness

Co-creating the experience of home away from home through the process of appropriation

Joosje Voordes – Université Savoie Mont Blanc, IREGE, joosje.voordes@hotmail.com

Contemporary tourists increasingly lack competences to fully appreciate nature and immerse in a fulfilling experience. To protect natural spaces, nature-based tourism destinations need to know how to initiate tourist behavior that is protective of the environment. To produce such an experience that is both enjoyable and responsible, consumers need to appropriate the experience universe through the use of skills and competences. Research states that 'home' is useful in creating a comfortable and controllable environment for consumers. Encounters of hominess in consumer experiences fuel consumers' care for it. This research investigates tourists' appropriation strategies, and the role of appropriation in the experience of home in a tourism experience universe. Findings include appropriation strategies that consumers apply to ensure a positive experience. This information can be used by experience providers, to decide what type of information is useful to provide a more 'homey' and comfortable experience to visitors.

Keywords: Appropriation, Home, Tourist Experience, Experience Co-creation, Bivouac

Effects and impacts of communication in the image of Spain as a touristic destination during and after the covid-19 pandemic

María del Pilar Pascual-Fraile, **Teresa Villacé-Molinero and Pilar Talón-Ballestero**
Business Economics Department, Rey Juan Carlos University, Madrid, Spain

The COVID-19 pandemic was an unprecedented crisis with significant consequences for the tourism sector. To counter their negative impacts, all the stakeholders in the tourism sector adopted different measures of tourism crisis and disaster management (TCDM). Destination Marketing Organizations (DMOs), the institutions in charge of promoting destinations' image, implemented different crisis communication strategies to repair the damages provoked in the image of destinations during the COVID-19 crisis. This research investigates, through quantitative and qualitative methodologies, the effectiveness of these measures to repair destinations' images, during a crisis or in the recovery stage. Therefore, some insights for DMO's crisis communication strategies are provided, useful for future events or for the present post-pandemic era.

Keywords: crisis; post-crisis; destinations' image; COVID-19; crisis communication

Spatializing Graffiti in Urban Spaces of Dark Tourism

Hoyoung (Rachel) CHANG, University of Surrey, Guildford, UK, h.chang@surrey.ac.uk
Zhenni WU, zw00385@surrey.ac.uk, **Youngsoo KIM**, PhD, University of Aberdeen, youngsoo.kim@abdn.ac.uk

Urban graffiti is becoming a form of art, which influences dark tourism and visitor emotional experiences. Thus, urban graffiti places attract attention from practitioners of tourist attractions. Despite the significance of urban graffiti phenomena in tourism, very limited research has focused on urban graffiti in the context of dark tourism and its related emotional impacts such as emotional experiences. Through an investigation of the contemporary practices of the culture-led phenomenon with urban graffiti of Leake Street Arches in London, this research aims to explore the urban graffiti practices and their impact on dark tourism and visitor emotional experience. This research focuses on understanding spatial turn and practices of alternative by adopting secondary data analysis and ethnographic observation with interviews. Also, marginal urban contexts embodied as dark tourism experiences are investigated through content analysis. Finally, this research is expected to contribute to the existing literature on urban graffiti, dark tourism, and emotional experiences by investigating their complex relationships.

Keywords: Urban graffiti; dark tourism; emotional experience; spatial turn; ethnography

Measuring the Experiential Dimensions and Outcomes of Tourist Experience in Marrakech as an Attractive Tourist Destination: An Integrated Model

Walid Bernaki, University of Abdelmalek Essaadi, Tanger, walid.bernaki@etu.uae.ac.ma

The present study aims to measure the experiential dimensions of the tourist experience in Marrakech as an attractive tourist destination and gauge their effects on tourists' overall satisfaction, destination image, and loyal behaviors in a single nomological framework. A quantitative study using a self-administered questionnaire is envisioned to be conducted at Marrakech international airport among international tourists at the end of their visit. The findings are expected to provide important implications for the literature and the industry. Theoretically, this study aims to extend theoretical investigations on destination attractiveness and tourism experience. Practically, this study intends to provide cues to DMOs and tourism stakeholders to deliver a superior destination experience which is crucial both to enhance the tourism attractiveness of the destination and increase favorable tourists' behavioral intentions.

Keywords: Tourist Experience, Destination Image, Overall Satisfaction, Loyalty intentions, Marrakech

Exploring one child generation Chinese females' meaning and intention of travel: from the perspective of culture and gender

BOHAN LIU bliu@bournemouth.ac.uk
Supervisors: Hanaa Osman (hosman@bournemouth.ac.uk), **Daisy Fan** (dfan@bournemouth.ac.uk)

The number of female tourists has increased in all countries that support tourism as women's positions have improved and they have gained more power and confidence to travel.
However, in recent years, the issue of gender among Chinese tourists have been understudied. Prior to this study, few research to the implications of Chinese female one-child generation's travel meaning. The purpose of this study is to investigate the identities of Chinese female tourists from the one-child generation in relation to travel constraints and facilitators, as well as how identity, culture, and gender influence their travel intentions.

Keywords: One-child generation; generation cohort; travel constraints and facilitator; culture; gender

Memory distortion and its impact on behavior: literature review, conceptual model and research agenda

Diana Arcila Perdomo, KEDGE BS/Université de Bordeaux, dianacarolina.arcilaperdomo@kedgebs.com
Frédéric PONSIGNON, KEDGE BS & **Juliette PASSEBOIS-DUCROS** Université de Bordeaux

Memory shapes consumer behavior and decision-making. Positive memories can lead to repeat business and word-of-mouth recommendations, while negative memories can deter customers from returning and cause a decrease in trust. In the tourism domain, the concept of memorable tourist experiences (MTEs) has been studied through various studies, but there is a need for further research on the dynamic nature of memory (memory distortion) and how it evolves over time after an experience. By reviewing 30 studies, we propose a conceptual model that offers an understanding of MTEs, memory distortion over time and the impact on behavioral intentions in tourism experiences through fourth components: The customer journey, the attributes that shape customer memory, the phenomenon of memory distortion and the outcomes of memorable tourism experiences. Moreover, there were identified opportunities for future research. The review also discusses the theoretical and managerial implications of this research.

Keywords Memorable tourism experience, memory, memory distortion, forget, longitudinal and static studies

Sporting events as tourism innovations: An actor-network theory analysis of the cycling tour de Singkarak

Endarman Saputra, Claude Bernard University Lyon 1, endarman.saputra@univ.lyon1.fr
Guillaume Bodet, Claude Bernard University Lyon 1, guillaume.bodet@univ.lyon1.fr
Bastien Soulé, Claude Bernard University Lyon 1, bastien.soule@univ-lyon1.fr

The purpose of this research is to understand the process of innovation in sporting events in the context of developing countries. Adopting the actor-network theory it offers both theoretical (socio-technical analysis) and methodological (socio-technical graph) tools to examine the main questions of ANT. They are used to understand the relatively successful Tour de Singkarak's innovation process by local governments in Indonesia. More precisely, this paper seeks to highlight the temporal and relational dimensions in the innovation development process. Following a qualitative approach based on semi-structured interviews, results show that the process of creating a sporting event was related to the implementation of new associations between actors and non-human entities. Because of ''leader translator,'' the government of Indonesia succeeded in attracting and registering actors in its project. This analysis ultimately helps understand how the process of an innovation occurs in the context of a sporting event.

Keywords: innovation, sporting event, actor-network theory

Presentations' abstracts

Tuesday 25th April

Africa's creative city of gastronomy: evolution and pandemic recovery

Christian M. Rogerson, University of Johannesburg, chrismr@uj.ac.za
Jayne M. Rogerson, University of Johannesburg, jayner@uj.ac.za

Since its popular promotion and increasing adoption by city and international agencies the concept of 'the creative city' has galvanized the attention of many scholars (Landry and Bianchini 1995; Landry 2000; Florida 2005; Richards and Wilson 2006, 2007; Foord 2008; Andersson et al. 2011; Matovic and del Valle 2020; Richards 2020). It is contended that "the creative city is seen to draw on a city's cultural assets, 'offer' and 'creative essence' (Evans 2017: 311). Richards (2020: 1) points out many cities across the world recently have positioned themselves as 'creative' and that "the creative city has become a UNESCO designation". The objective in this paper is to examine the emergence of an African creative city, its accession to membership of the UNESCO Network of Creative Cities of Gastronomy and COVID-19 impacts and pandemic recovery. On 30 October 2019 it was announced by the Director-General of UNESCO that a total of 66 new cities had been given Creative City status. They were recognised as laboratories of ideas and innovative practices and offering a tangible contribution to achieving the United Nations Sustainable Development Goals. Among the ten cities which were designated as a Creative City of Gastronomy was Overstrand in South Africa. The Overstrand became the fifteenth African creative city and the first to be granted the title of Creative City of Gastronomy. The paper interrogates the emergence of Africa's first 'city' to be awarded the UNESCO designation of Creative City of Gastronomy. Attention is upon Overstrand which is situated in South Africa's Western Cape province. The analysis is structured with a review of work and debates specifically concerning UNESCO Creative Cities of Gastronomy. An examination is undertaken of the rise of Overstrand with Hermanus as its hub as a tourist destination to become the first African 'city' to join the UNESCO network as a Creative City of Gastronomy. Following this discussion there is an analysis of COVID-19 impacts and of recent steps towards pandemic recovery for the destination.

Keywords: creative cities; UNESCO creative city of gastronomy; South Africa; Overstrand; COVID impacts and destination recovery

A Post-Pandemic Framework to Towards more Sustainable, Regenerative Tourism Research and Practice

Statia Elliot, PhD, University of Guelph, Canada, statia@uoguelph.ca
HS Chris Choi, University of Guelph, hwchoi@uoguelph.ca
Alireza Zolfaghari, azolfagh@uoguelph.ca

When COVID-19 transmuted to a global pandemic early in 2020, it was clear that the tourism industry would be gravely affected by the preventative measures taken to stop its spread. Travel was restricted, tourist sites closed, businesses were forced to reduce operations, and events were cancelled - all signs that the industry was in a difficult position to endure the worldwide crisis. Although the effects of the pandemic have eased with safety protocols, academia has cautioned that this pandemic will not be the last the world faces (Marani et al., 2021). After two years, the industry is still dealing with the reverberations of the pandemic, such as limited funds and personnel, as well as increasing inflation caused by the war in Ukraine, challenging the industry's return to pre-pandemic levels.

Acknowledging the current state of the tourism industry, scholars (Brouder, 2020; Prideaux et al., 2020) insist on the need to implement drastic changes to enhance the industry's longevity and resilience. Policymakers and tourism operators are the primary targets of these modifications (Shao et al., 2020). Tourists' responsible behaviour (Eichelberger et al., 2021), the involvement of the local population (Lapointe, 2020), digitization (Kwok & Koh, 2020), and academic leadership (Wassler & Fan, 2021) are among the changes being called for.

Coming through one of the worst global crises of the century, it is time to analyze the lessons academia and the tourism industry have learned from the pandemic. This investigation carefully studies the published literature about tourism and the effects of COVID-19, with a specific emphasis on tourism sustainability implications, to better understand the obligations and duties of tourism professionals, the behaviours of tourists and host communities, and the research agenda for tourism post-pandemic.

Rethinking Tourism activities Post-Covid-19? An Integrated Literature Review

Sarasadat Makian, Grenoble Alpes University, France, Sara.makian@gmail.com
Fatemeh Bagheri, Algarve University, Portugal, Bagherifatemeh11@gamil.com

During the various lockdowns and restrictions due to Covid-19, the shapes of tourism have been changed, which necessitates a rethinking of new strategies for development. Considering the changes that this health crisis has imposed on tourism, it is imperative to investigate the types of tourism and activities post-Covid-19 that tourists are most preferred to, resulting in reshaping the demands for tourism and hospitality. Therefore, the purpose of this study is to identify these changes based on an integrated review of the literature and an analysis of previous studies. As a result, six patterns of change in the type and activity of tourism have been identified, which need to be considered in post-Covid-19 planning and marketing of tourism activities and services.

Keywords: Tourism future, Post-Covid-19, Tourism activities, Integrated literature review

Session 2 - Tuesday 10:00-11:15: Tourism Businesses Dynamics

Bottom-up approach in understanding tourism destination resilience: the case of SMEs in Ljubljana

Miha Bratec, Faculty of Tourism Studies, University of Primorska, Slovenia (miha.bratec@ef.uni-lj.si)
Daša Okrožnik, Faculty of Tourism Studies, University of Primorska, Slovenia.
Tina Šegota, Faculty of Business, University of Greenwich, UK.
Abbie-Gayle Johnson, School of Hotel and Tourism Management, The Hong Kong Polytechnic, China.

Resilience and crisis management studies in tourism emerged as a common research umbrella during the pandemic. They have predominantly focused on destinations and their management and marketing. As a result, a vast body of knowledge discusses and provides various frameworks for destination crisis management and resilience (Kuscer et al., 2021; Lachhab et al., 2022). However, research related to the role of tourism small and medium businesses (hereinafter tourism SMEs) in the context of crisis management and especially building resilience is underrepresented and urgently needed. Actually, the 'health' of destinations regarding their preparedness to manage crises successfully and build long-term resilience should only be possible if tangibly measured in the strength and stability of their SME ecosystem and its sustainable business model innovation capacity.

In this paper, we explored Ljubljana tourism SMEs' plans through the pandemic: when the covid-19 first hit, the actions undertaken through the first lockdown and strategies to overcome the subsequent ones once it became clear this was not a short-term emergency. At the same time, we explored lessons learned about their business and themselves throughout the pandemic and how they used innovation to adjust their business models to build resilience. A total of 19 interviews with SMEs and destination authorities in Ljubljana, Slovenia, from September 2021 to April 2022, informed the study.

'The Rhythms of Winter': Harmony and interference in tourism work practices as polyrhythmic choreographies

Monica Nadegger University of Innsbruck, Innsbruck, Austria, monica.nadegger@uibk.ac.at
Philipp K. Wegerer, MCI, Innsbruck, Austria, philipp.wegerer@mci.edu

The aim of this study is to examine the role of rhythms in tourism work. Using the theoretical framework of rhythmanalysis, we explore the rhythms in the daily work of tourism employees in the alpine tourism industry. The findings show how work practices align in a state of eurhythmia when linear rhythms of productions are in harmony with tourism seasonality. The findings also point to states of arrhythmia, or disruption in tourism work, through shifting cyclical patterns (such as weather or climate). These findings suggest that attention to rhythm in the workplace can improve our understanding of the temporal patterns of harmony and disruption in tourism work.

Keywords: rhythm, tourism work, alpine tourism, winter tourism, natural environment

Evaluating job satisfaction of tourism and hospitality apprentices with a Fuzzy-AHP framework

Laurent Botti, CRESEM, University of Perpignan, France, laurent.botti@univ-perp.fr

Previous literature shows that job satisfaction (JS) has been a hot topic in the human resources management field and the tourism and hospitality sector in particular. However, it has not been studied in the case of apprentices who are tomorrow's employees of tourism and hospitality companies, especially in destinations where the war for talent is intense. Furthermore, no previous research proposes a methodological framework based on Analytic Hierarchy Process (AHP) and the Fuzzy Evaluation Method (FEM). In addition, apprentices' job satisfaction has never been studied in the French context. Considering these research gaps, the purpose of this ongoing research is to develop and apply an innovative approach for assessing apprentices' job satisfaction in the French tourism and hospitality sector.

Session 3 - Tuesday 10:00-11:15: Tourism Experience developments

Influence of embodiment and challenges on consumers' behavioral intentions during a virtual reality experience

Pierre-Henry Leveau, Université d'Angers (ESTHUA), pierre-henry.leveau@univ-angers.fr
Sandra Camus, Université d'Angers (ESTHUA), sandra.camus@univ-angers.fr

The research aims to measure the effects of the feeling of embodiment during a virtual reality (VR) tourism experience on consumers' behavioral intentions and the role of the challenges level offered as moderator. Results of the experimental (n=200), where the user embodies a kayaker exploring Antarctica, confirm that the feeling of embodiment induces positive behavioral intentions towards the discovered tourist destination. More specifically, a greater intensity in the level of challenges offered to achieve the virtual experience moderates with greater intensity the relationship between feeling of embodiment and behavioral intentions.
On a theoretical level, research enrich literature in marketing through the concept of embodiment, never used before. The study makes also recommendations to professionals and VR application developers on the positive effects of VR experiences (VRE) directly related to the feeling of embodiment as well as the challenges offered. Finally, the study sets out certain limits to follow for further research in the field of marketing.

Keywords: virtual reality; embodiment; gamification; challenges; behavioral intentions

A Framework for Designing Visitor Experiences in Branded Tourist Attractions

Frédéric Ponsignon, KEDGE Business School, France, frederic.ponsignon@kedgebs.com
Jonas Holmqvist, KEDGE Business School, France, jonas.holmqvist@kedgebs.com

Branded tourist attractions (BTAs) allow brands to offer visitors a memorable experience and promote their brand image. This article explores the visitor experience proposed by the tourist attraction of leading luxury brand, Hennessy Cognac. The research contributes to the literature by developing a framework for experience design in BTAs. This framework bridges the gap between design principles and corresponding operational actions to support the realization of visitor experiences that improve brand perceptions. Moreover, it suggests a requirement for congruency between brand characteristics and experience design.

Key words: tourist attractions, experience design, brand experience, visitor experience

Impact of Access Conditions to intention to visit a country: Differential Effects of Awful *versus* Marvelous Experiences at the Airport

Christine Petr , Université Bretagne Sud, France, christine.petr@univ-ubs.fr
Nour Al Rachkidi, Nour.Rachkidi@balamand.edu.lb
Paul Caudan, Paul.caudan@univ-ubs.fr

This article investigates the impact of experiences at the international airport on the intention to visit the country. To do so, through an online survey with prospective tourists, we evaluate the differential effects of envisioning negative or positive experience at the country's gates on intentions to visit the destination.
As a result, we find that (1) anticipating a negative entrance experience at the airport of a destination ("Awful scenario") do not diminish the intention to visit it (tourists have already made up their mind). However (2), anticipating a positive entrance experience at the airport of a destination ("Marvelous scenario") significantly increases the intention to visit it (+6.4% increase on the average score of intentions to visit the country for potential visitors).
This conclusion have managerial implications suggesting that there is a persuasive strengthening effect associated with airport service quality: improve it may substantially improve tourists satisfaction.

Keywords: Airport Experiences, Destination image, Intentions to visit a Country, Behavioral intentions, Interest for the country

Session 4 - Tuesday 11:40-12:30: Language dimensions in tourism marketing

The Use of (visual) Language in Accessible Tourism Marketing: Perceptions of People with Disabilities

Joachim Josef Nigg, University of Innsbruck, Austria, joachim.nigg@uibk.ac.at

The fast-evolving tourism industry is characterized by intensive marketing activities to attract as many potential guests as possible. Especially in respect of COVID-19, destinations are now investing great efforts in appealing advertisements to address traditional but also new customer groups. One of such are people with disabilities, which constitute 135 million people within Europe. Showing a high rate of return when feeling welcome and well taken care of, they promise worth mentioning potentials for tourism industry. Besides accessible infrastructure on site, people with disabilities rely on well-designed information and communication technologies to gather profound information on their destination of choice. In this regard, appropriate use of language for people with disabilities is besides accessible web design to be considered. However, there are still challenges related to the inclusion of

people with disabilities to tourism marketing. With a qualitative content analysis and both focus groups and interviews this study examines the status quo of use of (visual) language for people with disabilities and the urge for self enhancement of this target group. The results show that marketing for people with disabilities is still scarce. Furthermore, the study indicates that people with disabilities feel broadly neglected in tourism marketing. Thus, an urge for awareness initiatives to increase sensitivity for both economic and social contributions of tourism and disability is derived.

Keywords: Self-enhancement, Social Identity Theory, inclusive Tourism, people with impairments, use of language, tourism marketing

The role of cultural contact for positive consumer responses to minority language text elements in destination online marketing: evidence from Alta Badia, Italy

Serena Lonardi[1]; Ursula Scholl-Grissemann[2] & Mike Peters[3]
[1] Department of Management, University of Verona, Italy
[2] UMIT TIROL - Private University for Health Sciences, Medical Informatics and Technology, Austria
[3] Department of Strategic Management, Marketing and Tourism, University of Innsbruck, Austria

This research investigates tourists' reactions and perceptions about content-specific text elements, and specifically minority languages, found on social media accounts. Via an experimental study in the context of the Ladin minority of South Tyrol (Italy), the aim is to provide a greater understanding of the use of minority language text elements in social media marketing. The key contribution of this research is to demonstrate that the effects of minority language text elements in social media posts on perceived destination uniqueness and perceived place authenticity are affected by cultural contact. Specifically, the use of such text elements depends on the importance of culture in tourists' motivation to travel. These results are important for online destination marketing in how content-specific elements like minority languages contribute to tourists' perceptions.

Keywords: Minority language, content-specific text element, cultural contact, place authenticity, destination uniqueness, online marketing

Session 5 - Tuesday 11:40-12:30: Peer to peer accommodation challenges and experiences

Managing emotions to contribute to a positive experience: the case of Airbnb guests

Félix Jelen, Université de Rouen, France, felix.jelen@univ-rouen.fr

This research attempts to understand how guests on the Airbnb platform manage their emotions in this particular context. Airbnb rental offerings are characterized by diversity. Travelers must adapt to a wide variety of accommodations as well as hosts with divergent behaviors and motivations. To have a positive experience, users must abide by certain rules of feelings that they did not write. But, when they are unhappy, travelers have different ways of managing their emotions so that they don't lose face. This management is more or less important and depends notably on the situation of consumption. Based on the theory of emotional labor, this ethnographic, interactionist research attempts to understand how Airbnb guests manage to emotionally overcome certain problematic situations to allow them to have a pleasant experience.

Keywords: Airbnb / guests / emotional labour / sharing economy / tourism

Airbnb as a transformative force in rural destinations? The case of Airbnb in Tyrol, Austria

Birgit Bosio, MCI Management Center Innsbruck, Innsbruck/Austria, Birgit.Bosio@mci.edu
Monica Nadegger, MA, University of Innsbruck, Department for Organisation and Learning, MCI

In this study, the authors analyze the state-of-the art research in the P2P accommodation industry by conducting a literature review with a special focus on the existing research in rural destinations. Additionally, a detailed analysis of the methods applied and the estimated impact on the tourism sector adds insights to the effects of Airbnb and other platform providers on the business models of the accommodation industry. The authors further highlight present gaps and discuss future directions for Airbnb and peer-to-peer accommodation research in rural areas, emphasize on the challenges and impacts the sharing economy has beyond cities like Barcelona or New York and further establish a holistic discussion of tourism research in an international and geographically diverse context.

Keywords: Sharing economy, disruption, Airbnb, rural tourism destinations, Tyrol

Session 6 - Tuesday 11:40-12:30: Social responsibility and destinations

Responsible tourism practices of hospitality family firms

Sarah Schönherr, University of Innsbruck, Innsbruck, Austria, sarah.schoenherr@uibk.ac.at

Responsible tourism as an action- and behavior-based perspective of sustainable tourism development is based on the assumption that tourism actors must contribute to sustainable development through their responsible behavior. Research has focused very much on tourists and residents, with a lack of perspective from tourism operators and, in particular, family firms in the hospitality industry. Since they make up the vast majority of businesses in tourism, a deeper understanding of their responsible tourism practices is needed.
To understand the perceptions of family firms in the hospitality industry regarding responsible tourism activities and behaviors, a qualitative study was conducted with 15 interviews with owners of family firms. The interviews discuss (i) economically responsible, (ii) environmentally responsible, and (iii) socially responsible practices of the family firms, providing a deeper understanding of responsible tourism in terms of theory development.

Keywords: responsible tourism behavior; responsible family firm; family businesses; tourism family firm; responsibility

The Unexpected Consequences of engaging Tourists in Destination Social Responsibility Through Check-Out-Charity. The Case of Ski Resorts in The French Alps

Elodie Manthé, University Savoie Mont-Blanc, France, elodie.manthe@univ-smb.fr
Anil Bilgihan, Florida Atlantic University, U.S.A

While destinations try to find ways to enhance tourists' pro-social behaviors and engage them in destination social responsibility (DSR), this study aims at understanding the mismatch between destination expectations (such as raising funds easily or using a modern charity tool) while launching check-out charity (COC) campaigns and the tourist perception of such an initiative. Based on a mixed method gathering interviews with managers of ski resorts' tourist offices, an in-situ poll mimicking a check-out charity campaign (n=289) and semi-structured interviews (n=20), this study conducted in Alps ski resorts explores the effects of COC when used as a tool for DSR strategy deployment. The main research question is whether asking tourists to donate to local projects is perceived as a mean to take part in the DSR and whether it has an effect on their attitude towards donation and towards the destination. We find that despite a willingness to support local causes, COC requests in such a leisure context is not always perceived by tourists as a way to do good for the destination. We attribute this to the existence of a triadic relationship between the cause, the store, and the destination, which can confuse tourists as to who is the

true beneficiary of the donation. In addition, COC request in a tourism context can provoke negative outcomes foremost among which is unwillingness to donate and annoyance.

Keywords: destination social responsibility; tourist attachment ; check-out charity; ski resorts; charity triad theory

Session 7 - Tuesday 15:25-17:05: Post-Covid intentions

Understanding domestic and international travel intentions post-pandemic: A cross-regional comparison

Lena Jingen Liang, Toronto Metropolitan University, Toronto, Canada; ljliang@torontomu.ca
Shuyue Huang, Mount Saint Vincent University, Canada; shuyue.huang@msvu.ca
Hwansuk Chris Choi, University of Guelph, Canada; hwchoi@uoguelph.ca

The COVID-19 pandemic has devastated the global economy, with tourism being one of the hardest hit sectors. Travel restrictions and social distancing protocols have varied across different regions of the world, resulting in different impacts on domestic and international tourism. Additionally, safety concerns and lack of available destinations have discouraged travelers in different regions from traveling. As a result, the tourism industry has been severely impacted by the pandemic and is struggling to stay afloat. Hotels, restaurants, and attractions have all seen a sharp decline in customers, leading to reduced revenue and increased costs. Furthermore, many tourism businesses have had to lay off staff to survive, resulting in increased unemployment in the sector.

It is uncertain how long the pandemic will persist, but it is believed that tourism will recover when restrictions are lifted and reopening are done gradually. Gössling et al. (2021) proposed that researchers should investigate how domestic tourism can help revive the economy and make locations more resilient after the pandemic. People are eager to reunite with friends and family after months of isolation, while following guidelines such as wearing masks, quarantining, and taking protective measures, and waiting for the opportunity to travel again. While much data has been collected on the effects of COVID-19, it is not yet clear how people will react to the pandemic and changes in their travel behavior and preferences. This period of detachment will reshape the demand for tourism in domestic and international contexts. Only when governments and economic sectors understand these changes will fundamental change be seen.

To restore travelers' confidence and encourage them to take preventive measures during post-pandemic travel, Canadians must have better health awareness. Studies on knowledge, attitudes, and practices have already provided substantial evidence from past pandemics (Dahlgren et al., 2006; Wilder-Smith et al., 2004) that travel knowledge plays a significant role in determining travel choices and is considered a precursor to travel intention or willingness to travel (Sharifpour et al., 2014). This study was conducted to understand the differences in travelers' domestic and international travel intentions across different regions (i.e., Canada, Hong Kong, United Kingdom).

Customer-based brand equity and subjective safety: a serial mediation of the post-crisis tourism promotion travel intention nexus

Elmarie Slabbert, TREES, North-West University, South Africa, Elmarie.slabbert@nwu.ac.za
Tafadzwa Matiza, TREES, North-West University, South Africa, tafadzwa.matiza@nwu.ac.za

This study develops and tests a novel serial-mediation model that shows the role and influence of customer-based brand equity (CBBE) and the perceived subjective safety of travel and tourism activities as intervening antecedents to domestic tourist behaviour, post-the-global crisis. The cross-sectional deductive study analyses data from a sample of n=406 South African domestic tourists. The key findings indicate that destination media profile and destination marketing directly influence travel intentions. It was also found that these stimulus inputs are influenced by brand equity and safety perceptions of the associated travel and tourism activity. Even for local tourists, it remains important to communicate information related to the safety of activities and remember to build the South African brand amongst its own residents. Marketing agencies should market to their own residents as much as to international visitors to grow as the backbone of the industry.

Keywords: Consumer-based brand equity (CBBE); safety; tourism promotion; travel intention

Tourists' responses to the COVID-19 rules and restrictions, a comparative study from the early months of the pandemic

Samira Zare, Lincoln International Business School, University of Lincoln, Lincoln, UK, szare@lincoln.ac.uk

The present study examines tourists' responses to the COVID-19 restrictions in four categories of legal action, interpretation, social pressure and smart design drawing on the data from semi-structured interviews with visitors from Iran, Spain and Australia during the early stages of the pandemic. Insights are provided about tourists' perceptions about the effectiveness of these measures and potential reasons behind compliance/non-compliance have been discussed. Understanding tourists' responses to the COVID-19 pandemic restrictions has theoretical and practical implications for designing tourist experiences at times of crisis.

Keywords : Tourist experience, COVID-19, Experience design, Crowd management, Tourist attractions, Rules and restrictions

Session 8 - Tuesday 15:25-17:05: Wine and Food tourism

Influence of local gastronomy activity preferences on memories and behavioral intentions of domestic tourists

Anne-Marie Lebrun, University of Burgundy, France, anne-marie.lebrun@u-bourgogne.fr
Bouchet Patrick, University of Burgundy, France, patrick.bouchet@u-bourgogne.fr

This exploratory study examines the influence of local gastronomy activities of domestic tourists (n=346) in the post-Covid19 period. A conceptual model identifying local food activity preferences, such as dining, drinking, purchase, and learning to cook, that influence memories and behavioral intentions was empirically tested. Using PLS-SEM, results indicate that memories fully mediate the relation between two local gastronomy activities, such as Dining and Purchase which influence positively Memories, and Behavioral Intentions. These results may help managers focus on gastronomy tourism to apply different strategies for local food and beverage activities. These results may help managers focus on gastronomy tourism to apply different strategies for local food and beverage activities in terms of productss and price depending on the gastronomic experience of domestic tourists (foodies or not).

Keywords: gastronomy tourism, domestic tourism, localness, food activities, memories

The Changing Role and Potential Limitations of Farmers Markets for Artisanal Food Tourism

Jennifer Frost, La Trobe University, Australia/Sheffield Hallam University, UK, jennifer.laing@latrobe.edu.au
Warwick Frost, La Trobe University, Australia/Sheffield Hallam University, UK, w.frost@latrobe.edu.au
Vicky Mellon, Sheffield Hallam University, UK, v.mellon@shu.ac.uk
Anna Stalmirska, Sheffield Hallam University, anna.m.stalmirska@gmail.com

Farmers markets are widely seen as advantageous for both food producers and consumers, allowing the direct selling of gourmet and organic food that would normally not be sold through supermarkets, as well as attracting tourists to a region and forming part of a destination's gastronomic heritage and identity. A qualitative case study of challenges for rural food tourism against a backdrop of covid-19 compared two food regions – the Peak District in England and South Gippsland in Australia – where food production occurs within or close to protected areas of

natural beauty and food producers are refocusing on tourism in the face of agricultural decline. Findings revealed that, contrary to the received view, some food producers in these regions have pivoted away from farmers markets towards other means of direct interaction with customers. Reasons included staffing issues, time away from farm and production centres and logistical difficulties with farmers markets. This trend in some cases preceded covid-19, although the pandemic appears to have exacerbated these challenges. Alternatives to the use of farmers markets include the use of online sales, food boxes, farm shops and farm visits. Implications for the sustainability of farmers markets are discussed, including the impact on tourism, heritage and regional identity.

Keywords: rural regeneration; food; farmers market; covid-19; sustainable tourism

Existential Aspects of Wine Consumption in Tourism: A Conceptual Exploration

Ksenia Kirillova, Institut Paul Bocuse, France, ksenia.kirillova@institutpaulbocuse.com
Xiaoxiao Fu, University of Central Florida, USA, xiaoxiao.fu@ucf.edu

This conceptual paper theoretically links existential givens and wine tourism to enhance the understanding of quintessentially human consumptive elements and to open up new possibilities for wine tourism. Building off existential philosophy and the related stream of literature in tourism, we develop the framework that connects the four existential givens (meaninglessness, mortality, alienation, and freedom) with wine consumption. By addressing existential dilemmas in two ways, as authenticity-assuring or as angst-masking, this framework posits that wine consumption is closely linked to human sense-making and justification of their existence. Such a re-think draws the attention to the value of eudemonic aspects in wine tourism and consumption, leverages the existential concerns in a meaningful way, and has the potential to inspire responsible consumption of intoxicating substances while traveling.

Keywords: existential consumption, meaning, angst, existential authenticity, wine tourism

Shaping the area product of sustainable business tourism - the main guidelines

Beata Paliś, Jagiellonian University in Krakow**,** beata.palis@uj.edu.pl
Matylda Siwek, Pedagogical University in Krakow**,** matylda.siwek@up.edu.pl, matylda.siwek@gmail.com

Despite the undeniable benefits of tourism in various areas of our lives, its negative effects are also felt. To minimize these, the principles of sustainable development and sustainable tourism, which derives from its general concept, are being introduced. Business tourism can also be considered from this point of view and create its sustainable character. The article identifies the areas of the product of the sustainable business tourism and its determinants, as well as guidelines for its development. In order to achieve the intended research objective, an in-depth search of literature and internet sources, as well as interviews with industry representatives were applied. The research proved that the business tourism industry undertakes many activities in the field of sustainable development. The primary guideline towards shaping sustainable business tourism is the need to rebuild the MICE industry after the SARS-COV-2 pandemic and rethink its strategies.

Keywords: business tourism, DMO, guidelines, MICE, sustainable business tourism, sustainable development, sustainable tourism

Does the E-Mountain Biking Trend Raise the Potential for Conflict in Alpine Tourism Destinations?

Elisabeth Happ[1,2], Sebastian Schachinger[1], Julia Staudegger[1] & Martin Schnitzer[1]

[1]Department of Sport Science, University of Innsbruck, Innsbruck, Austria, elisabeth.happ@uibk.ac.at
[2]Institute for Sports Medicine, Alpine Medicine & Health Tourism, UMIT TIROL – Private University of Health Sciences and Health Technology, Eduard-Wallnoefer-Zentrum 1, 6060 Hall i.T., Austria

Leisure and recreation have been gaining importance in the lives of both residents and tourists in alpine tourism destinations and have become more than just pure recreation. The limited amount of space in tandem with the growth of outdoor recreational activities (like conventional mountain biking and e-mountain biking) is leading to greater potential for conflict. The aim of this qualitative study (N=137) is therefore to better understand the perceived conflicts between mountain bikers in-group and the new user group of e-mountain bikers. In particular, to gain deeper insights into how mountain bike beginners perceive the behaviours of individuals that trigger conflict either in-group or out-group, knowing that the level of expertise of such outdoor recreationists plays an important role in terms of safety. The results reveal that mountain bike beginners face recreational conflicts, either in-group or out-group (with e-mountain bikers), especially as regards safety concerns fueled by recklessness and using shared spaces. This contributes to scholarly literature by giving deeper insights into conflict behaviour in outdoor recreational settings as well advice for DMO planning in terms of outdoor recreational areas defined by target group.

Keywords: trend sport, mountain biking, e-mountain biking, conflict behaviour, safety

Children and overtourism: an experiment in cognitive neuroscience to reflect on exposure and behavioural consequences

Ante Mandić[1], Ivana Pavlic[2], Barbara Puh[2], Hugues Séraphin[3]

[1]Faculty of economics, business and tourism, University of Split, Croatia, ante.mandic@efst.hr
[2]Department for economics and business economics, University of Dubrovnik, Croatia
[3]Oxford Brookes University, Oxford, United Kingdom

We conducted an experiment in cognitive neuroscience to analyse the perception of overtourism and how it affects the future behaviour of 397 children in Dubrovnik, Croatia. The results of the eye tracking (ET), Facial Expression Analysis (FEA) and Galvanic Skin Response (GSR) demonstrate how images displaying overtourism attracted children's attention more than positive ones. Children's attention was primarily focused on people (crowding) rather than cultural and natural heritage. Children exposed to images displaying sustainable tourism showed more arousal, but the intensity of that arousal was lower than those exposed to images displaying overtourism. They mainly expressed neutral emotions regardless of the image displayed. The negative emotions (fear, sadness, anger, disgust, contempt) were predominately expressed by children who observed positive photos.

In a sustainable tourism scenario, engagement on the photos measured by average dwell time is connected with a higher level of nature connectedness and pro-environmental behaviour. Girls are less place attached than boys. Those living in the inner city show less nature connectedness than those living in city surroundings. Emotions experienced about positive photos were not directly connected to nature connectedness, place attachment and pro-environmental behaviour. In an overtourism scenario, older children have more neutral emotions toward overtourism. Children aged 10 to 14 show a higher level of pro-environmental behaviour than those aged 15 to 18. Children living in the inner city show more neutral emotions about the overtourism scenario. Respondents living outside the inner city experience higher nature connectedness than those in the inner city. Positive emotions about photos showcasing overtourism are negatively connected with nature connectedness and pro-environmental behaviour and positively connected with place attachment.

Children and overtourism: an experiment in cognitive neuroscience to reflect on exposure and behavioural consequences

Keywords: children; overtourism; neuroscience research; behaviour; sustainable tourism

Coping with cruising: Resident perspectives on life with and without cruise tourism

Amanda Hauso Sandven, Bournemouth University, UK, amanda.sandven@outlook.com
Matias Thuen Jørgensen, Roskilde University, Denmark, matiastj@ruc.dk
Philipp Wassler, University of Bergamo, Italy, philipp.wassler@unibg.it

Cruise tourism is a contested practice with both advocates and critics - particularly regarding the impact on the local community. This study takes the case of Eidfjord, Norway, during the pandemic-induced "break" from cruise tourism to let residents critically reflect on their perspectives and coping related to cruising. Based on in-depth interviews with residents, the study concludes that the pandemic has spurred them to shift from more individualistic (reactive/anticipatory) coping to calls for more communal (proactive/preventive) coping. Findings suggest that the good/bad, for/against debate about cruising should switch towards not only sustainable planning, regulations, and visitor management, but a better understanding of how residents cope with cruise tourism and distinguish between impacts that residents can and cannot cope with.

Keywords: Cruise tourism; residents; sustainable cruising; coping; regulation; visitor management

Challenges, Goals and Policies for Tourism in Europe considering Post COVID-19 and the War in Ukraine

Kir Kuščer, University of Ljiubljana, Slovenia, kir.kuscer@ef.uni-lj.si

The purpose of this research is to identify tourism policy implications across Europe in times of tourism crises. Research will identify the current state of tourism in different regions of Europe. It will explore occurring tourism challenges during the war in Ukraine and post Covid-19 pandemic. It will identify tourism policies that contribute to improved tourism management, deal with war and pandemic crisis and achieve the proposed objectives of tourism development.

Goals: Identify the current state and main tourism challenges that European regions are facing due to Covid-19 pandemic and war in Ukraine. Identify important tourism policies in European regions that concern the sociocultural, natural, economic, communication and digitalization environment. Identify the objectives of European regions through realizing important tourism policies to develop improved tourism management for the future.

For the purpose of this research a reliability analysis was conducted based on the results of a survey sent out to about 1000 DMOs across the analysed European regions. The results of the survey and analysis allows us to identify the relevant challenges, goals, and policies in tourism during crisis and answer the following research questions: What are the most and the least important challenges that tourism destinations in Europe are facing? What are the most and the least important goals tourism destinations in Europe want to achieve with implementing tourism policies? Which are the most and the least important tourism policies that will achieve the identified objectives in tourism destinations in Europe?

To search for the differences between the variables between Europe and specific regions, one-sample t-tests were used. The values of the analysed region with the average values for the entire Europe were compared. One sample t-test does a comparison of the mean of a sample to a predetermined value (Gerald, 2018). This allows us to answer the following research question: How do the variables differ in the European regions compared to European average in terms of the challenges, goals, and policies?

"Music makes the people come together": intergenerational interactions at electro festivals

Nico Didry, Université Grenoble Alpes, nico.didry@univ-grenoble-alpes.fr
Dominique Kreziak, Université Savoie-Mont Blanc, IREGE**,** dominique.kreziak@univ-smb.fr
Isabelle Frochot, Université de Bourgogne, CREGO**,** Isabelle.Frochot@u-bourgogne.fr

This paper aims to investigate how different festival goers of different age groups can feel at ease in an Electro Dance Music event. While those events are primarily aimed at a younger public, older festival goers are also part of participants and keen electronic music enthusiasts. Using an ethnographic approach by immersion in the *Tomorrowland* Winter edition Festival (TMLW), the study shows that the cohabitation between those two public targets is efficient: for each generation, the presence of the other is not only well perceived but also brings another dimension to their own experience. The results demonstrate that there is a clear positive emotional atmosphere throughout the festival and that age differences are not perceived as a limiting factor. The intergenerational dynamics can be seen as a strength in this leisure experience.

Keywords: Festival, music, intergenerational, interactions, consumption experience

Challenges and Opportunities in Cultural Tourism: Insights from Ontario, Canada

Louis-Etienne Dubois, Creative Industries, Toronto Metropolitan University, le.dubois@ryerson.ca
Shawn Newman, Toronto Arts Foundation, k.shawn.newman@gmail.com
Frédéric Dimanche, Ted Rogers School of Hospitality and Tourism Management, Toronto Metropolitan University, fdimanche@ryerson.ca

Cultural tourism has garnered a lot of attention, both in the field and in academia, over the last few decades. The COVID-19 pandemic, which abruptly closed international borders and cultural venues, further highlighted the economic importance of cultural tourism for communities around the world. Based on the case of Ontario, Canada, this chapter explores ongoing challenges, as well as trends related to cultural tourism. It identifies the lack of institutional coordination and support, as well as social justice considerations, as issues requiring immediate attention for this sector to continue developing. The chapter also suggests how demographic and technological changes, in addition to a renewed appreciation of the arts, are bound to further complexify and grow cultural tourism offerings. Implications for stakeholders are offered in closing.

Keywords: Cultural tourism; trends; policy; impact assessment; inclusivity; Canada

"Help us protect our planet": do hotels' pro-environmental efforts lead guests to adopt sustainable behaviors? The role of gratitude.

Marjolaine Bezançon, Université Savoie Mont Blanc, France, Marjolaine.bezancon@univ-smb.fr
Lydie Bonnefoy-Claudet, Université Savoie Mont Blanc, France, Lydie.bonnefoy-claudet@univ-smb.fr
Elodie Manthé, Université Savoie Mont Blanc, France, Elodie.manthe@univ-smb.fr
Caroline Morrongiello, Université Savoie Mont Blanc, France, Caroline.morrongiello@univ-smb.fr

Considering tourist industry GHG emission and the amount of waste produced, hotels need to combine their efforts in sustainable practices (Han et al., 2019) with their guests' behaviors during their stays (Miao and Wei, 2013). We hypothesize that the effectiveness of hotels' pro-environmental efforts depends on efforts perception by guests. In addition, we suggest the role of gratitude in mediating hotel's efforts and guests' intentions to adopt pro-environmental behaviors (PEB) (Zelenski and Desrocher, 2021). Based on an experimental approach, we uncover a serial mediation that explains the indirect effect of the intensity of hotels' sustainability efforts on their guests'

intention to adopt PEB. We show that the perceived motivations of hotels and the gratitude felt by their customers play a central role in establishing a relation between hotels' actions and their customers' actions.

Rural Tourism Networks in New-Zealand and Italy

Karin Malacarn, Auckland University of Technology, karin.malacarne@aut.ac.nz
Massimo Morellato, The Free University of Bozen – Bolzano, massimo.morellato@unibz.it
/Auckland Univeristy of Technology, massimo.morellato@aut.ac.nz
Simon Milne, Auckland University of Technology (NZ Tourism Research Institute), simon.milne@aut.ac.nz

Rural tourism networks (RTN) are having an important role in the development of sustainable tourism. This paper explores the value that connections created amongst rural entrepreneurs can bring to a rural area in proximity to an urban centre and the challenges in nurturing and sustaining lasting collaborations that could benefit the rural area. Matakana, a growing rural tourism destination in New Zealand, is the setting for a case study where 11 rural entrepreneurs and tourism operators participate in semi-structured in-depth interviews. Findings show different benefits that rural tourism networks brings to the area within a value creation process. Synergic products and entrepreneurs cross-promotion are highly valued outcomes of recently formed rural tourism networks. The last part of this paper is also unfolding a few challenges and difficulties experienced between and within the actors in the rural tourism network.

Presentations' abstracts

Wednesday 26th April

The ecotourist trap: Influencing pro-environmental behaviors at a community-based ecotourism destination

Karen Irene Thal, Fort Hays State University, kithal@fhsu.edu

This study examined social influences on pro-environmental behaviors (PEB) at a community-based ecotourism destination (CBE). Prior research suggests that social factors have a significant impact on individuals' behavioral intentions with respect to PEB. An operational framework of social influences, derived from such theories as Social Cognitive Learning Theory (SCLT) and Social Comparison Theory (SCT), suggests that social learning (SL) and social comparison (SC) are precursors to normative influence (NI), which in turn impacts behavioral intention (BI). In the current study, SL was measured in terms of communication with local community members, SC with respect to other tourists, NI as descriptive norms, and BI as intention to engage in PEB at a CBE. Study results confirm that tourists' intentions to engage in PEB are influenced *in situ* but that local community members have a far more impactful role in shaping PEB than other tourists.

Keywords: Community-based ecotourism, Social Influence Theory, Pro-environmental behaviors

Practical perspectives on sustainability in the tour industry: A proposal for a tool to measure and improve the sustainability of tours and excursions

Frederic Thomas, EIREST, University of Paris 1 Panthéon-Sorbonne – frederic.thomas1@univ-paris1.fr

The concept of sustainability has generated much discussion in tourism theory and practices in recent years. Yet, it is fair to say that a mutually accepted definition of sustainability has failed to emerge from the discussion mainly because of the multiple interpretations of the concept of sustainable development, and by extension of its application to the tourism industry. This paper provides a review of the major theoretical and empirical propositions that have shaped the definition and the measurement of sustainability including the ones of tourism stakeholders. While most of sustainable tourism indicators are scientifically relevant, they are considered as far too numerous and complex to be operational in the tour industry and they mostly concern the sustainability of tourism destinations only. We conclude with a conceptual model that enables stakeholders, such as local guides, ground handlers and travel agencies (ITOs), to understand the broader perspective of sustainability and to engage more in responsible practices based on user-generated assessments of sixteen sustainability indicators.

Keywords: Tour industry, sustainability, indicators, User-Generated-Evaluation

Reshaping sustainability in volunteer tourism through E-volunteering

Claudia Eckardt, Oman Tourism College, Sultanate of Oman, claudia.eckardt@otc.edu.om
Albert Kimbu, University of Johannesburg, South Africa, a.kimbu@surrey.ac.uk

E-volunteer tourism is a new phenomenon that emerged due to the travel restrictions imposed during the Covid-19 pandemic in 2020 and 2021. The traditional form of volunteers travelling to a destination to exchange knowledge and experience face-to-face with the recipients at a host project was substituted with VoIP technology (e.g., Zoom, Skype). E-volunteering which is gaining momentum as a niche within the industry and in a post-pandemic travel setting is reshaping the boundaries of volunteering as it is making *tourism* in *volunteer tourism* 'obsolete'. The new model is providing opportunities that are currently not fully developed nor understood. This study explores why and how e-volunteering is influenced by the resilience of stakeholders in the volunteer supply chain during the Covid-era. An evaluative framework is adopted to determine the initial sustainable outcomes of

e-volunteering and offer insights into the role of context, resilience and related micro-level mechanisms in shaping this new trend. The case study used is based on a sending organisation in the UK and host organisations in four countries. The research makes a valuable methodological contribution to the emerging agenda of evaluating current tourism developments by applying an evaluative framework that integrates resilience theory in a Covid-era setting. The study also offers a detailed analysis of how each of the stakeholders within the volunteer tourism supply chain influences sustainable outcomes. Essential to the development of e-volunteer tourism is the motivation and commitment of the sending organisation to its projects and volunteers to create an alternative to support host projects. Albeit e-volunteering offers a valuable volunteer model for those who are unable or unwilling to travel without compromising the host community benefits.

Keywords: E-volunteer tourism, resilience, realistic evaluation, Covid-19 pandemic, sustainability

Session 12 - Wednesday 09:55-11:10: Managing employees in the tourism industry

Facing the great resignation in the hospitality industry: a quondam commitment process approach

Alatar Yara[1], Greffe Gwenaëlle[1], Peyrat-Guillard Dominique[1],
Sachet-Milliat Anne[2]
[1]Angers University (France), ESTHUA, Faculty of Tourism, Culture and Hospitality, GRANEM Research Unit
[2]ISC Business School, Paris (France)

This paper aims to discuss the concepts of work commitment and quondam commitment, in the context of the great resignation of the hospitality employees between 2020 and 2021, which weakens a sector already characterized by its high turnover. The first results of an ongoing qualitative study will be presented. They will enrich the modeling of the process of quondam commitment which is still embryonic in the literature.

Keywords: Work commitment, quondam commitment, OCB, CWB, hospitality

The role of leadership in improving employee wellbeing and building resilience in a changing world: evidence from low skilled employment

Svetla Stoyanova-Bozhkova, Bournemouth University, UK, sstoyanovabozhkova@bournemouth.ac.uk

Evidence from the tourism and hospitality industries shows growing concerns related to employee wellbeing. The issues with recruitment, retention and chronic worker shortages post pandemic are indicative of this. This research explores the role of leadership and managerial styles in improving employee wellbeing in times of turbulence and rapid changes. The focus is on post-pandemic wellbeing and work practices in the context of low skilled employment. The research involves semi-structured interviews and focus groups with industry stakeholders in the UK, as well as documentary analysis.
This research will make original contribution to a less-researched area and will advance scholarly understanding of Human Resource Management (HRM) practices and employee wellbeing, particularly in situations of high levels of threat and uncertainty.

Keywords: employee wellbeing; building resilience; pandemic recovery strategies

Discrimination and biases in Canadian tourism employment:
Assessment and recommendations to address the labour crisis

Kelly-Ann Wright, University of Waterloo (Kellyann.wright@uwaterloo.ca)
Frederic Dimanche, Ted Rogers School, Toronto Metropolitan University (fdimanche@torontomu.ca)

Canada has long been recognized as an immigrant-friendly nation that is committed to welcoming people from all over the world. However, many immigrants, particularly racialized and ethnic minorities, regardless of social capital, skill sets, and experience, find themselves concentrated in low-paying and low-skilled jobs. Discrimination and bias, either from individuals or institutions, are not uncommon and have impacted every stratum of tourism stakeholders. Furthermore, discriminatory practices have long been documented within the sector including racial segregation between different job functions, wage gaps, and insufficient advancement opportunities for minorities. This paper reviews the literature and discusses how Canada's immigration policy may be working (intentionally or unintentionally) to supply racialized immigrants, many of whom are highly educated and professionally trained, as cheap labour to the Canadian labour market where they face de-skilling, discrimination, and exploitation in various sectors, including hospitality and tourism.

Keywords: Racism, tourism, hospitality, employment, immigrants, Canada

Session 13- Wednesday 09:55-11:10: Sustainable strategies and destinations

Analysis of the related industries towards Circular Economy in Tourism Ecosystem

Vincent Grèzes[1], Sandra Grèzes-Bürcher[2] and Jérôme Küffer[2]
[1]Entrepreneurship & Management Institute
[2]Tourism Institute
University of Applied Sciences and Arts Western Switzerland
{vincent.grezes; sandra.grezes; jerome.kuffer}@hevs.ch

The tourism industry faces numerous challenges which have demonstrated the vulnerability of tourism. It is even more important for tourism destinations to gain in sustainability and resilience. This paper presents the results of a first step in a wider project which aims to identify replicable good practices to support the development of the circular economy (CE) in the tourism ecosystem and strengthen the resilience of tourism stakeholders. In this first step, our research question is: What are the links between the industries on which the circular economy flows are built? This first step allowed us to elicit best practices of CE in the tourism field and to identify the related industries for each tourism activity. This enables the elaboration of hypothesis of transposition of CE activities to other actors, that will be achieved in the next step of the main research project.

Climate change and glacier tourism: production transformation thought regional economic perspective

Emmanuel Salim, University of Lausanne, Switzerland, emmanuel.salim@unil.ch
Leïla Kebir, University of Lausanne, Switzerland

Mountain territories, and especially upper valleys have been the subject of different economic dynamics since more than two centuries, leading some remote territories to become international resorts or tourist spots. Glaciers are a particularly good example of this evolution: from a mostly negative perception by inhabitants before the XVIIIe century, they became highly attractive places with tourism development. However, current climate change, resulting in a drastic shrinkage of glaciers around the world could transform the value of glaciers. In this context,

it seems important to understand how environmental changes can and could transform some tourist territories by influencing their resource. Drawing on a relational and territorial approach of the resource, the aim of this conference paper is to present the processes leading to the construction of glaciers as cultural and economic resources, and how those processes are nowadays put to question and reoriented by the consequences of climate change.

Keyword: climate change, tourism, glacier, production system, territorial resource

Greening Festivals towards sustainable strategic management of Destinations

Aurkene Alzua-Sorzabal [1,2] aurkenealzua@deusto.es
Basagaitz Guereño-Omil [1] b.guereno@deusto.es
Giuseppe Aliperti [1] giuseppe.aliperti@deusto.es

[1] Social and Human Sciences Department, University of Deusto, San Sebastián, Spain
[2] School of Economics and Business, Nebrija University, Madrid, Spain

Festivals and events increased in the second half of the twentieth century as part of the cultural life of towns and communities and relevant economic activity. This tourism activity raised awareness of environmental issues, adding together a critical understanding of the ecological impact of major festivals (Sachin, Ramesh and Rajashekar, 2017). This study applies quantitative methods by conducting an ad-och-designed questionnaire to conduct on the streets during the festival. The sample consisted of 508 participants. The preliminary Ecological Footprint of the festival was calculated based on a component approach. The value of calculated emissions was estimated, taking into account the different modes of transport. The preliminary calculation of the festival is 15.763,71 kgCO2. This estimation provides the opportunity to reflect on the suitability of the events and analyses visitors' and policymakers' social responsibility linked to the emissions resulting from tourist flows and consumption of sites in destinations.

Keywords: Green digital transition; tourism management; sustainability; festivals and events

Session 14- Wednesday 09:55-11:10: Destination evolutive trends

Using Google Trends to Examine a Global Shift to Staycations

Michael S. Mulvey[1], Statia Elliot[2], Michael Lever[3]
[1]Telfer School of Management, University of Ottawa, Canada, mulvey@uottawa.ca
[2]Gordon S. Lang School of Business and Economics, University of Guelph, Canada
[3]Fairleigh Dickinson University, Vancouver, Canada

Staycations, or vacations taken close to home, have increased in recent years, shifting perceptions of travel. According to data from Google Trends, search terms related to staycations have increased significantly during COVID-19, indicating a growing interest among consumers to vacation closer to home. This article will explore the factors behind the rise of staycations globally and how destinations can capitalize on this phenomenon using Google Trends data on consumers' search queries and related entities.

Keywords: consumer behavior; online analytics; search terms; textual analysis; vacation

Smart tourism destinations : bibliometric analysis, network visualisation and qualitative research

Christofle Sylvie, Université Côte d'Azur, Sylvie.Christofle@univ-cotedazur.fr
Regalado-Pezúa Otto, Universidad ESAN, Peru, oregalado@esan.edu.pe
Massiera Bernard, Université Côte d'Azur, Bernard.MASSIERA@univ-cotedazur.fr
Debos Franck, Université Côte d'Azur, Franck.Debos@univ-cotedazur.fr
Huron David, Université Côte d'Azur, David.Huron@univ-cotedazur.fr

The main objective of this paper is to perform an integrative review (Whittemore & Knalf, 2014) conducted in two phases. The quantitative and bibliometric phase (378 articles) is based on the performance of scientific publications related to the theme 'Smart Tourism Destination'. This method measures two essential components: the quantity of scientific production and the influence of these publications on the progress of the subject. Regarding the network visualisation analysis, using the VOSviewer software allowed scientific mapping to determine citation analysis, co-citation analysis, bibliographic coupling, co-word analysis, and co-authorship analysis. The qualitative phase proceeds by thematic analysis. It is an investigation of the content of the 21 most referenced articles (90 citations or more). This phase makes it possible to extract the main themes contained in the mainstream literature in order to build a grid that materialises the key elements of the development of a 'smart tourism destination'.

Keywords : Smart Tourism Destination – Integrative review - Bibliometric Analysis – Network Constructing – Network Visualization – Qualitative Content Analysis

Session 15- Wednesday 11:30-12:20: Destinations' wildlife and tourism

A revised CBT strategy for botswana: reflections from experiences of the ban on tropy hunting

Lelokwane Mokgalo, Botswana Accountancy College, School of Business & Leisure, lelokwanem@bac.ac.bw
Peet van der Merwe, North-West University, Potchefstroom, South Africa, Peet.vandermerwe@nwu.ac.za

The study aimed to investigate the stakeholder experiences and per- ception of the ban on trophy hunting in Botswana that was instituted between April 2014 and May 2019 with the view to inform a revised strategy for the Botswana CBT approach. Two communities were selected (Sankuyo village and Mmadinare). The study found numerous challenges experienced since the ban on hunting. Communities experienced an increase in wildlife numbers that led to an escalation of the Human-Wildlife Conflict (HWC) and the destruction of raw materials used by craft traders. The communities further bemoaned the lack of involvement in decision-making due to increased bureaucratic challenges. There is also a loss of revenue, regulatory impediments, and problems in the relationship with current ecotourism operators in Sankuyo, where ecotourism is practiced. The study, therefore, recommended a five-phase strategy that articulates the process and conditions needed in facilitating a CBT project.

Understanding the consumers' perceived value (CPV) of the Rhino as part of the big five brand in the Kruger National Park

Engelina du Plessis, TREES, North-West University, RSA, Lindie.DuPlessis@nwu.ac.za

One of the defining features of the Kruger National Park is the fact that it hosts the Big Five, This article focused on the consumer perceived value (CPV) related to rhinos by conducting 35 interviews in Park during December 2021. The research gave attention to information related to the poaching of rhinos, the effect of possible extinction in the KNP, and the influence of that on tourists' travel choices to the KNP.. In the last decade 9886 African Rhino's have been killed (Anon, 2022). Looking at these devasting figures, it is evident that future generations might not have the opportunity to view these animals in their natural habitat. Hence it is essential to stop poaching and increase the conservation of rhinos. From a tourism perspective, specifically tourists, information on this matter is

limited. Therefore, this study investigated the perceived value of rhinos as part of the tourist experience when visiting the Kruger National Park.

Because the rhino adds value to the tourist experience, it is no surprise that tourists are passionate about conserving these animals. The support of tourists is essential to the conservation of rhinos in terms of financial support and assistance in awareness campaigns towards these conservation efforts.

Knowledge related to the perceived value of the rhino could have managerial implications for the conservation model. Marketing strategies based on the results could sustain a competitive advantage.

Keywords: Big Five, Rhino, Conservation, Perceived consumer value, tourism satisfaction

Session 16- Wednesday 11:30-12:20: Return travel intentions and tourism perceptions

Is revisit a must? A case study of China-based UK alumni on return travel intention

Tingyao Liu, Hong-Kong Polytechnic University & University of Surrey, tingyao.liu@surrey.ac.uk
Danni Wang, danny.wang@connect.polyu.hk, **Catherine Cheung**, catherine.cheung@polyu.edu.hk

This study explores the travel experiences of Chinese graduates from the UK universities by identifying the important factors that affect their revisit intention. Qualitative method applied with 23 semi-structured in-depth interviews. Three factors were found to have strong associations with the respondent memories: *Attraction and Atmosphere Involvement*, *Events and Activity Engagement,* and *Relationship Development*. The factor of *Attachment on Attraction and Atmosphere* has emerged as a significant motive for revisit intention. This study fills the research gap on the relationship between the travel experience and revisit intention for alumni market and provides insights for destination marketing organizations to develop and promote effective strategies in the post-pandemic era.

Keywords: Travel experience, attachment, alumni, revisit intention, COVID-19

Comparing first-time versus repeat tourists' perceptions of crowding: whose behavior is more affected?

Daniela Buzova, Department of Marketing, University of Valencia, Spain, daniela.buzova@uv.es
Silvia Sanz-Blas, Department of Marketing, University of Valencia, Spain, silvia.sanz@uv.es

Perceived crowding during a destination visit is a growing concern among tourists and DMOs especially after the social distancing practices applied during the covid19 pandemic. While destination crowding has received considerable academic attention in the last years, an understanding of how familiarity based on previous visit moderates the effect of perceived spatial and human crowding on visitors' subsequent future behavior is still lacking. Questionnaire-based data were collected from 340 first-time and 197 repeat visitors on site and analyzed using PLS-SEM. The multi-group analysis reveals the following differences across the two types of tourists: spatial crowding affects more negatively repeat tourists' intention to recommend the destination; the impact of human crowding on revisit intention is non-significant for repeat tourists, but moderately positive for first timers. Interestingly, the relationship between the perception of human crowding and satisfaction is positive, while the impact is negative when spatial crowding is perceived.

Keywords: crowding, spatial crowding, human crowding, satisfaction, behavioral intention

Social Media Monitoring in Destination Management Organizations: Importance, Learnings, and Practical Implications from Tyrol

Monica Nadegger University of Innsbruck & MCI, Innsbruck, Austria, monica.nadegger@uibk.ac.at
Birgit Bosio, MCI, Innsbruck, birgit.bosio@mci.edu

Especially since the impact of COVID-19, social media has become a central and fast communication channel within the increasing uncertainty, complexity, volatility, and ambivalence of societal developments (Pachucki et al., 2022). Besides many advantages, the use of social media also entails many challenges. These include the complexity, speed of change, and the need for both personal and financial resources and know-how to leverage the potential of social networks (Fortezza & Pencarelli, 2015). Also, within the tourism industry, social media marketing nowadays plays a crucial role (Shu-Chuan et al., 2020). However, the tourism industry has proven to lag behind other sectors in digitalization. The small-scale structure of the industry and the shortage of skilled workers, digitalization, and social media marketing and monitoring are often not given the role they would need to play (Gardini, 2014). Although almost all destination management organizations use "social media applications in their marketing and communication strategies", Roque and Raposo (2016, p. 69) note that "the return in terms of interaction with users was quite different". Although social media data are considered valuable resources for destination management and monitoring, there is still uncertainty about which metrics should be used and how they can contribute to the future development of destination products (Wozniak et al., 2017). Merely accessing dashboards on social media platforms and 'looking at' the numbers, thus, might not be enough to understand and engage with these interactive modes of advertising and cultivate a lively user base through such channels (Peters et al., 2013). Therefore, the current study focuses on how destination management organizations (DMOs) evaluate and monitor their social media presence. As part of a larger project funded by the Government of Tyrol on the use of social media in Tyrolean tourism organizations, this paper looks at the importance but also barriers in social media monitoring by applying a qualitative approach to interviewing social media managers within Tyrolean DMOs and creating a public social media report for the region.

Keywords: social media monitoring; destination management organization (DMO); big data; knowledge transfer

The Visual Message of Travel Selfies: Examining Chinese Tourists in Europe

LingLing Huang, Free University of Bozen-Bolzano, lhuang@unibz.it
Serena Volo, Free University of Bozen-Bolzano, serena.volo@unibz.it

Selfie photography has become a prominent phenomenon thanks to technology affordance. Taking selfies while traveling has changed the tourist gaze. Many tourism scholars have called for more research endeavors on this self-presentation behavior. Therefore, this study aims at joining the conversation to explore the visual message conveyed by travel selfies. Visual content analysis was employed to investigate the manifest content of the images and to verify the possible attraction-shading effect. The results provide important implications for the destination image and potential tourists' intention to visit.

Keywords: travel selfies; tourist-generated photos; manifest content; viewer's end; visual message